

What Determinates Musical Preferences in Perm Region?

Iuliia Papushina, Associate Professor, National Research University
Higher School of Economics, Perm, Candidate in Sociology,
yupapushina@hse.ru

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 cosmopolitanism

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

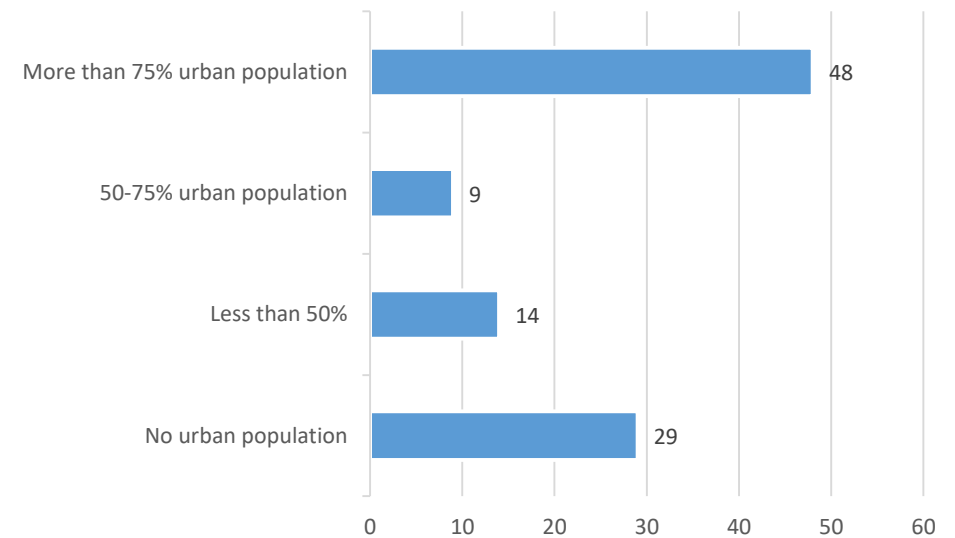
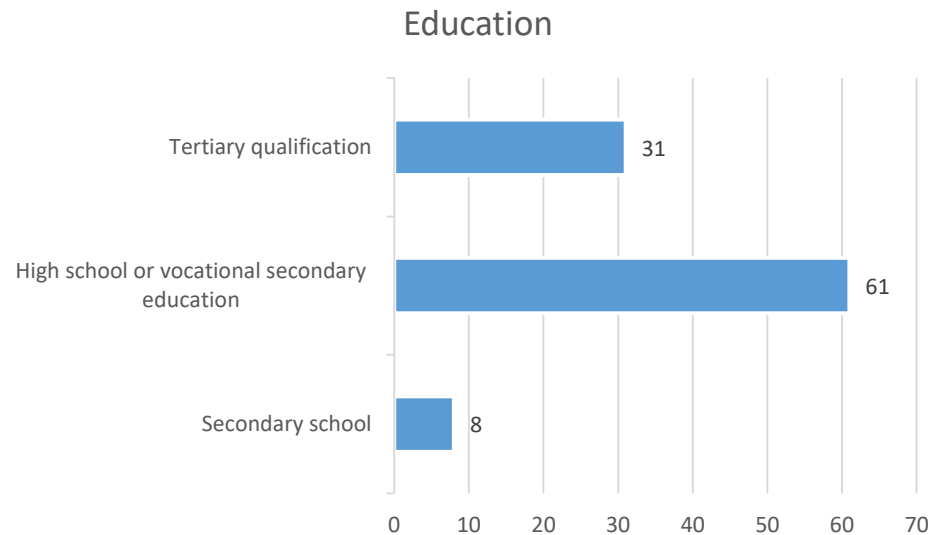
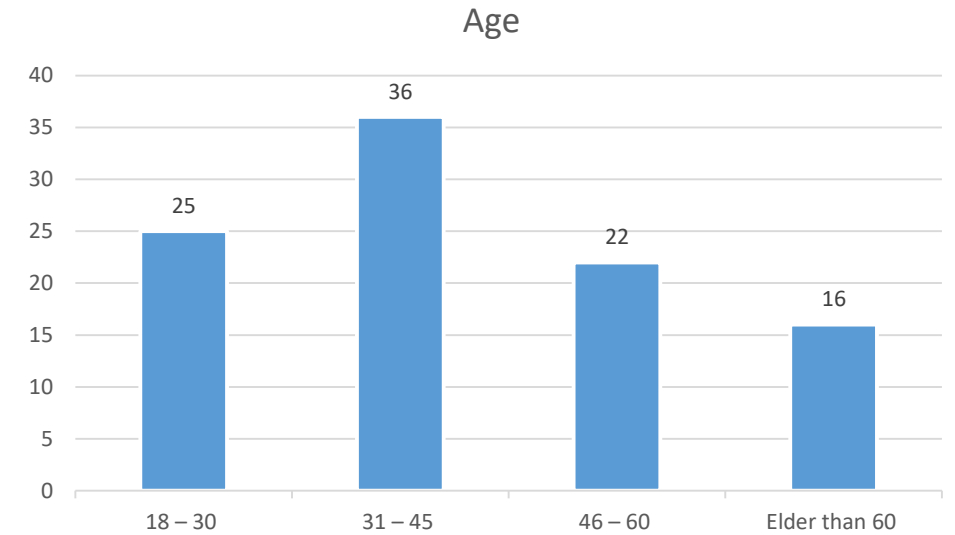
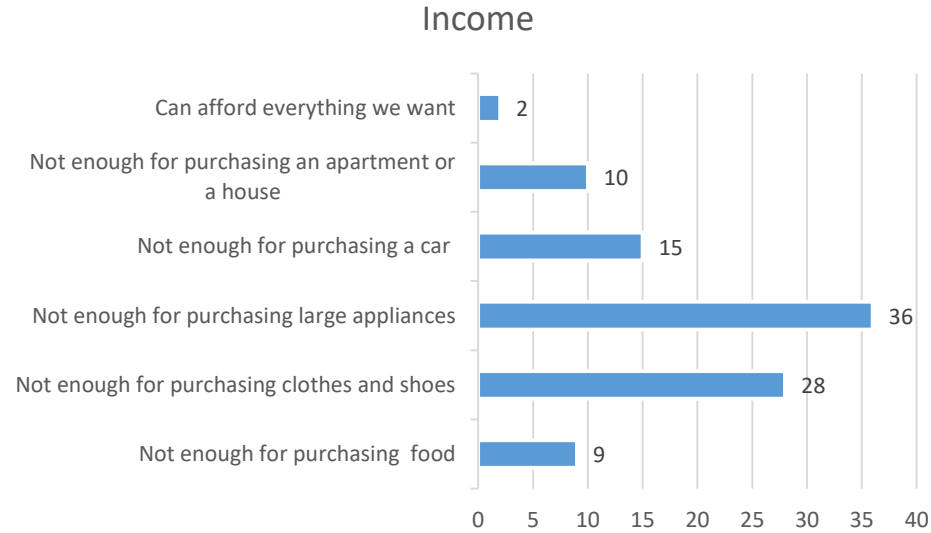
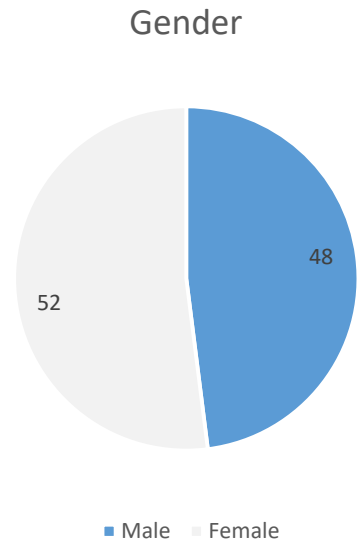
- Our country has no friends; the majority of the foreigners is hostile -
- To trust authorities is better than listen to the rebels sowing seeds of doubt -
- The dissents' and nonconformists' rights protection is important
- The homosexuals have to get full free on their own, if they do not bother to 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

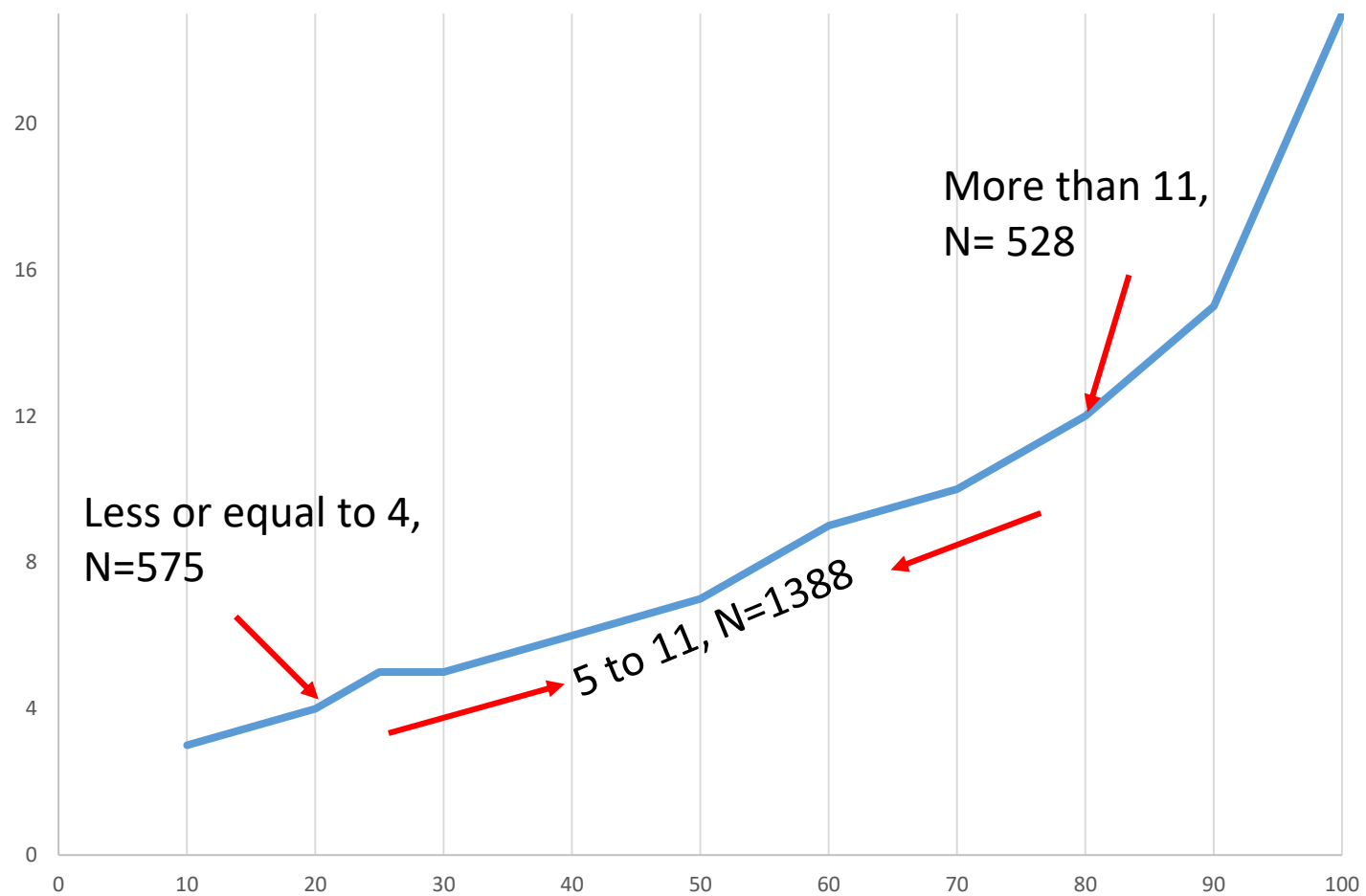
- Demographical, ranking from 1 – favorable to 5 – crisis
- Density and types of settlement
- The type of rural settlements
- Ethnicity, ranking from 1 – less than 50% of Russians to 3 – more than 85% of Russians
- Economical
- Urbanization, ranking from 1 – no urban population, 2 – up to 50% , 3 – from 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

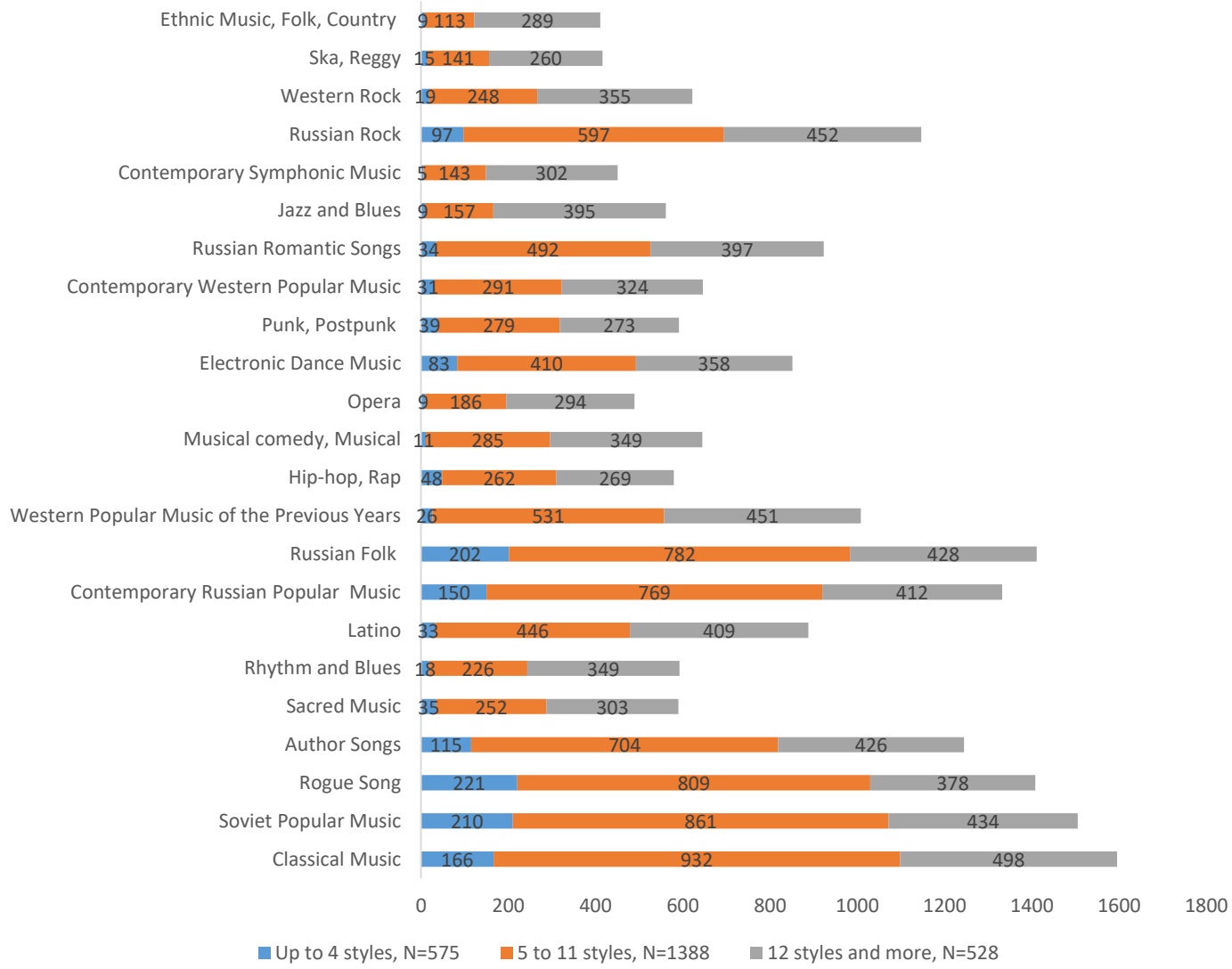
Social-Demographic Profile of the Sample, %



Univore/Omnivore Groups



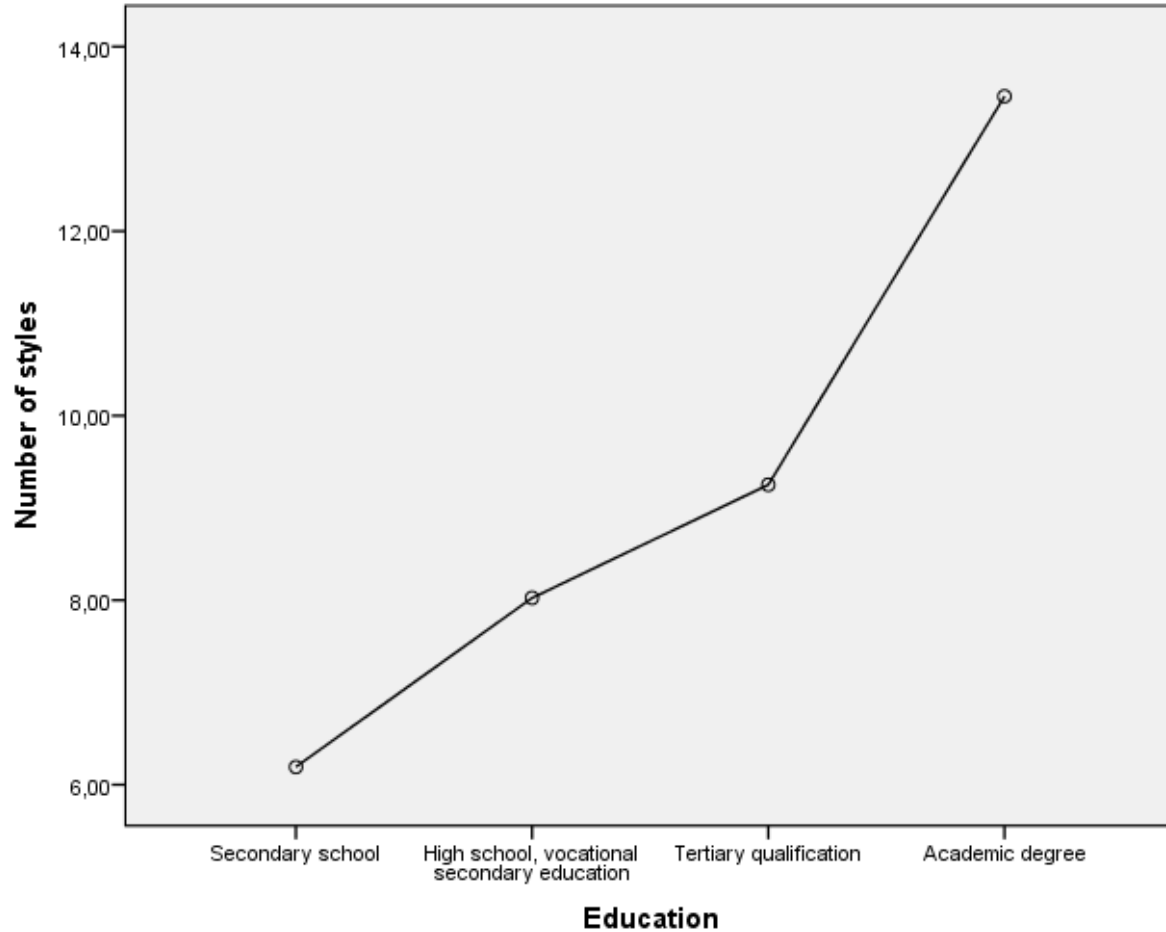
Musical Preferences among the Groups



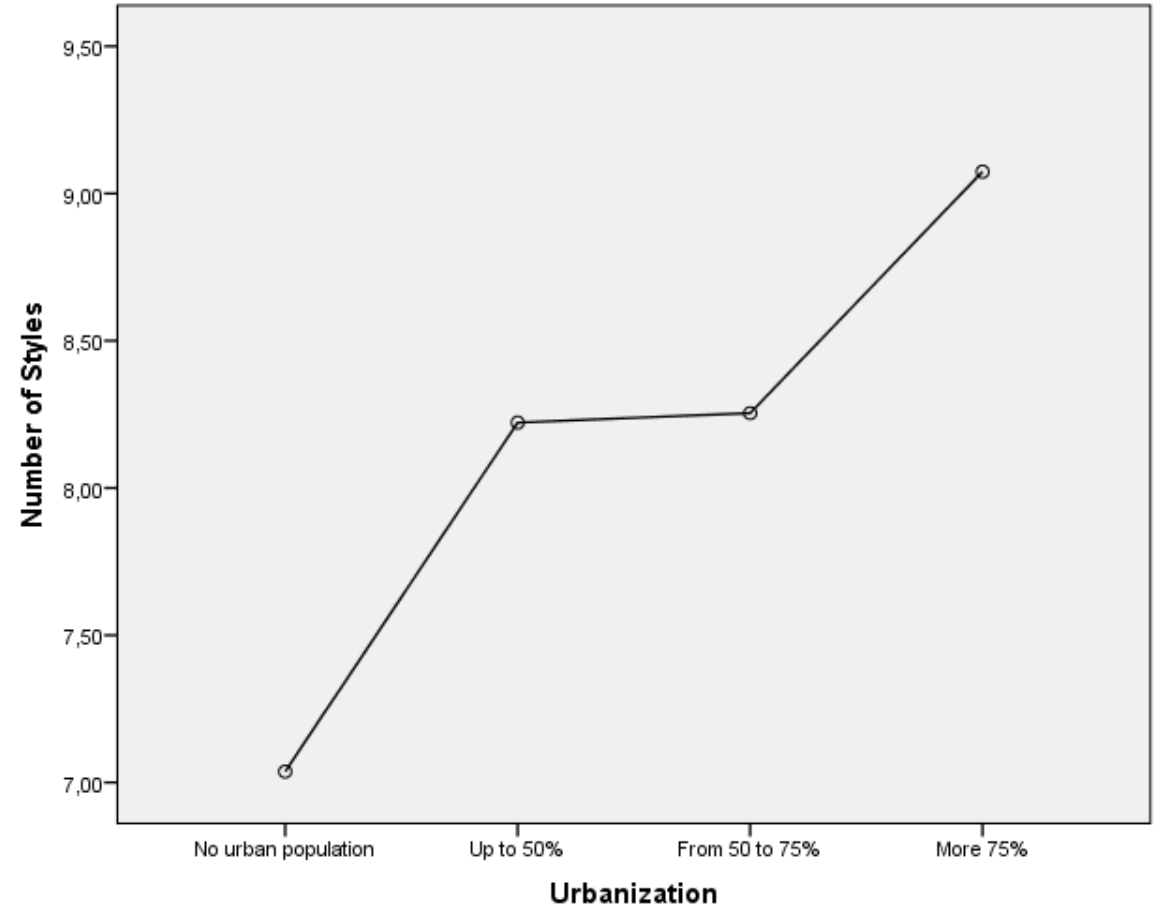
Multilevel Regression Results

	Model 0	Model 1	Model 2	Model 3
-2LL	15915	15827	14995	14986
BIC	15938	15883	15057	15057
Education	-	0,4**	0,4**	0,4**
Age less = 30	-	0,6**	0,4*	n.s.
Male	-	-0,5**	-0,3*	n.s.
Income	-	n.s.	n.s.	n.s.
Tolerance	-	-	0,07**	0,06**
Urbanization	-	-	-	1**
Wald's Z Residual	36**	36**	35**	35**
Wald's Z Constanta	3,6**	3,5**	3**	3**

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