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.

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