Chapter XV
Measuring the Audience

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Discussion Points

• Why study the audience?

• What types of responses can an audience have to a performance?

• How can you measure them?

• What assumptions are made when performance quality is measured? How reliable are these measurements?

• What are the limitations of measuring responses in the lab? In the concert hall?
Why Study the Audience?

• Understand the impact of a performance

• Improve performance

• Anticipate audience expectations

• Understand physiological and psychological benefits of attending concerts/listening to music

• Examine cultural differences

• Improve assessment protocols
Measuring Affect and Arousal

- Methods
  - Self-reports
  - Neural activity (EEG, fMRI, etc.)
  - Skin conductance (autonomic responses; “chills”)
  - Saliva samples (hormonal changes, esp. cortisol)

- Effects on levels of stress

- Perceived vs. felt emotion
Measuring Quality

- Required for auditions, competitions, assessments, etc.
- Assumes that quality can be measured and that individual elements (e.g. technique, interpretation) can be separated
- Holistic vs. segmented criteria
- Influenced by extra-musical factors (e.g. judge expertise, serial order)
- Influenced by visual variables (e.g. behavior, dress, stage entrance)
Continuous Measurement

- Can be used to measure affective or evaluative responses
- Provides insight into the process of forming a judgment, including:
  - When an initial decision is made
  - How often that decision changes
  - When the final decision is reached
  - Reactions to specific moments in the performance