Using Online Networks to Analyse the Value of Electronic Music

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Valuing Electronic Music

Q How do you measure/assess cultural value?

Looking specifically at electronic music

– Who are the main ‘players’ (no pun intended..?)
– Who values who? How do they show this?
Qualitative & Quantitative Interviews

SoundCloud data analysis

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How users interact on SoundCloud

• **Follow** other users
• **Like** a track
• **Comment** on a track
• Add a track to a personal **playlist**
• Join a **group**

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Initial quantitative findings...

Top-ranked users

Visualising networks

<table>
<thead>
<tr>
<th>Position</th>
<th>Username</th>
<th>Indegree score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>diplo</td>
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</tr>
<tr>
<td>2</td>
<td>HARDWELL</td>
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</tr>
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<td>Tiësto</td>
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<tr>
<td>5</td>
<td>A-Trak</td>
<td>263</td>
</tr>
<tr>
<td>6</td>
<td>Porter Robinson</td>
<td>259</td>
</tr>
<tr>
<td>7</td>
<td>Flosstradamus</td>
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<td>DILLONFRANCIS</td>
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<td>9</td>
<td>Martin Garritx</td>
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</tr>
<tr>
<td>10</td>
<td>Zedd</td>
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</tr>
</tbody>
</table>

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But...
mismatch with qualitative findings

Little interest in the ‘top x users’ across the whole group
More important: Relationships / personal networks

✓ smaller networks of users
✓ influenced by genres
✓ geographically influenced

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Example: what can comments reveal about how users value each other?

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Conclusions (so far)

• You can study cultural value computationally by studying social network activity
  – But – you often need to look at the smaller pictures, not the bigger picture
• To understand how people express value for each other’s work:
  – look for relationships between people
  – This holds for electronic music – where else?
• More information: website and flyers

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