



A multi-method exploration of the impact of music advocacy

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Background

Shared music promotes prosociality among group members by strengthening social bonds [1].

In contrast, music advocacy encourages the audience to become benefactors for external recipients who do not share the music experience.

How does music advocacy promote audience's charitability for the advocacy cause?

In previous analyses, we have evaluated the effect of an advocacy event on three prosocial outcomes and how they relate to charitable behaviour.

Here, we explore whether physiological and qualitative audience reactions provide additional explanations of attitude and behaviour change throughout the event.

Methods

Participants attended one of two advocacy events featuring two media:

- The percussion performance *The Innocents* by John Lane and Allen Otte explores wrongful imprisonment.
- The eponymous documentary film by Wojciech Lorenc chronicles how the exonerated Anna Vasquez experiences the performance.

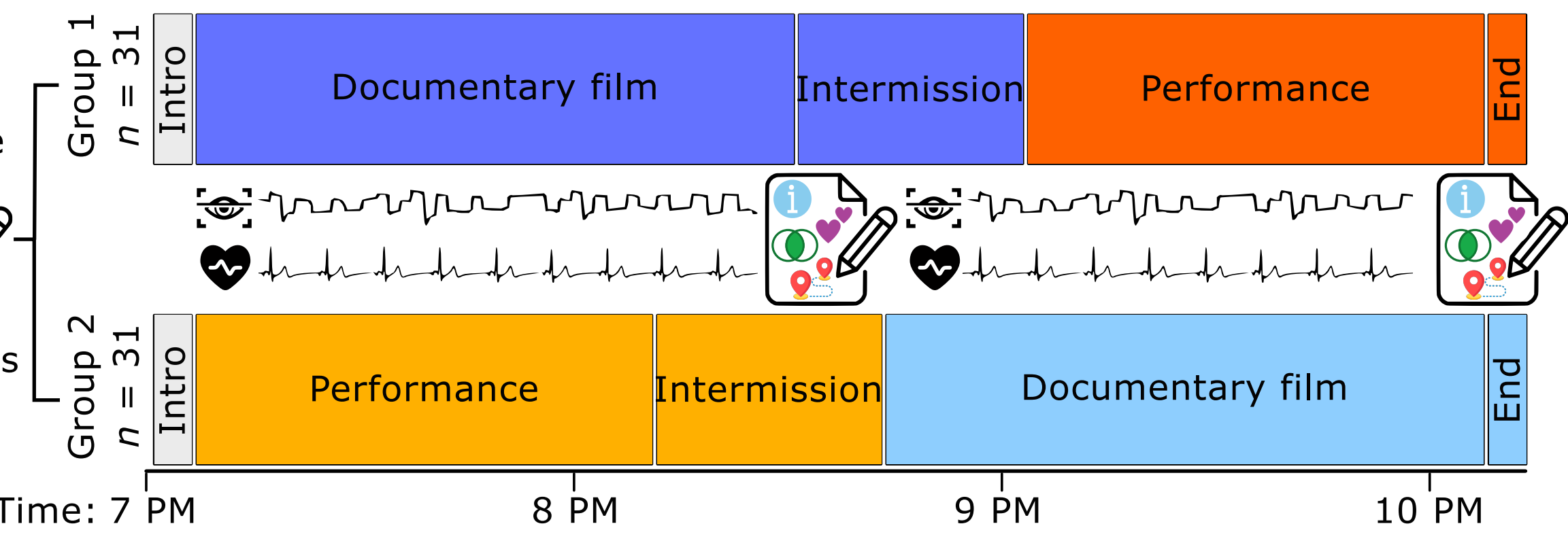
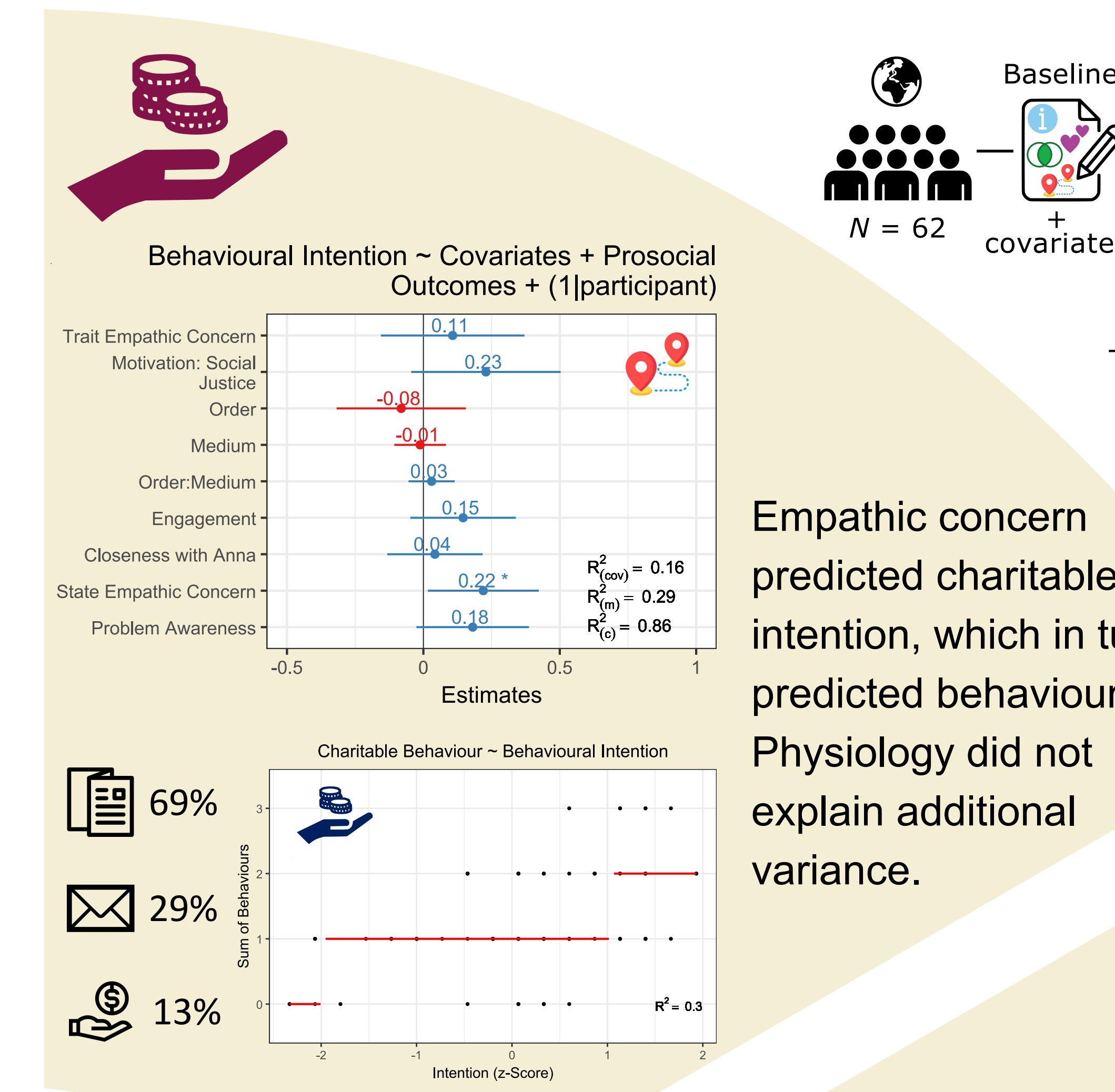
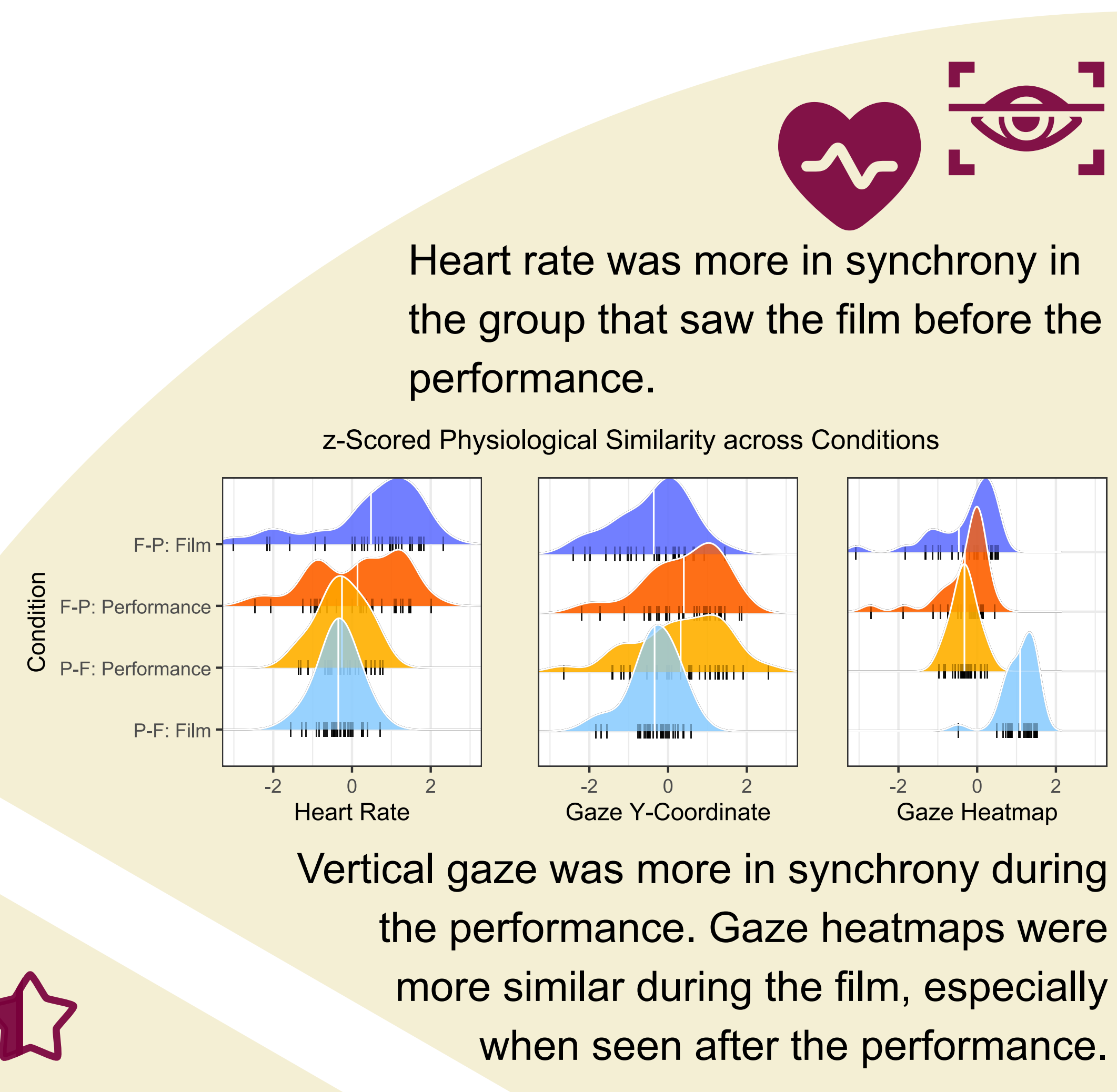
The order of the media was switched between events to manipulate context information.



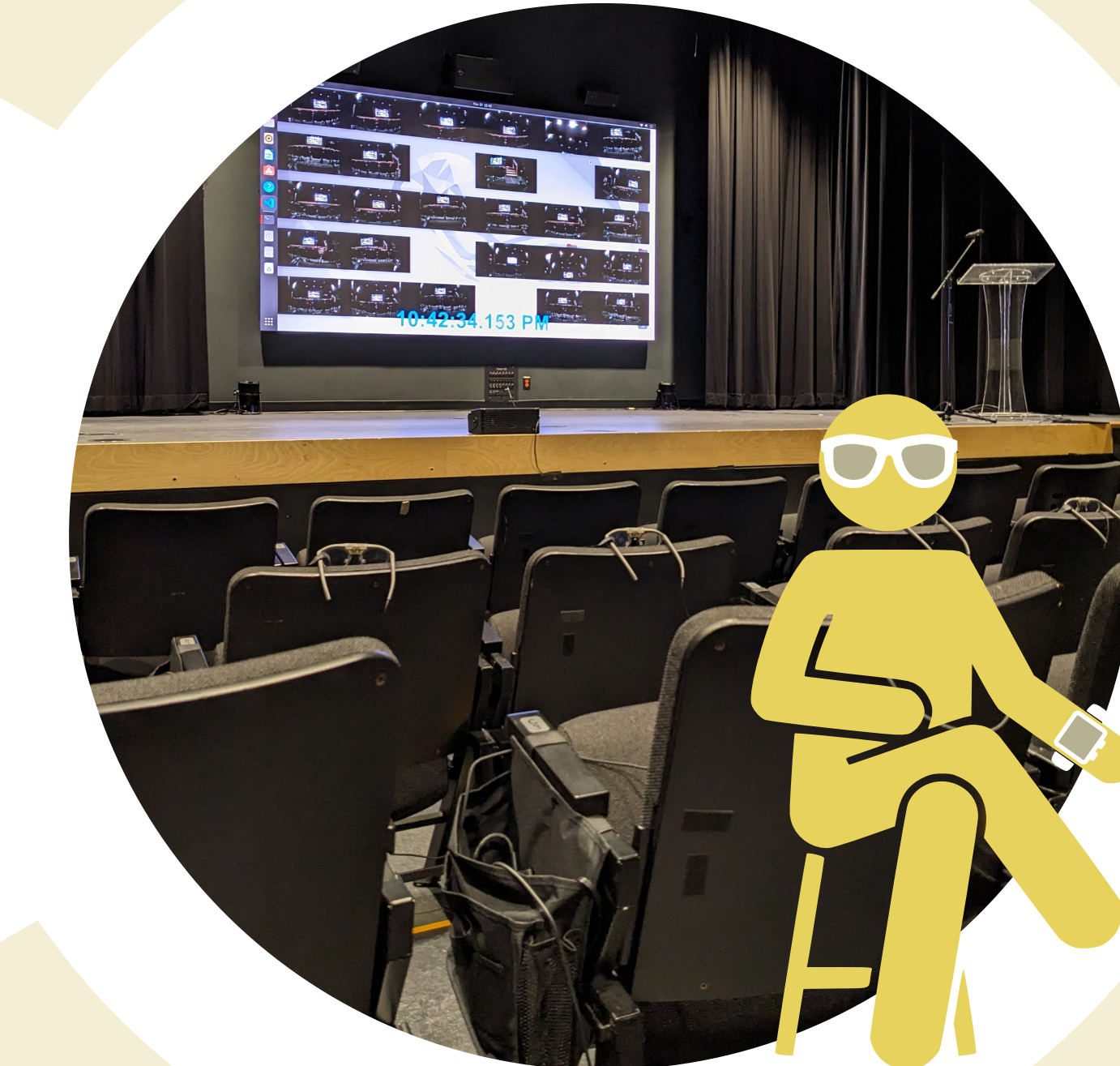
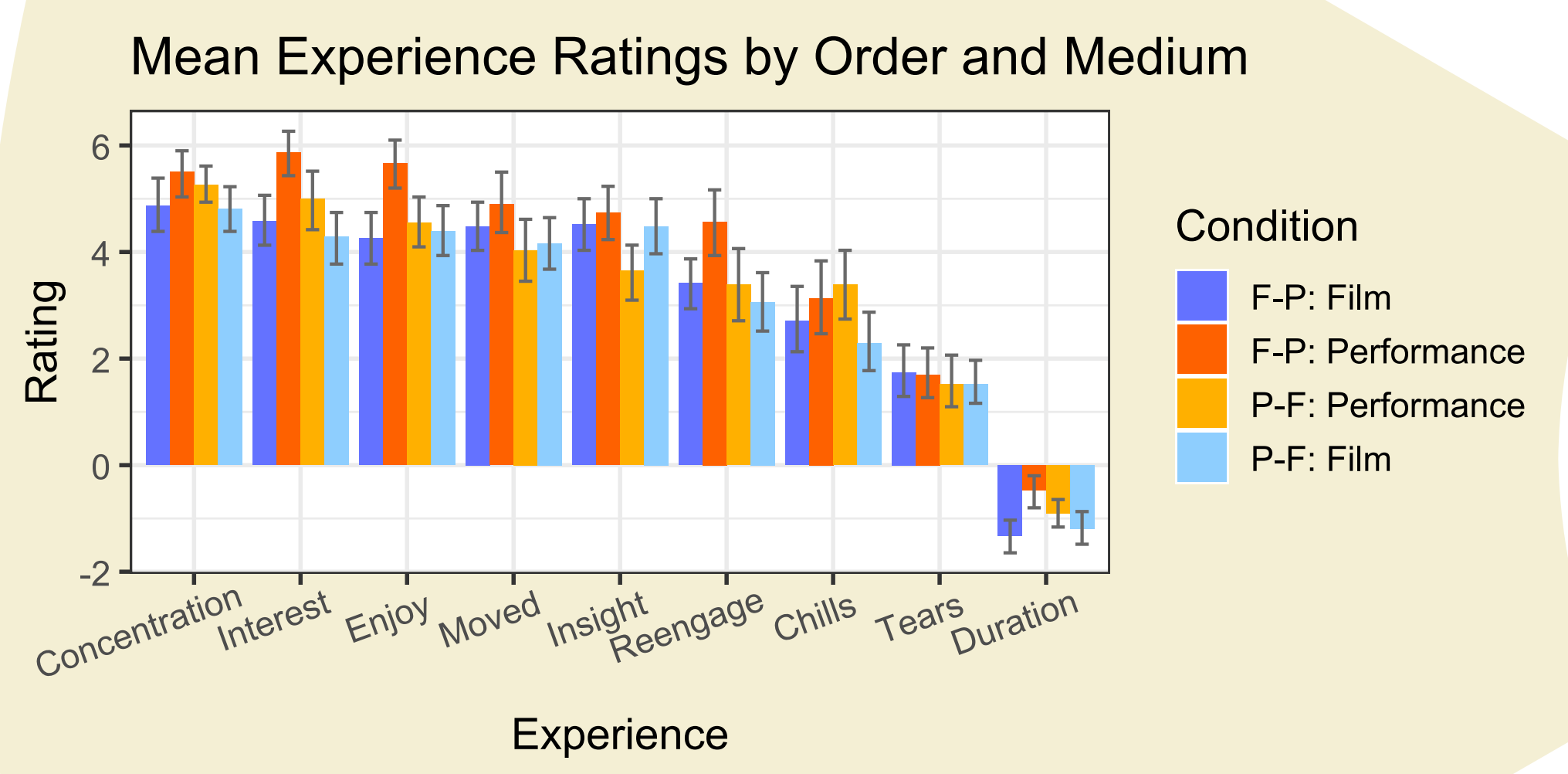
The Innocents performance (Otte & Lane)



The Innocents film (Lorenc)

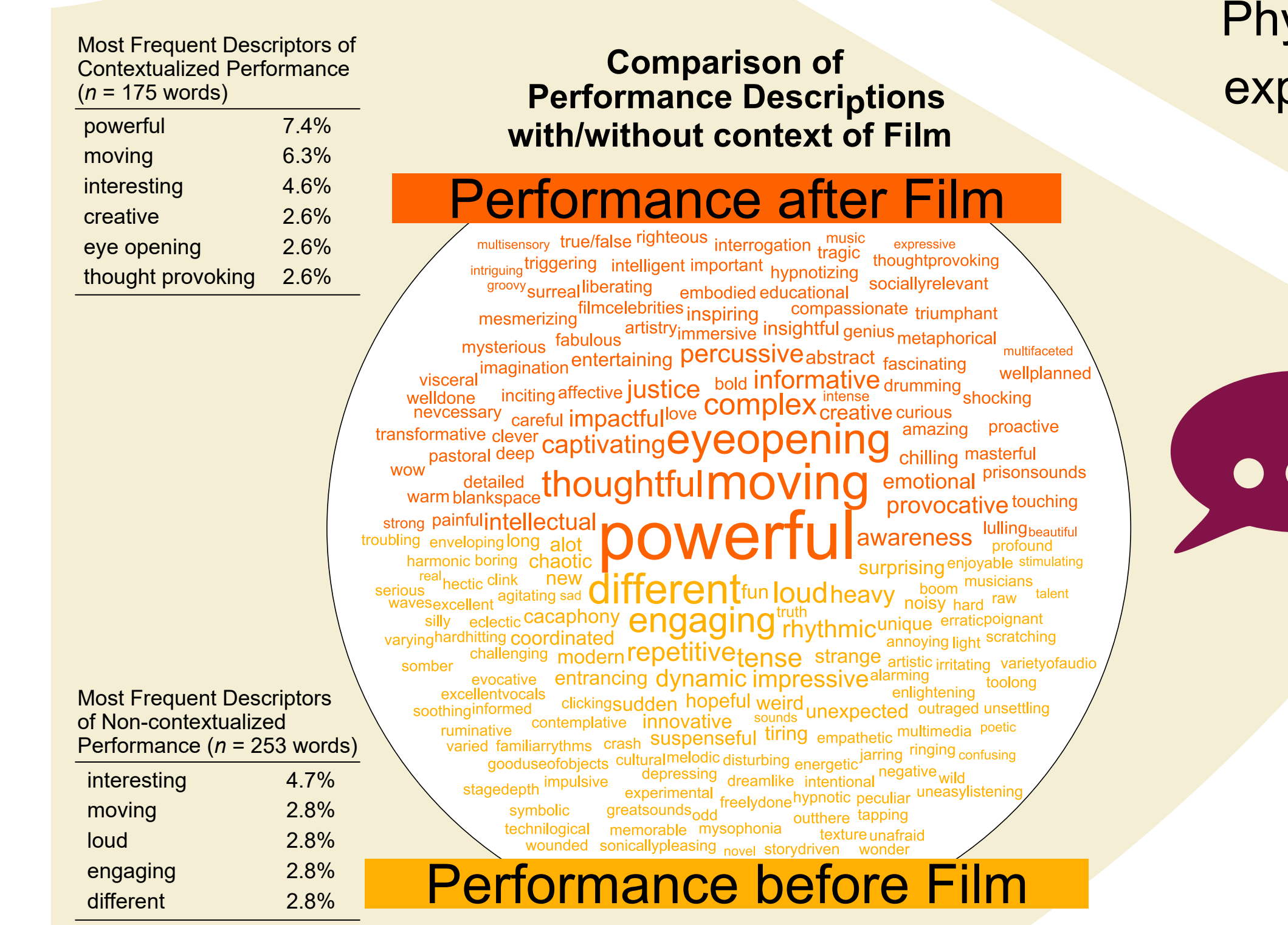
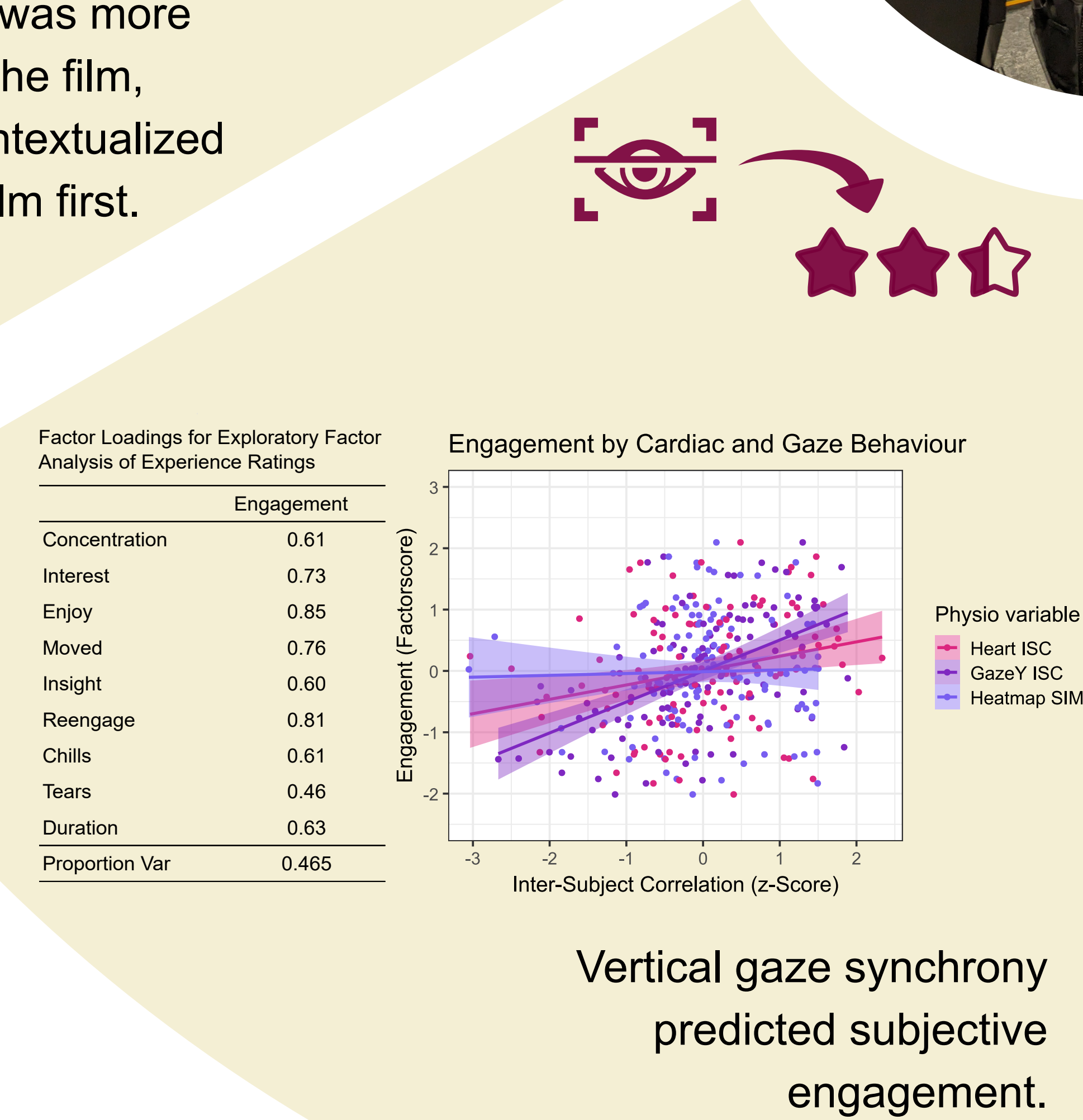


- Measures:
- ♥ Cardiac activity: Inter-subject correlation (ISC) of heart rate
 - 👁️ Gaze behaviour: Vertical gaze ISC & heatmap similarity [2]
 - ★☆☆ Self-reported experience
 - 💬 Open-answer performance descriptions
 - 👤 Closeness [3] with Anna Vasquez
 - 💚 Empathy [4] with Anna Vasquez
 - 📌 Awareness [5] of wrongful imprisonment
 - 📍 Charitable intention and behaviour



Conclusions

Event successfully promoted audience's support of a local NGO fighting wrongful imprisonment, by increasing empathic concern. Seeing the film first improved audience's engagement with the performance and increased prosocial outcomes. Vertical gaze synchrony (blinks?) predicted engagement with the event, but similarity of cardiac and gaze behaviour was unrelated to the advocacy goals of attitude and behaviour change.



Limitations

- No inactive/no-context control groups
- Very specific stimuli --> generalizability to other media and other advocacy causes?

Next Steps

- Explore further interpersonal indices for physiology, e.g., blink synchrony
- Explore stimulus-related indices for physiology, e.g. entrainment to musical beat
- Extend analysis to livestream audience (webcam-based eyetracking and remote PPG)