

1 Cognitive Music Listening Space: A Multivariate Approach

2 Brendon Mizener<sup>1</sup>, Mathilde Vandenberghe<sup>2</sup>, Hervé Abdi<sup>1</sup>, & Sylvie Chollet<sup>2</sup>

3 <sup>1</sup> University of Texas at Dallas

4 <sup>2</sup> YNCREA

5 Author Note

6 Add complete departmental affiliations for each author here. Each new line herein  
7 must be indented, like this line.

8 Enter author note here.

9 The authors made the following contributions. Brendon Mizener: Stimuli creation,  
10 Survey design & creation, Data collection & processing, Statistical analyses, Writing -  
11 Original draft preparation; Mathilde Vandenberghe: Original concept, Survey design &  
12 creation; Hervé Abdi: Writing - Review & Editing, Statistical guidance; Sylvie Chollet:  
13 Original concept.

14 Correspondence concerning this article should be addressed to Brendon Mizener, 800  
15 W. Campbell Rd., Richardson Tex. E-mail: [bmizener@utdallas.edu](mailto:bmizener@utdallas.edu)

## Abstract

16

17 Participants with either French or American nationality responded novel music stimuli and  
18 evaluated those musical excerpts using either adjectives or quantitative musical dimensions.  
19 Results were analyzed using correspondence analysis (CA), Hierarchical cluster analysis  
20 (HCA), Multiple Factor Analysis (MFA), and Partial Least Squares Correlation (PLSC).  
21 All except the HCA used Bootstrapping and Permutation testing for inferences. Significant  
22 differences were revealed in how French and American listeners responded to the excerpts  
23 using adjectives, but not using the quantitative dimensions. We did not control how  
24 participants listened to the stimuli, but they were encouraged to use headphones or listen  
25 in a quiet listening environment. Participants were also able to complete the survey using a  
26 mobile device. This serves as a case study in research methodology that allows for a  
27 balance between relaxing experimental control and maintaining statistical rigor.

28

*Keywords:* Music, Emotion, Multivariate Analyses

29

Word count: 5631

## Cognitive Music Listening Space: A Multivariate Approach

#top

World events over the last year have demonstrated the need for an expansion of traditional experimental paradigms. Specifically, it has demonstrated the need for robust and consistent remote or online data collection. However, that shift in collection necessitates a consequent shift in analysis. Experiments conducted in labs are subject to all of the controls that are possible under lab conditions, the data collected are therefore cleaner than those collected using online surveys. Dirtier data means that most likely, some of the assumptions associated with traditional univariate analyses, hypothesis testing, and inferences are violated, thus necessitating different methods of analysis and inference.

Here we present a case study using real data that features online multinational data collection and multivariate analyses. The initial motivation for this came from a study investigating cross modal sensory mapping between gustation perception, specifically beer, and music perception. As such, this study was designed to investigate whether a music cognitive listening space could be established using the experimental and analysis paradigm outlined below, to allow cross-modal comparison. Additional questions arise from the study itself: are there significant differences in how participants from different nationalities (and by extension musical cultures) perceive, or, more precisely, describe music? Are there parallels in how music is evaluated using music non-specific descriptors and music-specific qualities?

Noise in online data collection comes in many forms, including, but not limited to incomplete responses, environment, or technology used to access the survey. Maintaining experimental rigor through these sources of variance can be difficult, but is not unmanageable. Check-all-that-apply (CATA) (Meyners & Castura, 2014) is an example of a data collection technique that features a number of benefits in this regard. Other sources of noise can be minimized by increasing sample size, which is relatively easy when using

56 online data collection, and by using analyses that are able to capture a greater  
57 dimensionality in their solutions.

58 In the CATA technique, for each stimulus, participants are presented with a list from  
59 which they are instructed to select any and all items that they feel describes the stimulus.  
60 It minimizes participant cognitive demand by providing a rapid means of assessing sensory  
61 profiles (Ares et al., 2010; Meyners & Castura, 2014). Katz and Braly (1933) provides an  
62 early example of the use of the CATA paradigm in the psychological sciences. It is not  
63 terribly common in the psychological sciences anymore, but has been and continues to be  
64 used widely in sensory evaluation (Abdi & Williams, 2010a). A single stimulus may be  
65 described by multiple adjectives, so selecting only one ‘correct’ answer is not necessary.  
66 Similarly, the adjectives that may only partially describe the stimulus, or do so  
67 tangentially, are likely to be selected by fewer participants, and adjectives that more  
68 completely describe the stimulus will be selected by more participants. Thus we have a  
69 data collection paradigm that allows for a gradient across the adjectives and stimuli that is  
70 robust to violations, either intentional or not. A more complete treatment of the value of  
71 such a data collection mechanism, including assessments in which there is a ‘correct’  
72 answer, is found in Coombs et al. (1956).

73 Multivariate analyses are useful tools for dealing with ‘dirty’ data, that is, data with  
74 a smaller signal-to-noise ratio. Univariate analyses are less than ideal for studies run online  
75 because any violations in the one target variable reduce the signal, and make it more  
76 difficult to interpret results and draw conclusions. One solution is greater power, another is  
77 to increase the number of variables and change the analytical paradigm. Using a  
78 multivariate perspective helps the analysis. In a solution to a system in which there are ten  
79 or more dimensions, greater noise in one or two of those dimensions is less intrusive  
80 because the multivariate solution evaluates the total variance in all of the dimensions,  
81 instead of the variance for each individual dimension separately. This makes the system

82 and the solution more robust to violations and noise. Additionally, the robustness of this  
83 type of analysis is compounded by greater power.

#### 84 **Music Perception**

85 Quantifying music perception is an interesting problem that gets at the heart of this  
86 specific issue. Music is an artistic and communicative acoustic medium that unfolds over  
87 time. Most music studies impose strict controls over participants' listening environment to  
88 minimize differences in the auditory signal and environment. Small changes can affect  
89 listeners' perception, especially when the study involves timing or specific tuning. However,  
90 the experimental controls may be loosened slightly when investigating holistic music  
91 listening, as the macro signal is more important than any individual facet.

92 In this holistic listening paradigm, listeners continuously evaluate incoming  
93 information and compare it with that which came before. These comparisons are related to  
94 both technical and affective aspects of music. While these two aspects of music are  
95 theoretically distinct, in practice there is a great deal of interplay between the two.  
96 Listeners respond affectively to technical aspects of music, and composers use various  
97 musical and compositional techniques things to reflect the internal emotional states they  
98 want to express. And, although isolated musical characteristics have been demonstrated to  
99 have a certain effect on listeners' affective perception (Bruner II, 1990), the interactions  
100 between multiple musical characteristics provide a more complicated challenge, to say  
101 nothing of the individual associations that participants bring to the table (Kopacz, 2005).

102 One of the reasons these interactions have been difficult to pin down is that models  
103 like ANOVA which use only a few variables are limited by how many variables a researcher  
104 can include while remaining coherent. Thus, the many studies that use strict controls and  
105 vary only one element of music at a time to evaluate how various technical aspects of music  
106 correspond to emotions for the purpose of induction, (see Bruner II (1990) for a summary)

107 do not reflect the complexity inherent to music and music listening.

108         Research on music and emotion is a similarly well-trod topic. See, for example, Juslin  
109 and Sloboda (2010). An early study by Wedin (1969) supported Osgood’s (1955) theory  
110 that valence and arousal were the two most salient dimensions in evaluating emotionally  
111 charged stimuli, including music. Studies supporting the existence of the valence-arousal  
112 plane (Osgood & Suci, 1955) have replicated these results many times. In fact, recent  
113 trends in experimental procedure in behavioral studies of music and emotion have been for  
114 participants to rate music using arousal and valence sliders (Bigand et al., 2005; Madsen,  
115 1997), specifically asking the participants to rate on those two dimensions. This is useful,  
116 but limiting, as it provides fine-grained detail on the level of arousal or valence a given  
117 stimulus provides, but does not qualify that information. There have been a few studies  
118 that have specifically investigated dimensions beyond those first two (for example Rodà et  
119 al. (2014)), and recent theories of the dimensionality of emotion include as many as 27  
120 dimensions (Cowen & Keltner, 2017), but the various results on perceptual dimensions  
121 beyond valence and arousal are inconclusive.

122         One common analysis used for these kinds of studies is Multidimensional Scaling  
123 (MDS). MDS was introduced fairly early on as a means of evaluating the perceptual space  
124 around musical excerpts (Wedin, 1969, 1972). Studies in this vein have continued to date.  
125 However, MDS is primarily a distance analysis, and is therefore limited in the perspective  
126 it can provide. It is commonly used to represent the cognitive distance between stimuli.  
127 This is an interesting application of this analysis, but doesn’t use it to its full potential. We  
128 suggest that this analysis may be more effective in representing the cognitive differences in  
129 the behavior of participants.

## 130 **Present questions & methods of analysis**

131 In this study, we attempt to address three specific issues with the field as a whole:  
132 mode of investigation, sample & size, and analysis. The basic question was simple: how do  
133 French and American participants describe music? Our investigative paradigm, along with  
134 sample and size, are addressed in the methods section below, but we felt it may be useful  
135 to provide a quick overview of the analytical techniques for readers who may be unfamiliar.

136 **Correspondence Analysis.** The primary analysis used on the data collected in  
137 the surveys is Correspondence Analysis (CA). CA has many names, and has been  
138 ‘discovered’ many times by many people. There are a number of excellent references that  
139 illustrate the calculative (Greenacre, 1984) and graphical or geometrical (Benzécri, 1973).  
140 CA is similar to Principal Components Analysis (PCA), except that it allows for the  
141 analysis of qualitative data. Data for a CA is organized in a contingency table or a pseudo  
142 contingency table. A contingency table is be when a participant selects only one option  
143 from a list for each stimulus, resulting in a table for each participant with one and only one  
144 one (1) per row, and a pseudo contingency table has as many ones as items selected for a  
145 given stimulus. Because we use a CATA paradigm for the adjective survey, we use the  
146 latter. In this table, the value in a given cell represents the relationship between the  
147 observation and the variable symmetrically, that is, it is both the number of times a  
148 variable was selected to be associated with an observation, and the number of times an  
149 observation was selected to be associated with a variable. Because of this, the variance of  
150 the table as a whole can represent either the variance associated with the rows or the  
151 columns, depending on how it is analyzed. Thus, this technique allows us to plot factor  
152 scores for both rows and columns in a single space. In addition to the standard factor plots,  
153 we used permutation tests and bootstrapping to make inferences.

154 **Partial Least Squares Correlation.** Partial Least Squares Correlation (PLSC)  
155 (Abdi & Williams, 2013) analyzes two data tables that have the same information either on  
156 the observations (rows) or variables (columns). The PLSC extracts the covariance between

157 two tables in the form of *latent variables*. This technique is commonly used in  
158 neuroimaging studies to evaluate correlations between matrices of imaging data and of  
159 behavioral or task data (Krishnan et al., 2011). In our context, the PLSC extracts the  
160 information that is shared between the adjectives ratings and the musical dimensions  
161 ratings. The stimuli are on the observations (rows) for both data tables. Additionally, the  
162 contributions and loadings will show us which variables are responsible for creating or  
163 defining the primary axes of similarity between the two data sets. There are some criticisms  
164 of this technique that argue that it is overpowered, that it can ‘find’ spurious correlations,  
165 and to that end we would simply suggest caution when interpreting PLSC results.

166       **Multidimensional Scaling.** Multidimensional Scaling (MDS) (Borg & Groenen,  
167 2005) analyzes a square, symmetrical distance matrix in which each cell represents the  
168 distance, or the amount of difference, between the item on the row and on the column. The  
169 resultant factor scores are the relative distance between all of the points, and are plotted  
170 similarly to PCA. In this case, we calculated a symmetrical distance matrix for the  
171 participants, to see whether there were any significant differences between groups of  
172 participants when grouped according to any of the factors extracted from the demographics  
173 survey.

174       **Multiple Factor Analysis.** Multiple Factor Analysis (MFA) is the only  
175 unplanned analysis used in this study, and is also the newest (Abdi et al., 2013). We chose  
176 to run this analysis post hoc after finding significant mean differences between French and  
177 American participants for one of the surveys. MFA is uniquely suited to analyze and  
178 visualize the relative contributions of multiple tables or groups of variables simultaneously,  
179 and allows for the disambiguation of the various contributions of either a population or a  
180 set of variables in a plot. The observations must all be the same for MFA, but analysis can  
181 either evaluate the entire population, with the variables grouped in ways that are useful or  
182 valuable to isolate, or with separate populations, using all the same variables for both  
183 groups. The number of tables (i.e., populations or groups of variables) you choose to



184 analyse is limited by what makes sense, either mathematically by way of planned analyses  
185 or visually in the partial factor scores plots. In any case, the visualization output for this  
186 plot provides the researcher with factor scores of the observations overall, and partial factor  
187 scores showing how each of the tables contributed to each observation; where each  
188 individual weighted table would fall in the factor space relative to the other/s. Because the  
189 tables for this analysis are weighted according to their overall inertia, with larger tables  
190 being weighted less than smaller tables, this is a very useful technique when dealing with  
191 unbalanced groups.

192 **Inference Methods.** Because the methods outlined above are not inferential  
193 methods, and do not inherently allow for hypothesis testing, we need to also apply methods  
194 that help with that. To achieve this, we use permutation testing (Berry et al., 2011) and  
195 bootstrapping (Hesterberg, 2011).

196 Permutation testing shuffles the data and recomputes the eigenvalues for each  
197 iteration. Because the eigenvalues extracted from these data tables are also an indication of  
198 how much variance is extracted by each dimension, random data should give us smaller  
199 eigenvalues, indicating a weaker signal. Therefore, if the observed eigenvalues are larger  
200 than a certain threshold, we can infer that the data we collected do, in fact, represent  
201 something real or important. Importantly, this is determined by the number of iterations  
202 that we permute, we can only infer to that degree. If we want to infer to the standard  
203 alpha level of .05, then we would need to run at least 100 permutations, and hope that the  
204 observed result was one of the largest five values.

205 Bootstrapping, on the other hand, is resampling with replacement. We use this  
206 technique for two reasons: the first is to resample the factor scores to establish a confidence  
207 interval around the mean of the groups, the other is to resample with a focus on the  
208 loadings, to see which of the observations and variables load consistently on the dimensions  
209 we're interpreting. Both give us an idea of the consistency of the data, and can once again  
210 give us an idea of the statistical significance of mean differences based on the number of

211 iterations performed.

212

## Methods

### 213 Participants

214 Participants ( $N = 604$ ) were recruited similarly for both Experiments 1 and 2, and  
215 thus are discussed simultaneously here. Participants for this study were recruited in  
216 multiple ways. The participants in the United States ( $n = 292$ ) were recruited using the  
217 traditional method of offering experimental participation credit, and also via social media.  
218 French participants ( $n = 312$ ) were recruited by word of mouth, email, and social media.  
219 The only restrictions on participation were that the participant must have self-reported  
220 normal hearing. We recognize that although we suggest that data collected in this way  
221 have a much greater hypothetical reach, the data here represent a) a convenience sample,  
222 b) that is limited to participants that have access to the internet, and c) because of the  
223 nature of social media, many of the participants in the researchers' social circles are  
224 themselves students, thus providing an additional confound. However, these specific  
225 limitations could be remedied when designing and implementing future research.

226 The population we recruited was different for the two experiments. For Experiment 1,  
227 we specifically sought out highly trained musicians ( $n = 84$ ) with ten years or more of  
228 music training. We recruited this population for two reasons: firstly, as a validation step,  
229 to ascertain whether the stimuli truly reflected the composer's intent. Secondly, we had the  
230 goal of evaluating the perceptual effect of the stimuli as it relates specifically to the musical  
231 qualities. These perceptual evaluations were to then be correlated with the adjectives  
232 selected by those who participated in the adjectives survey. Participants were recruited for  
233 Experiment 2 ( $n = 520$ ) without regard to level of music training.

234 Of the responses to Experiment 1, 51 were removed to incomplete data ( $nF = 45$ ,  $nA$   
235  $= 6$ ), leaving a total of 33 for the analysis. Of the responses to Experiment 2, 160 were  
236 removed for not completing the survey ( $nF = 140$ ,  $nA = 20$ ), leaving a total of 360. Of the

237 responses to the survey administered in the US, participants were excluded from analysis if  
238 they indicated a nationality other than American. “Asian-American,” for example, was  
239 included, but “Ghanian” was not. This left a total of 279 survey responses for Experiment  
240 2 and 312 for analysis across both experiments.

241 All recruitment measures were approved by the UT Dallas IRB.

## 242 **Material**

243 **Stimuli.** All stimuli were original, novel musical excerpts, in various western styles,  
244 composed for this study. They were designed to evaluate a number of musical dimensions  
245 and control for others (e.g., timbre). The stimuli were all string quartets, in order to  
246 control for the confounding factor that different instruments are fundamentally described  
247 in different ways. All stimuli were between 27s and 40s long, with an average length of  
248 32.4s. The intent was to have all stimuli be around 30s long while preserving musical  
249 integrity. All stimuli were composed using finale version 25.5.0.290 [cite finale] between  
250 April 13 and June 18, 2020. Stimuli were recorded as wav files directly from finale using  
251 the human playback engine and embedded into each question in qualtrics in that format.

252 **Surveys.** There were two separate surveys presented to participants. The survey  
253 used in Experiment 1 (hereafter: Qualities Survey/QS) evaluated the musical stimuli on  
254 concrete musical qualities like meter and genre. The survey used in Experiment 2  
255 (hereafter: Adjectives Survey/AS) asked participants to evaluate the stimuli using  
256 adjectives using the CATA paradigm. Both surveys also captured participants’  
257 demographic data, including age, gender, nationality, occupation, and musical experience.

258 The qualities assessed in the QS were selected from standard music-theoretical  
259 descriptors of western music. For example, when rating the excerpts on tempo, participants  
260 were asked to rate the excerpt using the scale *Very Slow*, *Slow*, *Moderately Slow*, *Moderate*,  
261 *Moderately Fast*, *Fast*, and *Very Fast*. The full list of musical qualities and answer choices  
262 is listed in the supplementary materials. The words for the AS were selected using

263 Wallmark (2019) as a guide and in consult with a French professional musician. Some  
264 words were initially selected in French and some in English. In all cases, words were  
265 selected for which there was a clear French (vis-à-vis English) translation. The words are  
266 listed in English and in French in the supplementary materials.

## 267 **Procedure**

268 Participants were provided with a link to either the AS or the QS. Both surveys were  
269 administered using Qualtrics. After standard informed consent, participants listened to 15  
270 excerpts and answered questions. Participants were instructed to listen to the excerpts  
271 presented either using headphones or in a quiet listening environment, but that was not  
272 strictly controlled, nor was it part of the survey. Participants in Experiment 1 answered 10  
273 questions per excerpt, rating the excerpts using the qualities and scales provided.  
274 Participants in Experiment 2 answered a single question per excerpt, in which they selected  
275 any and all adjectives that they felt described the excerpt. Demographic survey questions  
276 followed the experimental task.

277 **Data Processing.** Raw data were cleaned and processed in Excel and R. This  
278 included translating all French responses to English for ease of analysis. Data were cleaned  
279 and transformed into a pseudo contingency table for each participant, with the stimuli, as  
280 observations, on the rows and the responses as variables on the columns. In these  
281 individual tables, a one (1) at the intersection of each row or column indicates that the  
282 participant selected that adjective or musical quality for that stimulus. A zero means that  
283 they did not. These individual tables were all compiled into into two ‘bricks,’ or  
284 three-dimensional arrays of data with the same structure for the rows and columns, and  
285 the participants on the third dimension, which we will refer to as ‘pages’ here. Each array  
286 was then summed across pages into a single, two dimensional, summary  
287 pseudo-contingency table, so that any given cell contained the total number of times a  
288 participant selected a given adjective or quality for a given stimulus.

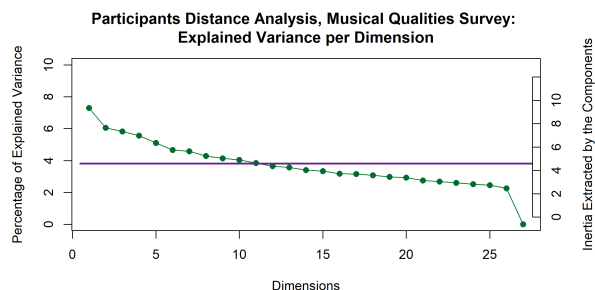
289 Since we did not use *a priori* grouping variables for the excerpts or adjectives, the  
 290 summed tables were evaluated using hierarchical cluster analyses to see what groupings  
 291 arose during evaluation. Hierarchical cluster analyses, included in supplementary materials,  
 292 captured groupings of the excerpts when rated by the adjectives and when rated on musical  
 293 qualities. The musical qualities were grouped by quality (e.g., levels of tempo, types of  
 294 genre). These groupings were used for coloring on the plots and for statistical inferences.

## 295 Results

### 296 Experiment 1: Musical Qualities Survey

#### 297 Participants. The

298 scree plot in Figure 1 shows the eigenvalues  
 299 for the distance analysis between musical  
 300 experts. The usual guideline of analyzing  
 301 only dimensions with eigenvalues greater  
 302 than one seems prohibitive here, as all  
 303 dimensions except the last have  $\lambda > 1$ . For  
 304 the purposes of this case study, we've opted



305 *Figure 1*

305 to focus on the first two dimensions, with  $\lambda = 9.06$  and  $\lambda = 7.52$ , respectively. This scree  
 306 plot suggests that each of the participants is contributing similarly to the dimensionality of  
 307 this analysis. To evaluate this, we ran a Multidimensional Scaling (MDS) analysis on a  
 308 double-centered cross product symmetric distance matrix calculated from the pages of the  
 309 brick. This analysis revealed no significant difference between the experts based on any of  
 310 the grouping variables used. The factor plots in Figure 2 show how the means of the factor  
 311 scores, grouped by nationality and gender identity, respectively, show the means clustered  
 312 on top of one another, right at the origin. The overlapping ellipses are the confidence  
 313 intervals for the means.

### Factor Scores for Participants in the Qualities Survey

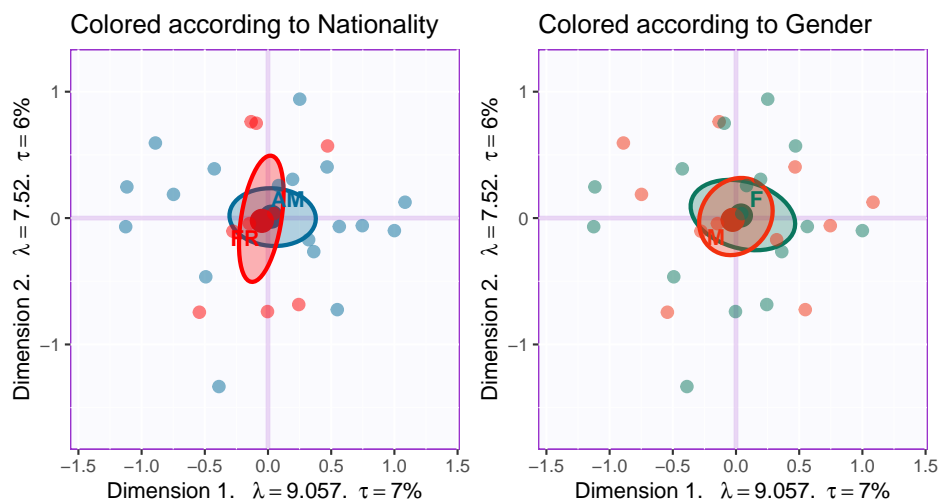


Figure 2

314 **Excerpts.** The  
 315 scree plot for the analysis of the musical  
 316 quality ratings survey, Figure 3, shows  
 317 the high dimensionality of this space, with  
 318 the first three dimensions extracting a total  
 319 of 18.44%, 14.09% and 8.81% respectively,  
 320 totaling only 41.34% of the variance.

321 It isn't until we get to the 11th dimension  
 322 that we see >80% of the variance explained.

323 However, given that the assumption in an

324 analysis like this is that the sample is random, it's important to take these numbers with a  
 325 grain of salt. Music itself is not random, and in a single excerpt of music of the type that  
 326 was presented in this study, repetition is common, and some musical qualities are  
 327 inextricably linked, for example some stylistic elements with genre. Graphing the variable

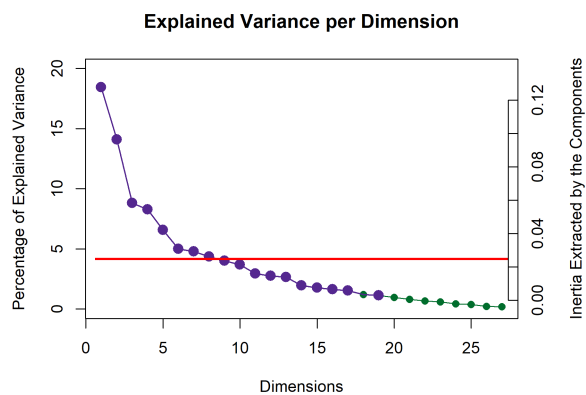


Figure 3

328 loadings (see Figure 4) of the musical qualities shows which ones contribute the most to the  
329 first two dimensions. Because of how CA is calculated, we know that the excerpts that load  
330 on the same dimension and direction as the musical qualities are the excerpts that are most  
331 associated with those qualities. The contributions shown here are only those that  
332 contribute significantly to the first two dimensions. There are some obvious groups of  
333 variables, especially tempo and articulation in the first dimension, with fewer contributions  
334 from the dynamics group. The tempo variables, which are a continuum, load from high  
335 (tempo.F6 and tempo.F7) in the positive direction to low (tempo.F2 and tempo.F1) in the  
336 negative direction. Other contributions are one-off: major harmony, triple meter, classical  
337 genre, undulating contour, and disjunct motion. The excerpts that load positively, and are  
338 therefore associated with the qualities that load in the positive direction, are all from group  
339 2: Excerpts 4, 13, 23, and 26. The ones that load in the negative direction are from mostly  
340 from group 4: Excerpts 7, 10, 24, and 27, with one from group 3, Excerpt 3.

341 The second dimension seems to be dominated by a few groups: harmony, meter, genre,  
342 dynamics. The one-offs are slow tempo, ascending contour, and “no melody.” The excerpts  
343 that load significantly on this dimension are from all four groups. In the positive direction,  
344 it’s Excerpts 7, 12, 15, and 27 from Group 4, and Excerpt 19 from Group 1. In the  
345 negative direction it’s Excerpts 2, 3, 11, and 17. All are from group 3 except for Excerpt 2,  
346 which is from Group 2. A full enumeration of contributions, loadings, and bootstrap ratios  
347 is available at the github url in the author note.

348 **Discussion.** The graph depicted in Figure 5 is a biplot depicting how excerpts and  
349 variables plot in the same space. This biplot is possible because of the nature of  
350 correspondence analysis. Because the rows and columns of the contingency table  $X$  by  
351 definition have the same variance, the eigenvalues extracted from any matrix  $X$  are the  
352 same as  $X^T$ . Thus the axes on which the factor scores are plotted are the same for both the  
353 rows and the columns. However, interpretation requires some discernment. The distance  
354 between the excerpts can be interpreted directly as similarity, and the distance between the



Figure 4

355 musical qualities can be interpreted directly as similarity, but the distance between a  
 356 quality and an excerpt cannot. Instead, the angle between an excerpt and a quality is  
 357 indicative of their correlation. An angle of 0 indicates a correlation of 1, an angle of 90  
 358 indicates a correlation of 0, and an angle of 180 indicates a correlation of -1.

359 Overall, this helps us to evaluate what contribute to the excerpt groupings. These  
 360 first two dimensions suggest that the hierarchical cluster analysis (see supplementary  
 361 materials) revealed groupings roughly according to genre. However, there are two notable  
 362 outliers. Excerpts 6 and 14 are unique in that they are each the only representative of their  
 363 respective genres. Excerpt 6 is minimalist, à la Steve Reich, and Excerpt 14 is jazzy.  
 364 Preliminary versions of this analysis showed that they dominated the 2nd and 3rd  
 365 dimensions, respectively (see supplementary materials for visualizations). In the plot below,  
 366 they are included instead as supplementary projections, essentially ‘out of sample’ elements.  
 367 Their placement on the plot below alludes to the fact that the dimensionality of this space  
 368 may in fact be related to musical genre or family. Although they dominated the space  
 369 when included in the sample, they are much closer to the barycenter of the plot when  
 370 included as out of sample. Were they to fall exactly on the origin, that would suggest that



371 they shared no information whatsoever with the other excerpts included in the analysis.  
372 The disparity between their placement on the graph below and their placement on the  
373 graphs in which they are included in the main sample suggests that they share some  
374 information, but there is still a large amount of information that is not accounted for in the  
375 factor space depicted in Figure 5.

376 One perceptual element that is revealed here is that tempo and dynamics seem to  
377 contribute, intensity-wise, similarly to the first dimension. This points to two specific  
378 things. Firstly, it highlights possible bias in the compositional process. The excerpts were  
379 not intentionally composed with those characteristics being similar in mind, but it's  
380 entirely possible that the high or low arousal levels of the various excerpts that participants  
381 respond to also drove some of the compositional process, and that turned up in the results.  
382 Secondly, it's possible that the level of arousal was conflated between various musical  
383 qualities. For example, the intensity and therefore tempo of a stimulus may have been  
384 affected by the volume or dynamics (**Kamenetsky1997?**). Perception of tempo is also  
385 affected by note rate or event density, which is also tied to arousal. In two pieces played at  
386 the same tempo, the one with more notes per unit time is more likely to be judged faster  
387 than one with fewer (**Drake1999?**). There are also a few musical elements revealed from  
388 the associations. The term staccato means short, or light and separated, and the term  
389 legato means smooth and connected. The participants in this experiment didn't have  
390 access to the notation, so they would be judging the excerpts aurally only. Between faster  
391 and slower excerpts, notes of the same rhythmic value take up less time in the faster  
392 excerpts, and may be more likely to be judged as light and separate, regardless of what the  
393 actual articulation was. Slow tempo and legato are associated differently. In terms of  
394 performance practice or pedagogy, slow notes are often intended to be connected as  
395 smoothly as possible, in order to create a sense of continuity. In terms of genre and  
396 harmony, many genres have harmonies associated with them (**Kennedy2013?**), and the  
397 coordinate mapping of jazz/blues harmony and genre (on the third dimension) is the most

398 extreme example of this. A glance back at the factor scores plot shows us more detail: the  
 399 older styles, baroque, classical, and romantic, are negative on the 2nd dimension, as are the  
 400 simpler harmonies of major and minor. Likewise the newer western styles, impressionist,  
 401 modern, and contemporary, load positively on the 2nd dimension, along with the more  
 402 complex harmonies of chromatic, whole tone, and ambiguous. A brief historical survey of  
 403 the development of western harmony provides an interpretation for this. The classical  
 404 genre has fairly structured rules for both harmony and voice leading, but the romantic era  
 405 relaxed those rules and introduced more complex harmonies. The gradual devolution of  
 406 those rules and the increase in complexity of harmony continued through the modern and  
 407 contemporary styles (**Kennedy2013?**). Historically speaking, the whole tone scale wasn't  
 408 used commonly until the impressionist era. It is worth remembering, however, that because  
 409 of the nature of this survey, these results tell us more about the perception of the excerpts  
 410 themselves rather than the behavior of the participants. Because the excerpts were  
 411 composed with the intent of varying across all of these musical dimensions, what we see is  
 412 a sort of validation that there is, in fact, that variety among these excerpts, and that they  
 413 are different enough to create a large and varied factor space.

## 414 Experiment 2: Musical Adjectives Survey

415 **Participants.** The scree plot  
 416 depicted in Figure 6 shows the explained  
 417 variance per dimension for the distance  
 418 analysis of participants in the adjectives  
 419 survey. Again, having a high number of  
 420 participants means that the dimensionality  
 421 is high, and each dimension is only  
 422 extracting a little variance. The first five  
 423 dimensions all have  $\lambda > 1$ : 1.66, 1.27, 1.13,

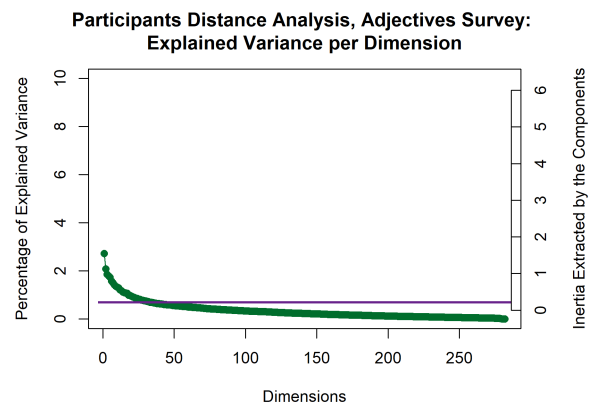


Figure 6

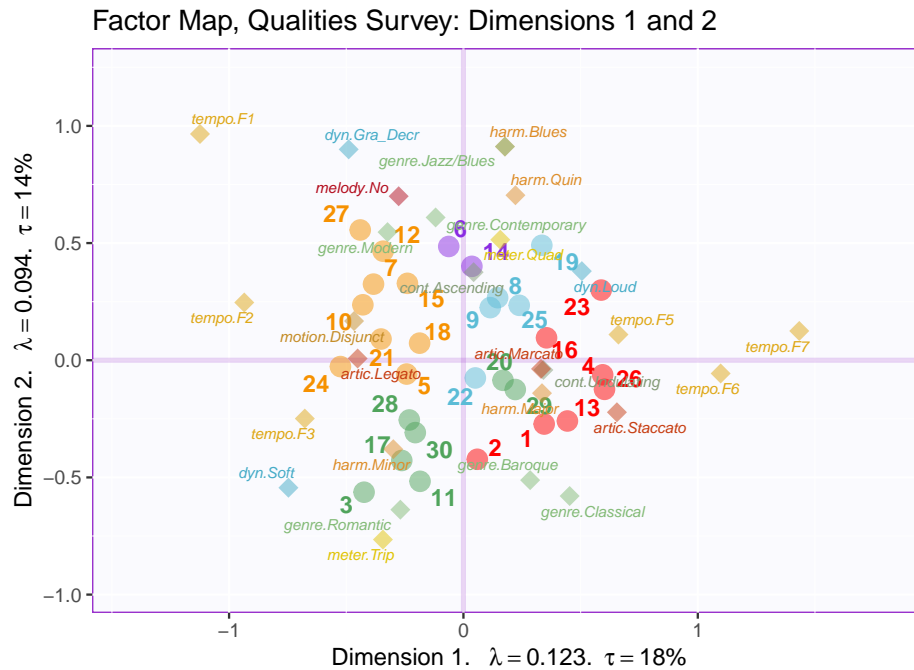


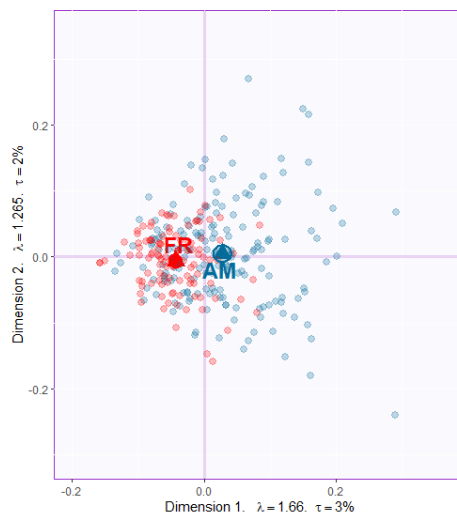
Figure 5

424 1.09, and 1.06, respectively, but because of  
 425 the high dimensionality here, the first dimension extracts only ~3% of the overall variance.  
 426 Again, as above, for the purposes of this case study, we're focusing on the first two  
 427 dimensions.

428 An MDS analysis of a distance matrix calculated from the pages of the brick revealed  
 429 significant group differences in how French and American participants described the  
 430 excerpts,  $p < .01$ . The factor scores of the participants are plotted in Figure 7, with with  
 431 group means and bootstrapped confidence intervals shown for those means. The  
 432 bootstrapping resampling was performed with 1000 iterations. We also analyzed the data  
 433 using two other participant groupings as factors: gender identity, with three levels: Male,  
 434 Female, or Non-Binary, and level of music training, with three levels: < 2 years, 2-5 years,  
 435 and >5 years. Neither of these analyses revealed any significant differences between groups.

436 **Excerpts.** The plot in Figure 8 shows the explained variance per dimension in the  
 437 analysis of the excerpts contingency table. Although there are no components with  $\lambda > 1$ ,

Figure 7.  $R_V$  Analysis of Participants in the Adjectives Survey



Note. Group means are indicated with triangles and labeled with AM and FR. The ellipse around the group mean indicates the confidence interval, after bootstrapping 1000 iterations. The fact that there is a clear separation between the group means and the confidence intervals suggests that there is a significant difference between the groups,  $p > .001$ .

438 there are two strong dimensions that extract a majority of the variance. The first two  
 439 dimensions extract 72.25% of the variance, with the first dimension extracting a majority:  
 440 50.05%, and the second dimension extracting almost a quarter of the overall variance:  
 441 50.05%.

442 This plot also suggests  
 443 that there are multiple ‘elbows,’ at the  
 444 3rd, 5th, and 7th dimensions, respectively,  
 445 with the third and fourth dimensions  
 446 forming an ‘eigen-plane,’ of two dimensions  
 447 which extract similar amounts of variance  
 448 and should be considered together. For this  
 449 analysis, however, we’re focused on the two

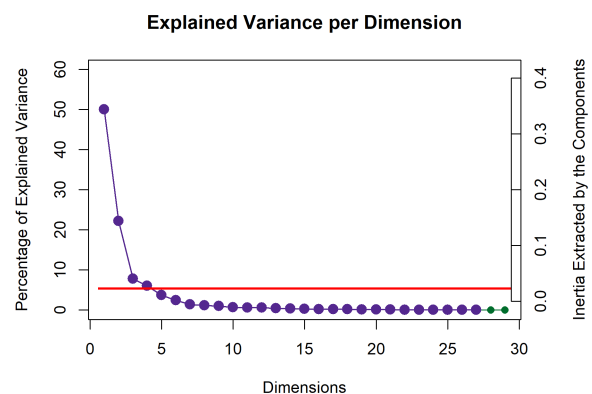


Figure 8

450 first dimensions. Additionally, although  
 451 excerpts 6 and 14 are outliers in the  
 452 musical qualities survey, for reasons detailed above, they were not outliers in this analysis.  
 453 We therefore included them in all of the analyses for Experiment 2.

454 The contributions to the first two dimensions are depicted in Figure 9. Contributing  
 455 significantly to the positive end of the first dimension are excerpts from group three (green)  
 456 and to the negative end are excerpts from group one (yellow). Strong contributions on the  
 457 positive end of the dimension from the adjectives “Sad,” “Dark,” “Melancholy,” “Slow,”  
 458 “Mysterious,” “Solemn,” and “Disturbing.” The negative end of the first dimension is  
 459 defined by the adjectives “Fast,” “Happy,” “Dancing,” “Colorful,” and “Bright.” The  
 460 second dimension is dominated by excerpts from group 4 (red) in the positive direction and  
 461 group 2 (blue) in the negative direction. Two excerpts from group 3 also contribute  
 462 significantly, excerpts 7 in the positive direction and excerpt 10 in the negative direction.  
 463 The columns contributing strongly in the positive direction are “Aggressive,” “Fast,”  
 464 “Disturbing,” “Mysterious,” “Surprising” and “Complex.” The columns contributing in the  
 465 negative direction are “Warm,” “Soft,” “Happy,” “Slow,” “Round,” and “Light”.

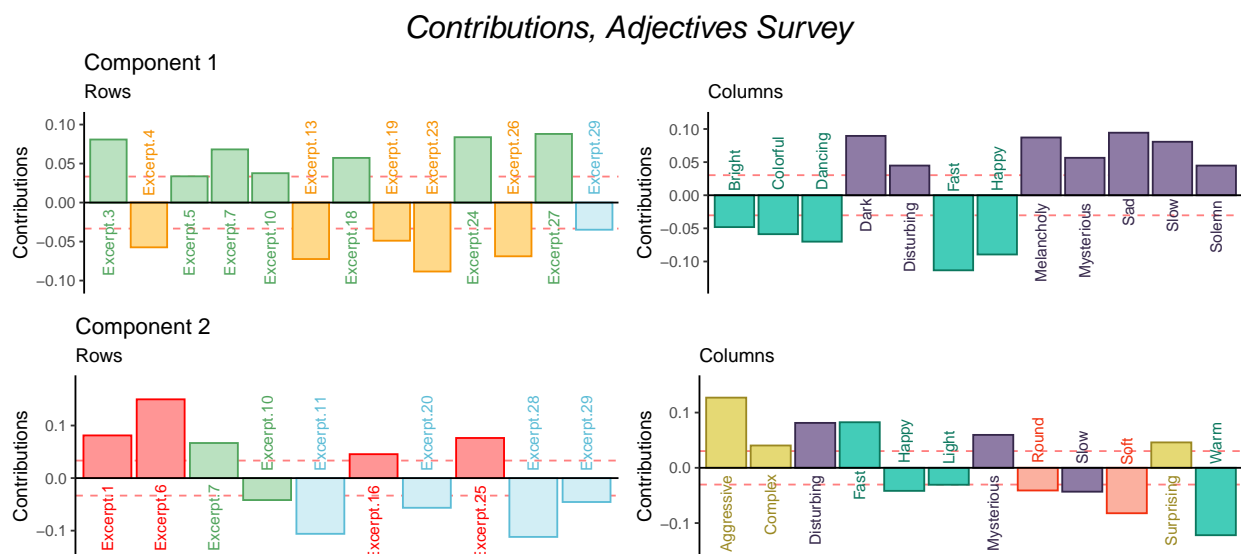


Figure 9

466 The barplots in Figure 10 show the bootstrap ratios calculated for the rows and  
467 columns. Here we've included all of the rows and columns, because it's useful to see both  
468 which are significant and which are not. This is an inferential method that tells us how  
469 consistently each of the observations and variables load on the first two dimensions. The  
470 threshold in this case is  $p < .05$ . From this we get an idea of which of the rows and  
471 columns are stable, in other words, which ones tended to be rated in a certain way  
472 consistently across all participants, and also how likely these are to be observations  
473 reflective of the population as a whole. In this plot, the more extreme value of the  
474 bootstrap ratio, the more likely that it is a reflection of the 'real' value. The values in the  
475 center of each plot that are grayed out identify the rows or columns that are not  
476 consistently loading on the dimensions. With the observations and variables ordered like  
477 this, it makes it easy to see how the consistently the clusters are distributed in the space.  
478 This plot was not included for Experiment 1 because it would be less informative given  
479 what the survey in Experiment 1 was assessing. Experiment 1 doesn't evaluate the  
480 behavior of participants, but the nature of the excerpts. Note that there are far more  
481 significant bootstrap ratios than there are significant contributions. That just means that  
482 while not everything is contributing, overall the model seems to be stable. Fewer significant  
483 bootstrap ratios would suggest that there was a greater amount of variance in the  
484 observations and variables than were accounted for, at least in the first two dimensions.  
485 Looking at the nonsignificant values for the adjectives may inform our understanding of the  
486 participants' use of the adjectives. 'Incisive,' 'transparent,' 'powerful,' 'dense,' 'round,' and  
487 'sparse,' are all nonsignificant on the first dimension, and 'weak,' 'dull,' 'sparse,' 'valiant,'  
488 and 'short' are all nonsignificant on the second dimension. All but 'sparse' are significant  
489 on one dimension or the other. Looking at the column sum for 'sparse' tells us that it was  
490 used, so this isn't an effect of participants not using this word. It's more likely that 'sparse'  
491 doesn't really fit into the Valence-arousal plane. It's a neutrally valenced word that could  
492 describe excerpts that fall anywhere within that plane. 'Weak' and 'transparent' give us

493 another important perspective. These were the two least commonly used adjectives, but  
 494 the fact that they are consistently loading on one dimension or the other suggests that  
 495 when they were used, they were used in the same way.

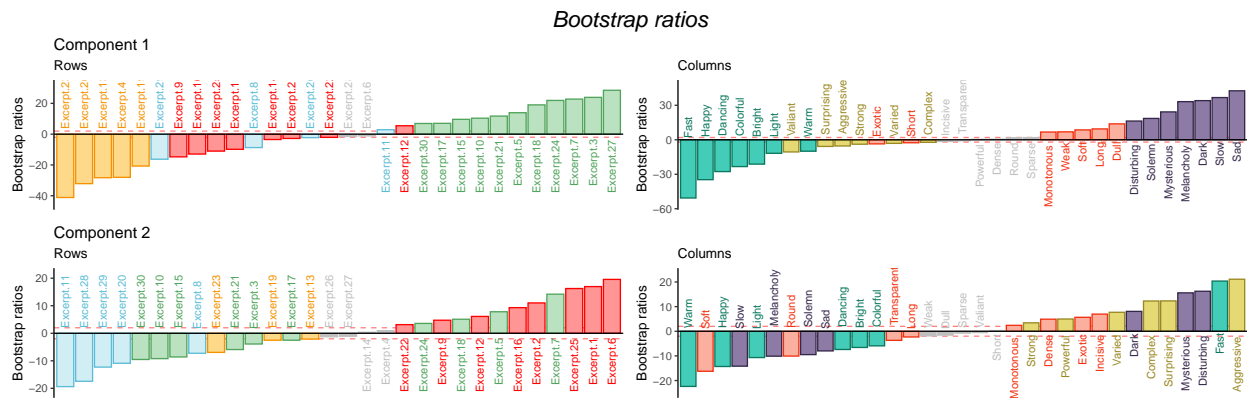
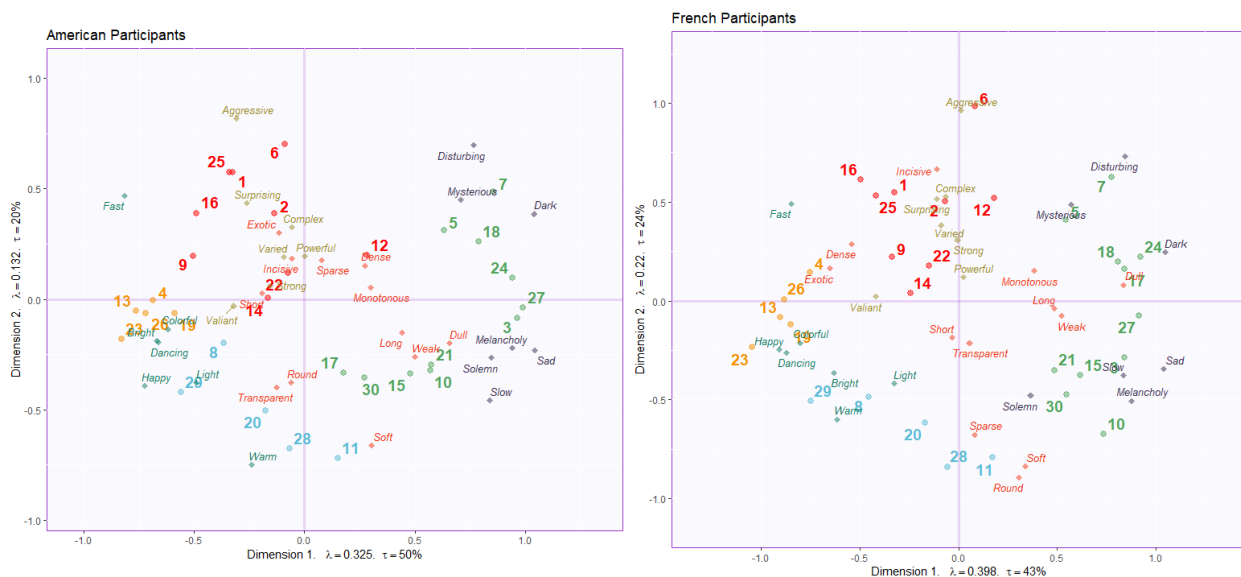


Figure 10

496 **Discussion.** The factor maps below show the row and column factor scores for the  
 497 American and French participants. These are once again symmetric plots, interpretation is  
 498 the same as the factor plot for the musical qualities. There's a clear valence-arousal plane  
 499 apparent for both, and in both cases valence seems to define the first dimension and  
 500 arousal defines the second dimension. However, the difference in the amount of variance  
 501 extracted by the first two dimensions between the French and American participants is  
 502 notable. The French data show a weaker first dimension but a stronger second dimension  
 503 relative to the Americans, both in terms of variance extracted (tau), effect size (lambda).  
 504 This tells us that French participants were less affected by the excerpts than the American  
 505 participants, but they responded more to the arousal of the excerpts. There are also  
 506 differences in how the adjectives and the excerpts are distributed in the space. One clear  
 507 example is that Excerpt 6 is in quadrant two in the American plot, but quadrant one in the  
 508 French. This is a small change, but it suggests that the French participants were more  
 509 likely to assign negative valence to this excerpt, and American Participants were more  
 510 likely to assign positive valence. For the adjectives, 'bright' and 'dancing' are directly on  
 511 top of one another in the American plot, but there is some space between the two in the

512 French plot. It's possible that this reflects the idea that although the meaning is shared  
 513 between languages, there are semantic or associational differences between the words.

Figure 11. Symmetric Plots for Rows and Columns of the Adjectives Surveys, by Participant Nationality



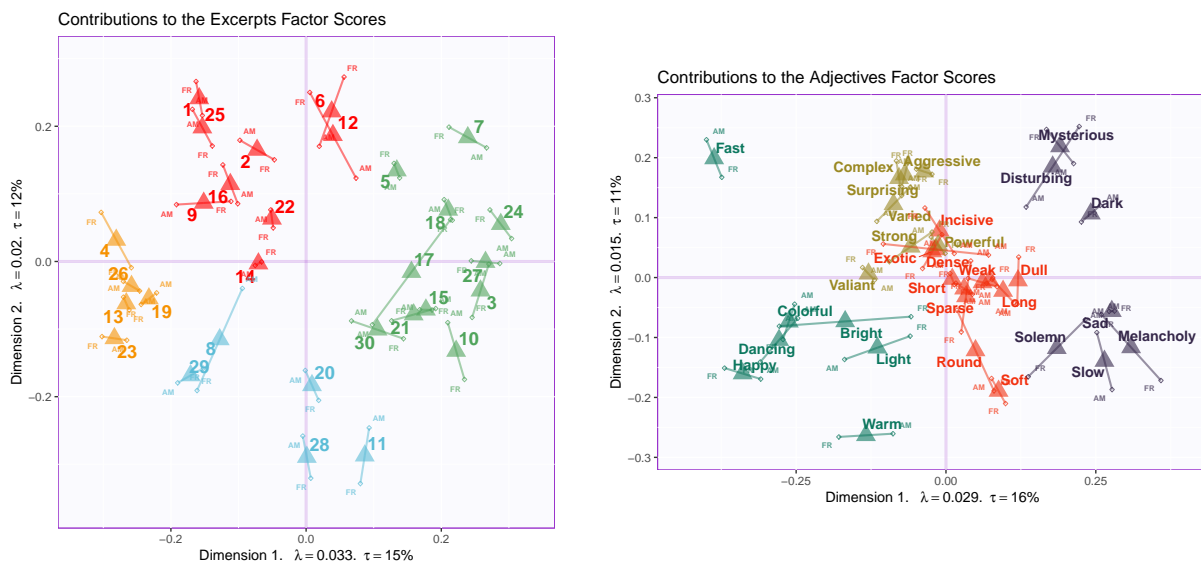
Note. For these plots, the survey responses were split by nationality and analyzed separately. Note the differences in variance extracted by each of the first two dimensions.

514 Another way to visualize the relative contributions of the groups to the factor space  
 515 is to use an MFA, the results of which are displayed in Figure 12. In these plots, we can see  
 516 the differences in behavior between the groups more clearly. A few examples of excerpts  
 517 that were rated differently are Excerpts 6, 8, 12, and 17. Words that were used differently  
 518 include “Disturbing,” “Round,” “Solemn,” and “Bright.” It appears that the  
 519 valence-arousal plane uncovered in the CA is also present here, and this provides a  
 520 framework for interpreting the differences in behavior between the groups. Excerpt 17 is



521 perhaps the most extreme example. American participants rated this excerpt with much  
 522 lower arousal and slightly less negative valence than the French participants, so much so  
 523 that for the American participants, the excerpt landed in the “low arousal/negative  
 524 valence” quadrant, and for the French participants it landed in the “high arousal/negative  
 525 valence” quadrant. Another interesting case is for Excerpt 8, which lands in the same  
 526 quadrant for both groups, but much further from the origin for the French participants  
 527 than the Americans. The way in which the two groups used the words is also curious. For  
 528 example, Disturbing seems to be more extreme for the French participants than the  
 529 Americans. On the other hand, “Solemn” seems to be more a function of arousal in French  
 530 and valence in English. “Bright” is another example of a word that seems to have the same  
 531 intent but different extremity between cultures. For American participants, “Bright” seems  
 532 to carry much more positive valence than for French participants.

Figure 12. Partial Factor Scores Plots from the MFA



Note. In each plot, the triangles represent the combined factor scores and the small circles represent the partial factor scores contributed by each of the groups.

### 533 Experiment 3: Combined Surveys

534 Experiment 3 used the pseudo-contingency tables from Experiments 1 and 2 together.  
 535 Since excerpts 6 and 14 were excluded from analysis for Experiment 1, we also removed  
 536 those rows from the contingency table for Experiment 2. This is so that the dimensions of  
 537 the two tables for this PLSC would be conformable (remember that we need the same rows  
 538 or columns in both tables for this analysis). The point of this experiment is to identify the  
 539 strongest covariance, or the strongest shared signal, between the two tables. Now, this is  
 540 not to say that these two tables are evaluating the same thing. Instead it allows us to see  
 541 what is most common between two sets of different information - how often an excerpt was  
 542 associated with *both* a musical quality and an adjective. The visualizations below allow us  
 543 to see which variables from each of the two tables correspond with one another; which  
 544 adjectives are associated with which musical dimensions. Even though both individual  
 545 tables have their own factor spaces, plotting the common factor space between the two  
 546 should allow us to see which excerpts are separated from one another using data from both  
 547 surveys.

548 **Results.** This analysis  
 549 revealed two dimensions that extracted the  
 550 majority of the variance (83.60%). Of that  
 551 total extracted by the first two dimensions,  
 552 the first dimension extracted 64.35% and  
 553 the second dimension extracted 19.26%.

554 The scree plot below shows that it's  
 555 possible that there are two elbows in this  
 556 graph, at the 3rd and 5th dimensions. The  
 557 3rd and 4th dimensions are also significant,

558 extracting 6.02% and 3.67% of the variance, respectively. Interpretations of the third  
 559 dimension and beyond is beyond the scope of this paper, but seeing that there are multiple

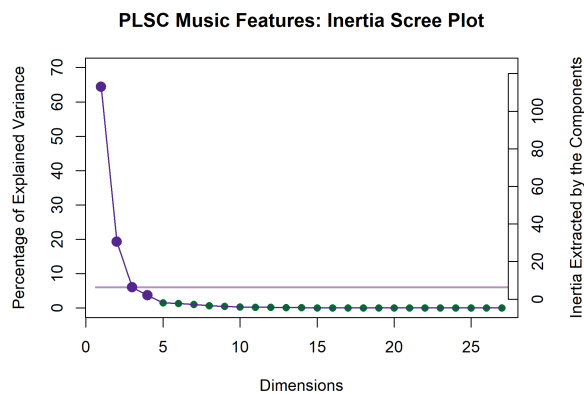


Figure 14

560 significant dimensions beyond the second suggests possible future analyses and  
 561 interpretations using this method.

562 The plot below shows which variables from each data table load the most on the first  
 563 and second dimensions. For the purposes of this visualization, we are showing only the  
 564 variables for which 70% or more of the variance is explained. The nature of the PLSC also  
 565 suggests that these are the variables that are most associated with one another between the  
 566 two tables. The strongest signal on the first dimension juxtaposes the slow and legato  
 567 musical qualities in the positive direction with the fast, staccato, marcato, and conjunct  
 568 musical qualities in the negative direction. The adjectives associated with the qualities in  
 569 the positive direction are “Dark,” “Dull,” “Long,” “Melancholy,” “Sad,” “Slow,” “Solemn,”  
 570 and “Weak.” The adjectives associated with the negative direction are “Bright,” “Colorful,”  
 571 “Dancing,” “Fast,” “Happy,” and “Light.”

572 The second dimension identified in the positive direction major harmony and mezzo  
 573 dynamics, associated with “Light,” “Round,” “Soft,” and “Warm.” The negative direction  
 574 is driven by the impressionist genre being associated with “Aggressive,” “Complex,”  
 575 “Dense,” “Disturbing,” “Powerful,” and “Surprising.”

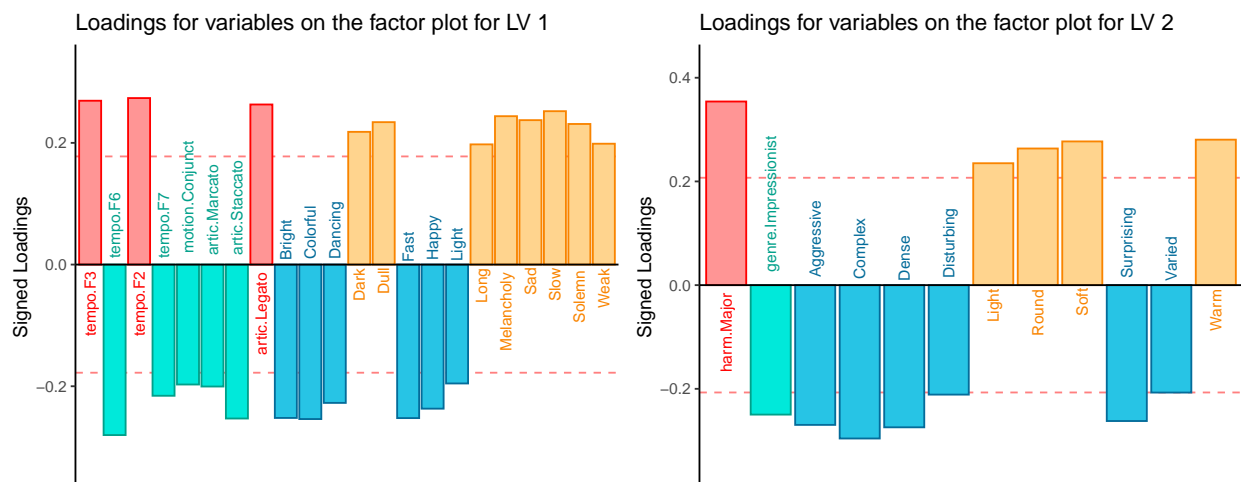


Figure 15

576 Contributions and loadings are similar, but not exactly the same. A variable's

577 contributions to a dimension are the ratio of the squared factor score to the eigenvalue  
578 representing that dimension (Abdi & Williams, 2010b), and loadings are the correlation  
579 between a variable and a component, effectively indicating the shared information between  
580 the two. For a more complete disambiguation on this, see (Abdi & Williams, 2010b).  
581 Figures 16 and 15 show us that there are quite a few more variables that contribute  
582 significantly to these dimensions than for which a significant portion of the variance is  
583 explained. We do see similar groups, however: on the first dimension, the tempo variables  
584 are contributing significantly, along with some from harmony, density, genre, dynamics,  
585 motion, range, and articulation. The adjectives contributing significantly are Bright,  
586 colorful, Dancing, Fast, Happy, Light, and Valiant in the negative direction, and Dark, Dull,  
587 Long, Melancholy, Monotonous, Sad, Slow, Solemn, and Weak in the positive direction.  
588 What's notable here is that while some of these variables did contribute significantly in the  
589 plots above (see Figure 11 and Figure 5), some didn't contribute much at all and fell near  
590 the barycenter of the factor plot. We also see that this juxtaposes some negatively and  
591 positively valenced adjectives, which allows us to identify which of the musical qualities  
592 contributes to the valence dimension. The second dimension tells us a similar story. Here  
593 we see more of the harmony variables, along with one tempo variable, some density, genre,  
594 a few dynamics, contour, motion, range, and articulation. The adjectives contributing  
595 negatively are Aggressive, Complex, Dense, Disturbing, Incisive, Mysterious, Powerful,  
596 Surprising, and Varied, and those contributing positively are Light, Round, Soft,  
597 Transparent, and Warm. Again we see similar effects of variables that may not have  
598 contributed significantly to their respective plots above, but are contributing significantly  
599 here. Also, this second latent variable seems to be defining the arousal dimension.

600 **Discussion.** The factor score plots for this analysis shows that the first two sets of  
601 latent variables extracted by the analysis effectively separate the groups of excerpts into  
602 the clusters defined in the HCA for the adjectives survey. This factor plot shows us how  
603 the strongest correlated signal between the two data tables separates Excerpts groups 2  
604 and 3, but groups 1 and 2 didn't contribute much to this dimension, instead contributing

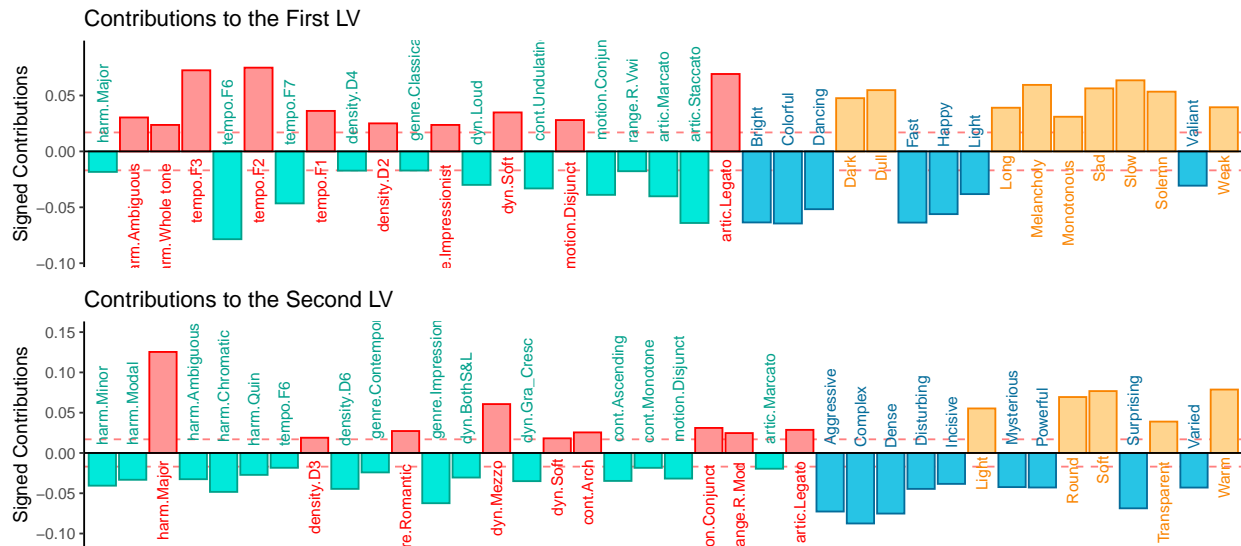


Figure 16

605 to the 2nd latent variables. The second latent variable separates Groups 1 and 4, with  
 606 Groups 2 and 3 more barycentric. This suggests that, generally speaking, the excerpts that  
 607 were clustered in groups 2 and 3 are those that could be defined by positive and negative  
 608 valence, respectively, and those in groups 1 and 4 would be defined more by high and low  
 609 arousal. That being said, these excerpts are not defined exclusively along these dimensions,  
 610 but rather more by one than the other. For example, Excerpt 26 is characterized by being  
 611 one of the most extreme examples of positive valence, but doesn't score as highly on the  
 612 arousal dimension, similarly with Excerpt 27 with negative valence. This is contrasted with  
 613 Excerpt 7, which is one of the most negatively valenced stimuli, but also scores very high  
 614 on arousal, although the barycenter for that group is near the origin of that plot.

615

## General Discussion

616

617

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Although this study was designed to evaluate the sensory or cognitive response to  
 music, and not specifically the emotional response, there is significant overlap in the results  
 observed here and the results of the work investigating music and emotion. The  
 appearance of the valence-arousal plane in the results of Experiment 2 was not unexpected,

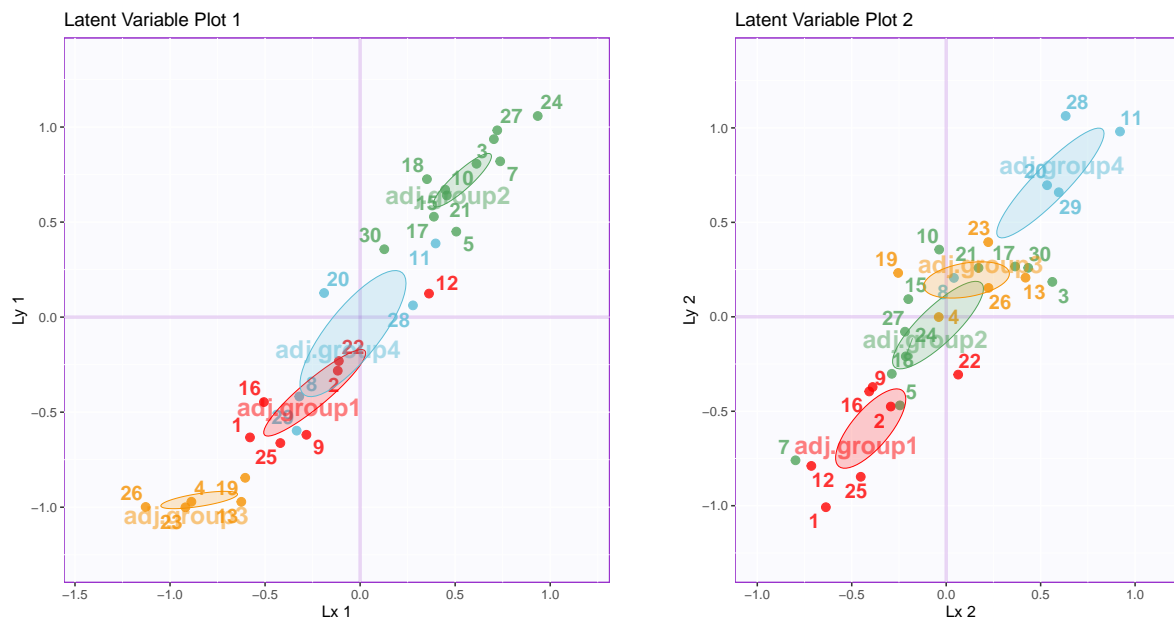


Figure 17

620 even though the adjectives we selected were not intended to be explicitly emotional. This  
 621 goes to show difficult it is to avoid any emotional content when selecting descriptors, and  
 622 from another perspective, how much emotional contagion the musical examples carry.  
 623 Overall, this supports the idea that the first two dimensions on which music is judged  
 624 holistically are valence and arousal. Some of the results discussed in Experiment 1 require  
 625 more explanation. In Experiment 1, there was an issue of having two individual excerpts  
 626 dominate the factor space, numbers 6 and 14, which did not happen in Experiment 2. One  
 627 of the ways in which CA is different from PCA is that PCA is usually unweighted. CA, on  
 628 the other hand, makes use of weights and masses to find the average observation.  
 629 Information that is common, therefore, falls towards the center of the plot, while  
 630 information that is further from the average, in other words, more rare, ends up further  
 631 from the center of the factor plots (Abdi & Williams, 2010a). Therefore, if a survey like the  
 632 one used in Experiment 1 includes a item that is wildly different than the others in the set,  
 633 the ratings will be very different, and that item will dominate the factor space. In this case  
 634 we have two such examples: excerpts 6 and 14. Excerpt 6 was written as a

635 Steve-Reich-esque minimalist, ostinato based excerpt, and excerpt 14 was written to be  
636 jazzy. The reason this effect occurs with the first survey and not the second is that the  
637 musical qualities on which the excerpts were rated were explicit and designed to separate  
638 the excerpts along the various musical dimensions, while the adjectives survey was designed  
639 to evaluate the excerpts more generally on holistic qualities. Excerpt 6 still appears as a  
640 minor outlier in the visualizations for the second survey, but does not dominate the space  
641 the way it does in the results of the first. What we did to mitigate that is to use those two  
642 excerpts as *supplementary projections*, sometimes also referred to as *out of sample*  
643 *observations*. This allows us to evaluate what information is shared by those outliers with  
644 the other elements in the dataset without having them dominate the visualization of the  
645 factor space. If, when we projected those values into the factor space, they projected onto  
646 the origin or very close to it, we would know that those observations shared no information  
647 with the other variables. The fact that they are where they are offers support to the idea  
648 that the first survey separates the excerpts approximately by genre. Because the ‘genre’  
649 information isn’t shared with the other observations, they are being projected onto the  
650 space sharing only the information that does not deal with genre, like tempo or range.  
651 What this tells us is that musical qualities surveys captured a result that may have  
652 characterized by 4-6 factors, each approximating genre and the qualities associated with  
653 that genre and the general affective space captured an entirely different set of information  
654 about the stimuli and the perception of the stimuli.

655       The hierarchical cluster analyses revealed different groupings in how the stimuli were  
656 rated between the two surveys. The PLSC then showed that when including both sets of  
657 data, there was a coherent interpretable factor space on which the excerpts were plotted.  
658 There are a number of ways to further disambiguate the results of the surveys. One way  
659 would be to run a MFA, similar to the one above that plotted the difference between French  
660 and American raters on the adjective survey. This would allow for calculating a common  
661 factor space for the two surveys without separating the first and second dimensions of each.

662 This would provide us with a picture of the results that is fundamentally different from the  
663 results of the PLSC, as it would be a true ‘common factor space’ instead of a space defined  
664 by the covariance. The important question here is simply which question is more important.  
665 In the case of these experiments, the PLSC answered our questions more effectively.

666 An important overall takeaway from this is that with a deep understanding of the  
667 stimuli, we may be able to predict the approximate dimensionality of the solution factor  
668 space. In the first survey, the solution was that the first two dimensions separated the  
669 stimuli along genre or stylistic lines. Because we used only one stimulus from the  
670 minimalist and jazz genres, we had a factor space that was distorted by outliers. To have a  
671 solution in which we don’t see these specific excerpts as outliers, but as coherent members  
672 of a factor space, we would need more examples of those styles. This suggests that when  
673 creating surveys or designing stimuli, we should keep in mind that we need multiple items  
674 per group, or presumed dimension. This is not to say that we will always be able to a  
675 priori predict the factor space of the solution. For example, Experiment 2 may also have  
676 benefitted from more minimalist or jazz examples. In a system in which the overall  
677 structure is obtained by evaluating the stimuli holistically, having a single outlier will  
678 necessarily distort the space, either because it is an outlier in sensory terms or because it is  
679 the only stimulus against which there is no direct reference. This in a way embodies the  
680 issue described in the introduction, in which a single dimension is noisy. The noise,  
681 specifically in Experiment 2, comes from the fact that those participants were likely to be  
682 less familiar with mimalism and/or jazz than the trained musicians who took the QS, but  
683 the reason the results are overall robust to that noise is that the participants were not  
684 asked to rate the excerpts on any explicit dimensions or qualities.

### 685 **Limitations & future directions**

686 Although we evaluate the scores and ratings of participants from different countries,  
687 we recognize that the issue of multiculturalism is not addressed to a significant degree in



688 this study. The sample was still largely students, and France and the United States are  
689 both western countries that share western musical culture. To truly address this question,  
690 it would be very interesting to include participants from multiple, contrasting musical  
691 cultures, with languages that are more distinct than English and French. This presents new  
692 problems, however, as the specific musical qualities included in the surveys may not all  
693 apply to or translate well to other musical cultures. Harmony, for example, is a concept  
694 that is developed to a significant degree in western music, but melody or rhythm may be  
695 the fundamental focus of other musical cultures (cite patel here? I forget.). Another  
696 question that fell beyond the scope of this study is the concept of semantic drift between  
697 languages. Although illustrated in Figure 12, the source of the differences between French  
698 and American participants is not entirely clear. We humbly hazard to guess that some of  
699 the sources of the difference include aspects of perception that extend beyond the musical.  
700 These could be linguistic sources, such as the physical characteristics of the words  
701 themselves, the cultural associations with the words, or the frequency of use in either  
702 language. Diving more into those questions of linguistics and semantic drift between  
703 languages would be a fascinating future study. Another interesting study would be to  
704 repeat this study using adjectives from specific domains or that that avoid explicit  
705 emotional or musical content, to see how music maps onto different sensory spaces. For  
706 example, ‘moist,’ ‘slimy,’ ‘dry,’ ‘puckered,’ ‘smooth.’ Although some of these adjectives may  
707 carry musical weight, in the context of other words that all relate to haptic sensation, it  
708 may provide some interesting feedback regarding how the music maps into other sensory  
709 domains. Finally, using these studies may provide pilot work for the way in which people  
710 without language react to music, nonverbal autistic people, for example. Whereas this  
711 study explicitly uses language as an interlocutor for music perception, it offers insight into  
712 ways to better communicate with people who do not have that ability.

## Conclusions

713

714 Expanding the collection and analytical paradigms, and thus expanding scientific  
715 scope and perspective, has the added benefit of increasing reach. By expanding the ways in  
716 which we collect data, we are able to more readily and consistently reach participants who  
717 might normally be excluded from everyday research paradigms, specifically racially and  
718 ethnically diverse populations, poorer populations, those with limited access to  
719 transportation, or who have a disability, or are immunocompromised. By developing  
720 investigative paradigms that are accessible on mobile platforms and that reduce participant  
721 demand while maintaining rigor and integrity, we are likely to be able to reach a much  
722 greater subset of the population. If we are able to pair this kind of data gathering with  
723 appropriate analysis, we can maintain the standards of scientific integrity that we as a  
724 community expect with traditional hypothesis testing. The literature to date in the music  
725 cognition domain has focused on a fairly small subset of the multivariate analyses available  
726 to investigate these questions. As presented here, the number of ways that exist to analyze  
727 the data from a single set of experiments is considerable, and the results of each analysis  
728 illuminate different parts of the story the data are telling. Not every form of analysis is  
729 appropriate in every context, but understanding how, and perhaps more importantly when,  
730 to apply a technique or type of analysis is an important to uncovering new perspectives or  
731 insights.

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