

Abstract

Classical Bias - The Influence of Music Genre on the Evaluation of the Music

by

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Abstract

People possess different impressions and value judgments towards classical music and modern music. Previous studies showed that these two music genres can alter people's behaviors and impression towards other people or things. This resembles the halo effect, a bias in which the influence of a global evaluation on evaluations of individual attributes can be observed when people evaluate others and brand equity when people evaluate products. In this experiment we aimed to test the difference in music evaluation by controlling the genre labels of the music pieces. Participants are required to rate two similar music pieces with one named as "classical music piece" and another as "modern music piece". Results show that music piece labelled as "classical music" is perceived as more traditional and more popular among traditional music lovers.

Keywords: cognitive bias, halo effect, brand equity, classical music, modern music