PalArch's Journal of Archaeology of Egypt / Egyptology

MUSIC AFFECTS IDENTITY AND PERSONALITY: A PSYCHOLOGICAL STUDY OF ALTERING PERSONALITY

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Shazir Hassan, Asfa Zia, **Ahsan Mahmood. Music Affects Identity And Personality: A Psychological Study Of Altering Personality-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(17), 441-448. ISSN 1567-214x**

Keywords: Music, Identity, Personality, Psychology, Culture and Art

ABSTRACT:

Music is a generally recognized wonder, present in each culture the whole way across the world. A large portion of us tune in to music consistently. It is effectively open nowadays through shrewd gadgets, TV, radio, and so on we are continually presented to it at various events like birthday gatherings or weddings or straightforward social gatherings, along these lines, making music a basic and indivisible piece of our lives. Rentfrow and Gosling (2003) revealed that music is given more inclination over nourishment and among recreation exercises, music listening is the most enjoyed movement, trailed by the exercises like perusing books and watching motion pictures. Individuals trust that music inclinations give them knowledge about their identity and uncover as much about their identity as their different side interests do (Rentfrow and Gosling, 2003).

INTRODUCTION:

Cattell and Anderson (1953) detailed that music go about as a wellspring of fulfillment for oblivious requirements and they were the initial ones to take a gander at whether music references were connected to identity attributes. Little and Zuckerman (1986) revealed that hard shake music is related with the identity characteristic of sensation chasing and took a gander at the connection between an assortment of music measurements and explicit identity attributes.

This enabled the future specialists to investigate the connection between identity attributes and music inclinations. Nater, Krebs, and Ehlert (2005) additionally detailed a connection between mental excitement initiated by music and sensation chasing. The Short Test of Music Preference (Rentfrow and Gosling, 2003) has turned out to be a standout amongst the most generally utilized tests for sorting music inclinations crosswise over various measurements, thus, enabling future scientists to connect identity attributes with music.

This examination additionally means to increase further understanding into the connection between music inclinations and identity characteristics. It tries to investigate identity characteristics crosswise over four STOMP (Rentfrow and Gosling, 2003) measurements: Reflective and Complex (for example established), Intense and Rebellious (for example shake), Upbeat and Conventional (for example pop) and Energetic and Rhythmic (for example R&B). The Five Factor model (Costa and McCrae, 1992) is the most as often as possible utilized model to survey identity characteristics in connection to music inclinations. Additionally, this examination will likewise investigate identity characteristics over the Big Five measurements: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience, in connection to identity qualities.

Music is one of the fundamental things of one's life. It has a capacity to take into account countless group of onlookers giving to their requirements and satisfying their craving for music as per their identity attributes. A great deal of elements have been considered while taking a gander at the association between identity attributes and music inclinations. In an investigation by Langmeyer, Guglhör-Rudan, and Tarnai (2012), culture and sex contrasts were considered for the examination of music inclinations and identity qualities. An examination led on 422 German college understudies proposed that intelligent and complex music (e.g. established) and exceptional and insubordinate music (e.g shake) was favored by the individuals who were available to encounter though perky and regular music was less liked.

An investigation by (Langmeyer et al., 2012) demonstrated that extraverted, hypochondriac and pleasing people favored playful and customary music yet the extraverted people additionally incline toward exceptional and defiant music as well. It likewise said that ladies are bound to incline toward perky and ordinary music when contrasted with men. Japanese culture was considered by Brown (2012) while an examination of the connection between music inclinations and identity attributes was done.

Darker (2012) likewise considered Japanese culture while researching the connection between identity qualities and music inclinations. Six measurements (Humility– Honesty, Emotionality, Extraversion, Agreeableness, Conscientiousness and Openness) and 24 explicit features were utilized by 268 Japanese understudies to rate their identity over. 12 music classifications including socially significant sort like Enka were utilized to assess the music references. Like discoveries from Langmeyer et al. (2012), the examination detailed that individuals having high transparency attributes are bound to favor intelligent music like jazz traditional, musical show, gospel, Enka. Additionally,

popular music inclinations are connected with extraversion features (Brown, 2012).

Research Statements:

1- How music affects identities and personalities in cultures?
2- How we can relate personality traits and music preferences?
3- How music plays huge role in shaping identities as seen in city of Lahore?

Significance of the research:

The connection between music inclinations and identity qualities is a commendable zone of being investigated in the field of Psychology and furthermore has down to earth applications. North (2010) revealed that exploration led around could be utilized for the promoting reason too. As the sort of music purchased by the purchaser would assist the dealer with knowing the identity qualities of the purchaser and the sort of music one likes, subsequently making the merchant mindful of the necessities of the client. This caters to the music business just as they would most likely take into account the general population as per their identity characteristics and produce the music that interests to their taste (North, 2010). The examination furnishes with a knowledge into music inclinations as per the identity qualities related with psychopathology, so the identity characteristics and music inclinations go about as pointers to distinguish if the individual is confronting any mentally unsettling influences. Along these lines, this exploration will investigate the connection between music inclinations and identity qualities and henceforth will be adding to the field of brain science to profit society.

Ethical Considerations/ Limitations of Research:

The opportunity was provided to the students with an age range of 18-23 to be part of the study. Informed consent was taken and the participation was based on voluntary decision of students. The information collected from the students was kept confidential. The identity of students was kept hidden and there was anonymity in filling the research questionnaires as well. The participants were also given the liberty to stop being a part of study any time during research.

LITERATURE REVIEW:

Dunn, Ruyter, and Bouwhuis (2011) led an examination that concentrated on listening conduct and how it was identified with STOMP (Rentfrow and Gosling, 2003) evaluations and the Big Five identity characteristics, as opposed to simply depending on kind marks/measurements like the past investigations (Langmeyer et al., 2012; Brown, 2012). They took an example comprising of 395 members from 29 nationalities (lion's share Dutch), from the age scope of 22 to 60. A music database was utilized to follow the music listening practices of the members crosswise over 16 music kind for at least a time of a quarter of a year. As per the discoveries, the Rentfrow and Gosling's (2003) model of music inclinations was not affirmed as the translations were influenced by age. It likewise revealed that hesitance (neuroticism feature) was connected with

traditional music inclination. This connection was not found in before concentrates as they showed that transparency was to be related with established music inclination (Langmeyer et al., 2012; Brown, 2012). While, the extraversion aspect was corresponded with shake music inclinations as bolstered by a before finding by Langmeyer et al. (2012).

The past research has not focused on enthusiastic reactions (Langmeyer et al., 2012; Brown, 2012; Dunn et al., 2011), be that as it may, the sort and power of passionate reactions experienced, while tuning in to music likewise have affected our music inclinations, alongside our identity characteristics. An investigation was directed by Vuoskoski, Thompson, McIlwain, and Eerola (2012) in which the abstract enthusiastic experience and the force of passionate reaction brought about by tragic music were analyzed. 16 music extracts were given to 148 Finnish college understudies to tune in and rate the nature on their passionate experience. The Openness to Experience was estimated utilizing The Big Five Inventory (BFI; John and Srivastava, 1999) though, Empathy was estimated utilizing the Interpersonal Reactivity Index (IRI; Davis, 1980).

The outcomes demonstrated that tragic passage was dependable to instigate pity as the conspicuous feeling but on the other hand was mindful to incite positive feelings like wistfulness, tranquility, and miracle. Likewise, the ones scoring high in receptiveness to experience and sympathy were bound to like pitiful music. Additionally, it was demonstrated that the power of the enthusiastic reaction was connected with the likeliness towards tragic music (Vuoskoski et al., 2012).

It was seen that past examinations have depended entirely on kind/measurements to quantify music inclinations (Langmeyer et al., 2012; Brown, 2012; Dunn et al., 2011) and the apparent property in music and their connection to identity attributes were given no significance. The work on apparent characteristics was finished by Greenberg et al. (2016). He took a web test comprising of 9,454 members and explored the connection between Big Five identity qualities and 38 saw characteristics in music partitioned crosswise over three measurements i.e. excitement, valence, and profundity. As indicated by the results, a positive relationship among neuroticism and excitement inclination was seen, notwithstanding, valence and immoderation were adversely related. A negative affiliation was demonstrated among immoderation and weakness (neuroticism aspects) and profundity. As far as extraversion features, excitement was emphatically connected with fervor chasing, while kind disposition and merriment had a negative association (Greenberg et al., 2016).

Gloom is something else that can likewise be related with music inclinations and identity characteristics. Miranda and Claes (2008) inquired about around there and examined if dejection could be anticipated by music inclinations and if tuning in to music could ensure against gloom. This was finished by taking an example of 311 teenagers. The examination demonstrated that in youthful young ladies, the sorrow levels were contrarily associated with soul music though the misery dimension of juvenile young men was decidedly corresponded with popular music. Soul music was emphatically corresponded

with extraversion in youthful young men and young ladies though the substantial metal and traditional music were decidedly related to receptiveness to encounter reliable with past discoveries (Langmeyer et al., 2012; Brown, 2012). It was likewise discovered that neuroticism was connected with more elevated amounts of misery if there was a lower inclination for soul music. Be that as it may, the high inclination for soul music debilitates the connection among neuroticism and more elevated amounts of sadness (Miranda and Claes, 2008).

RESEARCH OBJECTIVITIES/ PROCEDURE:

The students with an age range of 18-23 were invited to be the part of study. They had to fill informed consent forms if they wished to participate in the study. 100 forms were provided to get 100 participants from each university. After the collection of 300 filled consent forms from all three universities, the students were then allotted a classroom and specific time to fill the questionnaires for research. Total number of classrooms allocated for conducting research were 5. Each classroom had 20 students. The students were told about the purpose and objectives of the research study.

Participants included 300 university students from Lahore. The age range of participants were 18-23 years old girls and boys. There was no restriction of religion, race or year of study. Considering the population of Lahore, three universities were selected by simple random sampling from the list of universities recognized by Higher Education Commission (HEC). From 3 randomly selected universities using the technique of computer generator, the students were selected conveniently. The quota sampling technique was used to select 100 participants from each university. The final sample size under study was n=300.

Theoretical and Conceptual framework:

The correlational cross-sectional study design was used to find the relationship between two variables; personality traits and music preferences. It helped to see if there exists a correlation between different levels of personality trails and music preferences. The cross-sectional study was used because the data, considering the same variables was collected from three different groups of people at a particular time.

RESEARCH METHODOLOGY (SCIENTIFIC METHODOLOGY):

For this research, two inventories were used. The first inventory is the Big Five Inventory (BFI; John & Srivastava, 1999), which is a 44-item inventory that measures the five factors of personality: Extraversion (8 items), Agreeableness (9 items), Conscientiousness (9 items), Neuroticism (8 items), and Openness to Experience (10 items). Items were rated on a 5-point Likert-type response scale (1 = disagree strongly to 5 = agree strongly). The reliability coefficient for each personality factor is 0.779 (openness to experience), 0.727 (conscientiousness), 0.725 (extraversion) and 0.716 (neuroticism), thus, the tool is consistent and reliable (Hee, 2014). The validity coefficient value is .82, thus, indicating a

strong convergent validity between each BFI facet scale and the corresponding Revised NEO Personality Inventory facets (Soto and John, 2009).

The second inventory is the Short Test of Music Preferences (STOMP; Rentfrow and Gosling, 2003), which is a 14-item inventory that assesses musical preferences across four dimensions: Reflective & Complex (4 items), Intense & Rebellious (3 items), Upbeat & Conventional (4 items) and Energetic & Rhythmic (3 items). The items are rated using a 7-point Likert-type response scale (1= strongly dislike to 5= strongly like). There is moderate reliability of the four STOMP dimensions: Reflective & Complex = .71, Intense & Rebellious = .67, Upbeat & Conventional = .54 and Energetic & Rhythmic = .51. The relationships between the sound files and corresponding STOMP dimensions are high (R&C: $\lambda = .78$, I&R: $\lambda = .81$, U&C: $\lambda = .77$, E&R: $\lambda = .76$), thus, indicating high validity (Langmeyer, Guglhör-Rudan and Tarnai, 2012).

Statistical Techniques:

The collected data was entered into the Statistical Package for the Social Sciences (SPSS) version 20 for the analysis of results. A Pearson product-moment coefficient of correlation was computed in order to determine the strength and direction of linear correlation, which is denoted by r, between the Big Five personality traits and the four STOMP dimensions. The value of r ranges from +1 to -1, where a value of 0 indicates that there is no correlation, a value greater than 0 indicates a positive linear correlation and a value less than 0 indicates a negative linear correlation.

RESULTS

The correlation coefficient value, denoted by r, either indicates a positive linear (if value above 0) relationship between Big Five personality traits and the four STOMP dimensions or either a negative linear relationship (if value below 0). A positive linear relationship is expected to be found between openness to experience reflective, complex music, intense and rebellious music. Extraversion is also expected to positively correlate with intense and rebellious music, as well energetic and rhythmic music and upbeat and conventional music, whereas openness to experience is expected to have a negative correlation with upbeat and conventional music. Neuroticism is expected to be positively correlated with reflective and complex music and upbeat and conventional music. These predictive results are based on previous research findings (Langmeyer, Guglhör-Rudan and Tarnai, 2012).

CONCLUSION:

It is very obvious from the past investigations that there is a connection between identity characteristics and music inclinations, be that as it may, the greater part of these examinations were led in the United States or European nations, that leaves the inquiry that they can be summed up for south Asian nations as well. In this manner, the fundamental point of leading this examination to investigate the connection between music inclinations and identity characteristics by considering the social factors too in an example from Lahore.

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