

Impact of Music on Mood: Empirical Investigation

Nawaz Ahmad

Visiting Professor at Iqra University, Karachi

Afsheen Rana

Graduate Student at AIFD, Iqra University, Karachi

Abstract

The research entitled Effect of Music on Mood. This research was initiated by collecting primary data through questionnaire filled in by volunteers. This primary data was further processed, analyzed and evaluated to obtain certain interesting outcomes. For instance, the purpose of this research is to examine the listener's response to music. This research also indicated that people get inspired by listening to music. Music is a source that can get them into the other mood. People think that music has strong impact on their mood and behavior. This research found that people are pretty much interested in listening to music and they believe music influence them in positive and negative both ways. In the light of this research it can be safely concluded that specific music has specific impact on mood and people take interest and feel good after listening to music.

Key Words: Music, Mood

1. Introduction

1.1 Background of the Study

Music is one of the few aspects of human culture which is thought to be universal. Since we are all human beings we all experience joy, anger, sadness and other feelings like those. We all have a ton of emotions that control how we act and what we say. Our emotions are triggered by many things. One of those things is Music. Music has the potential to influence mood, feelings, and thoughts; it has the ability to change the emotional and physical status of people, whether they are in bad, good, or sad moods.

Music is considered as a way of expression in which freedom is a privilege. It has many features and purposes like an extraordinary way of communication through art. Music can be a universal language that invokes different aspects of people until it grows on them.

Emotion is a complex set of interaction between the subjective and objective factors, which may lead to emotional experience such as feelings, excitement, pain, pleasure and sadness. Humans are able to experience wide range of emotional states. Emotions, sense of humor, passion and excitement interchangeably, although each is unique and distinct from others. People can be divided into several categories according to how they express and present themselves as an individual. Investigating the relationship between music and mood is an important topic of study as people are constantly surrounded by music which they choose to listen to as well as music they are exposed to involuntarily in their daily lives.

There have been many psychological studies conducted throughout the past century relating to music and emotion, and as a result there exist many different representations and interpretations of human emotion and its relation to music. The objective of this thesis research is to find out the effect of music on mood and human behavior. Webster and Weir (2005) attempted to gauge interactive of mode, texture, and tempo in a single experiment.

An emotional state is often the result of many interrelated and underlying influences and one of them is music. Music is a tool that can influence the emotion; it can change the mood and also leaves it effects on human emotions. And this effect can be shown in some ways. Like it can be shown visually, through facial expressions and also audibly through vocal expressions. It has been proved by many researches too.

As emotions are influenced by music in the same way activities are also influenced by music. A huge difference in one performance and task can be seen after and before listening to music. It is said that people work much better after listening to music than those who sit in silence or with no music.

1.2 Objectives of the Study

The specific objectives of the study are to find out:

- To evaluate the effect of music on mood.
- To find out the interest and views of the people toward music.
- To gain feedback on this issue.

1.3 Statement of the Problem

What is the effect of music on mood, what are the different views of the listeners about music? What determines music to be positive or negative? Does all kind of music will affect feeling? Is it right that People who listen to classical and pop music would report more positive moods, and those who listen to heavy metal and violent music would report more negative moods?

1.4 Hypothesis

All kind of music effect mood, feeling and emotions, and People who listen to classical and pop music will show more positive effects, and those who listen to heavy metal will show more negative moods

2. Literature review

According to Ganser & Huda (2010) Music has the power to influence mood in both ways positively as well as negatively. Antisocial lyrics and annoying music can cause negative effect on mood whereas uplifting music and pro-social lyrics can bring positive effects in mood.

The studies show that anxiety and depression can be reduced by classical music, and the music which is liked by the listener will invoke more positive state, one of their study shows when surgeon enjoyed the music their performance came to be improved, and autonomic reactivity was reduced. (McCraty et al, 1998)

According to the studies of Hill (2007), the listener enjoys listening to soft rock because they feel happier, less angry, sad, disgusted, etc. Likewise, the listener does not like listening to hard rock because they feel angrier, sadder, and disgusted. The negative hard rock music was positively correlated with negative emotions and the soft rock music was positively correlated with positive emotions.

According to the study of Tropeano (2006), the violent music brings aggression in human behavior, it is considered to be a severe problem in society. The mood changes as the music like nonviolent music results in completely different behavior. Listening to violent music has a strong effect on violent tendencies.

According to the research of Rea et al (2010) which was conducted on three subjects, they were given a task to listen to music for 10 minutes and the categories of music were pop, heavy metal and classical. And it was concluded that who listened to classical and pop music reported in more positive way and who listened to heavy metal music reported in more negative way. So their hypothesis that was Music would affect mood was supported.

According to the studies of Webster and Weir (2005), Music in major keys was rated happier than music in minor keys. Non harmonized, simple melodies were rated happier than more complex harmonized music. As the tempo of music increased, ratings of happiness also increased.

Webster and Weir said according to Garadi and Garken (1995), people associate descending melodies with sadness whereas ascending melodies with happiness. but kids do not make it reliable their level of association is different they do not respond in the same way but youngsters do.

According to Thompson et al (2001) people perform special activities better after listening to music composed by Mozart than those who are sitting in silence. In their research task The music Mozart sonata was appeared to be very pleasant to participant whereas the other participants were given a very slow and sad music but the results of Mozart were better and those participants scored higher on mood arousal and significantly lower on negative mood as Mozart effect itself is an artifact arousal of mood.

According to Schäfer and Sedlmeier, (2009) music is a valuable mean for induction of emotions. In addition music is considered to be a diagnostic tool for investigating the development of adolescents their emotions i.e what they need, what they believe, what they feel and also their problems are mirrored in the music they listen to. Thus it can be said that music has a strong impact on our emotions and activities.

According to Panksepp and Bernatzky (2002) said through music person can be guided toward common social activities and the other task they perform in a social environment.

Thaut and de l'Etoile (1993) found that people induced to a happy mood by inducing music scene with a piece composed in the major mode showed a significant increase in memory compared with people who had not been led to an experimental mood.

A study by Stout, Leckenby, and Hecker (1990) on viewer reactions to music in television commercials found that ads with music in the major mode had more positive reactions than ads with music in the minor mode. The commercials with music in the minor mode were resulted as more irritating and the commercials with music in the major mode were resulted as much relevant and newsworthy. And also, the products introduced with major mode music were found to be as more purchase worthy than those of a products that introduced with minor mode music.

3. Research Methods

3.1 Method of Data Collection

The data required for the search purpose was primary data.

3.1.1 Primary Data

This type of data consisted of the observations, results and comments of the stakeholders concerned with the search process such as the responses of the audience who volunteered their opinion on various issues related to the topic of effect of music on mood.

3.2 Sampling Technique

Convenience sampling technique has been used for primary data collection.

3.3 Sample Size

A sample size of 110 was collected for this research. Response rate was 73.33% as 150 questionnaires were distributed.

3.4 Instrument of Data Collection

Close ended Questionnaire has been used as the instrument of primary data collection based on logical questions with options of 'Yes' and 'No'.

3.5 Statistical Technique

Descriptive statistical technique of modal frequency has been adopted as followed by Nasir, etal (2012).

4. Result and discussion

4.1 Model Frequency Table

Serial No.	Variable name	Sub Variable	Frequency	% of frequency
01.	Music_can_effect_mood	Yes	101	91.8
02.	Calm_music_leave_positive_effect	Yes	96	87.3
03.	Heavymetal_music_makes_you_angry	No	58	52.7
04.	Music_can_sooth_the_soul	Yes	99	90.0
05.	Music_copes_with_sadness	Yes	92	83.6
06.	Sad_music_makes_you_sad	Yes	96	87.3
07.	Calm_music_increase_calmness	Yes	73	66.4
08.	Happy_music_makes_you_happy	Yes	94	85.5
09.	Favourite_music_brings_positive_changes	Yes	92	83.6
10.	Music_makes_mood_better	Yes	66	60.0
11.	Music_works_wonders	Yes	101	91.8
12.	Music_liven_up_a_party	Yes	99	90.0

4.2 Discussion

- Based on the results of question no.1, it can be concluded that music is a tool that has an impact on human mood and behavior regardless what of kind of music it is, it effects in either good or bad ways and 91.8% of people agreed that they get influenced by the music
- In question no.2 87.3% people said that listening to calm music put them in a calm state and it leaves a positive effect on their mind and mood. Music is something that everyone enjoys listening to. And all get inspired of it so; obviously a calm music will always leave positive effect on its listener.
- It is said that watching a violent movie can make your child violent and aggressive, in the same way listening to heavy metal music people can put themselves in an angry state but 52.7% people agree with this problem in question no.3.
- The 90.0% agreement of the people that music can sooth the soul in question no.4 states that listening to music keep people in a relaxed state, people love listening to music. When people are tired most of them prefer listening to music because music is a tool that can keep us relaxed and it soothes the soul.
- 83.6% people agree in question no.5 that music copes with sadness. So it can be concluded that maximum number of people think that they can take themselves out from sadness and sorrow by listening to music. Music refreshes the soul and keeps our mood high, people love listening to music and enjoys it.
- In question no.6, 87.3% people agreed that sad music makes you sad. So it can be said that when one listens to sad music he eventually gets sad. It can also be said that music has such a strong effect that a particular kind of music can suddenly change your mood, no matter in which state you were before, but as you listen to sad music, a listener get sad too.
- Calm music increase calmness in people and 66.4% people agreed with this issue in question no.7. It is always said that every action has some reaction, in the same way when we listen to calm music we get calm to.
- 85.5% agreed in question no.8 that happy music makes them happy. So it can be concluded that when people listen to music that has happy lyrics, the music that has fun. People enjoy this music and they also associate their feelings with that music and make themselves feel happy.
- In question no.9 the level of people who agreed that favorite music brings positive changes is 83.6%. The result concludes that listening to favorite music put people in good mood. Music always effect in some ways but when it's your favorite music it effects more strongly because the favorite music is always the one we familiar to and we respond more to the things we have already known.
- It is said that music makes mood better and 60.0% people agreed in question no.10. When people are in a bad or average mood and when they tune in to music immediately they start feeling better, its fun listening to music and people prefer listening to music in their leisure time.

- Music works wonders and 91.8% people agreed with this problem in question no.11. Music helps in creating certain atmosphere. Music can take ourselves out from certain state and can put us in certain state of mind where we want ourselves to be, like our mind can be peaceful and relax. I think it is not more than a wonder.
- Any party is considered to be incomplete without music. Music is a tool that can liven up a boring party, low atmosphere, or sad environment. Music can high the happy and fun level of anyone's mood and uplift their sad or boring state of mind with happiness and 90.0% people agreed with this problem in question no.12.

5. Conclusion

Music listening has become a ubiquitous phenomenon in our modern world. Music is also thought to be a medicine of souls. For most people, the importance of music as a leisure time activity can hardly be overestimated. People love listening to music, music is a source to sooth the soul. It has been proved by the research the people who listen to music are more relaxed.

Music is also thought to be a way to communicate with others; it can also work as a romantic ambience, people like listen to soft music during their emotional states like love. Specific music induces specific feelings in listener. Almost all the subjects of my study agreed that music affect them in many ways. When they listen to sad music they respond in same manner. And when they listen to happy music they feel themselves happy.

It has also been proven through the research that people enjoy more when they listen to familiar music or their favorite one. I think the power of music to induce positive emotions may be a reason why one listens to a piece of music again and again. Music is increasingly being used to enhance well-being, reduce stress and distract patients from unpleasant symptoms.

6. REFERENCES

- Gancer, J. & Huda, F. (2010), Music's Effect on Mood and Helping Behavior, *UW-L Journal of undergraduate research*, XIII, 1-5.
- Hill, J. (2007). Assessing the influence of rock music on emotions. *The Murray State University Journal of Undergraduate Research*, 27-33
- McCraty, R., Barrios-choplin, B., Atkinson, M. & Tomasino, D. (1998), The effects of different types of music on mood, tension, and mental clarity, *Alternative Therapies*, 4(1), 75-84.
- Nasir, F., Herani, G. M. & Ahmad, N. (2012). Identifying Factors Affecting Patients' Satisfaction against Quality of Health Care Services: An Investigation from Aga Khan Hospital Karachi. *KASBIT Business Journal*, 5(1), 62-68.
- Panksepp, J. & Bernatzky, G. (2002). Emotional sounds and the brain: the neuro-affective foundations of musical appreciation. *Behavioural Processes* 60, 133-55.
- Rea, C., MacDonald, P. & Carnes, G., (2010), Listening to classical, pop and metal music: An investigation of mood, *Emporia state research studies*, 46(1), 1-3
- Schäfer1, T. & Sedlmeier, P. (2009), What makes us like music. *Proceedings of the 7th Triennial Conference of European Society for the Cognitive Sciences of Music (ESCOM 2009)*, Jyväskylä, Finland, 487-490.
- Stout, P. A., Leckenby, J. D., & Hecker, S. (1990). Viewer reactions to music in television commercials. *Journalism Quarterly*, 67, 887-898.
- Thaut, M.H., & de l'Etoile, S.K. (1993).The effects of music on mood state-dependent recall. *Journal of Music Therapy*. 30, 70-79
- Thompson, W. F., Schellenberg, E. G. & Husain, G. (2001), Arousal, Mood and Mozart Effect, *Psychological Science*, 12, 248-251.
- Tropeano, E., (2006). Does rap or rock music provoke violent behavior? *Journal of undergraduate psychology research*, 1, 31-34
- Webster, G. D., & Weir, C. G. (2005). Emotional Responses to Music: Interactive Effects of Mode, Texture, and Tempo. *Motivation and Emotion*, 29(1), 19-39.