An Analysis of the Dwindling Seriousness in Perceiving and Listening to Bollywood Music: From Blockbuster to Lackluster

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Abstract

Music in Indian era ranging from 70s to 90s previously was perceived as a medium that united our diversified Indian society using Bollywood as 'projected motion pictures medium established in a commercial theatrical setting', however with passing ages, the art form has not been credited enough in influencing and mending habitual realities as an equipollent democratic medium of social interaction, recreation, and evolution. While India and Indians have respected and celebrated all genres of music since ages dating back from being musical maestro gems in the Mughal durbars to making music from movies as Mother India (1957) ever-perennial milestones in Indian music industry. The spread of music in between the 20 and 21 centuries shared a parallel realm of pragmatism altering the seriousness with which music was created and listened to in the past and the concerning western music streaming influence that it is consumed in currently.

Keywords: Music Streaming, Music Consumption, Artificial Intelligence, Bollywood, Commercial, Remix, Artists.

Chapter 1: Introduction

Bollywood music has been an integral part of Indian cinema since its inception. It is a unique blend of Indian classical music, folk music, and Western music. The music has played a significant role in the success of Bollywood movies and has helped to create a distinct identity for the industry. However, in recent times, there has been a dwindling seriousness in perceiving and listening to Bollywood music. This research aims to analyze the reasons behind this trend and its impact on the industry.

One of the primary reasons behind the dwindling seriousness in perceiving and listening to Bollywood music is the changing tastes of the audience. With the rise of social media and the internet, younger audiences are increasingly exposed to a wide range of music from all over the world. They are less likely to be impressed by the traditional Bollywood formula of melodious tunes and catchy lyrics and are looking for more experimental and unconventional music.

Moreover, the quality of Bollywood music has also been declining in recent years. Many songs are made purely for commercial reasons, with little attention paid to the melody or the lyrics. The focus is

often on creating a catchy tune that can be used for promotional purposes, rather than creating a meaningful and memorable piece of music. This has resulted in a lack of originality and creativity in the music, leading to a decline in the quality of the content.

The increasing use of AI in music production and composition has had a significant impact on Bollywood music. AI algorithms are being used to create music that mimics popular Bollywood songs, which has led to a lack of originality and creativity in the music. This has contributed to the declining quality of content and the lack of diversity in Bollywood music.

Another factor contributing to the dwindling seriousness in perceiving and listening to Bollywood music is the westernization of Indian music. Many Bollywood songs now incorporate elements of Western music, such as rap and hip-hop, to appeal to a younger audience. While this has led to some successful collaborations and cross-cultural fusions, it has
also led to a dilution of the unique Indian identity in Bollywood music.

Furthermore, the influence of Western music on Bollywood has led to a homogenization of music, with many songs sounding similar to Western pop songs. This has led to a decline in the popularity of traditional Indian classical and folk music, which were once an essential part of Bollywood music.

Another reason for this trend is the rise of independent music in India. Independent artists are now able to reach a wider audience through social media platforms like YouTube and Instagram. They are creating music that is experimental, innovative, and often far removed from the traditional Bollywood formula. This has led to a shift in the focus of the audience towards independent music and away from Bollywood music.

This trend has had a significant impact on the industry, with many music directors and lyricists struggling to adapt to the changing tastes of the audience. The popularity of independent music has also led to a decline in the demand for playback singers, who were once an essential part of the Bollywood music industry. This has forced many singers to diversify and explore other avenues of music.

In conclusion, the dwindling seriousness in perceiving and listening to Bollywood music is a complex phenomenon with multiple factors at play. The changing tastes of the audience, declining quality of content, and rise of independent music are some of the reasons behind this trend. However, Bollywood music remains an integral part of Indian culture and has a massive following all over the world. It is up to the music directors and lyricists to adapt to the changing tastes of the audience and provide meaningful and engaging music that resonates with the listeners.

1.1 Research Questions

1. How music streaming platforms have changed the music consumption and perception patterns among listeners?
2. How has the AI based music recommendations on streaming platforms, made music consumption monotonous?

3. How are independent artists shadowed by commercialized music?

4. What is the impact of remixing and re-creating old songs?

1.2 Research Objectives

1. To analyze how music streaming platforms have changed the music consumption and perception patterns among listeners.

2. To find how the AI based music recommendations on streaming platforms makes music consumption monotonous.

3. To understand how independent artists are shadowed by commercialized music.

4. To explore the impact of remixing and re-creating old songs.

1.3 Statement of Problem

The dwindling seriousness in perceiving and listening to Bollywood music in an attempt towards commercializing music.

1.4 Rationale

The distribution of music in 1870s was done only through replicating or sharing sheet music with other artists or consumers. We've come a long way from there. Technology has progressed from LP or Long-Playing albums to cassette players and now online music streaming platforms like Spotify, YouTube, Savaan, etc. However, the process of music consumption has changed with changing technologies. This has changed the listening pattern of consumers by making it monotonous, while music is not interpreted in its true 'sincerity'. This creates a gap in perception of music as compared to traditional music (Sturm et al., 2019) The music streaming methods have brought along many positives with it, however this aspect of music consumption and perception cannot be neglected. Various factors such as music streaming platforms, AI advent, independent artists wave, the Bollywood trend of music remix and re-creation of old songs with rap infused lyrics, have contributed to the tedious interpretation of music. This paper will study the various aspects of the consumers music listening patterns, while understanding the different changes in technology and reasons why music is losing its sincerity (Carver et al.,n.d.).

Chapter 2: Literature Review

2.1 Introduction

This paper forefronts the view that 21st century Bollywood music has downgraded and stands as a reflection of the contemporary Indian audiences who live a pacing pop-culture inclusive generation, contributing to the same (Beeman, 1988). The one dependent variable that is the center of the study is the dying 'sincerity' with which music was perceived, held, and listened to earlier and how many independent factors as music streaming platforms, AI advent, independent artists wave, the Bollywood trend of music remix and re-creation of old songs with rap infused lyrics, all pile along as darksiders to Bollywood music listening.

2.2 Music Past versus Present

Prominent and ever impacting Bollywood music lyricists and poets as Javed Akhtar have directly quoted their views on the downhill in industry's musical scene from what it was some decades ago (Kaneshiro et

al., 2017). While the artist pops up a positive side to the debate and urges that the current changes start from the way Bollywood movie dialogues are scripted, similarly affecting and adjusting the choices and lyrics that songs from the movies are released with, are all demands of the public and maybe this is what the audience opts to enjoy, however he does not deny the fact that Bollywood music lacks depth in many aspects (Sheehan et al., n.d.). It cannot be left unnoticed that there are directors, producers, labels, music composer, bands, artists who are sincerely attempting to create music that is not like the usual or out of the box. Music that has depth, clarity and meaning. However, the audience of such music has also started to reduce and to some aspects, the 21st century fast pacing Bollywood culture is to be blamed (Hesmondhalgh, 2021).

2.3 Advent of Internet

The advent, recognition and constantly growing popularity of music streaming services have taken the world by storm, and having said that, India and Bollywood music industry as a subgenre in Indian music has also specifically not shied away from adapting and being hugely dependent to this comparatively new paradigm of music listening (Jansson, 2021). The parallel of technological intervention alongside music streaming has churned wonders by truly providing a platform to independent artists in India to showcase their artistry on a mass scale. Today, a technically not-personally owned yet user specific music library is a tap away stored as online data the ownership rights of which solely belong to the music streaming service provider (Coffey, 2016). It cannot at any point be denied that the western music streaming culture changing the Indian music consumption variables has several positives to count on but the dark side it curtains along raises serious concerns on the gravity with which music is consumed by Bollywood music artists and enthusiasts in general (Diehl, 2019). Indians today have access to millions of Bollywood songs on demand post the introduction of online music streaming and this abundance has led to the creation of new and different music listening behaviours among masses (Johansson & Högskolan, n.d.).

2.4 The Bollywood trend of music remix and re-creation of old songs

AI in the streaming platforms adds to such issues as the algorithms understand the people's behaviours as to when a person will skip a song, what kind of music a person will be inclined to and to a certain extent conditions to users minds to give them the same kind of music they want (Anderson et al., 2020). It is an undeniable fact that Youtube and other streaming platforms offers a huge space for new artists to showcase their music. But due to this process, music has become monotonous and similar to the popular Bollywood songs that attract the audience's attention with their fancy videos and frivolous music since independent artists create music of their own kind as India is a diverse country (Anbuhl, 2018). However, AI structures songs in a way where only the mainstream music is pushed towards the audience. One such example is T Series music. T Series was founded by Gulshan Kumar which showcased beautiful Bollywood music in the past that helped movies progress with the story However, today T Series only works on remixes or old songs that subsides the true meaning of the song while adapting the songs to today's commercial race. In a bid to make songs Blockbusters, the songs end up becoming Lacklusters (Ahmad et al., n.d.-a).

After the advent of music streaming services new listening behaviours have placed tangled bars, without solving which one cannot understand the "seriousness" in listening to Bollywood music that the paper

also primarily emphasizes on (George Varga, 2017). Today music is acknowledged in a more frantic manner by the audiences than it was done in the late 1960s to the early 1990s in India (*Music Streaming Trends and Music Services in India: An Overview*, n.d.).

One of the technological advancements and downside from an artistic view is that the music streaming platforms offer the feature of "skipping" from one song to the other. (Montecchio et al., 2020) defines user behaviour of skipping as an act of breaking off a musical piece and moving forward to the next song in the playlist or queue created by the listener or a list of songs recommended by the AI engine of the streaming platform. The large-scale artists, in this process remain undiscovered due to this process as their music is curtained by the "trendy" famous songs that might not be impactful or meaningful (Diehl, 2019a).

Guru Dutt was one such artist that created music in such a way that helped progress the story of a movie as an art by creating meaningful and beautiful music (Rockwell, 2003). This paper sheds insights on how songs like Pyaasa and Kaagaz Ke Phool, picturise and shed light on the narrative of the talented but unfulfilled artist that is are expressively connected.(Ahmad et al., n.d.). While 'skipping' is one of the downsides of the western streaming culture, it is not limited to this very feature (Mukherjee, 2012).

2.5 Western ideology of streaming and degradation of music perception

Luis Aguiar in a research paper analyses the effects of 'free streaming' and how it motivates higher rates of activities as 'piracy' and 'purchasing music' among lighter streamers people who tend to enjoy music varying from the ones who seeks an understanding behind the process and intention with which the music was and is produced in the first hand. (Aguiar, 2017) in his research findings suggests a divergent response to the restriction that 'free streaming' bars on masses and how individuals who seek music as a source of entertainment are simulated by the laborless effect to larger piracy and purchasing interests (NARENDRA KUSNUR, 2020).

"Free streaming" adds as another string that descends not the seriousness in merely music listening but at large affects the Bollywood music industry, which is one of the independent variables that the paper also forefronts (Diehl, 2019b). It seems eons ago when a vast crowd of individuals were in the habit of collecting music records that gave in, if not a larger-than-life but surely a value for money experience (Berbineau, n.d.).

(Elberse, 2010) suggests in findings that the shift and boost to music listening towards a digital space mis-sell music records, such as online downloads in comparison tend not to be as profitable from a business point of view that otherwise music records sales contributed.

Songs portray deep emotions for the listeners, and they detest the idea of remodelling. People prefer not to ruin anything; they simply listened to it as children. It was discovered that there is criticism of this practice, people, and artists after reading a lot of news(Bennett, 2018).Everyone who criticizes it claims that this practice is harmful to both the industry and the target audience. This contributes to commercial success and, to a certain extent, makes labels and companies a lot of money while drawing audiences to

the theater, but it has no lasting effect. Innovative music producers are being trampled on in every way possible (Pathak, 2022).

2.6 Conclusion

In the words of (Peitz & Waelbroeck, 2004), "the wave of online music listening and downloading largely catalysed illegal music sharing with peer engaging sites. Illegal music sharing again troubles the whole process of collecting music records and listening to music in a satisfying and sacred artistic manner".

Profit acts as one of the various incentives that artists today derive to produce what their audiences demand and to fulfil one's own artistic goals and principles (Happonen, n.d.) The de-profitisition phase in the Bollywood music industry due to lack in sales of music records advanced working environment where now songs and playlists at times are created to fill in the money gap and generate massive YouTube views in contract to times when a majority of artists were hound and bound to their craft of music as an art (Hesmondhalgh, 2021) This not only corrupts the intention with which an artist contributes to art but also sets a notion of excessively commercializing Bollywood music in the eyes of masses who desperately attempt in seeking not just the entertainment but also the social, metaphorical and theoretical aspects that envelope behind the making of a particular musical piece (Amit Gurbaxani, 2015).

Today the easy and free availability of music via online streaming applications and the existing online music pirating sites, collectively convolute the behavioural patterns of Bollywood music enthusiasts and downgrade the epic influence that music once held in the social and private structure of masses (Stewart et al., 2013).

2.7 Research Gap

With passing times and new ages, the seriousness of listening to Bollywood music has begun to deplete. There are various independent variables that are the different causes that reduce the importance of listening to good Bollywood music. Independent and democratic music listening is slowly dwindling. One might argue that people make their own choices in picking their music. However, the most popular Bollywood songs are pushed and over- promoted with the help of AI that subconsciously conditions the minds of listeners to listen only to the same kind of monotonous or rather "trendy" Bollywood songs. This is done with the help of "Song Recommendations" or features like "Song Radio". Because of such conditions, artists who put forth music that is diverse with an amalgamation of various instruments, meaningful lyrics while adding depth and character to a song, is somewhat side- lined. This puts forth the perception that music is only made to be commercial and profitable by becoming chartbusters or blockbusters. Very few research papers have specifically taken Bollywood music and analysed the changing consumption patterns of the audience. This paper will help explore how music in the past helped create a holistic and communal experience bringing diversified India together as compared to today's surface level music consumption among audience.

Chapter 3: Research Methodology

In this paper an attempt has been made to empirically determine the music consumption patterns of the audiences with the help of online surveys. Furthermore, it is expected that this quantitative study will help understand how music listening has become more frantic due to AI. In a bid to record the responses of the sample population a questionnaire encompassing all the major research questions will be circulated among them.

3.1 Research Design

The research design used in this study is qualitative research method. The rationale for choosing qualitative method is because it will give a more comprehensive understanding of how music is perceived. This study is an abstract and an individual perspective-based research. Thus, a qualitative methodology will be helpful to grasp and understand people's perspective on Bollywood music consumption.

3.2 Sample

This study, as mentioned above, focuses on understanding the changing Bollywood music consumption pattern among the general population, and for the same, a diverse purposive sample will be used. In this study, semi-structured interview sampling method has been employed as it produces a more accurate representation of music consumers.

Furthermore, the interviews will be transcribed into text and conclusions will be drawn based on the responses through a thematic analysis.

Variables

Dependent variable: The degradation of Bollywood music consumption with the emergence of music streaming platforms.

The definition of music is being re-mold into a wider space with the development in technologies and the changing culture. From the culture of longing for hours to hear one's favorite music recommendation in a handful of All India Radio (AIR) programs and buying cassettes to downloading mere applications from Google play store and getting access to a plethora of AI established mood boards on Spotify there has been a big change in the way we approach and engage with music and its influence as an experience in society.

Independent Variables:

1. Music perception: Past versus Present

Music in Indian era ranging from 70s to 90s previously was perceived as a medium that united our diversified Indian society using Bollywood as 'projected motion pictures medium established in a commercial theatrical setting', however with passing ages, the art form has not been credited enough in influencing and mending habitual realities as an equipollent democratic medium of social interaction, recreation, and evolution.

2. Advent of Internet

AI has already been incorporated in many different sectors of society including music. Apps like Spotify, Savaan, YouTube, etc. make use of AI to recommend songs that are similar to what one listens to. Spotify has a feature known as song radio, that enables the user to access a playlist like a

certain type of song. However, this has created a mood based listening pattern among music enthusiasts that compromises on the seriousness of music consumption andunderstanding.

3. Western ideology of streaming and degradation of music perception

In the past, Bollywood music had a purpose and inspired listeners to learn more about the song, singer, lyrics, etc. As a result, listening to music became more experimental and aware. This provided a more comprehensive means of gratifying one's musical curiosity. Today, people interpret music extremely differently. This might also be referred to as superficial enthusiasm pursued only for amusement. This makes the process of listening to music incredibly tedious and lacks appreciation from the customers.

4. The Bollywood trend of music remix and re-creation of old songs

The perception of music today has changed and molded based on what is trending to the audiences. This is how music labels commercialize songs in an attempt to make them blockbusters and maximize profits. However, certain old and meaningful music is also remixed according to the taste of newer audiences while losing the originality and true essence of the song.

3.3 Method for Data collection and Data Analysis

Moving ahead, data will be collected using the semi-structured interview method, and for the same, a questionnaire will be created and a semi-structured interview will be conducted among ten people. This interview will be transcribed and it will help examine the music preferencesand consumption patterns of the ten people that have been interviewed. This interview will be conducted with Industry artists, people who are musically trained or have basic knowledge of music and finally people who are music enthusiasts and consume music for recreation.

Based on the interview, a detailed thematic analysis will be conducted with the added help of the transcription of the interview; this will not only answer the research questions but also shedlight on the different music consumption perspectives from the different sample criteria that are targeted in the interview.

3.4 Theories backing the research

Cultivation Theory

Cultivation theory, developed by George Gerbner, focuses on the long-term effects of media exposure on individuals' perceptions of reality. It can be applied to investigate how continuous exposure to AI-curated content on music streaming platforms may cultivate certain musical tastes and preferences.

Media Convergence Theory

Media convergence theory, informed by Henry Jenkins and others, explores the coming together of various media platforms and technologies. It can be applied to study how music streaming platforms converge with AI technologies, leading to new forms of music consumption and recommendation.

Chapter 4: Data Collection and Analysis

Thematic Analysis of Music Consumption, AI Recommendations, Independent vs. Commercial Music, and Remix Trends

In today's digital age, music has undergone a significant transformation in how it is consumed, discovered, and shared. Music enthusiasts have a plethora of options at their disposal, with music streaming platforms and social media playing pivotal roles in shaping the landscape of the music

industry. AI recommendations are now a common feature, often assisting listeners in discovering new songs and artists, while also raising questions about the potential impact on music diversity and appreciation.

This thematic analysis explores the observations and perspectives of five participants, reflecting on their unique experiences with music. The participants were engaged in a series of interviews, shedding light on various aspects of music consumption, technology-driven recommendations, the challenges and opportunities faced by independent artists, and the prevalent trend of remixing and recreating old songs. Through these interviews, we gain valuable insights into how music enthusiasts are navigating this evolving musical terrain, as well as their views on the contemporary and often contentious practices that shape the music industry.

The analysis is structured around four central themes, offering a deeper exploration of the participants' opinions and experiences within each theme:

Evolution of Music Consumption Patterns: This theme centres on the participants' listening habits, the impact of music streaming platforms, and the evolution of music discovery methods. It also delves into how the availability of streaming platforms has influenced their musical preferences and whether this easy accessibility has led to a decline in the appreciation of the art form.

Impact of AI-Based Recommendations on Human Curation: Participants discuss their encounters with AI-driven music recommendations, highlighting the benefits and drawbacks. They examine how these recommendations sometimes contribute to a sense of monotony while also introducing them to new artists and genres. Furthermore, they consider the role of human-curated playlists in maintaining music diversity.

Challenges and Dynamics Between Independent and Commercialized Music: The theme of independent versus commercial music explores the participants' interactions with music from independent artists and the challenges these artists face in gaining recognition. It considers differences in artistic quality and authenticity between independent and commercialized music. The importance of supporting independent artists and their role on social media is also emphasized.

Remix Culture, Originality, and Cultural Preservation: Participants provide diverse perspectives on the trend of remixing and recreating old songs in contemporary music. They evaluate whether these remixes enhance or detract from the original compositions and how younger listeners perceive the originals after being introduced to remixes. Participants contemplate the delicate balance between preserving original compositions and allowing creative reinterpretations.

This thematic analysis underscores the evolving dynamics of the music industry and the profound influence of technology, while also spotlighting the ever-persistent value of preserving musical traditions and the unique creative expressions of artists. By delving into the diverse experiences and viewpoints of the participants, we gain a richer understanding of the complex interplay between tradition, innovation, and personal choice in the realm of music.

4.1 Evolution of Music Consumption Patterns:

Professional Artists

Thomson's Response (Sample 1.)

- Thomson Andrews discusses how digitization has changed the way people consume music. He notes that it is much easier to be recognized as an artist now, and that music is everywhere, from education to medicine to travel.

- He also talks about how people's personal issues and mental health can affect their enjoyment of music, and that music has nothing to do with whether it is considered "recreational" or not.
- Andrews suggests that the way people consume music is subjective and based on personal preference.

Max's Response (Sample 2.)

- Max describes the shift from analog (cassette, Walkman) to digital music consumption (streaming platforms).
- Highlights the ease and convenience of streaming platforms compared to older methods like recording songs from the radio or carrying physical media.
- Acknowledges how streaming services have changed music discovery, making it easier to find specific songs or genres through search functionalities.

Royce's Response (Sample 3.)

- Royce notes a significant shift in how music is consumed, citing the transformative impact of streaming platforms like Spotify.
- He mentions how streaming has facilitated easier discovery of new artists and genres through playlist features and AI recommendations.

Part-time Artists/Music Enthusiasts
Pratik's Response (Sample 4.)

- Pratik notes the transition from actively seeking music in the past to its effortless accessibility today.
- Highlighting the impact of platforms like Spotify, he discusses how AI-driven recommendations have replaced the thrill of discovering new music.
- The ease of access has led to a decline in the "hunt" for music, reducing the effort put into seeking and preserving songs.

Nancy's Response (Sample 5.)

- Nancy mentions using Spotify and YouTube for music consumption, highlighting the shift from traditional methods like watching movies or getting music recommendations from friends.
- She notes that streaming platforms have changed her music discovery, with automatic recommendations based on her listening history or preferences.

Nichita's Response (Sample 6.)

- Nichita highlights a transition from radio and cassettes to personalized playlists on Spotify. Social media, especially YouTube and Instagram, have replaced traditional music discovery methods.
- She reminisces about the anticipation and value attached to waiting for a song on the radio, contrasting it with the instant availability of songs on streaming platforms.

General Music Consumers
Anukta's Response (Sample 7.)

- Moved from TV channels (9XM, MTV) to diversified sources like Spotify, Apple Music, YouTube.

- Each platform caters to specific music tastes, e.g., Apple for premium Hollywood, Spotify for regional.
- Transitioned from random TV exposure to targeted social media marketing, influencer collaborations.

Vishnu's Response (Sample 8.)

- Vishnu highlights a shift from traditional methods of music discovery (like hearing songs randomly in hotels or pirating music) to the convenience of streaming platforms (YouTube Music).
- He acknowledges the role of platforms like YouTube, Spotify, and others in diversifying music exploration.
- The availability of music on streaming platforms has influenced his preferences, leading to the discovery of new genres like the fusion of modern and Carnatic music by a band called Agam.

Nirmal's Response (Sample 9.)

- Nirmal describes the transition from physical media to online platforms: "When I started listening to music, I had cheap mp3 players... when I shifted onto online platforms like YouTube or Spotify..."
- Regarding music discovery, Nirmal contrasts past methods: "You would get preloaded SD cards... but now, if you play one song, then similar songs get played automatically."
- On the impact of streaming platforms: "Since the algorithm suggests me songs, I get to explore more genres that I hadn't listened to."

Mokshida's Response (Sample 10.)

- Transitioned from TV channels, radio, and friend suggestions to discovering music primarily through social media (Instagram, YouTube).
- Streaming platforms introduced her to new artists and genres, broadening her music preferences.

Evolution of Music Consumption Patterns		
Sample Category	Sample	Key Points
Professional Artists	Thomson Andrews	- Digitization has transformed music consumption. - Music is omnipresent in various aspects of life. - Personal issues and mental health affect music enjoyment. - Music consumption is subjective based on personal preference.
	Maxim Wen	- Acknowledges the transformative impact of streaming services on music consumption, highlighting the transition from physical media to digital platforms. - Emphasizes the convenience and accessibility of streaming but expresses concerns regarding the loss of personal connection to music and the disappearance of physical album collections. - Discusses the influence of algorithms in homogenizing music tastes and limiting exposure to diverse genres. - Notes the importance of preserving physical media for sentimental value and connection to music.

	Royce Fernandes	- Transitioned from TV channels (VH1, MTV) to online platforms like Spotify, Apple Music, and YouTube. - Platforms offer diverse content catering to different tastes, unlike limited TV music exposure.
Part-Time Artists/Music Enthusiasts	Pratik Jain	- Describes the shift from traditional music sources like cassette players and TV channels to streaming platforms. - Highlights the convenience and ease of access brought by streaming but acknowledges the influence of these platforms on music preferences, particularly favoring older music. - Notes the impact of repetitive reels and TikToks on music choices and the resurgence of older songs due to social media trends. - Acknowledges both positive and negative effects on music appreciation due to streaming services.
	Nancy Norris	Transition from traditional methods (watching movies, recommendations from friends) to streaming platforms (Spotify, YouTube) for music consumption.
	V. Nichita	- Transition from radio/cassettes to personalized Spotify playlists - Social media (YouTube, Instagram) replaced traditional music discovery methods
General Music Consumers	Anukta Junjunwala	- Transitioned from TV channels (9XM, MTV) to diversified sources like Spotify, Apple Music, YouTube. - Each platform caters to specific music tastes, offering diverse content. - Shift from random TV exposure to targeted social media marketing.
	Vishnu Dutt	- Transition from physical mediums (cassettes, CDs) to digital platforms (YouTube, Spotify). - YouTube and streaming platforms revolutionized music exploration. - Accessibility led to diverse genre exploration (e.g., Agam band combining modern and Carnatic music).
	Nirmal Thurackal	Transitioned from physical media (mp3 players, SD cards, cassettes) to online platforms (YouTube, Spotify). Algorithm-driven music discovery mentioned.
	Mokshida Bhat	- Holds mixed feelings about remixes, acknowledging both positive and negative impacts on original songs. - Recognizes that younger listeners might prefer remixes over originals, impacting cultural and artistic significance. - Advocates for a balance between preservation and creative reinterpretation to maintain cultural significance.

Table 1

4.2 Impact of AI-Based Recommendations and Human Curation:

Professional Artists

Thomson's Response (Sample 1.)

- Andrews is unsure about the impact of AI-based music recommendations on his own music choices, but acknowledges that AI is affecting music consumption patterns.
- He notes that playlisting and auto-playlisting are becoming more popular, and that people sometimes prefer not to use their brains when it comes to music.
- However, he emphasizes that there is no fixed way to listen to music and that it is all based on personal preference.

Max's Response (Sample 2.)

- Discusses how AI-driven platforms use personalized recommendations based on user behavior, sometimes leading to both beneficial and limiting suggestions.
- Raises concerns about the AI's tendency to recommend similar music, leading to monotony and limiting diverse musical exploration.
- Emphasizes the value of human-curated playlists in diversifying music exposure and suggesting more personalized and unique recommendations compared to AI.

Royce's Response (Sample 3.)

- He acknowledges the benefits of AI recommendations in discovering new artists but emphasizes that it doesn't drastically affect his music choices.
- Royce appreciates the diversity introduced by human-curated playlists, believing they add a human touch and help in discovering new music styles.

Part-time Artists/Music Enthusiasts

Pratik's Response (Sample 4.)

- Pratik points out the limitations of AI algorithms in suggesting songs, often leading to non-relevant tracks interrupting playlists.
- He emphasizes the importance of influential figures and human-curated playlists in introducing listeners to diverse music styles.
- Discusses the prevalent culture where people accept AI-generated playlists without actively curating their own, impacting the depth of music appreciation.

Nancy's Response (Sample 5.)

- AI-based recommendations tend to influence Nancy's music choices by limiting exposure to specific genres or artists, leading to a somewhat restricted musical experience.
- She believes AI recommendations contribute to monotony by catering only to her current preferences, hindering exploration of new music.

Nichita's Response (Sample 6.)

- She admits to experiencing AI-based recommendations on Spotify, finding them slightly intrusive. However, these suggestions haven't significantly altered her preferences.

- She values human-curated playlists for their emotional connection and the way they cater to specific moods. Personal curation is vital for his mindful music consumption.

General Music Consumers

Anukta's Response (Sample 7.)

- AI-driven platforms like Spotify suggest music, sometimes inaccurately, based on mood or trends.
- AI playlists might limit diversity due to convenience; choices are driven more by the presented options.

Vishnu's Response (Sample 8.)

- AI recommendations have affected Vishnu's music choices by aiding in the discovery of similar songs within genres he enjoys.
- However, he notes that AI recommendations may lead to monotony for individuals who stick to one genre.
- Human-curated playlists are considered valuable for diversity, especially for classic music genres, offering a more thoughtful curation than AI-generated lists.

Nirmal's Response (Sample 9.)

- Nirmal's perspective on AI recommendations: "It helped me discover more songs that I might not have had the opportunity to listen to."
- Regarding monotony in AI recommendations: "The suggestions that I have got had the opportunity of having multiple genres."
- The importance of human-curated playlists: "It would depend from people's own perspective of how they view music."

Mokshida's Response (Sample 10.)

- Influenced her music choices by introducing new artists and genres based on her listening patterns.
- Contrary to some experiences, AI recommendations didn't make her music experience monotonous; rather, they introduced diversity.

Impact of AI-Based Recommendations and Human Curation		
Sample Category	Sample	Key Points
Professional Artists	Thomson Andrews	- AI influences music consumption patterns. - Playlisting and auto-playlisting are increasingly popular. - Subjectivity in music consumption remains paramount.
	Maxim Wen	- Acknowledges the efficiency of AI algorithms in recommending music based on user preferences but raises concerns about their potential to create echo chambers and limit musical exploration. - Recognizes the value of human curation in introducing diversity and context to music recommendations, providing insights and stories behind curated playlists. - Advocates for a balanced approach that combines AI

IJFMR240112524		recommendations with human curation for a more enriched music discovery experience.
	Royce Fernandes	- AI recommendations from platforms like Spotify are acknowledged but not preferred due to inaccuracies in predicting preferences. - Prefers human-curated playlists for diverse music choices and personalization.
Part-Time Artists/Music Enthusiasts	Pratik Jain	- Recognizes the role of AI in recommending music based on listening habits. - Indicates AI's limitations in understanding diverse preferences and the potential for repetitive recommendations leading to monotony. - Acknowledges the significance of human-curated playlists in introducing diversity in music and going beyond AI limitations in suggesting music.
	Nancy Norris	AI recommendations limit music choices by focusing on specific genres, leading to a somewhat restricted musical experience. Human-curated playlists are valued for diverse music discovery.
	V. Nichita	- Experienced AI-based suggestions on Spotify - Minimal influence on preferences - Values human-curated playlists for emotional connection and mood-specific music
General Music Consumers	Anukta Junjunwala	- AI suggestions from platforms like Spotify sometimes inaccurately predict preferences. - AI playlists might limit diversity due to convenience-driven choices. - Acknowledges past human curation's limitations but appreciated its choices.
	Vishnu Dutt	- AI recommendations help explore preferred genres but can create monotony by suggesting similar music. - Personal music taste sometimes diverges from AI suggestions. - Human-curated playlists are appreciated for maintaining diversity, especially for classic or niche music, unlike AI's tendency towards predictability.
	Nirmal Thurackal	AI recommendations helped discover new songs. Multiple genres experienced through AI suggestions. Views on human-curated playlists vary based on personal preferences.
	Mokshida Bhat	- AI Recommendations: Influenced her music choices by introducing new artists and genres based on her listening patterns. - Contrary to some experiences, AI recommendations didn't make her music experience monotonous; rather, they introduced diversity.

Table 2

4.3 Challenges and Dynamics Between Independent and Commercialized Music:

Professional Artists

Thomson's Response (Sample 1.)

- Andrews discusses the challenges faced by independent musicians, noting that it can be difficult to get financial backing and recognition. He also talks about the myths surrounding music, such as the idea that it is only for the rich and not for the middle class.
- Andrews suggests that digitization has helped to dispel these myths and increase the appreciation of music in general.

Max's Response (Sample 2.)

- Shares instances of discovering independent artists through recommendations from friends and encounters on social media.
- Discusses the challenges independent artists face in gaining recognition due to the dominance of streaming platforms, controlled promotion, and oversaturation of the industry.
- Highlights the shift in focus from musical talent to image and marketability in commercialized music, often overshadowing true musical artistry.

Royce's Response (Sample 3.)

- Royce recognizes the challenges for independent artists in gaining visibility without major label backing.
- He highlights the role of social media platforms like TikTok and Instagram in enabling independent artists to reach a wider audience.

Part-time Artists/Music Enthusiasts

Pratik's Response (Sample 4.)

- Pratik acknowledges the importance of independent artists but notes the struggle they face in gaining recognition amidst a cluttered music landscape.
- He differentiates between commercialized and independent music, highlighting authenticity as a key difference.
- Discusses the challenge independent artists face in standing out among the vast array of commercially established music and remixes.

Nancy's Response (Sample 5.)

- Nancy used to actively discover indie artists through playlists but doesn't do so as much anymore. She highlights the difficulty indie artists face in gaining recognition, especially in Bollywood.
- She observes differences in artistic quality between commercialized and independent music, citing independence as a space for experimentation.

Nichita's Response (Sample 6.)

- Nichita doesn't actively seek out independent artists but acknowledges their struggle for recognition due to the dominance of established commercial artists.
- She perceives independent artists as leaning on technology more than commercial ones, potentially

sacrificing authenticity for polished sounds.
- She suggests that independent music should be more relatable to reach a wider audience.

General Music Consumers

Anukta's Response (Sample 7.)
- Independent artists face struggles gaining industry exposure compared to commercially established ones.
- Recognizes the monetary advantage commercial artists have over independents but still appreciates authenticity in both spheres.

Vishnu's Response (Sample 8.)
- Vishnu acknowledges the struggle of independent artists in gaining recognition compared to established commercial artists.
- While he appreciates the authenticity of independent artists, he notes that commercialized music often garners more attention due to established fan bases and promotional mechanisms.

Nirmal's Response (Sample 9.)
- Nirmal's approach to discovering independent artists: "I seek out independent artists because... friends... release something or tell about other independent artists."
- Nirmal on the struggles of independent artists: "Independent artists would need to struggle a lot... to get recognition for the song."
- Perceived differences between independent and commercialized music: "Independent artists try to put out their emotions mostly... but when it's under a label, they try to do it more for economic sense."

Mokshida's Response (Sample 10.)
- Recognizes the uphill battle independent artists face for visibility and acceptance compared to established commercial artists.
- Views independent artists as more authentic, perceiving repetition in the work of commercial artists.

Challenges and Dynamics Between Independent and Commercialized Music		
Sample Category	Sample	Key Points
Professional Artists	Thomson Andrews	- Independent musicians face challenges in funding and recognition. - Digitization has helped dispel myths about music. - Music appreciation has widened.
	Maxim Wen	- Highlights the dominance of streaming platforms in favoring mainstream, commercialized music over independent artists, leading to a disparity in exposure and revenue. - Discusses the challenges faced by independent artists in gaining visibility without substantial marketing resources or the backing of major labels. - Emphasizes the need for platforms to provide equitable opportunities

	Royce Fernandes	for independent artists to thrive and reach wider audiences.
		- Independent artists face hurdles gaining recognition compared to well-established commercial artists, attributing it to industry backing and exposure. - Acknowledges both authenticity and limitations in both spheres.
Part-Time Artists/Music Enthusiasts	Pratik Jain	- Notes the disparity in recognition, exposure, and earnings between independent and commercial artists due to streaming platform dominance. - Mentions the influence of streaming services in promoting certain artists/genres and the challenge for independent artists to break into the industry without strong backing or viral trends. - Highlights the shift in the music industry's focus from talent to image, affecting independent artists' opportunities.
	Nancy Norris	Lesser active seeking of indie artists currently compared to the past. Noted challenges indie artists face in gaining recognition, especially in Bollywood. Acknowledges differences in artistic quality between commercialized and independent music.
	V. Nichita	- Doesn't actively seek out independent artists - Acknowledges their struggle for recognition - Perceives independent artists relying more on technology
General Music Consumers	Anukta Junjunwala	- Independent artists face industry exposure struggles compared to established commercial artists. - Recognizes the monetary advantage of commercial artists but values authenticity in both spheres.
	Vishnu Dutt	- Difficulty for independent artists to gain recognition compared to established commercial artists. - Independent artists struggle with exposure and lack the promotional resources of the commercial industry. - Commercialized music often dominates due to established fan bases and publicity. - Independent artists start original but may succumb to commercialization upon gaining industry exposure.
	Nirmal Thurackal	Actively seeks independent artists through friends and connections. Acknowledges struggles of independent artists in gaining recognition. Perceives differences in emotional depth between independent and commercialized music.
	Mokshida Bhat	- Recognition Challenges: Recognizes the uphill battle independent artists face for visibility and acceptance compared to established commercial artists. - Views independent artists as more authentic, perceiving repetition in the work of commercial artists.

Table 3

4.4 Remix Culture, Originality, and Cultural Preservation:

Professional Artists

Thomson's Response (Sample 1.)

- Andrews talks about the importance of originality in music, noting that remixing can be a way to preserve cultural traditions while also creating something new.
- He suggests that the problem with music is not the music itself, but rather the human being and their mentality.
- Andrews emphasizes that music is a reflection of personal issues and mental health, and that it is up to the listener to decide how they want to consume it.

Max's Response (Sample 2.)

- Expresses conflicting feelings about remixes, initially considering the lack of creativity but then outright disliking them due to diminished artistic value.
- Notes the trend of remixing songs to cater to specific audiences but criticizes it for reducing cultural and artistic value by overshadowing the original compositions.
- Advocates for a balanced approach, preserving the essence of the original while allowing for creative reinterpretations that add value without compromising the essence.

Royce's Response (Sample 3.)

- Royce acknowledges the importance of remixes but stresses the significance of obtaining permission and maintaining the integrity of the original work.
- He mentions how remixes can enhance songs when done creatively, mentioning examples like Daft Punk's sampling techniques.

Part-time Artists/Music Enthusiasts

Pratik's Response (Sample 4.)

- Pratik expresses dissatisfaction with the trend of remixing old songs without understanding the cultural significance and effort behind the originals.
- Advocates for preserving the original compositions while allowing for creative reinterpretations.
- Discusses the need to respect the cultural heritage of songs while encouraging artists to create new interpretations, maintaining a balance between tradition and innovation.

Nancy's Response (Sample 5.)

- Expressing strong disapproval of remixes, Nancy deems them lazy and detrimental to originality.
- She believes that remixes often detract from the cultural value of original compositions.
- She emphasizes the significance of preserving older compositions while allowing creative reinterpretations that respect the originality and cultural significance of the songs.

Nichita's Response (Sample 6.)

- Her views on remixes are mixed. While she acknowledges that remixes introduce older songs to new

audiences, she dislikes how they can dilute the charm of the original tracks.

- Interestingly, she notes that younger listeners often prefer remixed or cover versions over the originals.
- Nichita firmly believes in preserving original compositions, emphasizing the lack of creativity in reusing old melodies and the importance of maintaining the authenticity of the original songs.

General Music Consumers
Anukta's Response (Sample 7.)

- Expresses displeasure towards remixing old songs, finding it disrespectful to the original cultural and artistic essence.
- Younger generations might relate more to remixed versions, but she values the cultural and aesthetic integrity of original compositions.
- Urges a balance between creative reinterpretation and preserving the essence and cultural values of the original compositions.

Vishnu's Response (Sample 8.)

- The interview reveals Vishnu's nuanced view on remixes. While some remixes are perceived positively, others are criticized for detracting from the cultural value of originals.
- He highlights the importance of preserving original compositions while allowing for creative reinterpretations, acknowledging that each era's music represents its cultural heritage.

Nirmal's Response (Sample 9.)

- Nirmal's stance on recreating old songs: "I am against this idea of recreating... it loses the essence of the music."
- Differentiating between recreations and remixes: "Remixes kind of help the audience get connected to the music... I feel that it is good."
- Preserving original compositions: "I would be in the opinion that the original should be kept as the original."

Mokshida's Response (Sample 10.)

- Remix Perspectives: Holds mixed feelings about remixes, acknowledging both positive and negative impacts on original songs.
- Perception Shift: Recognizes that younger listeners might prefer remixes over originals, impacting cultural and artistic significance.

Remix Culture, Originality, and Cultural Preservation		
Sample Category	Sample	Key Points
Professional Artists	Thomson Andrews	- Remixing can preserve culture while creating new music. - Originality is crucial in music. - Music reflects personal issues and mental health.
	Maxim Wen	- Expresses appreciation for the creativity in remix culture but raises concerns about its impact on diminishing the value of original

		compositions and altering cultural significance. - Discusses the fine line between honoring and diluting the essence of original works through remixes, advocating for respectful reinterpretations that maintain the core elements of the original piece. - Stresses the importance of preserving cultural heritage while allowing artistic evolution.
	Royce Fernandes	- Acknowledges the trend of remixing old songs but finds mixed feelings about its impact on originality and cultural preservation. - Stresses the subjective nature of remixes, some enhancing while others detracting from originals.
Part-Time Artists/Music Enthusiasts	Pratik Jain	- Expresses mixed feelings about remixes, initially considering some acceptability but later denouncing them for often diluting creativity and altering nostalgic elements. - Criticizes remixes for overshadowing the original compositions, impacting cultural values, and altering the perceptions of younger listeners. - Advocates for a balance between preserving original compositions and allowing reinterpretations but emphasizes the need to maintain the essence of the original work.
	Nancy Norris	Strong disapproval of remixes, considering them lazy and detrimental to originality. Personal experience shows how exposure to remixed versions can alter perceptions of original songs. Emphasizes the importance of preserving original compositions over creative reinterpretations that seem more like attempts to capitalize on popularity.
	V. Nichita	- Mixed feelings on remixes, acknowledging their impact on introducing old songs to new audiences - Strong emphasis on preserving original compositions
General Music Consumers	Anukta Junjunwala	- Strongly dislikes remixing old songs, finding it disrespectful to original cultural and artistic essence. - Acknowledges younger generations might relate more to remixes but values cultural and aesthetic integrity of originals.
	Vishnu Dutt	- Mixed feelings towards remixes: some appreciated for enhancing old songs, others criticized for diluting cultural value. - Remixes viewed both positively (enhancement, fixing audio issues) and negatively (detracting from original essence). - Remixes can alter perceptions of younger listeners, influencing their appreciation of original songs. - Emphasis on preserving originals while allowing reinterpretations for cultural understanding and musical evolution.
	Nirmal	Against recreation of old songs, emphasizing the loss of essence.

	Thurackal	Differentiates between recreation and remixes, sees value in remixes connecting audiences. Advocates for preserving the originality of compositions.
	Mokshida Bhat	- Holds mixed feelings about remixes, acknowledging both positive and negative impacts on original songs. - Recognizes that younger listeners might prefer remixes over originals, impacting cultural and artistic significance. - Advocates for a balance between preservation and creative reinterpretation to maintain cultural significance.

Table 4

Chapter 5: Findings and Discussions

The analysis conducted delved into various facets of contemporary music consumption, drawing from the insights provided by respondents. This comprehensive exploration encompassed five key themes: Music Consumption Patterns, Impact of AI-Based Recommendations and Human Curation, Dynamics Between Independent and Commercialized Music, Remix Culture and Original Compositions, and the Balance between Originality and Interpretation.

1. Evolution of Music Consumption Patterns:

The evolution of music consumption patterns emerged as a fundamental aspect, showcasing a significant shift from traditional methods to digital platforms. Respondents unanimously acknowledged the transformative impact of streaming services like Spotify, Apple Music, and YouTube Music. These platforms provided an expansive library of music, allowing for personalized experiences through tailored playlists and recommendations. Thomson Andrews and Maxim Wen being full time artists in the industry explain the importance of various aspects supporting this research.

The influence of streaming platforms on preferences was highlighted, emphasizing the role of algorithms in diversifying musical tastes. These platforms have introduced listeners to a myriad of genres and artists, revolutionizing the way individuals explore and discover music.

2. Impact of AI-Based Recommendations and Human Curation:

The analysis revealed a mixed perspective on AI-generated recommendations. While some respondents praised the efficacy of AI in suggesting new genres or artists, others expressed concerns about its limitations, especially concerning classics or niche music. The potential monotony generated by AI-generated playlists was a recurrent concern.

In contrast, the value of human-curated playlists was unanimously appreciated. Human curation was perceived as offering a more nuanced and personalized music selection, especially for niche or classic music genres that AI algorithms might struggle to capture.

3. Dynamics Between Independent and Commercialized Music:

The discussion highlighted the challenges faced by independent artists in gaining recognition within the music industry. While commercially established artists benefit from resources and production values, independent artists were seen as more authentic and genuine by some respondents. Strategies to support

independent artists were discussed, with a focus on leveraging social media and algorithm-based playlists to boost visibility.

4. Remix Culture, Originality, and Cultural Preservation:

Respondents' opinions on the trend of remixing and recreating old songs varied. While some appreciated the innovation and appeal to younger audiences, others expressed concerns about diluting the cultural essence of original compositions. The delicate balance between preserving the cultural significance of originals and allowing creative reinterpretations was emphasized.

5. Synthesized Insights and Conclusion:

The analysis synthesized a comprehensive view of the complexities within modern music consumption. It emphasized the need for a harmonious balance between technological advancements and preserving musical heritage. Additionally, it highlighted the importance of recognizing the challenges faced by independent artists while acknowledging the nuanced dynamics between commercialized and independent music.

In conclusion, the analysis showcased the multifaceted nature of music consumption in today's digital age. It underscored the evolving landscape shaped by streaming platforms, AI recommendations, the dynamics between independent and commercialized music, and the delicate interplay between remix culture and preserving original compositions. The findings emphasized the necessity of maintaining authenticity and cultural significance while embracing technological advancements in the realm of music consumption.

Chapter 6: Conclusion

The research paper on contemporary song intake and its multifaceted dynamics reveals a nuanced and evolving panorama within the virtual generation. Through comprehensive analysis and insights provided by respondents, several pivotal topics have emerged, shedding mild at the problematic courting among technology, song discovery, artist reputation, and cultural protection.

The transformation from conventional modes of tune intake to digital platforms has been pivotal. Streaming offerings like Spotify, Apple Music, and YouTube Music have revolutionized how individuals discover and engage with music. Personalization and variety in content have come to be hallmarks of these structures, permitting users to curate their musical journeys.

While AI-generated suggestions provide comfort and publicity to new genres, there are issues regarding capacity monotony and obstacles in capturing the essence of classics or niche music. Human-curated playlists, valued for his or her nuanced choice, cater to unique tastes and genres, filling the gaps left with the aid of algorithm-pushed hints.

The demanding situations confronted by way of independent artists in gaining recognition compared to commercially established ones are apparent. While commercial artists advantage from resources and exposure, independent artists are identified for their authenticity and real expressions. Strategies to guide unbiased artists involve leveraging social media and algorithms for visibility.

The remix trend in current track garners mixed responses, with debates approximately diluting the cultural price of unique compositions. The delicate stability among maintaining the cultural significance of originals and allowing creative reinterpretations stays a essential discourse.

The synthesis of those insights emphasizes the need for a harmonious balance among technological advancements and cultural protection. It highlights the demanding situations confronted with the aid of impartial artists while spotting the various dynamics between commercialized and impartial music. Maintaining authenticity and cultural importance while embracing technological advancements emerges as a important subject.

This paper unravels the complicated tapestry of modern-day tune intake. It elucidates the profound impact of digital structures, the dichotomy among AI-pushed guidelines and human curation, the struggles and strengths of unbiased artists, and the continuing debate round remix tradition and keeping original compositions. It underscores the vital to strike a delicate stability between innovation and history, making sure the perpetuation of musical authenticity amidst the ever-evolving landscape of generation-pushed track consumption.

6.1 Limitations

Sample Size and Demographics: The observer's scope is probably limited by using the scale and demographics of the respondents. Expanding the pattern to consist of a greater variety sample, cultural backgrounds, and geographic places ought to offer a broader angle.

Subjectivity of Responses: The findings heavily rely upon subjective reviews and opinions of the respondents. A survey or a combination of qualitative and quantitative methodologies ought to provide a more complete view.

Time Sensitivity: Given the rapidly evolving nature of technology and song traits, the findings are probably time-sensitive. New platforms, AI advancements, or shifts in tune intake habits may want to alter the present-day panorama.

Inability to Generalize Findings: As with any qualitative prespective, the findings won't be universally relevant. The insights amassed from a particular institution of respondents won't constitute the broader populace.

6.2 Further Scope of Research

Longitudinal Studies: Conducting longitudinal research tracking consumption patterns over a prolonged length ought to provide insights into evolving tendencies and converting options.

Detailed AI Impact Analysis: A detailed perspective on AI's impact on music consumption, diving deeper into its algorithms, effectiveness, and effect on numerous track genres and cultural possibilities.

Comparative Analysis: A comparative analysis among specific age corporations, regions, or socio-economic backgrounds could display contrasting styles in music consumption.

Impact of Music Streaming on Artist Revenue: Exploring the monetary implications of streaming platforms on each artist should offer a clearer understanding of the enterprise's economics.

Cultural Preservation and Remixes: A quantitative analysis of the societal impact of remixes on cultural historical past and the target audience's reception of these reinterpretations.

Exploring Niche Platforms: Investigating emerging or niche song structures and their effect on unique genres or local music scenes could provide treasured insights into their role in the industry.

Addressing these barriers and exploring those avenues for similarly studies could enhance our know-how of the complicated interplay between technology, culture, and music consumption in contemporary society.

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