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# Blowing in the Wind?

An investigation into the effect of advertising music on  
consumer habitus

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Christopher William Wright

**Volume Two - Appendix**

A thesis submitted in partial fulfilment of the requirements of Keele University for the  
degree of Doctor of Philosophy

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Keele University

June 2020

## Note from Author

The contents for this element of the thesis serve as an appendix to Volume One which is the main body of the PhD. The material within this document will seek to support and supplement the arguments and knowledge claims put forward by Volume One and is not a standalone document. References are made throughout the main thesis to each element of the appendix should a reader require further detail or more clarification on a particular matter.

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## Appendix 1 - Letter of Ethical Approval



Ref: ERP2314

29<sup>th</sup> April 2017

Chris Wright  
Keele Management School  
Keele University

Dear Chris,

**Re: Blowing in the wind? An investigation into the effect of advertising music on consumer habitus**

Thank you for submitting your revised application for review.

I am pleased to inform you that your application has been approved by the Ethics Review Panel. The following documents have been reviewed and approved by the panel as follows:

Document(s)	Version Number	Date
Habitus and Cultural Audit Questionnaire	3	24-10-2016
Interview Process and Questions	3	24-10-2016
Participant Information Sheet	2	13-04-2017
Invitation email/letter for Participants – Pilot Study	2	07-02-2017
Invitation Letter/email for Participants – Main Study	2	07-02-2017
Consent Form and Consent for the use of quotes	2	24-10-2016
Participant Referral Sheet Main and Pilot Study	1	None
Research Flow Chart	None	None

If the fieldwork goes beyond the date stated in your application, **31<sup>st</sup> January 2018**, or there are any other amendments to your study you must submit an 'application to amend study' form to the ERP administrator at [research.governance@keele.ac.uk](mailto:research.governance@keele.ac.uk) stating ERP2 in the subject line of the e-mail. This form is available via <http://www.keele.ac.uk/researchsupport/researchethics/>

If you have any queries, please do not hesitate to contact me via the ERP administrator on [research.governance@keele.ac.uk](mailto:research.governance@keele.ac.uk) stating ERP2 in the subject line of the e-mail.

Yours sincerely

*pp C H Bonnerman*

**Dr Colin Rigby**  
Chair – Ethical Review Panel

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## Appendix 2 - Sample Research Tools Deployed

## Habitus Questionnaire

## Part 1 - Cultural Audit (Consumer Habitus)

### 1.1 - Attitude and behaviour towards music

*Please say how much you agree with the following statements by circling a number between 1 and 5. 1 being that you disagree strongly, 5 being that you agree very strongly.*

1. I like a wide range of music from a number of genres of music.

Disagree      1      2      3      4      5      Agree

2. I listen to different music to suit different aspects of my life.

Disagree      1      2      3      4      5      Agree

3. Music plays a part in how I feel about myself and how I want to be seen.

Disagree      1      2      3      4      5      Agree

4. Music plays a role in how I want to be seen amongst my friendship groups.

Disagree      1      2      3      4      5      Agree

5. I share musical tastes with most of my friendship groups.

Disagree      1      2      3      4      5      Agree

6. I tend not to socialise with people with very different musical taste.

Disagree      1      2      3      4      5      Agree

7. I consciously make an effort to listen to music.

Disagree      1      2      3      4      5      Agree

8. I feel that I have a high involvement in music as part of my life (e.g. you may play an instrument, purchase a lot of music, go to gigs or watch it performed on TV)

Disagree      1      2      3      4      5      Agree

9. For me, music and emotions go hand in hand.

Disagree      1      2      3      4      5      Agree

10. Music can influence my moods in a direct way if I feel that I am involved in the music.

Disagree      1      2      3      4      5      Agree

11. I am aware that I experience a physical response when I listen to music I really enjoy (you may get a tingling feeling, hairs standing up on the back of your neck etc.)

Disagree      1      2      3      4      5      Agree

12. If I hear music that I enjoy I will focus my attention to what is going around the music (e.g. I might stop and listen to a busker, I might pay more attention to an advert with music I enjoy)

Disagree      1      2      3      4      5      Agree

## Cultural Capital Audit

**Part 2 – Cultural Audit**

**2. 1 – Respondents Education**

1. How old were you when you completed your continuous full time education. (If you are still in full time education, please say so below)

Answer: \_\_\_\_\_

2. What type of school did you attended in for your last full time education before you turned 18?  
(Please tick one)

Type of School	Please tick below	Type of School	Please tick below
Comprehensive School		Grammar School (fee paying)	
Grammar School (fee paying)		Sixth Form College/Tertiary College	
Independent or Private School		Secondary School	
Technical School		Home educated	
*Other (please state below)			

\*Other: \_\_\_\_\_

3. Was the last school you attended a single sex school? (Please delete as appropriate)

**Yes/No**

**\*PTO for Respondents Education Continued**

4. Please tick **all** the following forms of education that you have attended.

Educational establishment	Please tick below	Educational Establishment	Please tick below
Nursing School		Other College or Training establishment	
College of Further/Higher Education		Polytechnic/Scottish Central Institutions	
Art, Drama or Music College		University	

5. If you attended a Polytechnic/Scottish Central Institution or University, please state below which one you got your first degree from. If not, **please go to question 7**.

Answer: \_\_\_\_\_

6. If you provided a response to question 5, please state what subject you specialised in.

Answer: \_\_\_\_\_

7. Please tick all of the boxes below if you have achieved any of following qualifications.

Level of education	Possible Qualification Types	Please tick below
Level 2	GCSE, CSE, O-Level, BTEC First Diploma, NVQ level 1 or 2 or equivalent,	
Level 3	A-Level, Scottish Higher Grade ONC or OND, BTEC National Diploma or any level 3 equivalent	
Level 4 and 5	RSA/OCR Higher Diploma, City and Guilds Fill Technological/Part IV, NVQ/SVQ Level 4 or 5 or any Level 4 or 5 equivalent	
Level 6 and 7	University/CNAA Bachelor Degree, Masters Degree, Diploma or M.Phil, HNC or HND, Teacher training qualification, Nursing qualification or any Level 6 to 7 equivalent.	
Level 8	PhD, DPhil or Level 8 equivalent	

## 2.2 – Hobbies and Interests (previously learning skills and accomplishments)

8. Have you ever had lessons in any of the following things **not** including lessons that you had to attend at school? (Please tick **all** that apply to you)

Activity	Please tick below	Activity	Please tick below
Music, singing etc...		Painting or drawing	
Drama or Dance		Crafts	
Creative writing		*Other activity (please state below)	
Photography or film making		None of these	

\*Other \_\_\_\_\_

9. Do you currently belong to any groups or clubs for these activities that have been put forward? (Please tick **all** that apply to you)

Activity	Please tick below	Activity	Please tick below
Music, singing etc...		Painting or drawing	
Drama or Dance		Crafts	
Creative writing		*Other activity (please state below)	
Photography or film making		None of these	

\*Other \_\_\_\_\_

PTO for Hobbies included



10. Do you ever use the internet for any of the activities stated below? Please tick **all** that apply.

Activity	Please tick below	Activity	Please tick below
Shopping/Booking tickets		Watching film clips	
Listening to or downloading music		Looking at art	
News and sport		*Other activity (please state below)	
Health Issues		None of the above	

\*Other Activity

---

### 2.3 - Musical Taste

Rate **all** the following music genres on level of how you feel about them between 1 and 7 (1 being you generally very much dislike, 7 you generally very much like).

Genre	Rating	Genre	Rating	Genre	Rating	Genre	Rating	Genre	Rating
Classical		Folk		Disco		Country		Dance	
Rock		Punk		Funk		Soul		Metal	
Indy		Blues		Hip Hop/rap		R&B		Latin	
Jazz		House		Opera		Reggae		Pop	

11. Who are your favourite musical artists? (Please name a maximum of 3)

Answer: \_\_\_\_\_

12. Do you regularly go any type of musical events (e.g. gigs, festivals, clubs etc.) Please delete as appropriate.

Yes/No

\*Please turn over for musical taste continued.

13. Please rate tick the box that **most applies** to your attitudes towards the songs listed below.

Song	Artist	Have listened to and liked it.	Have listened to and <b>did not</b> like it.	Have not listened to <b>but have</b> heard of	Have not heard of.
Four Seasons	Vivaldi				
Symphony Number 5	Mahler				
Mr Brightside	The Killers				
Seven Nation Army	The White Stripes				
D'you Know what I mean	Oasis				
Messed Up Kids	Jake Bugg				
Kind of Blue	Miles Davis				
Blue Train	John Coltrane				
Like a Rolling Stone	Bob Dylan				
God is God	Joan Baez				
God Save the Queen	The Sex Pistols				
London Calling	The Clash				
Texas Flood	Stevie Ray Vaughan				
The Thrill is Gone	BB King				
Rather Be	Clean Bandit ft Jess Glynne				
Bounce	Calvin Harris Ft Kelis				
The Jungle Boogie	Kool and the Gang				
Stayin Alive	The Bee Gee's				
Sex Machine	James Brown				
Pick up the Pieces	The Average White Band				
Nothin' but a G Thang	Dr Dre Ft Snoop Dogg				
Sing for the Moment	Eminem				

Song	Artist	Have listened to the song and liked it.	Have listened to the song and <b>did not</b> like it.	Have not listened to <b>but have</b> heard of	Have not heard of.
Con te Partiro	As sung by Andrea Bocelli				
La Donna e Mobile	As sung by Pavarotti				
Ring of Fire	Johnny Cash				
Jolene	Dolly Parton				
Son of a Preacher Man	Dusty Springfield				
Move On Up	Curtis				
Crazy in Love	Beyoncé ft. Jay Z				
You Don't Know my Name	Alicia Keys				
No Woman no Cry	Bob Marley and the Wailers				
I Got You Babe	UB40				
What do you mean?	Justin Bieber				
Sing it Back	Moloko				
Master of Puppets	Metallica				
Wait and Bleed	Slipknot				
Smooth	Carlos Santana ft. Rob Thomas				
Livin La Vida Loca	As sung by Ricky Martin				
The Dog Days are Over	Florence and the Machine				
Rock DJ	Robbie Williams				

### Section 2.3 – Taste in Television

14. Please tick **all** of the below that you have in your house

Media	Please tick if you own	Media	Please tick if you own	Media	Please tick if you own	Media	Please tick if you own	Media	Please tick if you own
TV		Laptop		Blue Ray		SKY		Now TV	
Video recorder		Tablet		Computer Games Console		Virgin Media		BT TV	
Smart Phone		PC or Mac		3D TV		Netflix		Other (Please state below)	
Standard Mobile Phone		DVD Player		Projector System		Amazon TV/Prime			

\*Other? Please state \_\_\_\_\_

15. Which one of these channels do think you watch the most? (Please select 1 only)

Channel	Please tick one only
BBC 1	
BBC 2	
ITV	
Channel 4 (or S4C in Wales)	
Channel 5	
Sky 1	
Sky Atlantic	
Sky Arts	
Netflix	
Amazon	
None of these	
*Don't watch TV	
*On Line Catch up (please state below)	
*Other channel (please state below)	

\*Online catch up TV \_\_\_\_\_

\*Other Channel \_\_\_\_\_

\*If you do not watch TV, please go to section 2.4.

16. On an ordinary weekday how many hours of television do you normally watch throughout the day?

Answer: \_\_\_\_\_

17. Please tick the most accurate description of how you most often watch TV.

Situation	Please tick <b>one only</b>
By yourself	
With your partner	
With your children	
With your partner and your children	
With other family/household members	
With friends	
*Other (please describe below)	

\*Other \_\_\_\_\_

18. Which of the following types of TV programmes (if any) do you feel you like the most? (Please only select **one** of the below)

Genre of TV Show	Please tick below	Genre of TV Show	Please tick below
News/Current Affairs		Films	
Comedy/Sitcoms		Variety/Chat shows	
Police/Detective shows		Drama	
Quizzes/Game Shows		Reality TV (e.g. Big Brother)	
Nature/History Documentaries		Cookery/Home decoration/Gardening	
Sport		None of these	
Arts Programmes		*Other (please state below)	
Soap Operas		BLANK	

19. Which type of TV Programme do you like **2<sup>nd</sup> best**? (Please only select one option).

Genre of TV Show	Please tick below	Genre of TV Show	Please tick below
News/Current Affairs		Films	
Comedy/Sitcoms		Variety/Chat shows	
Police/Detective shows		Drama	
Quizzes/Game Shows		Reality TV (e.g. Big Brother)	
Nature/History Documentaries		Cookery/Home decoration/Gardening	
Sport		None of these	
Arts Programmes		*Other (please state below)	
Soap Operas		BLANK	

\*Other \_\_\_\_\_

20. Which of the below do you like least of all? (Please select **one** option)

Genre of TV Show	Please tick below	Genre of TV Show	Please tick below
News/Current Affairs		Films	
Comedy/Sitcoms		Variety/Chat shows	
Police/Detective shows		Drama	
Quizzes/Game Shows		Reality TV (e.g. Big Brother)	
Nature/History Documentaries		Cookery/Home decoration/Gardening	
Sport		None of these	
Arts Programmes		*Other (please state below)	
Soap Operas		BLANK	

\*Other \_\_\_\_\_

21. Of the TV programmes listed below which do you like the **best**? (Please select up to a **maximum of 3** programmes)

TV Programme	Please tick here	TV Programme	Please tick here	TV Programme	Please tick here	TV Programme	Please tick here
Orange is the new Black		Modern Family		Eastenders		Coronation Street	
Big Brother		Home and Away		Eggheads		Take me out	
South Park		Panorama		Friends		Unreported World	
Sherlock		University Challenge		Eurotrash		True Detective	
Sex and the City		House of Cards		Peaky Blinders		Pointless	
Midsomer Murders		New Tricks		Happy Valley		The Big Bang Theory	
The Simpsons		Two Pints of lager and a packet of crisps		Agents of Shield		Homeland	
Turn		Game of Thrones		Billions		None of these	

22. For the events listed below, please tick whether you would either make a point of watching them, you might watch it, probably would not watch it or have not heard of before.

TV Event	Would make a point of watching	Might watch it	Probably would <b>not</b> watch it	Have not heard of it
The Grand National				
The Football World Cup Final				
The Queens Christmas Broadcast				
General Election Results Programme				



## 2.4 - Taste in Films (For TV, Cinema/DVD or Bluera y)

23. Which of these genres of films do you like the most? (Please tick one only)

Genre of film	Please tick below	Genre of film	Please tick below
Action/Adventure/Thriller		Film Noire	
Alternative/Art Cinema		Horror	
Bollywood		Musical	
Cartoon		Romance	
Comedy		Science Fiction	
Costume Drama/Literary Adaptions		War	
Crime		Westerns	
Documentary		*Other (Please state below)	
Fantasy		None of these	

\*Other \_\_\_\_\_

24. Which one do you like **second** best?

Genre of film	Please tick below	Genre of film	Please tick below
Action/Adventure/Thriller		Film Noire	
Alternative/Art Cinema		Horror	
Bollywood		Musical	
Cartoon		Romance	
Comedy		Science Fiction	
Costume Drama/Literary Adaptions		War	
Crime		Westerns	
Documentary		*Other (Please state below)	
Fantasy		None of these	

\*Other \_\_\_\_\_

25. Which one do you like the **least**?

Genre of film	Please tick below	Genre of film	Please tick below
Action/Adventure/Thriller		Film Noire	
Alternative/Art Cinema		Horror	
Bollywood		Musical	
Cartoon		Romance	
Comedy		Science Fiction	
Costume Drama/Literary Adaptions		War	
Crime		Westerns	
Documentary		*Other (Please state below)	
Fantasy		None of these	

\*Other \_\_\_\_\_

26. Below is a list of film directors, please say for each one whether you would make a point of watching a film directed by them, might watch it or probably not watch it. If you have not heard of any of them please say so.

Directors Name	Would make a point of watching	Might watch it	Would probably not watch it	Have not heard of them.
Stephen Spielberg				
Alfred Hitchcock				
Pedro Almodovar				
Ingar Bergman				
Jane Champion				
Mani Rathman				

## 2.5 – Collections and possessions

27. Roughly how many CD's do you own?

Answer: \_\_\_\_\_

28. Roughly how many DVD or Blue Ray films do you own?

Answer: \_\_\_\_\_

29. Roughly how many books do you have in your home?

Answer: \_\_\_\_\_

30. Roughly how many original paintings or limited prints by professional artists do you own?

Answer: \_\_\_\_\_

31. Thinking about the way your ideal would look inside please choose **two words** that would come closest to describing it.

How your home might look	Please tick below	How your home might look	Please tick below
Clean and tidy		Elegant	
Traditional		Easy to maintain	
Comfortable		Lived in	
Distinctive		Modern	
Well Designed		Spacious	
Imaginative		None of these	
Uncluttered			

## **Schedule of Semi-Structured Interview Questions and Process**

## Interview Process and Questions

### Process

- The researcher will enlist between 15-20 participants
- The interview will take approximately 1 hr – 1hr.30 mins.
- Each interviewee will be asked to bring with them 3 pieces of music that they feel represents themselves.
- Each interviewee will be shown 3 adverts to discuss the meaning of music in relation to the advert to them.
- Interview is semi-structured and candidates will be asked to elaborate around responses.

### Questions to be asked

(Referring to music bought by the participants)

#### Introduction Questions

1. How did you choose the music that you have brought with you today?
2. How do you feel when you listen to that music?

#### Psychology of Music

3. How did you come choose the music you have bought with you?
4. How do you feel you identify with the music or the artists you selected?
5. What are your listening habits i.e. where and how do you listen to music?

#### Branding and music

6. How do you feel when companies use your preferred style of music to promote their products?
7. What adverts do you distinctly remember and why do you think you remember them?
8. Can you recall any adverts you have distinctly not liked and why was this?

(Show candidate series of 3 adverts)

9. Which advert out of the set did you prefer and why?
10. Did you think the music fitted the advert and why?
11. Do you feel the music in the adverts matches the product or brand on offer?  
Why/Why not/how?
12. Does the artist of the music play a role in in your feelings towards a product? How?
13. Have you got anything else you would like to add to the subject of music in advertising?

## Appendix 3 - Example of Participant Coding and Audit Result

## Candidate 1 Profile: FSMM1

Table 1a- Habitus and Cultural Capital Audit: FSMM1

1.0 - Attitude and behaviour towards Music - (Habitus Evaluation)	Total Habitus Score	Key Takeout Points of Audit			
	48	All points were rated very highly at 5/5 with the exception of 3 points which were all at 1/5. These translate as music does not play a role in how the subject wants to be seen amongst friendship groups, FSMM1 does not share musical tastes with friends, but is very likely to socialise with people with very different musical tastes.			
1.1 - Educational Background	Age at Finished Full Time Education	Single Sex School	Type of School Attended	Level of Education	Subject Specialisation
	33	No	Sixth Form College	Level 6	Subject has 2 degrees in exercise and physical health and drama and performing arts.
2.1 Hobbies and Interests	Previous extra-curricular activities		Current extra-curricular activities		Current Internet Usage
	<ul style="list-style-type: none"> <li>• Music, singing etc...</li> <li>• Drama or dance</li> <li>• Painting or drawing</li> <li>• Crafts</li> <li>• Creative writing</li> </ul>		<ul style="list-style-type: none"> <li>• None</li> </ul>		<ul style="list-style-type: none"> <li>• Shopping/booking tickets</li> <li>• Listening to or downloading music</li> <li>• News and Sport</li> <li>• Health issues</li> <li>• Watching film clips</li> </ul>
2.2 - Musical Taste (Part 1 - Musical Preference)	Most preferred styles of music (6-7 on scale)		Median level of preference for musical styles (3-5 on scale)		Least preferred musical styles (1-2 on scale)
	<ul style="list-style-type: none"> <li>• Pop - 7/7</li> <li>• Rock - 6/7</li> <li>• Soul - 6/7</li> <li>• R&amp;B - 6/7</li> </ul>		<ul style="list-style-type: none"> <li>• Classical - 5/7</li> <li>• Country - 5/7</li> <li>• Jazz - 5/7</li> <li>• Blues - 5/7</li> </ul>		<ul style="list-style-type: none"> <li>• Metal - 2/7</li> <li>• Folk - 1/7</li> <li>• Punk - 1/7</li> <li>• House - 1/7</li> <li>• Reggae - 0/7</li> <li>• Opera - NA</li> </ul>
	Favorite Artists		<ul style="list-style-type: none"> <li>• Dance - 4/7</li> <li>• Disco - 3/5</li> </ul>		
	<ul style="list-style-type: none"> <li>• Emile Sands</li> <li>• James Bay</li> <li>• Pink</li> </ul>		<ul style="list-style-type: none"> <li>• Funk 3/7</li> <li>• Hip-hop - 3/7</li> <li>• Indy 3/7</li> <li>• Latin - 3/7</li> </ul>		
2.2 Musical Taste (Part 2 - Events)	Do you regularly go to any type of musical event?		Yes		

2.2 - Musical Taste (Part 3 - Song Recognition and Taste)	Total songs Listened to and Liked	Total Songs Listened to and Indifferent towards	Total Songs not liked	Total Songs have not listened to but heard of	Total Songs not heard of
	22	3	1	0	14
2.3 - Taste in Television (Part 1 - Accessibility)	Types of Media in Household	Favourite TV Channel	Weekday Amount of TV	How Subject Watches TV	
	<ul style="list-style-type: none"> <li>• TV</li> <li>• Smart Phone</li> <li>• Laptop</li> <li>• DVD Player</li> <li>• Virgin Media</li> <li>• Netflix</li> </ul>	ITV	Less than one hour	With partner	
		Blank	Blank	Blank	
2.3 - Taste In Television (Part 2 - Genre Preference)	Most liked Genre of Television		2 <sup>nd</sup> Most Liked Genre of Television		Least Liked Genre of Television
	Soap Operas		Films		News/Current Affairs
2.3 - Taste in Television (Part 3 - Specific Programmes)	Preferred Television Programmes		Televised Events Subject Might or Might not make a point of watching.		
	<ul style="list-style-type: none"> <li>• Panorama</li> <li>• Game of Thrones</li> <li>• Coronation St</li> </ul>		The Grand National	Probably would not watch it	
			The Football World Cup Final	Probably would not watch it	
			The Queens Christmas Broadcast	Probably would not watch it	
General Election Results Programme			Probably would not watch it		
2.4 - Taste in Films (Part 1)	Most Liked Genre of Film		2 <sup>nd</sup> Most Liked Genre of Film		Least liked Genre of Film
	Action/Adventure/Thriller		Fantasy		War
2.4 - Taste in Films Part 2 Film Director Preference	Stephen Spielberg		Might watch it		
	Alfred Hitchcock		Would probably not watch it		
	Pedro Almodovar		Have not heard of them		
	Ingar Bergman		Have not heard of them		
	Jane Champion		Have not heard of them		
	Mani Rathman		Have not heard of them		



2.5 - Collections and Possessions	Approximate amount of CD's owned	Approximate amount of Blue Ray or DVD Films	Approximate amount of books owned	Approximate amount of original paintings or limited prints by professional artists	Two words to describe your ideal home to look inside
	300	20	80	0	<ul style="list-style-type: none"> <li>• Clean and tidy</li> <li>• NA</li> </ul>

## Musical Habitus Evaluation from Audit

The cultural audit demonstrated a habitus that is very extreme in the sense that all aspects of how they feel and behave towards music are rated at the top end of the scale. As suggested in the audit analysis, music is not seen as a marker to regulate friendship groups and the subject suggests that they do not share any tastes of their music with anybody else. This suggests from the outset that music is not necessarily a social commodity for representation of the self-concept to be put on display for others to see publicly but is still an extremely important factor in their day to day life, almost akin to a level of conspicuous consumption. The most important point to note overall however is the lack of social relevance that music plays; music plays a key role within their life but this does not appertain to social identities leaving open the suggestion that music is much more of an internal experiential entity over a social commodity. The subject's habitus is then not so concerned with the level of utilising music within the context of the social self and has more of a focus on either aspect such as the actual or desired-self; this is elaborated on within the habitus from interview section where this point is aligned with the interpretation of the participant's interview.

## Cultural Capital Evaluation from Audit

The key musical element to cultural capital is at points a little contradictory to the habitus evaluation. FSM1 states that they really have a high acceptance of a wide range of musical genres but in 2.2, six of the styles of music are awarded between 0-2 out of a possible seven suggesting that the subject is a little more refined than initially outlined. The most favoured songs seem to link to popular music culture and chart based music instead of having any preference for smaller niche music. However, out of the list of specific songs offered for preference, 22 songs were liked out of 26 that the subject was aware of and only one was not liked overall. This could outline an exposure to more popular music in general and the subject being accepting of modern contemporary consumer culture over specially seeking out tastes that are highly exposed on mass media.

Finally, the commitment to music can also be seen from the subject using the standpoint of physical ownership of music with over 300 CD's owned which in contrast with other candidates is substantial.

## Musical Habitus Evaluation from Interview

FSMM1's musical habitus can be said to focus on two key sections which is a reflective perspective where the subject sees themselves in the music and the artists that are singing the music. The subject also uses music as a supporting framework to achieve desired -self. The social-self is not made that relevant by the subject but this will be explored for clarity and diligence.

Table 2a - Evidence of Musical Habitus Transposability: FSMM1

Type of Self-Concept within Musical Habitus	Type of Self-Concept within Musical Habitus
1. Actual-self	<p><i>CW: ... OK, how do you feel this might represent you as a person? Or does it at all?</i></p> <p><i>FSMM1: Yea, because I think it represents the way that I choose to look at life, like as in I don't take it for granted and erm, I am quite a positive person so I try and do everything that I can in the day that I've got rather than kind of be negative about a situation.</i></p> <p><i>FSMM1: So this is another one that's quite erm, tied in. To me it represents me looking back at somebody that looks back at somebody that wasn't very confident erm, didn't have much self-esteem to becoming a business owner and it's empowering.</i></p>

	<p><i>FSMM1: So I suppose, apart from Leona Lewis cause I don't really see her like that, but they are quite unique women, they are quite empowered, they are quite erm, see when I was picking this, that's why I wanted to take a bit of time as well, there are just so many songs I could have picked...</i></p> <p><i>CW: Yea, it's not easy...</i></p> <p><i>FSMM1: (Laughs) But erm, I didn't realize they were all women before but I suppose that kind of is me, I like strong empowered women.</i></p>
2. Desired-self	<p><i>FSMM1: So this song is really specific to me because it was... when I heard it I was going through a quite difficult time in my life. And to me, its going to sound really weird this, it was like my soul saying to me 'it's OK, you're going to kind of get out of this bad bit in your life'. So you're kind of going to grow and be OK, and 'this is going to be the last time I am going to talk to you now' that kind of thing...</i></p>
3. Social-self	<p><i>FSMM1: And, its something that I kind of put on if I am getting ready to go out or I don't know its got like a good beat behind it. Its not necessarily dance music or anything, it gets me thinking about wanting to move or...</i></p> <p><i>CW: How do you mean move?</i></p> <p><i>FSMM1: Like ready for a night out.</i></p> <hr/> <p><i>FSMM1: Yea, because of work, like I work with people trying to</i></p>

	<p><i>change their lives for the better so not just for like the fitness but the work I was talking about with the council, and prior to that I used to work in social services, so I found that I can really hit people if I can get them to be emotional about something. So for me it's like I can have a ... if I play music I can put a positive message to somebody through it so...</i></p>
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As suggested in the previous section, FSMM1's habitus does not orientate music in the interview within a social perspective with the exception of using music to create a feeling of getting ready to go out for a social event and usage at work. This does not appertain to social identity in this context and is much more orientated over the other two key aspects of the habitus being actual and desired self which will now be the key focus of attention.

**1. Actual Self** - The actual self-element of the musical habitus can be seen to be split in two ways, firstly a side that utilises musical messages as a framework for support and optimism to take positivity over negative situations. The second element of the actual self is more linked to the artists involved singing the song as they feel they represent personas that are similar to themselves (empowered and successful females).

The first citation from *Table 4.2.1* is in relation to bereavement where FSMM1 takes comfort from positive messages that they can derive stemming from the context of the song. Despite the negativity of the situation, the message taken from the music was one

of positivity. The music can be seen to be representing an optimistic self-concept that takes positivity from the messages in the music that they listen to and this in turn reflects the optimistic actual self.

*FSMM1: Yea, it is, cause the kind of message of the song ...is highlighting the fact that we do die, but if you take that from it you'd live every day as your last, so...*

In this sense the habitus is structuring the message to in turn structure their outlook on life and how they choose to adopt positions and attitudes. Music here is directly implicated as a key cause of the subject's optimism and positive outlook.

The second element of the assertive and empowered female can be said to be more of a sub-conscious choice, the subject was not really aware of her tastes in this respect until it was discussed as FSMM1 states '*I didn't realize they were all women before but I suppose that kind of is me, I like strong empowered women*'. The music and the artist play a key role in this reflection as the subject has a sense of disposition for female voices and finds that it is not just that they are female characters but the tonality of the voice within the music causing the response.

*FSMM1: ...you just tend to resonate a bit more with a female voice than you do with a male one because it's familiar. It's on the same pitch as yours isn't it so...*

*FSMM1: Erm, yea I kind of feel, its hard to explain but it makes you want to be a go getter and... empowered...*

The musical habitus is reflecting their actual-self as someone that feels that they are successful and confident in their own right feels represented to a great extent by the

music that they are listening to as a reflection of their position. This reflection also extends and closely links to the subject's Cultural Capital as the artists of the music are a symbolic representation of who the subject feels stands for how they feel in their current state as discussed in the next section on Cultural Capital.

**2. Desired-self** - It could be said from this perspective that this could be a representation of the desired-self and music internally acting as a structuring structure to effectively help repair any emotional distress that the subject is going through. The subject clearly has a high level of musical inter-determinacy in terms of '*music having a big impact*' by acting as a pseudo comfort blanket for the subject to find refuge within. The bodily schema element of the musical habitus can be seen to be using music as an emotional support mechanism for the subject where they are potentially relying on music to help them see positivity in what sounds like a very difficult situation. *(It should be noted, the researcher did not ask what this was concerning as it felt inappropriate and potentially invasive).*

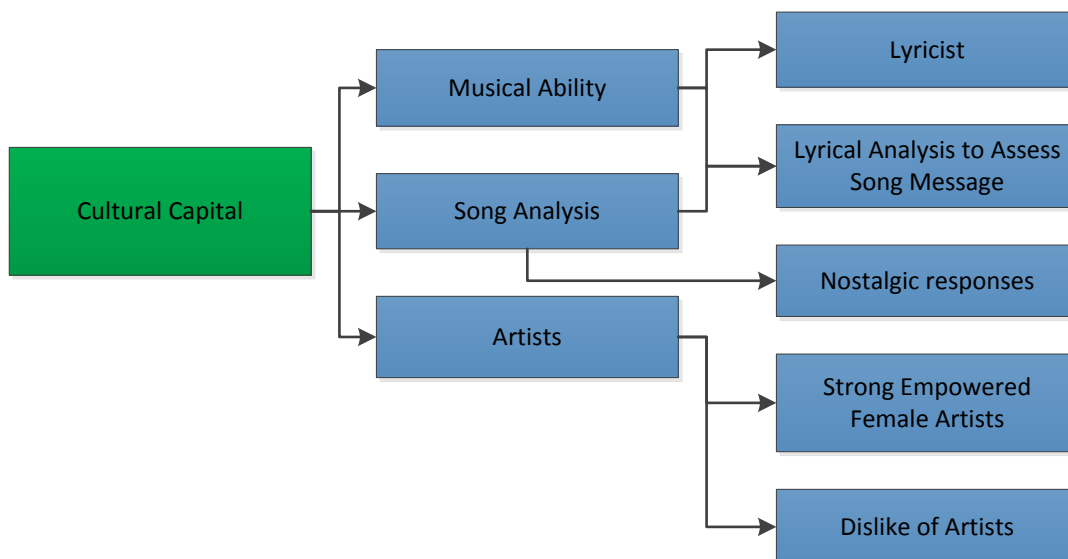
**3. Social-self** - As suggested at the start of the section, other than the subject saying they utilise music to get ready to go out, FSM1 does not reflect on the social side of their self in terms of creating identity. The discussion of music does have social implications in that the subject recognises that music can transmit emotions for clients in their work as a personal trainer and health professional and that they use it as background before going on a night out but there is little relevance to the self-concept here.



## Cultural Capital Evaluation from Interview

As stated above, FSMM1's habitus clearly marks artists as a link with their actual-self and this can be seen as one of the key deployments of cultural capital to link to how they feel about themselves. It did seem from the citation that this may have been more of an unconscious selection but still states that this is a representation of her, a strong empowered woman. Other key forms of cultural capital can be seen within *Figure 1a* below.

Figure 1a - Outline of Cultural Capital for FSMM1



As *Figure 1a* illustrates the subjects cultural capital can be seen split into three key areas which can be seen to split into what they value about music. The subject is not a trained musician but does have a background in writing song lyrics which feeds into an ability to analyse and assess the messages within the lyrics of the song as demonstrated in the two examples below.

### **Example 1 -**

*FSMM1: Yea, because I found meaning in the song so, like, some of the lyrics in it... so if you listen to this bit... 'light up, light up' so its kind of saying erm, like as if you have a choice as well. So instead of being in that low place, kind of light up and know that you have a choice and be something better.*

### **Example 2 -**

*FSMM1: Yea its like, it's a bit fun for me as well because. Right, I tend to like songs where there is a story in them, but the story could apply to anything. So for this you could make up loads of different scenarios of what she's talking about.*

*CW: OK, so can you give me an example of that?*

*FSMM1: Yea so she could be talking about having an affair with somebody, but she could also be talking about, erm maybe getting away from a family member or she could be talking about religion, is that the thing that 'daddy' is (referring to the song lyrics) kind of thing, so there is like loads of different levels to it.*

The subject's cultural capital can be seen to demonstrate that they value key messages within the songs themselves over any other potential aspects such as the (melody or harmony) and this would link well with the previous history of FSMM1's background in music where she was involved in writing lyrics. This in essence illustrates a

high level of involvement in listening to music and taking an active position by interpreting potential messages over simply listening to a song and enjoying it at a more surface level.

The cultural capital for artists should seem to be based more on type of artists rather than actual artist to link with the appreciation for strong and empowered women. One of the subject's song choices of preference was a cover of a song that was originally performed by an all-male band to which the subject states:

*FSMM1: It's sang a little bit different, do you know the snow patrol version?*

*CW: Yea, yea, yea.*

*FSMM1: And that to me is more like an empowered woman (referring to Leona Lewis) rather than the Snow Patrol version.*

*CW: Can you expand on that, how the artist plays a role?*

*FSMM1: Erm, it's not, do you know what, it's not necessarily that it's Leona Lewis, it's that it's a female voice in it rather than a male voice. So perhaps if Snow Patrol was a female band it might have had the same impact but....*

The key point of value for the capital as illustrated is then the sex and image of the artist over the strength of any actual musical preference that could be interpreted. The subject has an over-riding response to a genre of singer which acts as a key preference in this case.

Artists can also have another impact on music however that are actual artist specific and can create a level of cognitive dissonance against the music. The subject states that she does not like Justin Bieber and this again has an overriding factor on the preference

for the music, so much so that it creates an actual level of avoidance from the subject.

*CW: ...you said, you heard a radio song by Justin Bieber and you hated it when you found out it was Justin Bieber who sang it. Why did that change your opinion so much based on the artist?*

*FSMM1: Cause he annoys me and I don't like him as an artist, so I kind of don't really like his music but in fairness if I'd have heard that and thought it wasn't him, or it was by a different artist, then yea I would have liked it.*

*CW: Right so the artist can potentially dictate your like or dislike of a piece of music?*

*FSMM1: Yea (laughs)*

This point illustrates again the impact of artists but from a very different side of the spectrum, there is a very strong preference for artists that match the taste of the subject but an evident avoidance and even a change in taste if the artist goes against what the participant thinks is a credible artist. Overall this illustrates the key impact that artists and their image may have on musical evaluations and attitude formation.

## Deployment of Habitus and Capital in Field (Response to Advertisements)

When looking at how individuals assert their habitus and cultural capital within the field, the subject states an initial positive perspective on it stating that they use music to influence people they work with to create positive emotional states (the subject runs their own personal fitness company).

*FSMM1: Yea, because of work, like I work with people trying to change their lives for the better so not just for like the fitness but the work I was talking about with the council, and prior to that I used to work in social services, so I found that I can really hit people if I can get them to be emotional about something. So for me it's like I can have a ... if I play music I can put a positive message to somebody through it so...*

This awareness does transcend into a company's use of music in advertising but FSMM1 states they feel this is a positive thing that provides a supportive emotional framework which makes the advertisement more effective, the subject also suggests that they learn from this and utilise it for their own usage in their company as illustrated in the examples below.

**Example 1 -**

*FSMM1: ... I think music is a really clever way of grabbing people's attention because for me personally it can inspire a positive or negative emotion, when you listen to the tune...*

**Example 2 -**

*FSMM1: Erm... because I do marketing myself, I spot it straight away, but I actually see it as a good thing because it helps me learn as well.*

From the outset then music would seem to have an acceptance and a positive endorsement from the subject. When discussing the actual use of music within adverts FSMM1 has appreciation of congruency within advertising as it was felt that the company was 'getting on your level'. FSMM1 also demonstrated music can play a key part in motivation to buy a product if the product is relevant to them (which the example the subject selected unfortunately wasn't)

*CW: ... you said you don't like Guinness, but you like the advert, how did the music play (a part in the) preference or did it all?*

*FSMM1: Cause it kind of makes you feel like you want to... for me... it made me either want to get on a horse and go galloping off in a field or on a surfboard. So it's like that go getting kind of feeling about it.*

*CW: How did you think the music fitted the scenario?*

*FSMM1: I thought it fitted really well, the problem is I don't like the taste of Guinness but if I was like that about Guinness I probably would try it.*

*CW: I don't like Guinness either... (laughs)*

*FSMM1: (Laughs) I kind of wanted it to be about something I did like if that makes sense, like if they put Prosecco over that then it probably would have... (made me buy it)*

This scenario reflects that music is a key factor in establishing a positive emotion, a strong mental imagery but it only plays a part in the process and cannot change the taste or preference for a product. On a more positive note however, it is clearly evident that even products that are not in the subjects sphere of taste, music still has the power to create a positive feeling towards the product.

When looking at the adverts shown to the subject using the projective techniques, the subject states a preference for the Lucozade advert. The music did play a facilitative role here but due to the occupation of the subject (a personal trainer) and the nature of the advertisement (a high impact boxing commercial) the advert was very applicable to her in totality. The subject stated that the music was 'gritty' and was 'the type of music I would listen to if I was boxing...' so this demonstrates an initial link with taste and brand alignment. The music in the Lucozade advert can also be said to help to provide effective brand attitudes as FSMM1 suggests that it creates attention and attitudes as illustrated below.

*FSMM1: I think it firstly helps you gain attention, secondly and most important gives you the attitude. Like on that first advert it's like, that's a pretty cool strong trendy thing to do isn't it? So, go and drink Lucozade because you can be like that boxer.*

Out of all the adverts played to the subject it was clear that this was a clear preference and the others did not really resonate. It could be interpreted that this is an advert very close to the consumer preference as they also state they love to ride horses and

to go surfing, the music seems to act as a platform to create both a potential attitude but also a sense of motivation. As a potential complication to the preference however, the music almost seems to act as a potential distraction from the brand message as well as a mechanism for engagement as they state *'I wasn't really taking note of the product'*.

Other points raised could be that there was evidence of the subject paying some attention to the music through the lyrics being sung as they noted the link between the lyrics of the song and the advert story line, they also stated when asked if they were paying attention to the lyrics *'I did at the time, but I can't remember them...'*. This potentially outlines that lyrics are relevant in adverts and have a part to play if they can be matched.

Music would also seem to have the potential to act as a departure point for engagement if it is not selected carefully. The subject states that if music is not relevant to them then this would create a disengagement from the promotional message being shown to them.

*FSMM1: No you would naturally because you wouldn't... if something came on the TV and it was a song you didn't want to listen to you wouldn't ... well for me... probably wouldn't even look at what the advert was about. Its more, its not necessarily turning the brand on, its just the fact that you wouldn't bother listening to it so you wouldn't get the message they were giving anyway.*

This point was made as a last thought from the subject when they were asked but it still carries a strong significance for companies to indicate the potential consequences of getting it wrong.



## Summary for Participant

FSMM1 clearly has a strong emotional link with music and does have emotional responses to adverts that link with their self-concept. The strongest responses were ones that linked to both sporting activities and music when linked together even if one was a sporting drink where you might expect this and the other was a Guinness commercial where you would not. From the outset then the musical habitus seems to be consistent in reflecting the actual-self over and the aligning music that appeals to who the subject is as opposed to who they want to be. For example, the subject considers herself as an empowered female and has a preference for strong female artists within music. The subject is a personal fitness instructor and strongly relates to commercials where sporting activities are evident and illustrated even if that is not the point of the advert.

The subject's cultural capital of being a very *'lyrical person'* is made evident from the researched. There is some evidence of a reflection of lyrics playing a role in the way they listen to music and interpret the message. The advert in question however was really not to the subject's taste which may have reduced the impact of the message when played.

What is clear, however, is the subject does believe that music is an effective way of creating an engaging experience and forming attitudes that inspire and motivate if they can *'get on your level'*.