



Sounds of the Wonder City

The impact of sonic environments on individual experiences.

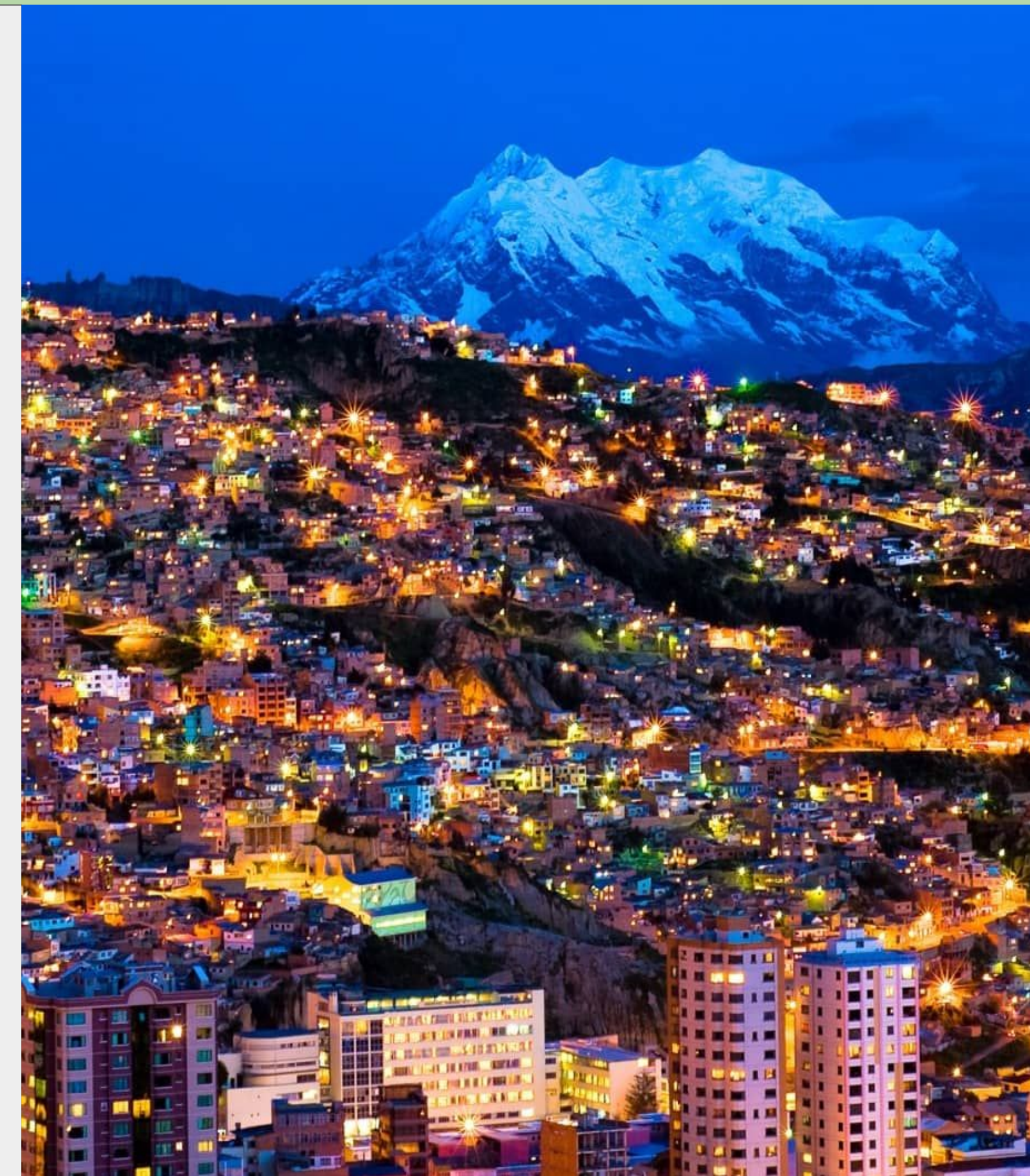


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Abstract

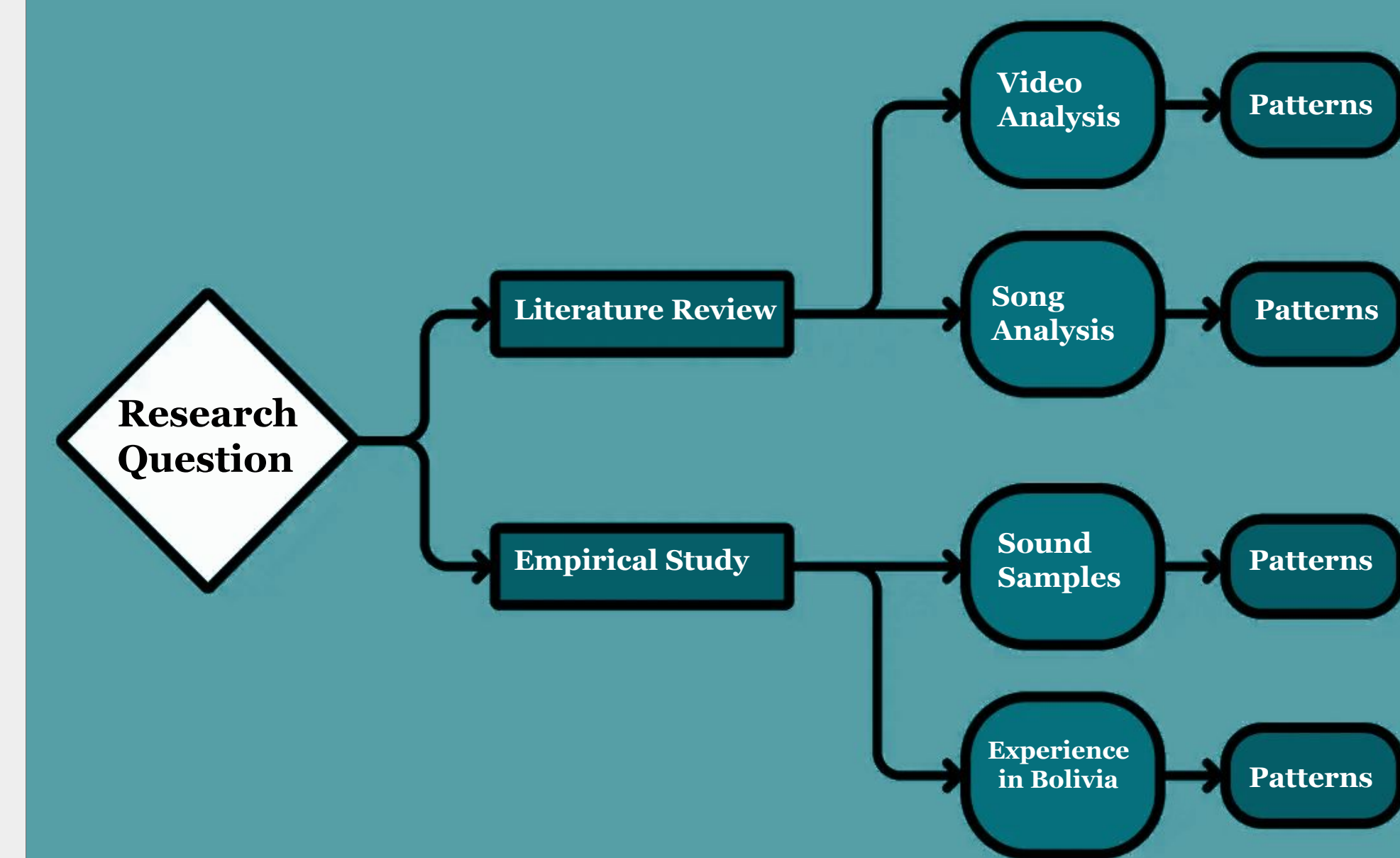
Across the world, music is a part of our lives. The sonic environment plays a big role in our whole environment, and this presence of "sonic environments" poses a question: How does sound affect the individual experience? "Sounds of the Wonder City" is a case study that builds upon this question with a great focus on how the city center of La Paz, Bolivia has fostered a sonic relationship with its residents. Along the way, research and literature review has revealed that behavioral, cognitive, and many other patterns exist in individuals exposed to music or specific sounds. Our project relies on ethnographic, musicological, and sound studies research to explore the relationship between an individual's sonic environment and their own personal values, choices, and identities.



Methodology

- Conducted literature review of 20 scholarly articles pertaining consumer behavior, sound stimulus, marketing, and sonar environments.
- Took sound samples of local sonar environments, as well as documenting an experience in Bolivia. Sonar environments were mapped and employees were interviewed on the reasonings of their sound choice.
- Using the patterns & data revealed in the literature review, we analyzed the experiences of 40 individuals who explored La Paz.
- Translated and analyzed 40 songs about La Paz, looking for patterns & trends in the music.

Methodology Path



Introduction

- Music has benefits across lifespans: early childhood (Gerry et al., 2012; Williams et al., 2015; Linnavalli et al., 2018), adolescence (McFerran et al., 2018), and older adulthood (Lindblad and de Boise, 2020).
- Informational impact: music leads to a positive mood. As a result, it primes positive decision-related information called nodes that are associated with positive moods, and consumers make more optimistic evaluations and keep the congruency between mood (which stems from background music) and thoughts (spending more time and money) called the mood congruency effect (Mayer et al. 1992).
- "Atmospherics" – The conscious designing of space to create certain effects in buyers (Kotler 1974, p.40).
- Auditory information & visual attention shifts toward objects with visual properties that are synesthetically congruent with the auditory properties of a given sound (Hagtvedt & Brasel 2016).
- "Sounds of the Wonder City" aims to analyze & dissect ethnographic, musicological, & sound studies research in order to explore the relationship between an individual's experience & their sonic environment
- After thorough literature review & case study investigation, various patterns & unique experiences are revealed in individuals exposed to sound.

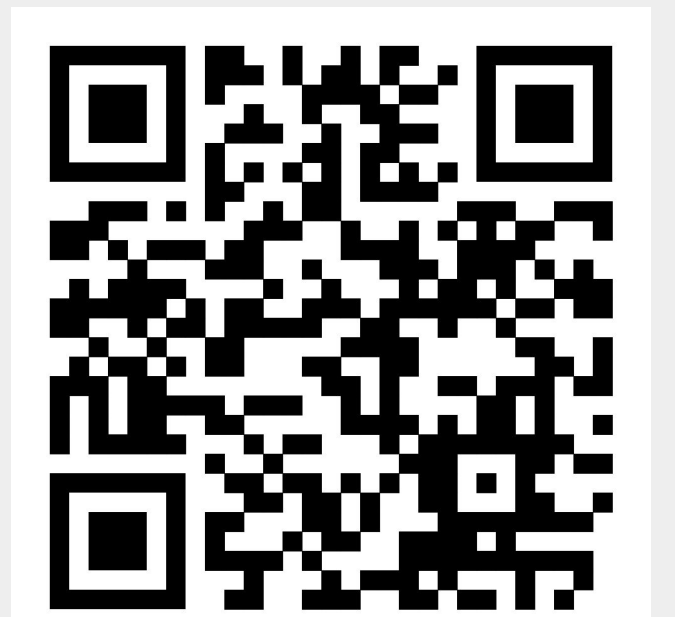
Results

- Of the employees interviewed from local sonar environments, there was unanimous agreement for using background music as a marketing tool.
- From the videos depicting individual experiences in La Paz, the most prevalent themes consistent with sounds were nature, exploration, life, and happiness.
- The most common trends & patterns found in the songs were of nature, love, beauty, and joy.
- In the sound samples, most recurring type of music was uplifting, happy, positive, and romantic themed.
- Literature review established the stimulus provided by "sounds" and "music" can play a big role in individual perceptions. Our analysis and empirical study was consistent with this pattern.

Conclusion

Findings from the case study suggest that La Paz's sonic environment is happy, inspiring, and adventurous. Patterns from both the songs and videos about La Paz are consistent with this analysis as well as the patterns revealed from the literature review. With Bolivia's happiness index averaging at 5.6, only a little higher than the global average of 5.57, prospective research will help truly determine if this is due to the environment. Nonetheless, our findings suggest that La Paz's sonic environment could play some influence on an individual experience, fostering a humble, appreciative, and culturally sound community.

References



Website

