

## Abstract

Using music – on the car as a concert hall

(Att använda musik – om bilen som konsertlokal)

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To play music in the car is an everyday activity. A pilot study showed that individuals play music to bring about changes within themselves and that the car constitutes a haven when seeking privacy. The aim of this dissertation is to find out why people want to play music in the car.

An enquiry was sent out to 1000 randomly chosen men and women, 25 and 53 years old, with either advanced or basic education. Employing flexible questions, 12 interviews were carried out with individuals chosen from the enquiry. In a field experiment using a specially equipped car capable of registering driving behaviour, different types of music, both familiar and unfamiliar, were used to manipulate five individuals selected from the interviews. The music consisted of tunes chosen according to the preferences of the participants.

The results of the enquiry showed that one third of the respondents had their strongest musical experience in the car and almost fifty percent considered the car a good place to be left in peace. The interviews could be sorted into categories describing how music is used in general and in the car. A model was developed describing the process of how music is chosen with the purpose of creating a desired effect. The field experiment showed that favourite tunes and tunes creating positive surprises, irritation and stress have the greatest impact on the driving behaviour.

The results also indicate that every musical experience is strongly related to the individual and therefore, generalisations must be made with caution. The favourite tune has a special importance and dominates over most other factors. The interviewees demonstrated a self-knowledge, which seems intuitive and was usually not verbalised. This self-knowledge could be developed for the benefit of the individual and in the context of traffic safety.

The car can be a requisite for an existential experience of music. The space is small, facilitating closeness to the music. The driver can use music in any way he/she wants to in the car. The effect of a tune on the same person can vary on different occasions depending on how the person feels. Music and cars represent existential values, alone and in combination.

Key words: cars, music, existential values, the individual experience and use of music, effects of music, consequences for driving behaviour.

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