

 <p>MARIE CURIE ACTIONS</p>	<p>European Commission Research Directorate General Human Resources and Mobility</p> <p>MARIE CURIE CONFERENCES &amp; TRAINING COURSES (MSCF-CT-2004-013264)</p>	 <p>European Ph.D. Social Representations and Communication</p>	<p>Social Representations in action and construction in Media and Society</p> <p>SoReCoMedia &amp; Society</p>
--	--	--	--

**3<sup>RD</sup> INTERNATIONAL LAB MEETING – SUMMER SESSION 2005**

**11<sup>TH</sup> EDITION OF THE INTERNATIONAL SUMMER SCHOOL OF THE  
European Ph.D. on Social Representations and Communication**

**Social Representations  
in action and construction in Media and Society**

*“Applying the Facet Theory and Statistical Analysis  
via HUDAP software to Research on  
Social Representations:  
Theoretical and Methodological  
Computer Mediated Training Sessions”*

at the European PhD on Social Representations & Communication  
Multimedia LAB & Research Center  
in Rome

**Sharing Music in Everyday Life**

Lorenzo Facchinotti  
*Università Cattolica  
(Milano)*

# Introducing a New Product

## *Sharing Music in Everyday Life*

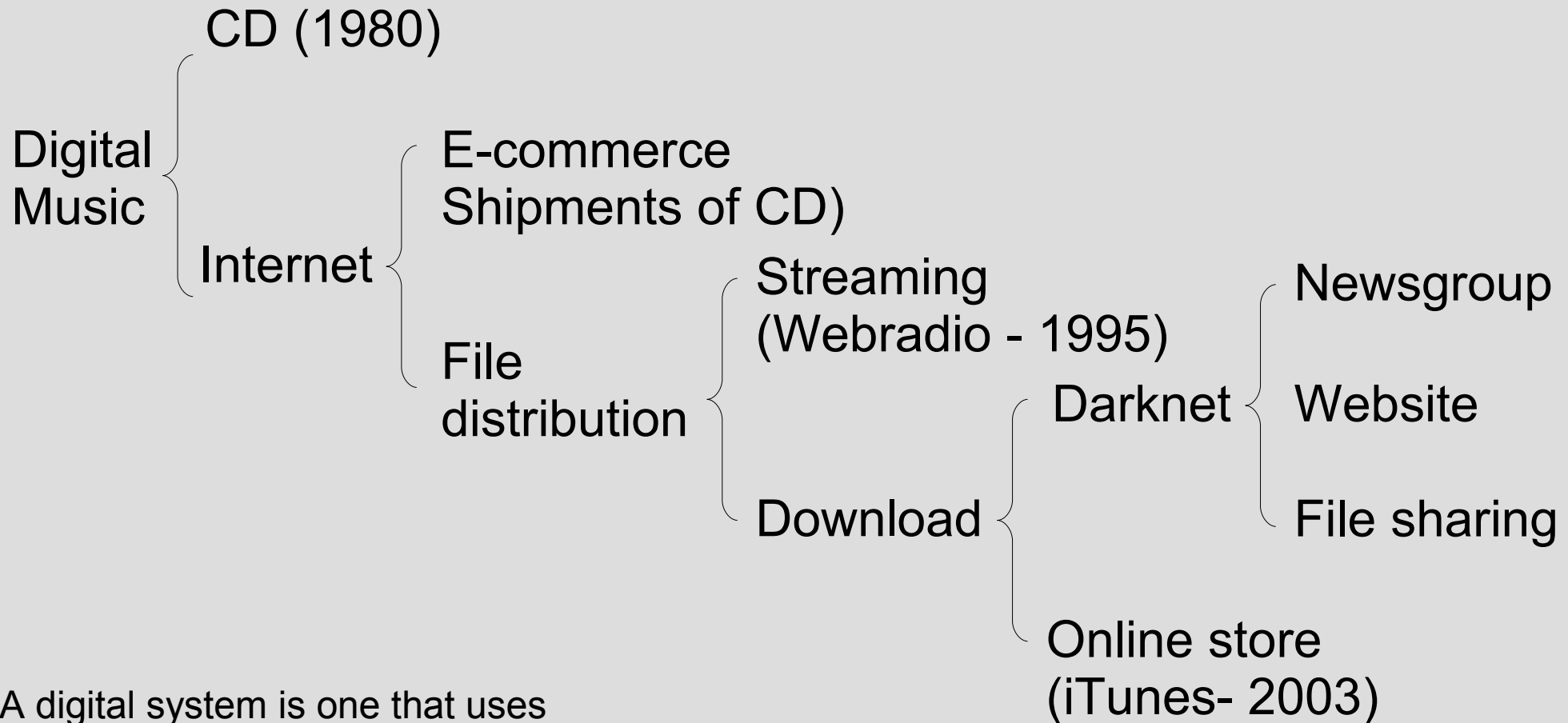
Lorenzo Facchinotti  
Università Cattolica di Milano  
[lorenzo.facchinotti@unicatt.it](mailto:lorenzo.facchinotti@unicatt.it)

# Index

- Background, methodology and sample
- Some evidences of research
- Conclusion

# Background, methodology and sample

# What is digital music?



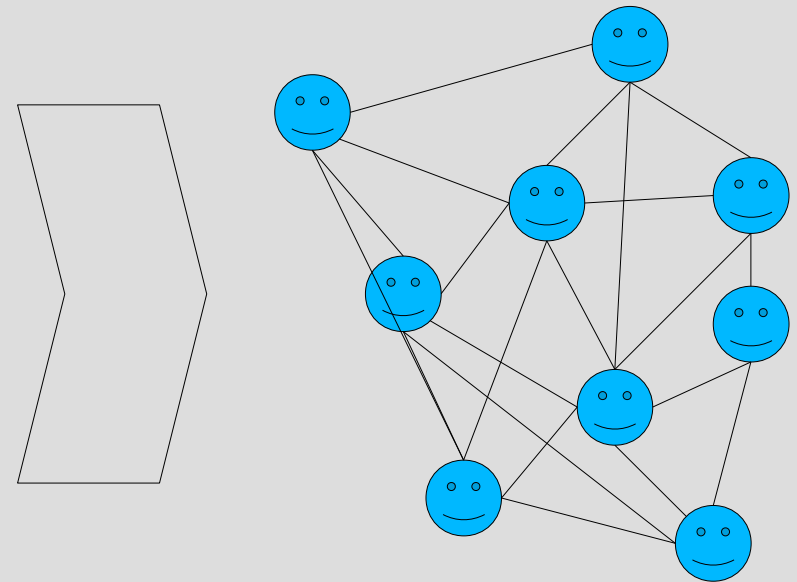
A digital system is one that uses discrete values rather than a continuous spectrum of values: compare analog.

# File sharing softwares are based on P2P structure

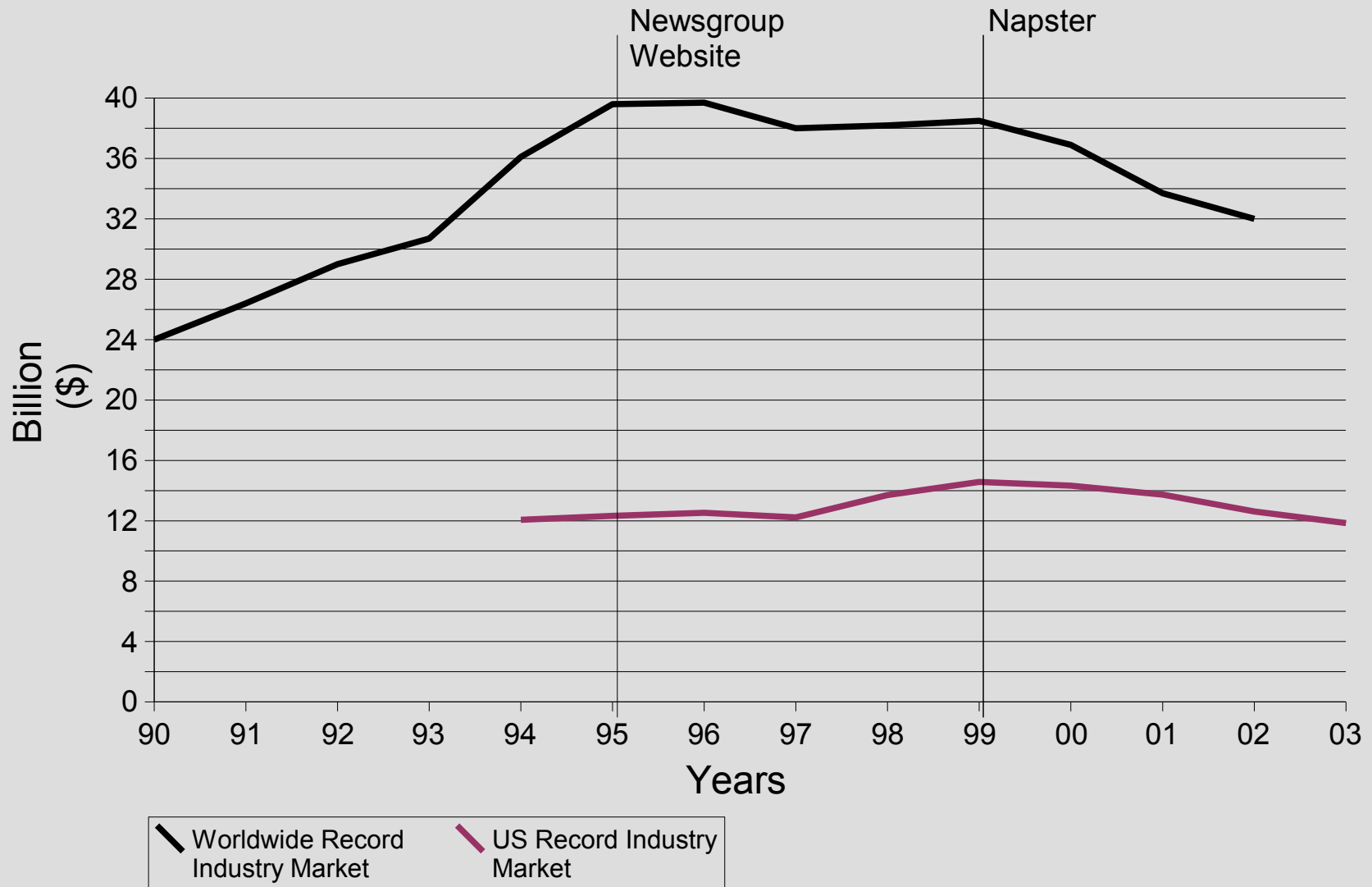
The screenshot shows the WinMX v2.6 interface with a search for "Eminem". The search results table is as follows:

Filename	Bytes	Time	Bitrate	Freq	User	Speed
Method Man & Redman - Da Rockwilder feat. Makaveli, Dr.Dr...	32 159 744	33:29	128	44 100	ouais88cb...	Unknown
Method Man & Redman - Da Rockwilder feat. Makaveli, Dr.Dr...	32 159 744	33:29	128	44 100	ChristinaDa...	Cable
DJ JERRYKING-best remix ever-(jay-z,puff-daddy,tlc,dmx,big p...	26 490 990	27:10	130	44 100	SBN4lifeb4...	Cable
DJ JERRYKING-best remix ever-(jay-z,puff-daddy,tlc,dmx,big p...	26 490 990	27:10	130	44 100	lilangel118...	DSL
DJ JERRYKING-best remix ever-(jay-z,puff-daddy,tlc,dmx,big p...	26 490 990	27:10	130	44 100	SeXyLiLQu...	Cable
DJ JERRYKING-best remix ever-(jay-z,puff-daddy,tlc,dmx,big p...	26 488 832	27:35	128	44 100	missbeverly...	Unknown
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 772 608	25:45	128	44 100	chillexc844...	DSL
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 807	25:45	128	44 100	roid571169...	DSL
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	hangtime3...	Cable
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	MattJ32c6...	Cable
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	mantleVII1...	DSL
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	mbjchill0c0...	DSL
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	ILOVEHEA...	Cable
DJ CAR ULTIMATE MIX - R Kelly, Nas, P. Diddy, Eminem, T...	24 731 648	25:45	128	44 100	superfly38f...	Cable
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 731 648	25:45	128	44 100	stockbroke...	Cable
DJ CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,...	24 730 645	25:45	128	44 100	Daylily1232...	56K
CAR ULTIMATE MIX r kelly,nas,puff daddy,eminem,tupac,dr...	24 031 232	25:01	128	44 100	SuperStev...	Cable
Eminem & D12 - Freestyle On Westwood.mp3	23 855 104	16:31	192	44 100	SeXyLiLQu...	Cable
Eminem D12:Freestyle on Westwood(1)(1).mp3	23 799 808	16:31	192	44 100	cartman55...	DSL
D12 & Eminem - freestyle on westwood.mp3	23 799 496	16:31	192	44 100	GazteKA7c...	Unknown

0 of 1 servers finished> 2694 results from 1 servers (12/08/01 19:22:55)



# Is file sharing the main cause of record industry crisis?



# Methodology and sample

- 15 interviews to consumer
  - aged
    - 18-24
    - 25-34
  - conducted
    - June 2003
    - June 2004
    - September 2004
- 15 interviews to professionals of the music industry
- Integration with newsgroup analysis and content analysis



Some evidences of research

# Discovering and learning file sharing softwares

- Self-taught: experts in computing discover and learn how to use file sharing softwares surfing in the Internet or reading magazines focused on technologies
- Newbies: normal people discover and learn how to use file sharing software through self-taught

# There are a lot of elements that influence how people do file sharing

- Typology of access
  - Price (pay per minute/flat)
  - Band (56kps, Isdn, xDsl)
- Technology requirements
- Perception of risk in the Internet
- Community integration
- Family relationships
  - Pc position (where in the house?)
  - Pc usage (How many people use it?)

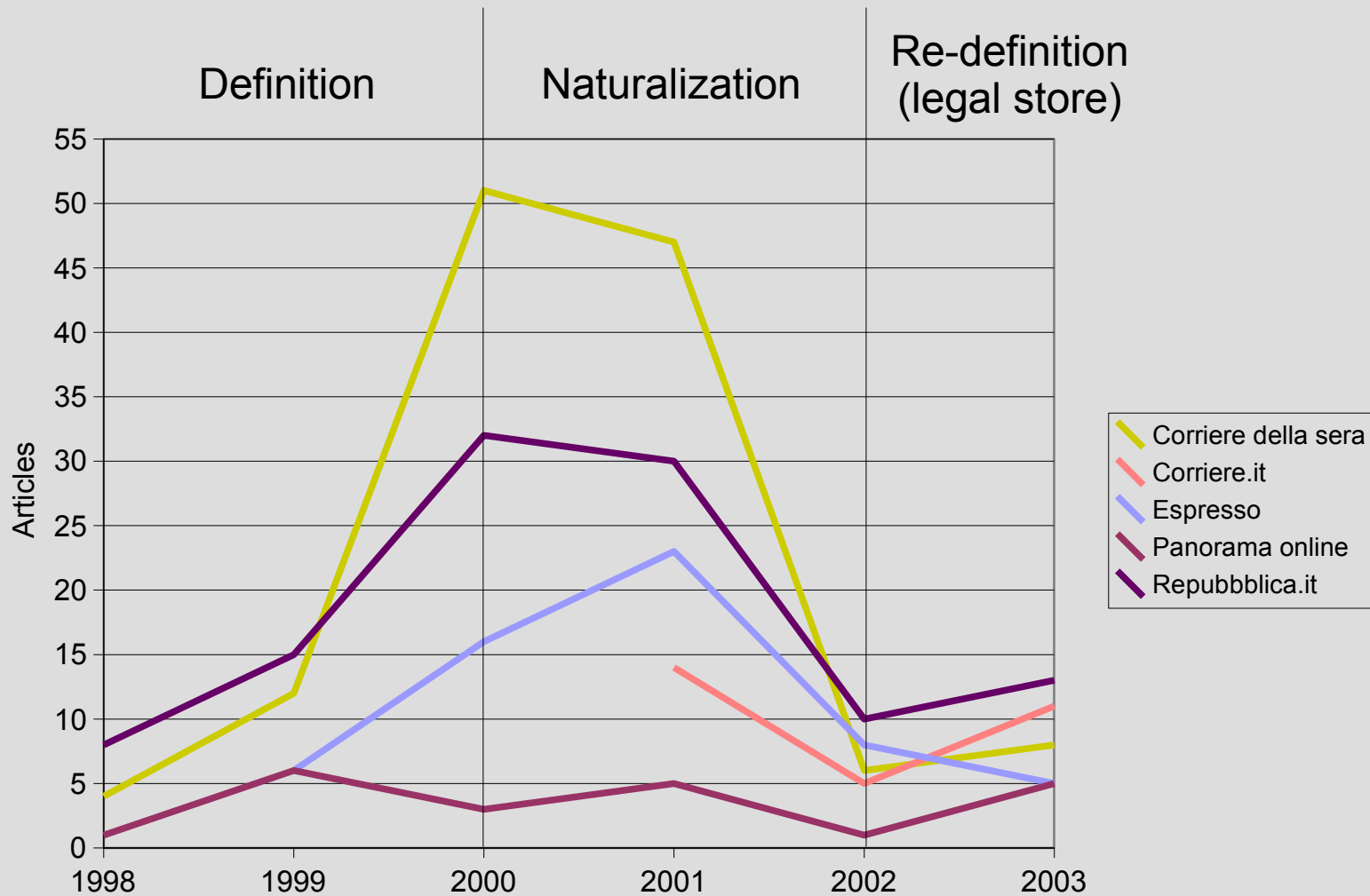
# File sharing uses

- Having last success
- Having songs that are not commercialized or that are no more commercialized
- Delve into artists or genres suggested by friends or listened to other media
- Discover new kind of music (random)

# File sharing is...

- Illegal: people think that using file sharing software it's not legale (really they attribute the dimension of illegality to the softwares not to the typology of contents shared)
- Legitimate: people think that free download of music is legitimate
  - Robin Hood discourse: record industry exploits artists and their audience: buying music offline is too expensive
  - Democratic discourse: music is culture and culture must be free
  - All people do it discourse: if all people do file sharing, it is right

# File sharing in Italian press



# Conclusion

# Describing music consumption

