	European Commission Research Directorate General Human Resources and Mobility **MARIE CURIE CONFERENCES** **& TRAINING COURSES (MSCF-CT-2004-013264)**		Social Representations in action and construction in Media and Society **SoReCoMedia & Society**

3ʀᴅ International Lab Meeting – Summer session 2005

11ᴛʜ 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

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Introducing a New Product

*Sharing Music
in Everyday Life*
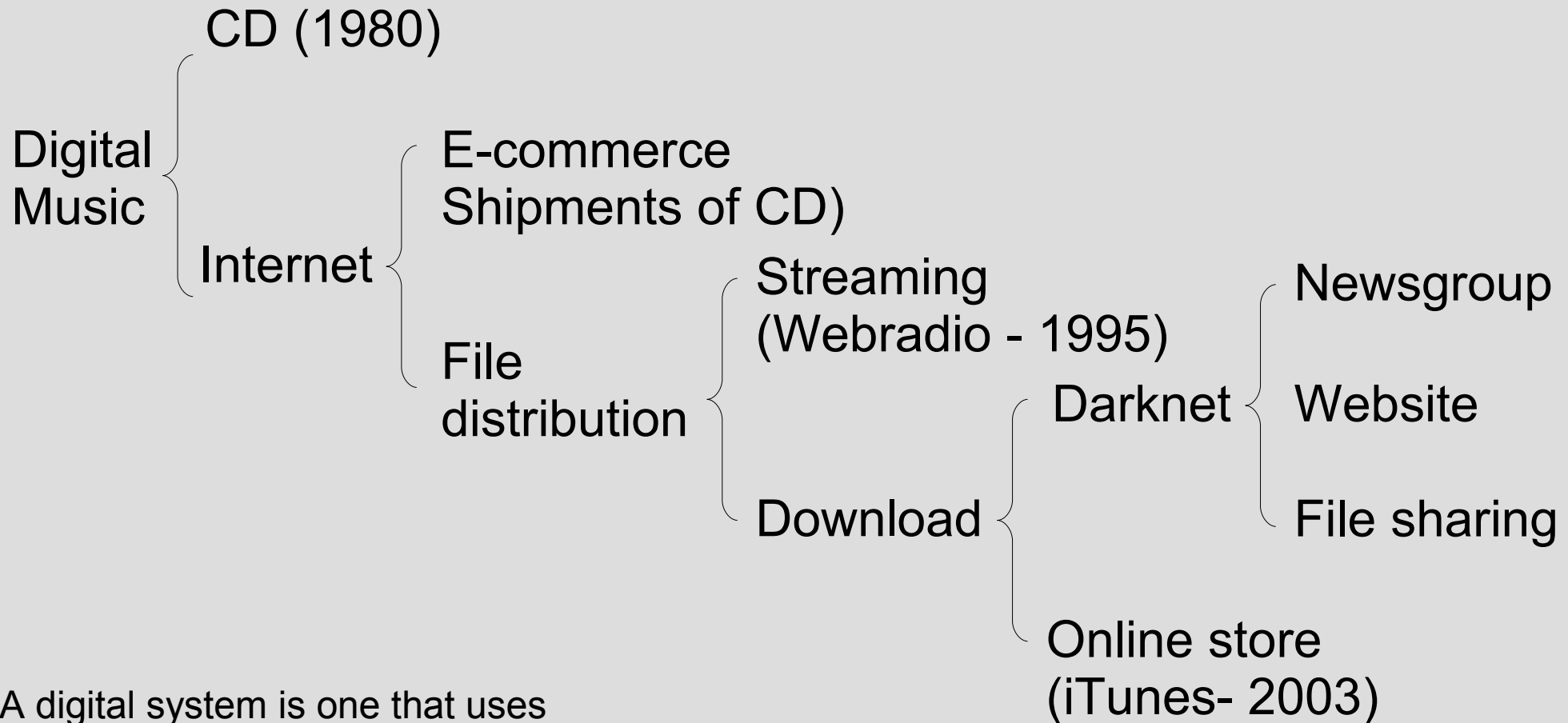
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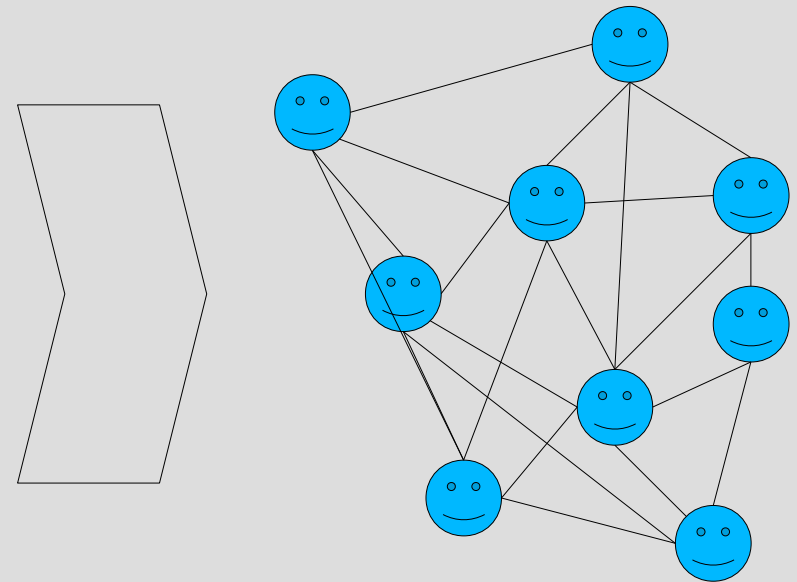# Background, methodology and sample

What is digital music?

CD (1980)

Digital Music

Internet

E-commerce Shipments of CD)

File distribution

Streaming (Webradio - 1995)

Download

Darknet

Newsgroup

Website

File sharing

Online store (iTunes- 2003)

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

Is file sharing the main cause of record industry crisis?
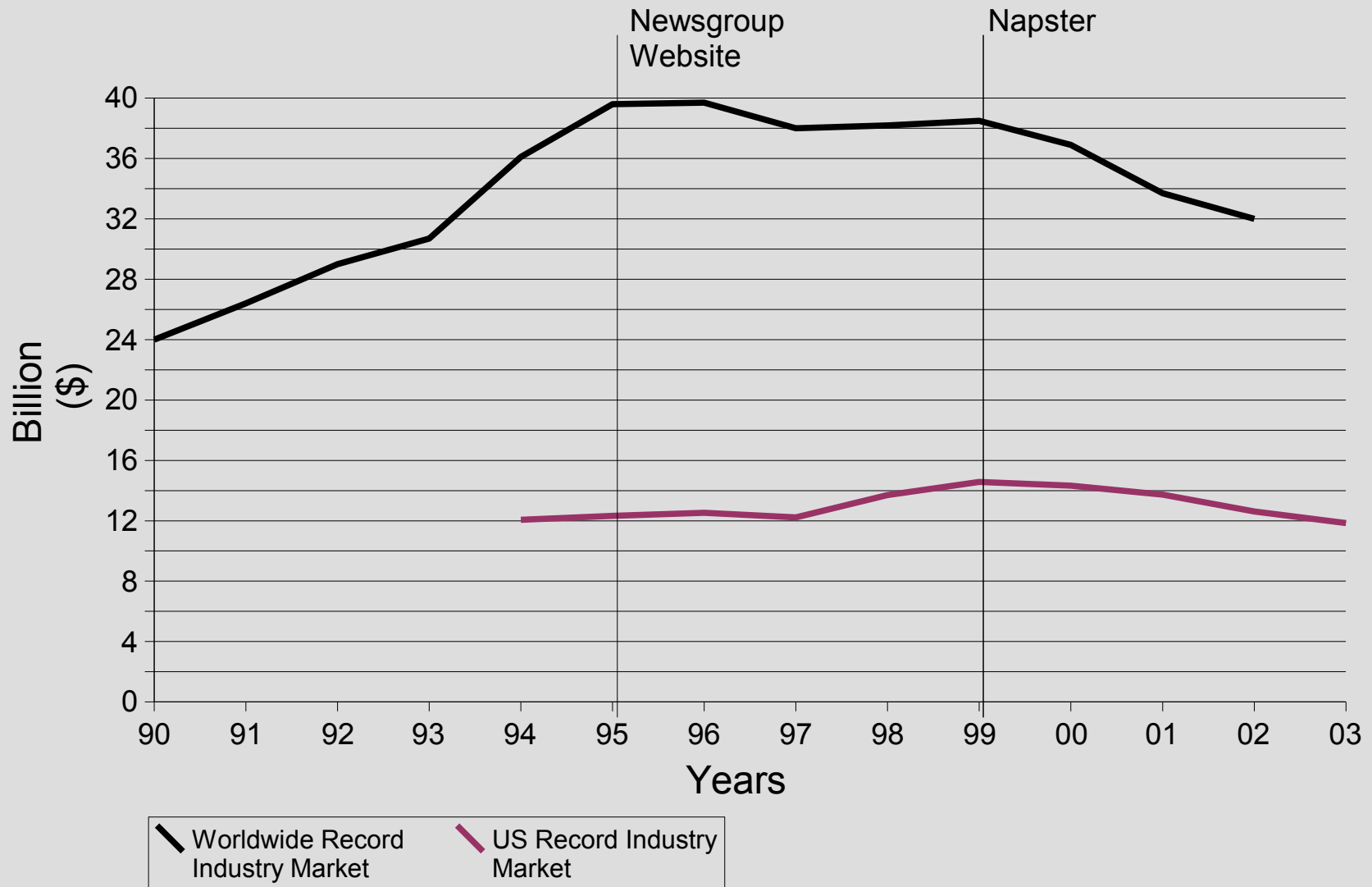
Methodology and sample

➔ 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-taugh

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?)
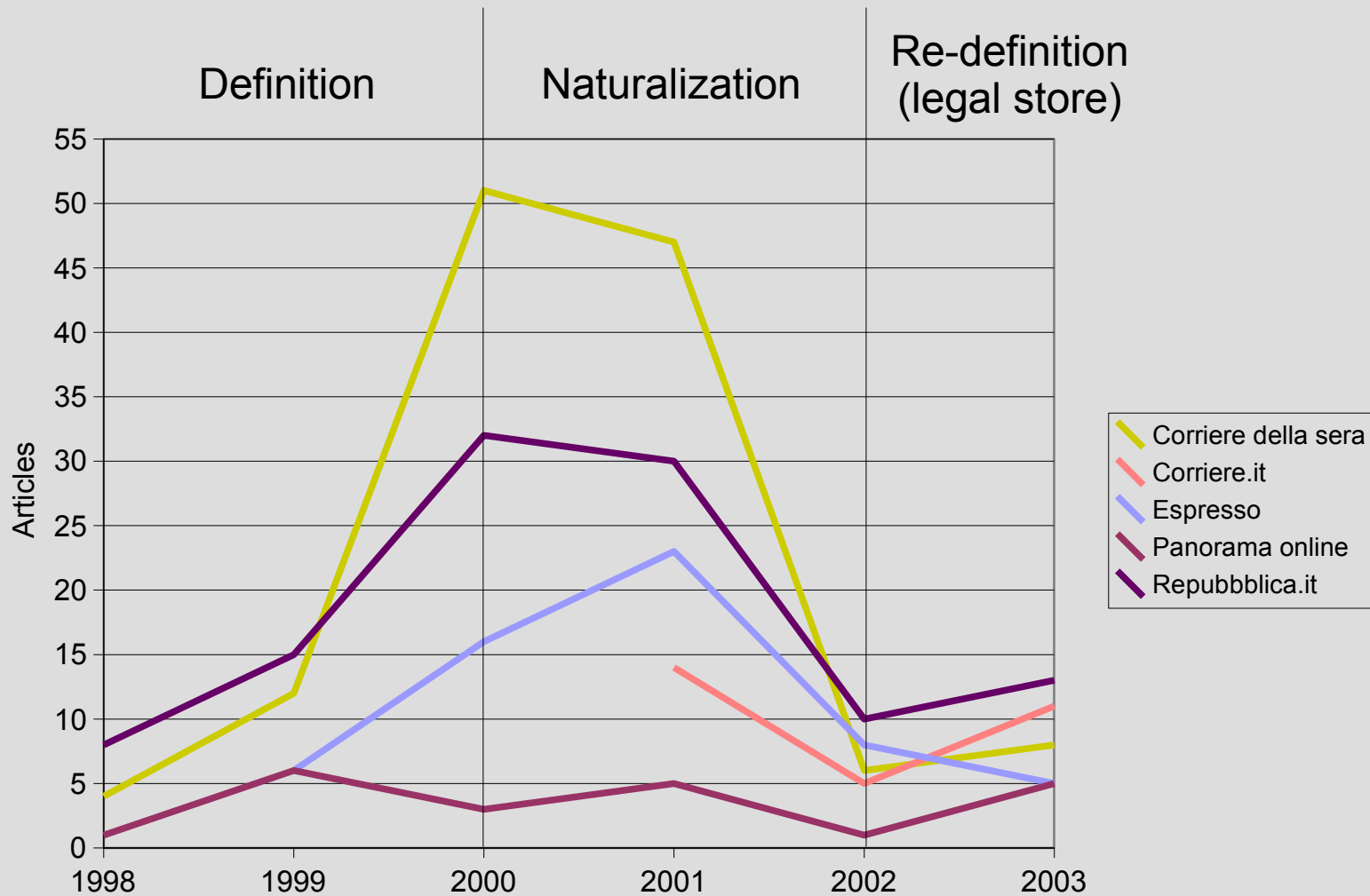 ➜ Pc usage (How many people use it?)

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

Investment in economic

Investment in Technologies

File sharing tool

Investment in content

Investment in group