



Baby Shark to Barracuda: Analyzing Children's Music Listening Behavior

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People and
Information
Research
Team





Goal

Analyze online music listening behavior to identify trends in children's music preference at different stage of their lives

Why Children?

- Children are different from adults
- Music preferences develop over time
- Children relevant recommendations



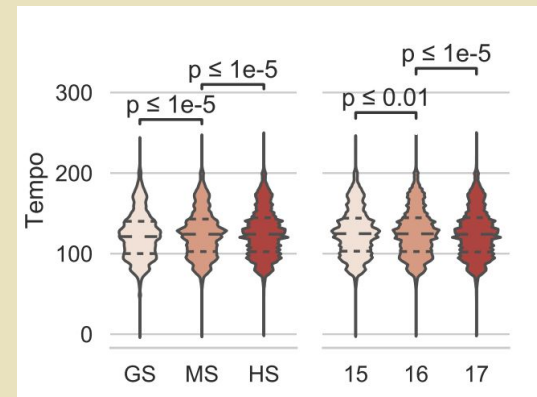
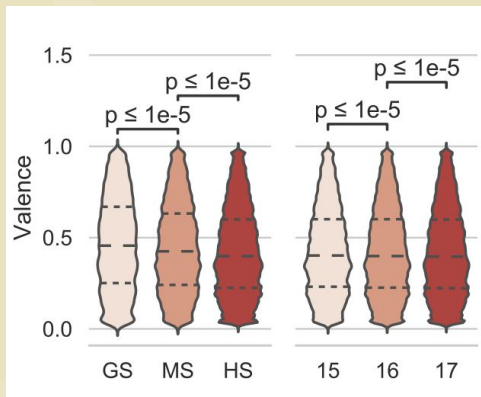
Novelty

- Going beyond artist-genre
- Observe user characteristics
 - Novelty
 - Diversity
 - Mainstreamness
- Observe music traits
 - Loudness
 - Energy
 - Valence (more)
- Segment children user by education level



Exploration

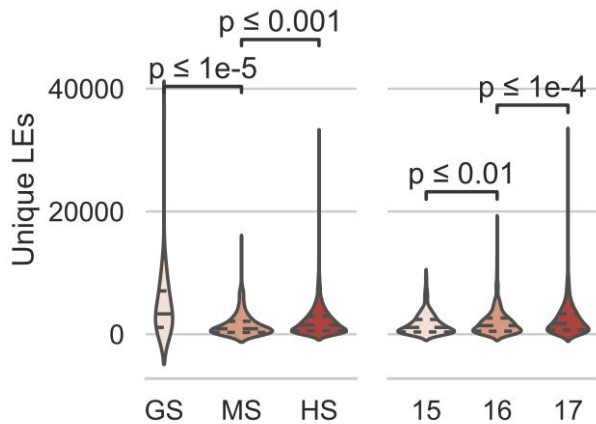
- K-Music
 - LastFM 1B (User listening events)
 - Spotify API (Audio features)
- Grade level analysis
 - GS (6-11)
 - MS (12-14)
 - HS (15-17)
- Further analyzed HS by age
- Considered broad range of genre ((e.g., alternative rock and soul)



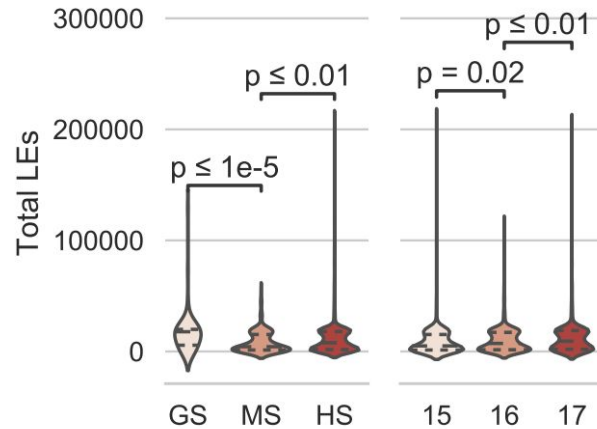
Findings

- One size doesn't fit all for children
- Preference of valence and tempo significantly differ over education level
- Future studies needed

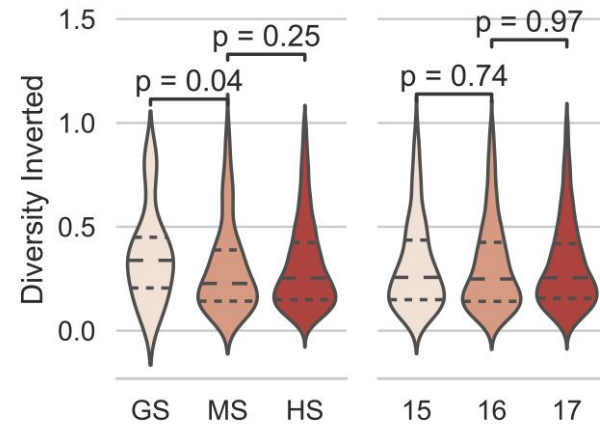
User Characteristics



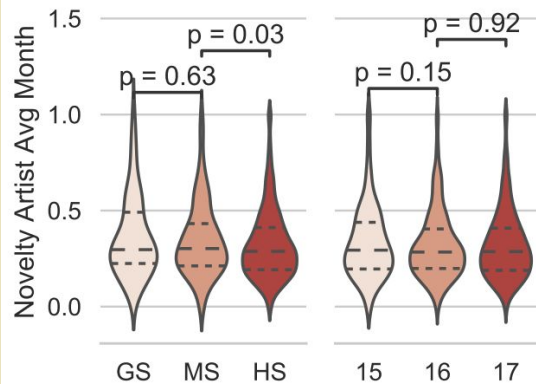
(a) Unique LE



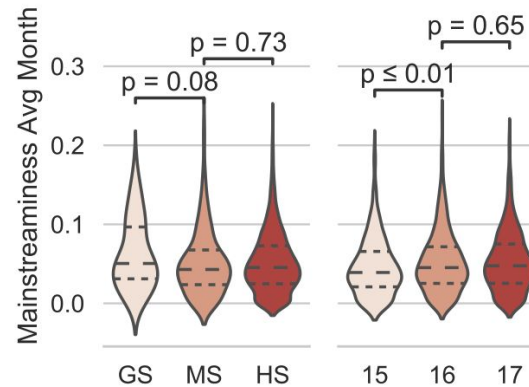
(b) Total LE



(c) Diversity Inverse



(a) Artist Genre Novelty Average Over a Month



(b) Mainstreamness Average Over a Month



Thanks!



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