UNDERSTANDING USERS THROUGH PERSONA IDENTIFICATION

The Human Experience of Music Information Retrieval in Digital Music Services

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RESEARCH QUESTIONS

1. What kinds of user personas can we identify from real users of commercial music services?
2. What are the expressed needs and behaviors of each user persona?
3. What are the implications for system design for each of the different user personas?

METHODOLOGY

- Review prior research
- Collect data through survey
- Analyze and categorize data
- Identify and summarize trends

SUMMARY AND NEXT STEPS

1. Approximately 35% of respondents fall into the user personas derived from empirical user interview data and observation sessions defined in previous research.
2. Further work includes understanding users who exhibit clusters of characteristics representing multiple personas, as well as the development of additional methods and measures of persona identification in order to verify the accuracy of personas.

Music Industry Revenues by Sector: 2013 vs. 2014

- Digital downloads: 3 billion (US$)
- Physical formats: 9.5% increase
- Streaming services: -7.1% decrease

Characteristics of Personas Across Platforms: Music Recluse vs. Music Epicurean

- Likelihood to recommend an artist, song, or genre to a friend
- Willingness to share personal information or listening history with a music streaming service
- Regularity of making playlists
- Level of organization and management of music collection
- Likelihood to rate songs when using a music streaming service