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
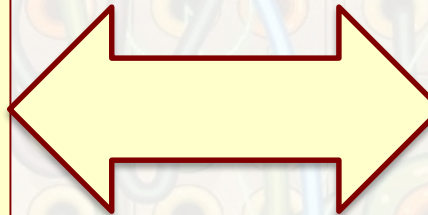
How users interact on SoundCloud

- **Follow** other users

- **Like** a track

- **Comment** on a track

- Add a track to a personal **playlist**

- Join a **group**

Initial quantitative findings...

Top-ranked x users

| Position	Username	Indegree score
1	diplo	357
2	HARDWELL	320
3	steveaoki	277
4	Tiésto	277
5	A-Trak	263
6	Porter Robinson	259
7	Flosstradamus	246
8	DILLONFRANCIS	242
9	Martin Garrix	233
10	Zedd	230

Visualising networks
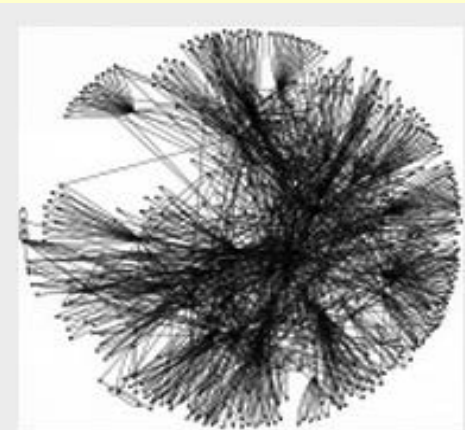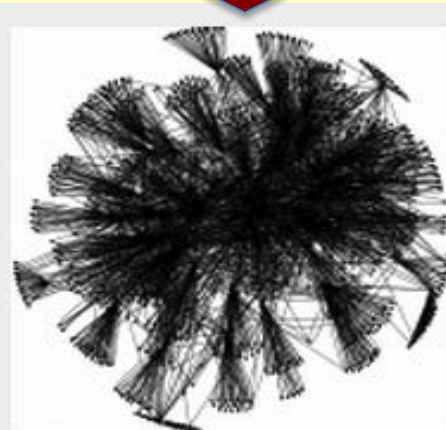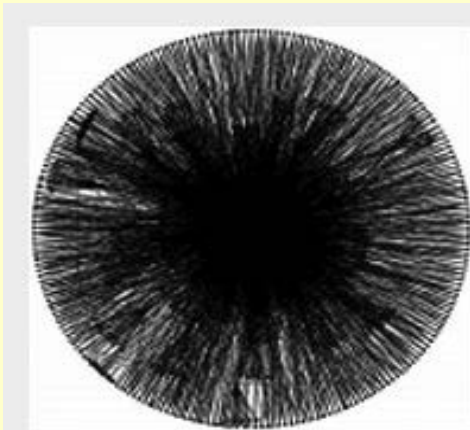
But...
mismatch with qualitative findings

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

Example: what can comments reveal about how users value each other?
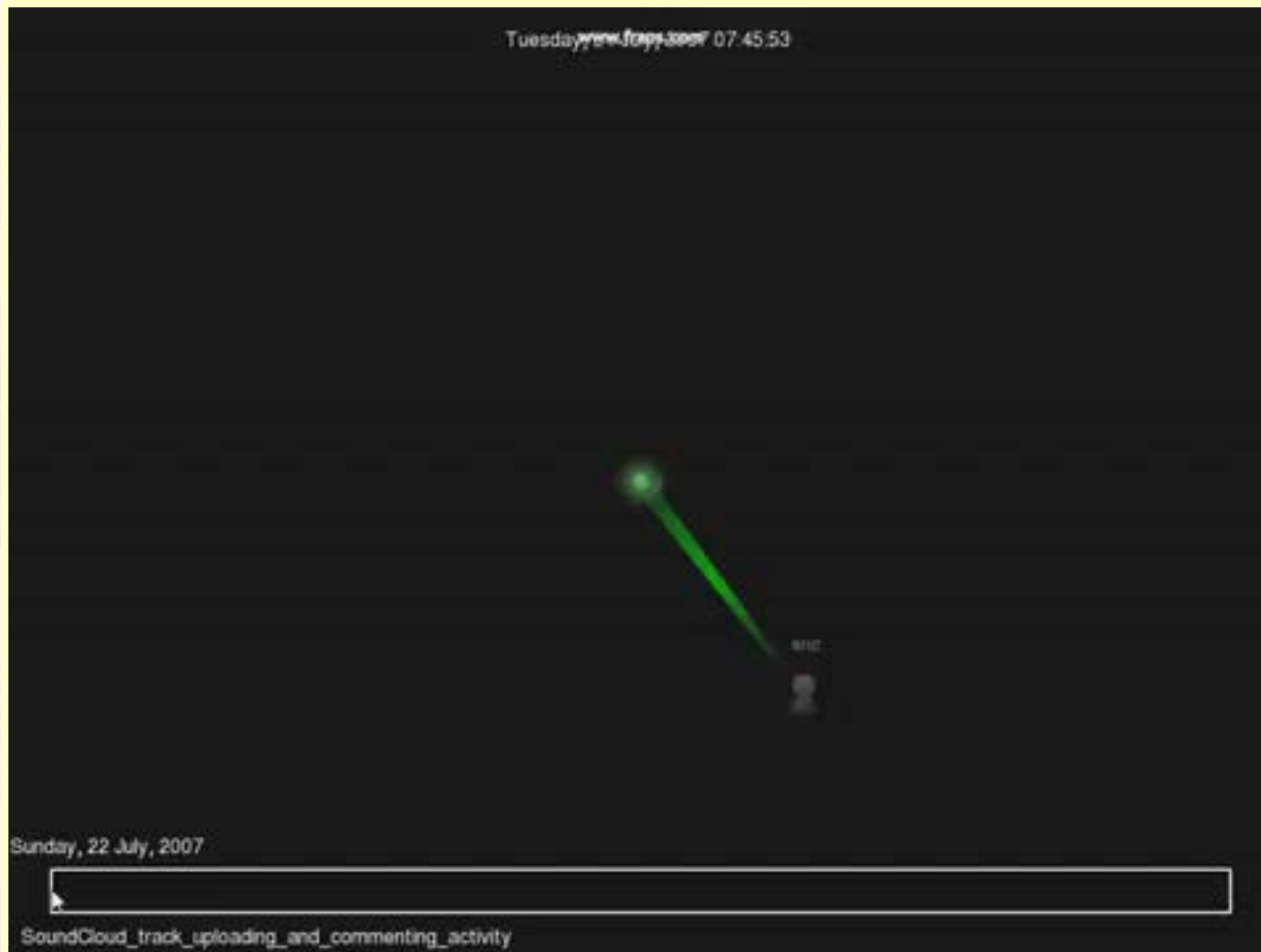
Conclusions (so far)

- You can study cultural value computationally by studying social network activity
  - But – you often need to look at the **smaller** picture**s**, 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