

Research findings based on Interviews and other research

Other research Findings

Why do people share music?

What makes people share music?

Viral – ‘Compound sharing’

Two ways to increase sharing:

1. Increase the initial exposure
2. Increase the rate of sharing

Increasing the rate of sharing

What makes it more likely for a fan to pass on a song to their friends?

- Ease of sharing (share buttons, clean URLs, copy and paste sharing or download a song and burn it to a CD to share it)
- Quality of the song (if the song sounds good, more people are likely to share it)
- Fan perception (if a fan like you and want to help you get known, they’re more likely to share your releases. This comes down to reputation and fan-artist relationship building)

Entertainment + Social media

The internet personality perhaps portrays a slightly more cooler version than we admit to let it on.

One such investigation by Harvard discovered that the brain releases certain chemicals when we update our social media; ie: receiving an email, or getting a retweet - ignites the 'reward system' in your brain: a satisfactory feeling formed by 'happy chemicals' such as serotonin, which you find in antidepressants, and dopamine, which is released when you eat things like sugar. This is also why scrolling down a Twitter or Facebook feed can be so very addictive.

These types of findings explain the success of social media. We’re giving people something that deeply excites the brain in highly condensed form, which keeps them coming back.

Interview Research Findings

Fun is why you create and share

When people are having fun, they interact, they dance, they talk, they laugh, they share, they kiss, and they open up. This is why Facebook was so good: people were mindlessly posting things because it was fun. Then they became self-conscious. This is why Instagram was so good, but then people became self-conscious. And this is what Snapchat absolutely nailed with their ephemeral content.

“I’m a millennial and I share more music through Instagram stories than any other medium”

Things people post:

- ‘Moments’: being in the office on Sunday, travel, having lunch with friends, nice views, parties, etc.;
- Hints: previews of what I’m working on (I actually added the title of this article to a story);

- Calls: “anyone want to join me for...?” — it really doesn’t matter what the picture that goes with it is, as long as it’s fun and doesn’t confuse. I was looking for someone to join me to IKEA and I put that call in a pic with graffiti.
- Time-lapse vids: these are a really fun way to put a lot of content in one short story and communicate action, e.g. moving from the office to a party on Friday;
- Vids of vids: fits into moments, but basically if you’re at home watching artsy YouTube videos, weird Japanese commercials, memes, whatever, you can post quick snaps of that too — it helps with diversity & it’s FUN;
- Creative: doing funky stuff with the filters, pinning surfers to foam in the bath tub while the water flows, reality distortion like Hyperspektiv, using Pantone’s photo app, etc.;

Why I’m using Instagram stories to share music?

- When you insert a short clip combined with an interesting visual into your Instagram Stories, you have a captive audience.
- I don’t know any other medium that gives me a better type of attention than Instagram Stories.
- If it’s just about friends, then Instagram Stories is the best for me.
 - Plus people engage! Instead of acknowledging you by clicking a meaningless like button or heart icon, they actually reply to your public stories. With words! Like human beings!
 - They’ll say: “wow, that’s such a cool track, I didn’t know you were into that too!” or “did you know they have a concert soon?” or “what is this? can you send me more of this?”

Media changes music

The record changed music. MTV changed music. Then the internet changed music by allowing the emergence of global undergrounds. The playlist economy changed music because producers now optimize tracks to lower the skip rate, bringing the vocals into the first few seconds of the track.

The Stories format could further affect music, because it stresses the importance of making an impact with a song, even if people hear just a few seconds of any part of it.

Type of sharers

1. **Hipster:** Less likely than other sharer to use email for sharing content. These sharers are creative, young and popular
2. **Careerist:** These sharers are savvy business networkers and are more likely to share content on LinkedIn.
3. **Altruist:** These sharers are helpful, reliable, thoughtful, connected and only use email to share.
4. **Selectives:** These sharers are resourceful, careful and thoughtful. They share informative content via social networks as well as by email.
5. **Boomerangs:** These sharers share information to get a reaction and to feel validated. They are empowered by social media and tend to use both Twitter and Facebook.
6. **Connectors:** These sharers are creative, relaxed, thoughtful and use social media as a tool to organize their social lives offline.