What Determines Musical Preferences in Perm Region?

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Presentation’s Structure

• The project «Intergenerational cultural dynamics in spatial perspective»
• Sociological arguments on musical tastes
• Hypothesis
• Data analysis results
• Conclusions
Project, Data Collection, and Sample

• “Intergenerational Dynamics of Culture: Spatial Dimension” supported by Russian Foundation for Basic Research

• 2400 citizens of Perm Region, September 2019 – February 2020
  • the municipal unities list and the list of mobile phone numbers,
  • face to face interviews
  • proportional distribution between the municipal units and quota-controlled for sex and age
  • weighted according to the data of the national census

• online by sending the link to the questionnaire for a smartphone; a reward from 100 to 200 rubles as a top-up.
From snobs to omnivores and beyond

1984 SES argument
One can assign each social stratum to each set of musical preferences according to the results of sociological survey. The higher social stratum prefer musical styles prescribed to higher culture whereas the lower social stratum prefer popular musical styles.

1992 Omnivore argument
The acceptance of high and popular musical genres by the same consumer
Host materialistic cosmopolitism
Consume both the global and local culture forms unlike less eclectic groups
The association between the omnivore musical consumption, tolerance, and openness to diversity

2019 SES+Omnivoresness
The co-existing of the homology and omnivore arguments
The voracious consumption
Cross-cultural studies
Types of the omnivores and factors vary from country to country
Values and place factors
Disadvantage groups
Hypothesis

We expect

• higher education and income levels are associated with more number of preferred musical styles
• higher level of tolerance is associated with more number of preferred musical styles
• the same variables are significant for less or more omnivore groups
Measurement: Music Preferences

• Music preferences: the list of 23 musical styles, What of these musical styles do you like or dislike? Rank from 1 – like, 2 - dislike, 3 – can not say

• Classical music, religious music, rogue song, opera, Russian Romantic songs, punk, postpunk, ska, reggy, Russian folk songs, musical comedy, musical, author songs, ethnic music, country music, Soviet popular music, contemporary symphonic music, contemporary popular Russian music, Latino, Russian rock, rhythm and blues, electronic dance music, jazz and blues, Western rock, old Western popular music, hip-hop, rap, contemporary popular Western music
Measurement: Tolerance, Cronbach’s Alfa=0.7

- Our country has no friends; the majority of the foreigners is hostile
- To trust authorities is better than listen to the rebels sowing seeds of doubt
- The dissents’ and nonconformists’ rights protection is important
- The homosexuals have to get full free on their own, if they do not bother to other people
- The individuals criticizing the authority is as much honorable as the individuals supporting the authority
- Dissent is a source of possible progressive changes, so it is worth to be patient and attentive to any positions.
- The prevention of cruelty to animals is very important activity
- Religiosity or confession do not matter, the personality is the main thing
- It is wonderful to extend our contacts with foreign countries, and the foreign culture becomes more influential
- It is nice to see people of different ethnicity living and working together, communicating with each other
Spatial perspective includes

• Demographical, ranking from 1 – favorable to 5 – crisis
• Density and types of settlement
• The type of rural settlements
• Ethnicity, ranking from 1 – less than 50% of Russians to 3 – more than 85% of Russians
• Economical
  • Urbanization, ranking from 1 – no urban population, 2 – up to 50% , 3 – from 50% to 75%, 4 – more than 75% urban population
• Living standard of the population, ranking from – 1 – low living standards to 5 – high
Data Analysis Results
Social-Demographic Profile of the Sample, %

**Gender:**
- Male: 48%
- Female: 52%

**Income:**
- Can afford everything we want: 2%
- Not enough for purchasing an apartment or a house: 10%
- Not enough for purchasing a car: 15%
- Not enough for purchasing large appliances: 28%
- Not enough for purchasing clothes and shoes: 9%
- Not enough for purchasing food: 5%

**Age:**
- 18–30: 25%
- 31–45: 36%
- 46–60: 22%
- Elder than 60: 16%

**Education:**
- Tertiary qualification: 31%
- High school or vocational secondary education: 61%
- Secondary school: 8%

**Income Level:**
- Not enough for purchasing food: 70%
- Not enough for purchasing clothes and shoes: 20%
- Not enough for purchasing large appliances: 10%
- Not enough for purchasing a car: 5%
- Can afford everything we want: 5%

**Urban Population:**
- Less than 50%: 9%
- 50-75% urban population: 14%
- More than 75% urban population: 48%
- No urban population: 29%
Univore/Omnivore Groups

- Less or equal to 4, N=575
- 5 to 11, N=1388
- More than 11, N=528
Musical Preferences among the Groups

- Ethnic Music, Folk, Country
- Ska, Reggy
- Western Rock
- Russian Rock
- Contemporary Symphonic Music
- Jazz and Blues
- Russian Romantic Songs
- Contemporary Western Popular Music
- Punk, Postpunk
- Electronic Dance Music
- Opera
- Musical comedy, Musical
- Hip-hop, Rap
- Western Popular Music of the Previous Years
- Russian Folk
- Contemporary Russian Popular Music
- Latino
- Rhythm and Blues
- Sacred Music
- Author Songs
- Rogue Song
- Soviet Popular Music
- Classical Music

Legend:
- Up to 4 styles, N=575
- 5 to 11 styles, N=1388
- 12 styles and more, N=528
## Multilevel Regression Results

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<tr>
<th></th>
<th>Model 0</th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
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<tr>
<td>Male</td>
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<td>-0.5**</td>
<td>-0.3*</td>
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<td>3**</td>
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</table>
ANOVA Shows Differences between Groups

F=88, p=95%

F=69, p=95%
Conclusion

• Moderate influence of the place factor and tolerance
• The education and urbanization factors look more influential
• The results are coherent with the previous results in terms of education and tolerance, but not in terms of income
• The insignificance of income can be a sign of the discrepancy between wealth and musical tastes due to decreasing level of disposable income