Personal Values and Music Taste appear to be **moderately connected**.

The Influence of Personal Values on Music Taste: Towards Value-Based Music Recommendations

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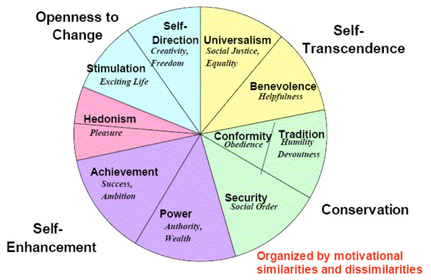
STORY

It has been shown that personality-based recommender systems outperform regular recommender systems.
However, personality is not the only human factor to influence user's preferences.
In this work, we considered **personal values**.

To the best of our knowledge, no work has been done before to link user's personal values to their musical taste.

But they are particularly interesting for the recommender system field for 2 reasons :
- They are projected to the future
- They can help mitigate *what seems likely to upset the user*

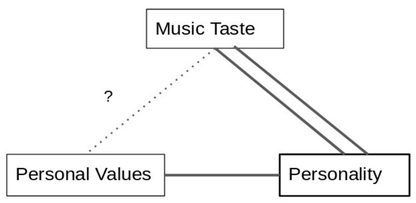
Both reasons are especially relevant to broaden users' taste.



From Shalom H Schwartz. 2006. Basic human values: An overview. Recuperado de http://www. yourmorals. org/schwartz (2006)

METHODS

- N = 22 including 21 students and university staff
- Qualitative interviews using the **Laddering Technique**
- Global **Hierarchical Value Map** built from the interview results

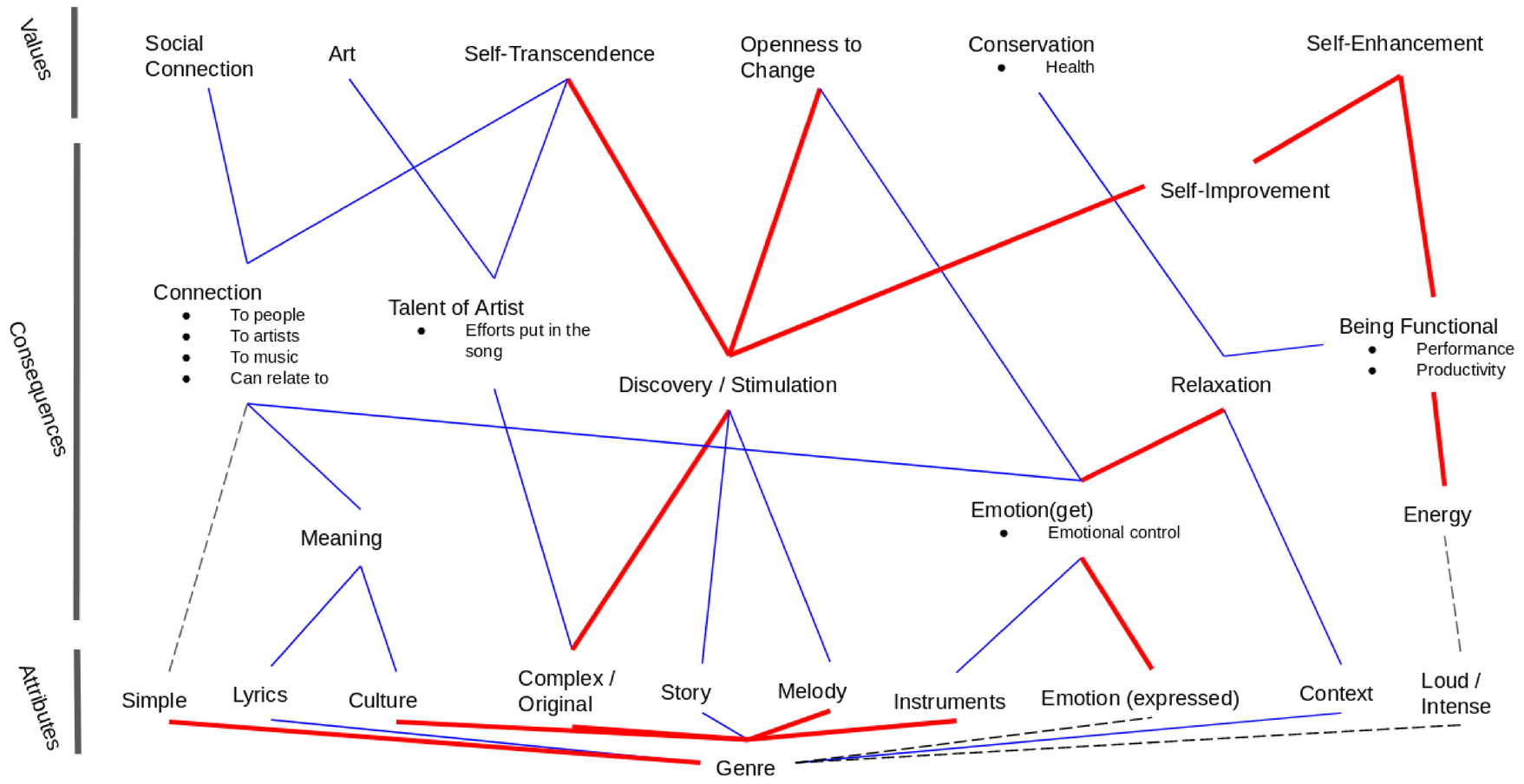


RESULTS

37% of the ladders lead to a personal value

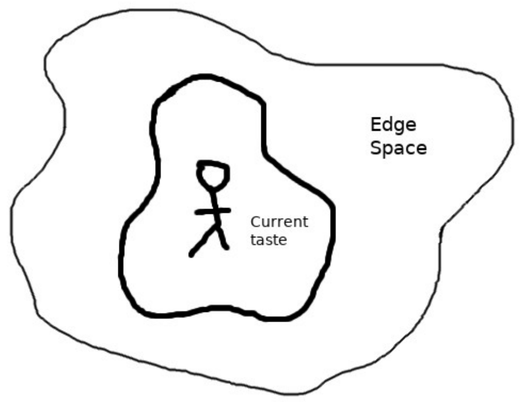
(Strong relationship in red, medium in blue and weak in gray)

Hierarchical Value Map



KEY CONCEPTS

- **Personal Values** are what is important in life for us on the most abstract level, *who we want to be*
- The **Laddering Technique** :
  - Goal : Help interviewees to reflect critically about the reasons behind their preferences
  - Mean : "Why" questions.
  - Result : A series of "ladders" from the most concrete attributes of songs to the personal values with the consequences of the attributes in between.



	Categories	Names of Categories	Total Number of Occurrences	Number of Participants mentioning the category	% of Participants mentioning the category
Attributes	Genre	Genre	207	17	77.27
	Features of Audio	Features of Audio	79	17	77.27
	Originality / Variation	Originality	65	11	50
	Complex / Technical	Complex	46	10	45.45
	Harmony / Melody	Melody	41	7	31.82
	Emotion / Feelings expressed by the music	Emotion (from)	40	10	45.45
	Activities / Context of listening	Context	37	14	63.64
	Culture / Background / Artist	Culture	37	10	45.45
	Instrument	Instrument	35	11	50
	Lyrics / Poetic / Topics	Lyrics	34	8	36.36
	Simple / Easy access / Clear	Simple	28	14	63.64
	Adjectives / Subjective Judgment of Audio Features	Adjectives Features	21	10	45.45
	Story	Story	20	7	31.82
	Structure / Repetition	Structure	17	7	31.82
	Intense / Loud	Loud	17	5	22.73
	Improvisation / Spontaneity	Improvisation	15	3	13.64
	Live / Concerts	Live	8	5	22.73
	Soft	Soft	6	5	22.73
Consequences	Emotion / Mood / Feeling (get)	Emotion (get)	70	21	95.45
	Challenge, Not boring	Stimulation	70	16	72.73
	Discovery / Learn / Travel	Discovery	51	15	68.18
	Meaning / Authenticity	Meaning	48	16	72.73
	Connection (music/ people / sharing / relate)	Connection	48	14	63.64
	Performance / Productivity / Focus	Being functional	47	17	77.27
	Talent / Effort / Skill of the artists	Talent	44	17	77.27
	Self-Improvement	Self-improvement	37	14	63.64
	Relaxation	Relaxation	33	14	63.64
	Pleasure / Fun	Pleasure / Fun	31	12	54.55
	Energy	Energy	30	14	63.64
	Identity / Self-expression	Identity	22	9	40.91
	Negative feelings elicited by the music	Negative feelings	21	13	59.09
	Support participant creativity	Creativity	18	8	36.36
	Memories / Nostalgia / Familiarity	Nostalgia	16	11	50
	Worth Time spend on listening	Worth Time	10	4	18.18
	Uniqueness	Uniqueness	8	4	18.18
	Power	Power	2	1	4.55
Values	Independence, Curiosity and Exciting life	Openness to Change	54	15	68.18
	Security, Health, Conformity to social norms and traditions	Conservation	33	13	59.09
	Caring about all people and nature	Self Transcendence	29	11	50
	Ambition, Success and Wealth	Self Enhancement	24	9	40.91
	Connect with others	Social connection	23	12	54.55
	Art	Art	18	9	40.91
	Use well the limited time we have before we die	Time	9	3	13.64
	Pleasure	Hedonism	8	6	27.27

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Full paper