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.

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.