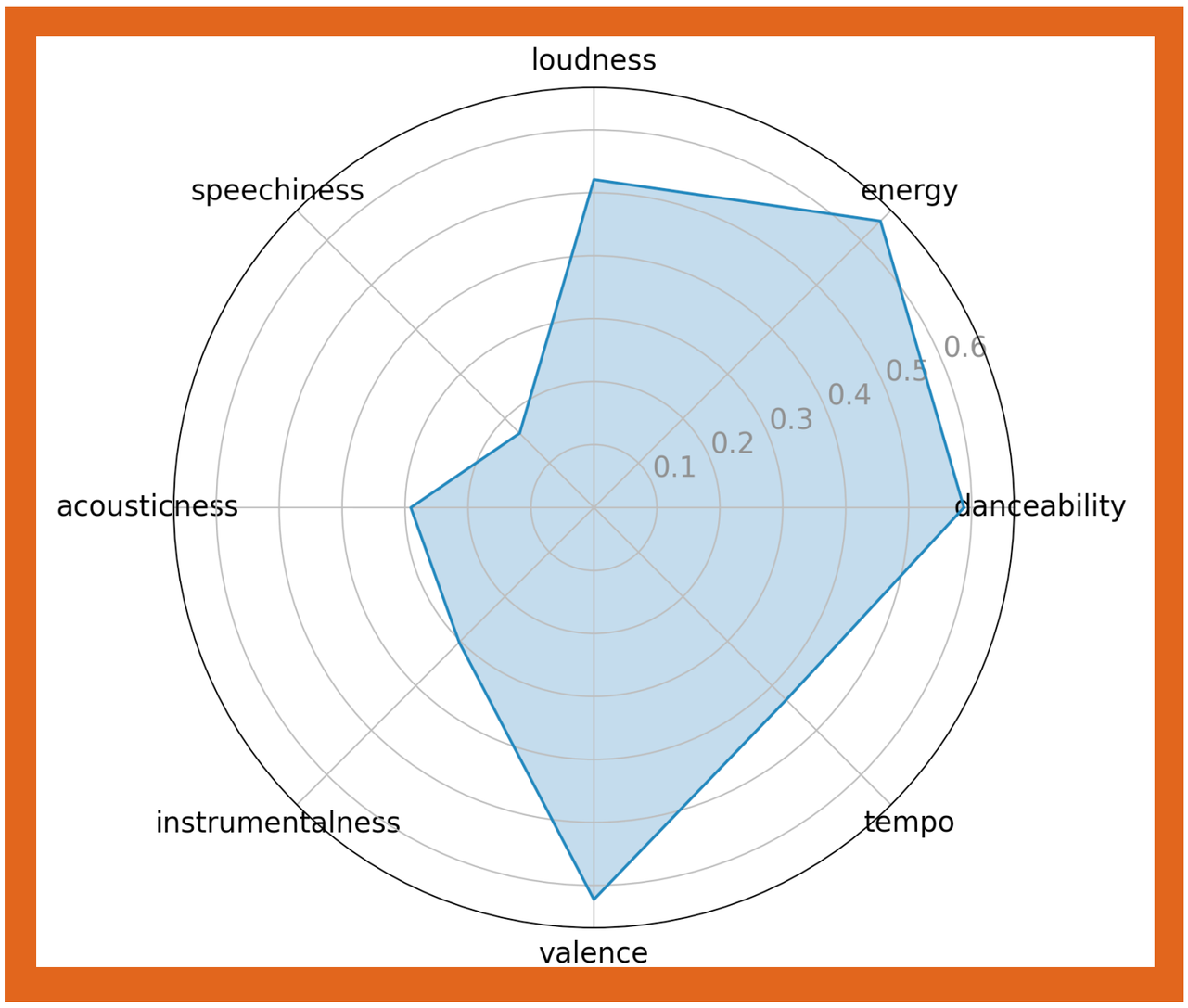
Background Music: Understanding and Designing Playlists for Creative Work

Add to our playlist!

WHY conduct this project?

Background music functions as a tool to facilitate creative work. Design Thinking facilitators use music to guide the mental states of participants in ways that do not require much conscious attention. Yet, in the planning of workshops, music is sometimes overlooked as a component that requires careful preparation; of course, picking pieces based on personal taste is not enough.
To better understand prevailing practices and identify potential gaps (such as a lack of empirical data on the impact of sonic features), we conduct a systematic review of sonic practices in Design Thinking. Our aim is to help facilitators actively engage with the design of playlists, to help bring about ever more appealing and effective sonic experiences for DT workshops.



WHAT are the outcomes and tools you can use?

By combining machine listening techniques and music psychology models of mood assessment, we were able to gain a more comprehensive understanding of the background music that is used in DT workshops.
Please contribute your favourite jams in the playlist collection! Then you can get your playlist analysed; and we all benefit from a greater corpus of sonic experiences available for DT sessions.
As a project outcome, facilitators will have access to pre-selected playlists. They will be able to find new suggestions according to their musical preferences and the desired mood in next workshop phases. Songs will be automatically analysed for their affective qualities, to facilitate the design of playlists.

WHOM to contact?

If you have favourite songs to contribute, if you have technical questions / ideas, or if you are interested in discussing the role of music for creative work, please send a note to:
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