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## Gender Preference for Music Proximity

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Oral Presentation O11.1

## **GENDER PREFERENCE FOR MUSIC PROXIMITY**

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Musical tastes may span many miles and over many geographical regions, yet listeners seem to reserve a special place for local music. Music preferences are complex and influenced by a variety of musical and extramusical factors, of which “locality” is only one. Determining the role of “locality” in the development of musical preferences is difficult in that such studies must collect data from a wide range of geographical locations, and until recently, studies of this nature were both time-consuming and expensive.

Within this proposed presentation, we will focus on two important aspects of our research on local music. The first aspect pertains to methodology. We believe that many musicologists, especially those working without large research budgets, would benefit from a demonstration of our data collection process via Amazon’s mechanical Turk worker database. The second aspect of our presentation pertains to our preliminary results, which suggest that valuations of local music are complex and multifaceted. In particular, our findings suggest that gender differences may play a pivotal role in understanding valuations of local music. As part of our proposed presentation, we wish to highlight this role of gender, as well as several other main factors, that seem to influence the ways in which listeners value local music. In general, this research provides a novel perspective on the many values that we attach to our everyday music listening and music making, especially music that “hits close to home.”

