

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

Stream Explore Search

Trending Music

Trending Audio

Alternative Rock

Ambient

Classical

Country

Dance

Deep House

Disco

Drum & Bass

Dubstep

Electro

Electronic

Folk

Hear what's up and coming in Elec

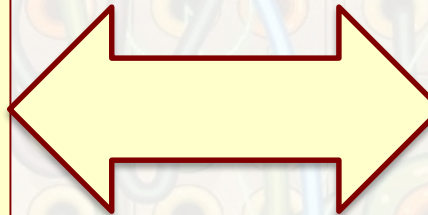
WHEN WILL THE BASS DROP
SLANDER
FESTIVAL TRAP EDIT

SLANDER.
Sam F ft. The ander Festival

Like Repost

Calvinharris
Calvin Harris I

Like Repost



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**




Cursor Miner

 2 Following

 348 Followers

 Playlists

 1 Like

 10 Comments

 Groups



bo en

 90 Following

 9211 Followers

 Playlists

 37 Likes

 5 Comments

 Groups

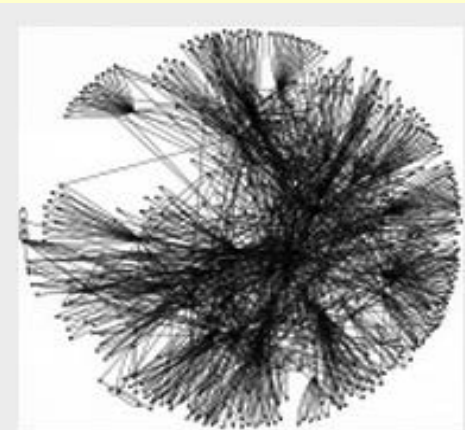
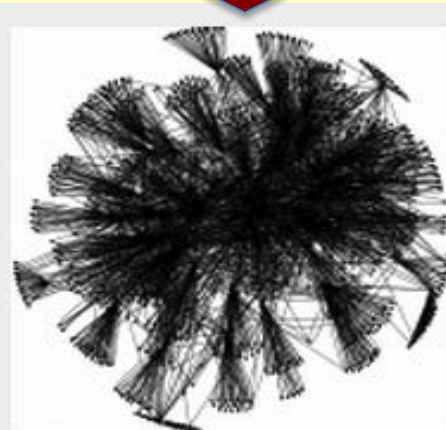
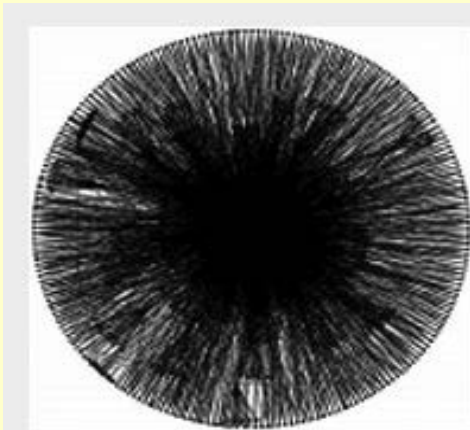
Initial quantitative findings...

Top-ranked x users



Position	Username	Indegree score
1	diplo	357
2	HARDWELL	320
3	steveaoki	277
4	Tiësto	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...

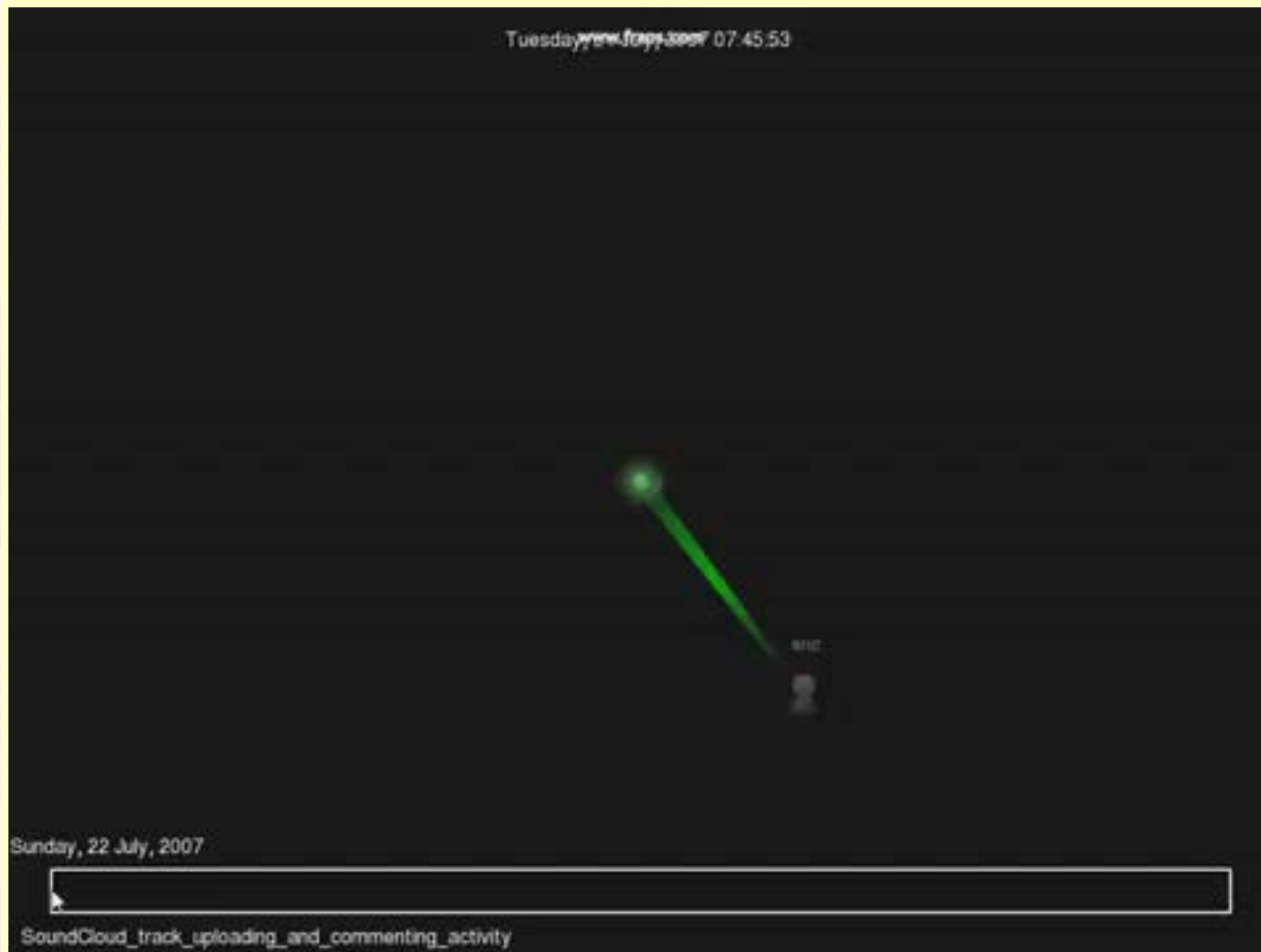
mismatch with qualitative findings



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** 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