

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