



MUSICALITY

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ABSTRACT The aim of this study is to determine whether a person's music taste has any effect on their personality i.e. People with same music taste display similar personalities. Music is a part of everyone's lives. People often associate music with pitch, rhythm, melody, etc. however, psychologists associate music with personality. These days music is even used as a form of therapy. It helps people cope with stress and promote human wellbeing. Music is said to improve intelligence and enhance the immune system as well as increase self-esteem and confidence. Research has shown that music can be very helpful in the management of pain. One study of fibromyalgia patients found that those who listened to music for just one hour a day experienced a significant reduction in pain compared to those in a control group. Researchers at the University of Groningen showed in an experiment that listening to sad or happy music could not only put people in a different mood, but also change what people notice. People may define their musical identity by wearing particular clothes, going to certain pubs, and using certain types of slang. Therefore, it is not so surprising that personality can relate to musical preference.

KEYWORDS :

Hypothesis

Is there is a positive correlation between Music and Personality. Does the music you listen to affect your personality? Prior research conducted by psychologists Jason Rentfrow and Sam Gosling suggests that music does have an effect on your personality and knowing the kind of music someone listens to can help create accurate predictions about one's personality.

Even researcher Adrian North suggests that people do often relate themselves and others to the music they listen. He also says that people get defensive about their music tastes; this might suggest its connection to their personality and attitude.

Methodology:

The objective of the research is to validate if there is a correlation between personality type and music preference and does people with same music taste have same personality traits.

1. The research was based on primary data survey with a quantitative approach.
2. Students between ages of 15-18 selected as target population.
3. A questionnaire created on google form to gather information on:
 - Demographics: Age, gender.
 - Questions on choice and preference of music.
 - Questions reflecting personality traits of individuals.
4. Analysed results to establish relation between music preferences and personality traits.

Personality Types - Four Quadrants of the Brain: Literature Review To understand various personality types read the theory developed by Ned Herrmann, Whole Brain® Thinking divides the brain into four quadrants. Each quadrant represents a different part of the brain:

1. Analytical.
2. Practical.
3. Relational.
4. Experimental.

Rational	Conceptual		Intuitive
	Upper left brain – Analytical <ul style="list-style-type: none"> • Logical • Quantifies • Fact based • Quantitative • Realistic Fact	Upper right brain – Experimental <ul style="list-style-type: none"> • Holistic • Curious • Imagines • Spontaneous • Likes surprises Risk Taker - Future	
	Lower left brain – Practical <ul style="list-style-type: none"> • Sequential • Organised • Detailed • Planned • Reliable Form	Lower right brain – Relational <ul style="list-style-type: none"> • Feeling based • Expressive • Sensitive to others • Emotional Feeling 	

	Instinctive		
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Table 1

While everybody has these quadrants, it advocates that we all have a preferred way of thinking without even realizing it.

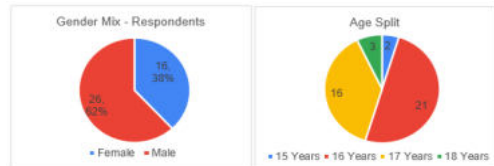
This preferred way of thinking outlines our personality.

The objective of the research paper is to validate if people with same music taste have the same personality traits.

The Survey Results:

The Target Group: Demographics

- Forty-two (42) students responded to the survey.
- The respondents were split as - 16 Females (38%) and 26 Males (62%).
- 21 respondents (50%) were aged 16 and 16 respondents (38%) 17 years of age.



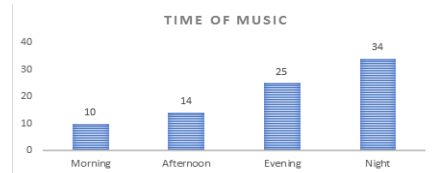
Data Analysis and Findings:

Music Integral part of Life:

- 30 students listen to music more than 2 hours each day.
- 38/42 (90%) confirmed music helps calm anxiety.
- 40/42 (95%) confirmed music helps lift their mood.



- 34 students listen to music twice daily.
- Most preferred time of listening to music is at night with 34 students opting for this time.

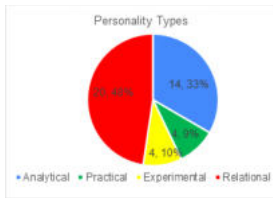


Personality Traits:

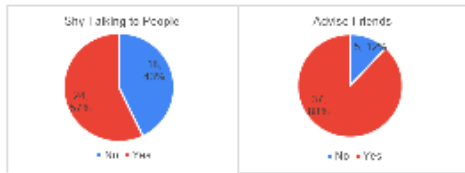
Based on how the respondents make their decisions:

- 24, 58% of respondents are relational or experimental i.e. driven by the right brain.

- 18, 42% of respondents are analytical or practical i.e. driven by the left-brain.

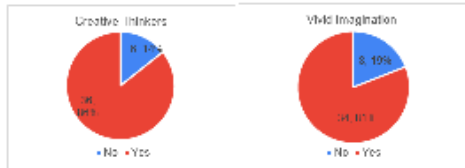


- Based on the response to if they are shy talking to new people or advise friends:
- However, 57% of students are shy talking to new people, 88% of them love advising friends.



Based on the response to if they are creative or have vivid imagination:

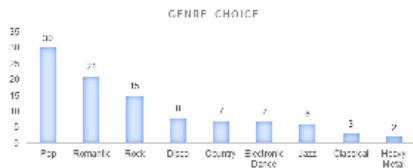
- 36/42, 86% of the respondents say they are creative thinkers.
- 34/42, 81% of respondents say they have vivid imagination.



Music and Personality

Top preferred Genre's amongst Respondents:

- 30/42 (71%) respondents picked Pop Music as one of genre they prefer listening to.
- 21/42 (50%) respondents picked Romantic Music as one of genre they prefer listening to.
- 15/42 (36%) respondents picked Rock Music as one of genre they prefer listening to



Traits Pop Music Lovers:

Make Decisions Based On	Count	%
A well thought through and calculated process (Practical)	10	33%
My future (Analytical)	2	7%
Gut feeling (Experimental)	3	10%
How it affects me and the people around me (Relational)	15	50%
Total	30	100%

Prefer Music to be	Count	%	Shy - New People	Count	%
Loud	23	77%	Yes	16	53%
Soft	7	23%	No	14	47%
Total	30	100%	Total	30	100%

Attention to Lyrics	Count	%	Emotional	Count	%
Lyrics	21	70%	Mesmerized by Emotion	22	73%
No	9	30%	No	8	27%
Total	30	100%	Total	30	100%

- The Pop Music lovers seem to be driven by their right brain (relational and Experimental) with 60% of them making decisions based on how it affects others and gut feeling.
- 77% of respondents prefer their music to be loud.

- They seem to be emotional as 70% pay attention to lyrics and 73% are mesmerized by emotion.
- The split between respondents being shy to talk to new people and comfortable to talk to new people is almost similar.

Traits Romantic Music Lovers:

Make Decisions Based On	Count	%
A well thought through and calculated process (Practical)	6	29%
My future (Analytical)	4	19%
Gut feeling (Future - Experimental)	2	10%
How it affects me and the people around me (Relational)	9	42%
Total	21	100%

Prefer Music to be	Count	%	Shy - New People	Count	%
Loud	11	52%	Yes	12	57%
Soft	10	48%	No	9	43%
Total	21	100%	Total	21	100%

Attention to Lyrics	Count	%	Emotional	Count	%
Lyrics	17	81%	Mesmerized by Emotion	17	81%
No	4	19%	No	4	19%
Total	21	100%	Total	21	100%

- The romantic Music lovers seem to have a balance between their right brain (52% being relational and Experimental) and left-brain (48% being practical and analytical)
- 52% of respondents prefer the music to be loud, whereas 48% prefer soft, almost equal split
- They seem to be emotional as 81% pay attention to lyrics and 81% mesmerized by emotion.
- However, 57% respondents seem shy to talk to new people and 43% are comfortable doing the same.

Traits Rock Music Lovers:

Make Decisions Based On	Count	%
A well thought through and calculated process (Practical)	7	47%
My future (Analytical)	2	13%
Gut feeling (Future)	1	7%
How it affects me and the people around me (Relational)	5	33%
Total	15	100%

Prefer Music to be	Count	%	Shy - New People	Count	%
Loud	10	67%	Yes	7	47%
Soft	5	33%	No	8	53%
Total	15	100%	Total	15	100%

Attention to Lyrics	Count	%	Emotional	Count	%
Yes	10	67%	Mesmerized by Emotion	13	87%
No	5	33%	No	2	13%
Total	15	100%	Total	15	100%

- The rock Music lovers seem to be driven by their left-brain (practical and analytical) with 60% of them making decisions through calculate process and how it affects their future.
- 67% of respondents prefer their music to be loud.
- They seem to be emotional as 67% pay attention to lyrics and 87% mesmerized by emotion.
- The split between respondents being shy to talk to new people and comfortable to talk to new people is almost similar.

Conclusion:

- Many theories and research have already concluded to link music to personality, though lot of research studies support this view, few still argue against it.
- Research confirms music has become an integral part of our lives and is a big stress reliever for the target group ages between 15-18 years.

3. Based on the data collected and analysed can confidently conclude that students with same music preferences display similar personality traits.
4. There is certainly a linkage between the personality type (preferred way of thinking) of an individual and the music type they appreciate.

REFERENCES

1. Link of Google form used for Input: https://docs.google.com/forms/d/1q6eIHU3STvgbF9EXRWs9KGXFezaxQ_VOAVdKWcdnQFU/edit
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3. <https://thepeakperformancecenter.com/educational-%20learning/learning/preferences/thebrain/hbdi/whole-brain-model/>