

Music in My Mind

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I attempted to determine if any connection exists between personality as measured by the Big 5 test and music preferences. This was accomplished by test subjects completing the online Big 5 survey and questions about music preference. All data was arranged in a spreadsheet according to genres preferred. I arranged the data in bar graphs showing how many people scored within 10 point percentage ranges in each aspect of the test for each genre. Generally I found no connections, though a few exceptions appeared. For example, country listeners tended to have low neuroticism and openness, Classical/Christian listeners were agreeable, conscientious, and not neurotic, and rock listeners were introverted. In the future, I would like to have more subjects participate in my experiment, which could be used to develop more personalized ads online.