



INTRODUCTION

Mood vs. Emotion

- Mood is defined as a mild affective state that lingers after a full exposure to music (Garrido, 2014).
- Emotion is defined as a more intense and brief response which occurs when exposed to music (Garrido, 2014).

Genre

- Classical music typically results in an increased rating of arousal and mood (Thompson, Schellenberg, Husain, 2001).
- Metal music is associated with an increase in jitteriness and an increase in unpleasant feelings (Rea, MacDonald, & Carnes, 2010)
- Dance/electronic music results in an energized mood (Schafer & Sedlmeier, 2009).

Genre Preference

- Musical preference is based on the goal of the listener in relation to the desired mood effects (Van den Tol & Edwards, 2014).

HYPOTHESES

- Classical music will elicit a more pleasant mood
- Metal music will elicit an unpleasant mood
- Dance/electronic music will elicit a pleasant mood
- There will be an interaction between genre preference and mood

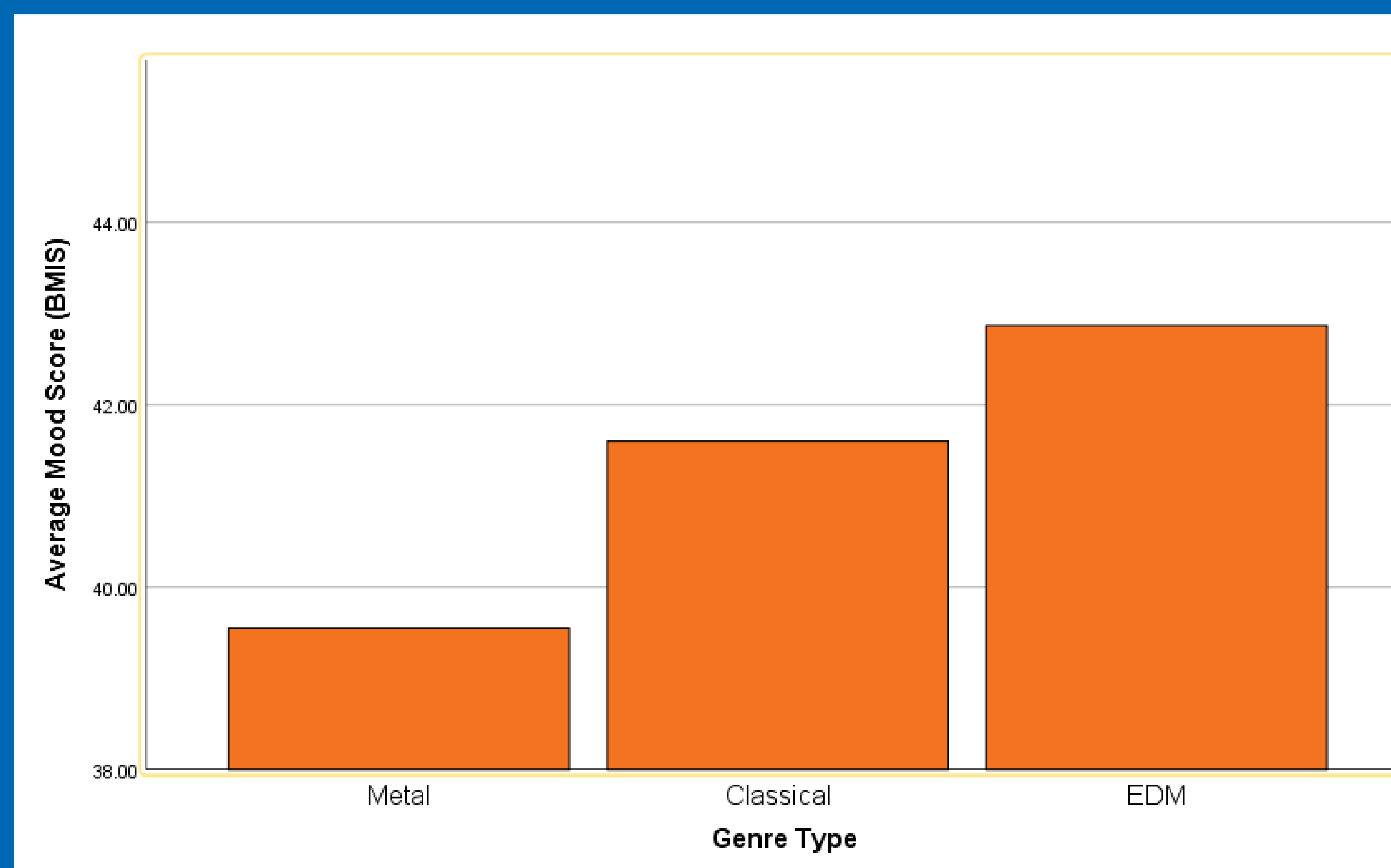
HYPOTHESES

- N=132 UW-Platteville students
- 18 years of age or older
- Recruited from Psychology 1130 (General Psychology) and Psychology 2230 (Intro to Experimental Psychology) courses

MEASURES

- 1. Informed Consent**
- 2. Demographics**
- 3. Brief Mood Introspection Scale (BMIS)**
 - Based on Mayer & Gaschke (1988), this scale measures mood of each participant upon arrival to the study and after each musical excerpt.
- 4. Debriefing form**

AVERAGE MOOD SCORES PER GENRE



Higher BMIS scores indicate a more pleasant mood and lower scores indicate a less pleasant mood.



(Mozart, 1061)



(Hetfield, 1986)



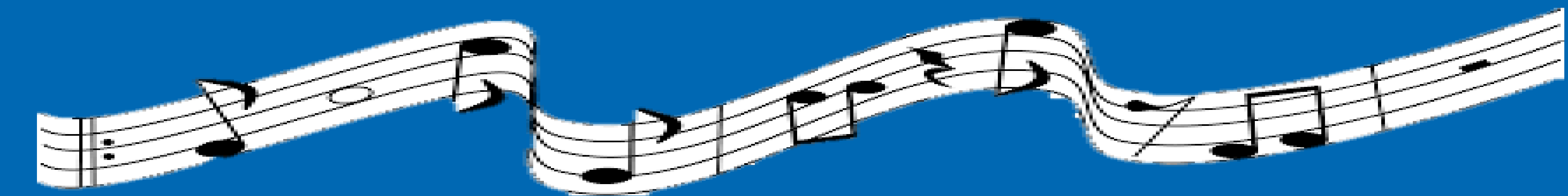
(Zaslavski, Parmenius, Wiklund, Aarons, 2018)

TABLE 1

Correlations Between BMIS Scores and Genre Preference

	BMIS Metal	BMIS Classical	BMIS EDM	Metal Music Preference	Classical Music Preference	EDM Music Preference
BMIS Metal		.404**	.187*	.392**	.071	-.037
BMIS Classical			.330**	.119	.262**	.049
BMIS EDM				.040	.003	.180*
Metal Music Preference					.209*	.085
Classical Music Preference						.263**
EDM Music Preference						

* Correlation is significant at the 0.05 level (2-tailed).
**Correlation is significant at the 0.01 level (2-tailed).



RESULTS & CONCLUSIONS

- An ANCOVA on mood ratings per genre yielded, $F(2,218) = 2.454, p = 0.088$.
- Our hypotheses were not supported because our results were not significant.
- Our sample on average expressed a higher pleasantness mood for EDM music and on average a less pleasant mood for metal music.
- The average preference for metal music was the lowest.
- The average preference for EDM music was the highest.

SIGNIFICANCE

- Retail stores may be able to use these or similar results to convey certain moods in their stores and attract customers. Furthermore, this research could be applied to advertising and other mediums beyond retail stores.