

TECH1002-16 Social Media & Technology

Lab Eight: Social Music

	<p><b>Activity:</b> At the beginning of this sessions review the research that you have done over the week about your social group project (Coursework B &amp; C). Working in small teams discuss and note the strengths and weaknesses of the different ideas. Ask the following questions:</p> <ul style="list-style-type: none"> <li>• What is the fun element of the activity?</li> <li>• How will this activity be undertaken in practice?</li> <li>• How will other members of your group discuss and share information?</li> <li>• How will outsiders get involved?</li> <li>• How will you use social media to share your activities?</li> <li>• How will you use social media to keep a record of your activities?</li> <li>• What kind of research do you need to do to find out how a group like this will work?</li> <li>• Write up some notes about your discussion and post a blog with some example and media that demonstrates the type of activity you will work on.</li> <li>• Have you selected your group yet?</li> <li>• Have you taken-over an existing page on the wiki?</li> <li>• Do you need to set-up a new wiki page for your group?</li> <li>• <b>Have you used the 'Talk' or 'Discussion' tab on the wiki?</b> <a href="https://www.mediawiki.org/wiki/Help:Talk_pages">https://www.mediawiki.org/wiki/Help:Talk_pages</a></li> </ul>
001	<p><b>Music Sharing</b> Sheet music history offers a panoramic view of America’s struggles, achievements, and famous people. Early song sheets, rich in artistry and vivid colors, documented every major political, sporting, geographical, moral, and whimsical event. Today, the covers are of great interest to collectors, often more so for their artistry than for their music. <a href="http://irishsheetmusicarchives.com/History.htm">http://irishsheetmusicarchives.com/History.htm</a></p>
002	<p>Before the mid 1990’s file sharing was something that was done in the underground worlds of internet and technology. Programs such as ICQ (Internet Chat Query), Hotline, and FTP (File Transfer Protocol) were among the main providers for file sharing, but technology was still limited to what could be done, and how fast. In 1999 music sharing immersed into the mainstream with Napster, a company dedicated to providing all music types to everyone worldwide for free. Napster allowed all music lovers to share their collections. <a href="https://randia.wordpress.com/teach/history-of-music-sharing/">https://randia.wordpress.com/teach/history-of-music-sharing/</a></p>
003	<p><b>Jukebox</b> To list the entire history of the Jukebox and its fascinating world would be a never-ending task for even the most fanatical of admirers. The craze for this unique music machine travels back over a century and it's popularity is on the increase with the current trend for retro and kitsch. <a href="http://www.jukebox-uk.biz/jukebox-repairs">http://www.jukebox-uk.biz/jukebox-repairs</a></p>
004	<p><b>Separation</b> In modern-day song sharing — what we think of as “music” — there are three participants: musicians, listeners and industry. When music first originated, there was little if any separation between musician and listener. Certainly, there was no business of music upon which to build an industry. In prehistoric times, music was part of a holistic method of communication bundled with body movements and primitive utterances, which would respectively evolve to become body language and language proper. <a href="http://www.mediapocalypse.com/the-origin-of-music-a-brief-history-of-song-sharing/">http://www.mediapocalypse.com/the-origin-of-music-a-brief-history-of-song-sharing/</a></p>
005	<p><b>Napster</b> An issue that has been well known since the start of Napster, this paper discusses the different side of P2P sharing of music over the internet. It examines both benefits and drawbacks that occur when involved in this type of network exchanges. Lastly this paper will give a brief history, in the form of a timeline, of sharing music over the internet. <a href="http://www.angelfire.com/de3/jfreeman/termpaper.htm">http://www.angelfire.com/de3/jfreeman/termpaper.htm</a></p> <p><b>Shared Music</b> How to Make a Playlist or Mixtape for Someone Special <a href="https://youtu.be/M_4GCXpJQy0">https://youtu.be/M_4GCXpJQy0</a></p>

006	<p><b>File Sharing:</b>  Film industry bosses have told Newsbeat illegal downloading is costing them £170m a year. They say that it's putting thousands of jobs at risk and will damage the quality of the movies getting made. But the music industry has seen all this before. It's been battling file-sharing for over a decade now.  <a href="http://www.bbc.co.uk/newsbeat/article/14027777/a-brief-history-music-industry-versus-file-sharing">http://www.bbc.co.uk/newsbeat/article/14027777/a-brief-history-music-industry-versus-file-sharing</a></p> <p>The digital music revolution started with Napster – the file-sharing service dreamt up by two teenagers in 1999. As a new film tells Napster's story, Tom Lamont recalls the incredible sense of liberation he felt as a young music fan, one of millions happily plundering the world's record collections...  <a href="http://www.theguardian.com/music/2013/feb/24/napster-music-free-file-sharing">http://www.theguardian.com/music/2013/feb/24/napster-music-free-file-sharing</a></p> <p>There's clearly something powerful happening in the relationship of social media/video, live shows and electronic music that's worth following closely.  <a href="http://hypebot.com/hypebot/2014/05/electronic-music-industry-report-reveals-intertwined-importance-of-live-events-and-social-media.html">http://hypebot.com/hypebot/2014/05/electronic-music-industry-report-reveals-intertwined-importance-of-live-events-and-social-media.html</a></p>
007	<p><b>LimeWire, Napster, The Pirate Bay: A Brief History of File Sharing</b>  LimeWire went dark today, thanks to a court-ordered injunction. The Manhattan-based site is just the latest in a long line of file-sharing sites to rise and fall in the past decade or so. In honour of the death of LimeWire, here's a brief history of some of the biggest events in file sharing over the past ten years.  <a href="http://www.geek.com/gadgets/limewire-napster-the-pirate-bay-a-brief-history-of-file-sharing-1359473/">http://www.geek.com/gadgets/limewire-napster-the-pirate-bay-a-brief-history-of-file-sharing-1359473/</a></p>
008	<p><b>Show us the money! Jay-Z, Kanye and Beyonce unite music's biggest stars to launch new Tidal streaming service to kill off Spotify and get a bigger cut for themselves (for \$20-a-month)</b>  A host of the biggest names in the music industry have joined forces to launch Tidal, a streaming service being billed as the first artist-owned platform for music and video. Rihanna, Madonna, Beyonce, Usher, Daft Punk, Arcade Fire, Jack White and Kanye West joined a host of other stars as they were revealed as co-owners of the subscription service, which is the brainchild of Jay Z. Unlike rivals Spotify, the service will not have a free tier - meaning the musicians stand to make more money from it. <a href="http://www.dailymail.co.uk/tvshowbiz/article-3018528/RIP-Spotify-Jay-Z-recruits-host-celeb-pals-including-Rihanna-Madonna-Kanye-launch-new-streaming-service.html">http://www.dailymail.co.uk/tvshowbiz/article-3018528/RIP-Spotify-Jay-Z-recruits-host-celeb-pals-including-Rihanna-Madonna-Kanye-launch-new-streaming-service.html</a></p>
009	<p><b>Free U2 Album: How the Most Generous Giveaway in Music History Turned PR Disaster</b>  A free album on iTunes: what could possibly go wrong? Quite a lot, as U2 and Apple have discovered  <a href="http://www.independent.co.uk/arts-entertainment/music/features/free-u2-album-how-the-most-generous-giveaway-in-music-history-turned-into-a-pr-disaster-9745028.html">http://www.independent.co.uk/arts-entertainment/music/features/free-u2-album-how-the-most-generous-giveaway-in-music-history-turned-into-a-pr-disaster-9745028.html</a></p>
010	<p><b>How Arctic Monkeys' debut single changed the music industry and 'killed the NME'</b>  Ten years ago, on 23 October 2005, Arctic Monkeys' debut single I Bet You Look Good on the Dancefloor went straight in at No 1. Although Alex Turner was often compared to Sheffield forebear Jarvis Cocker, here he wasn't doling out social commentary. The song is one boy's ardent gaze on a girl whose stiff shoulders mean she probably can't dance, but whose movements hypnotise him anyway. It's romantic and modern, shy and brash, run through with a rich sense of pop history, with references to electro pop and girls named Rio, funk syncopation and a stark punk riff. <a href="http://www.theguardian.com/music/2015/oct/22/arctic-monkeys-debut-single-i-bet-you-look-good-dancefloor">http://www.theguardian.com/music/2015/oct/22/arctic-monkeys-debut-single-i-bet-you-look-good-dancefloor</a></p> <p><b>Pop music was a great leveller. Now it's a bespoke plaything for the rich</b>  Welcome to the 21st-century music business, or what remains of it. As everyone knows, downloads and streaming have just about killed off all the industry's orthodox business models. So now, via endless reissues and "luxury" packages, it is squeezing every last drop from its assets while ensuring that the "pop" in pop culture – that is, everything about it that was democratic and accessible – fades away.  <a href="https://www.theguardian.com/commentisfree/2016/nov/16/pop-music-bespoke-plaything-wealth-divide">https://www.theguardian.com/commentisfree/2016/nov/16/pop-music-bespoke-plaything-wealth-divide</a></p>

011	<p><b>Music Tastes:</b> Noel Gallagher has waded back into the streaming debate, accusing Apple Music of being “arrogant” and “Orwellian”. The former Oasis man, who has been critical of streaming services such as Tidal in the past, told the Varvet International podcast: “Apple Music, world radio: is that some sort of George Orwell shit going on? How can you be so arrogant that you can say, ‘We now fucking own world radio.’” <a href="http://www.theguardian.com/music/2015/aug/05/noel-gallagher-slams-orwellian-apple-music">http://www.theguardian.com/music/2015/aug/05/noel-gallagher-slams-orwellian-apple-music</a></p>
012	<p><b>Spotify has six years of my music data, but does it understand my tastes?</b> Spotify has my big music data, just like it does for all 50 million of its active users. In 2014, it bought a music technology company called The Echo Nest to help it make sense of all this data, and understand its listeners better. So, does it understand me? I asked the company, which agreed to compile a report of my “taste profile” and talk me through it. <a href="http://www.theguardian.com/technology/2015/jan/06/spotify-music-streaming-taste-profile">http://www.theguardian.com/technology/2015/jan/06/spotify-music-streaming-taste-profile</a></p>
013	<p>In your 30s? Then you're past your musical peak: Taste in popular music stagnates at 33 - and being a parent accelerates this <a href="http://www.dailymail.co.uk/sciencetech/article-3086498/In-30s-past-musical-peak-Taste-popular-music-stagnates-33-parent-accelerates-this.html">http://www.dailymail.co.uk/sciencetech/article-3086498/In-30s-past-musical-peak-Taste-popular-music-stagnates-33-parent-accelerates-this.html</a></p>
014	<p>If you're in your early 40s, own a flash car and have started listening to Taylor Swift and One Direction, you are likely to be having a midlife crisis. Streaming music service Spotify believes it has identified the average age of midlife crises at 42. Staff analysed data and found users aged around 42 drop their usual playlists – which usually contain hits from their youth – in favour of today's chart toppers from the likes of Rihanna and Sam Smith. <a href="http://www.dailymail.co.uk/news/article-3056683/Aged-42-listening-Taylor-Swift-One-Direction-likely-having-musical-midlife-crisis.html">http://www.dailymail.co.uk/news/article-3056683/Aged-42-listening-Taylor-Swift-One-Direction-likely-having-musical-midlife-crisis.html</a></p>
015	<p><b>Not an Apple Music subscriber? Expect some attitude from Siri</b> <a href="http://www.theguardian.com/technology/2015/oct/27/apple-music-subscribers-siri-questions">http://www.theguardian.com/technology/2015/oct/27/apple-music-subscribers-siri-questions</a></p>
016	<p><b>Online Community</b> Our community is amazing. Meticulous database submission experts, obscure music aficionados, dollar bin divers, attic treasure trawlers, savvy indie label marketers. Two things they all have in common: they love music and they're on Discogs. <a href="http://www.discogs.com/">http://www.discogs.com/</a></p>
017	<p>Talk to anyone over the age of 22, and they'll bring you back to the dark ages of digital music, when there were only two options for satiating your current music obsessions: a) Drive all the way to the record store and spend way too much on a band's entire album, even though you only liked two songs, or... b) “When I was a kid, we downloaded music illegally—and we liked it that way!” <a href="http://www.socialnomics.net/2013/12/02/how-social-media-and-streaming-have-influenced-the-music-industry/">http://www.socialnomics.net/2013/12/02/how-social-media-and-streaming-have-influenced-the-music-industry/</a></p>
018	<p><b>How Social Media Has Redefined The Music Industry</b> There will continue to be a space for people to consume music on all levels. There are still vinyl junkies after all. The world has shifted so much now from where it was. The generations of today will hear a track and share it instantly. Their desire and requirement for immediacy is the thing that's driving the industry however, at Spotify, we work really hard on the bitrate all of our music. <a href="http://www.theorganicagency.com/blog/effect-digital-social-media-music-industry/">http://www.theorganicagency.com/blog/effect-digital-social-media-music-industry/</a></p>
019	<p>Music's infiltration into the social media sphere has led many social networks to rely on the music industry for a large portion of engagement and business. Social media is now indispensable to the music industry as well, driving promotion efforts, sales, recognition, and discovery. <a href="http://sproutsocial.com/insights/social-media-music-industry/">http://sproutsocial.com/insights/social-media-music-industry/</a></p> <p>Music is free now – and the industry only has itself to blame <a href="http://www.newstatesman.com/culture/2015/06/music-free-now-and-industry-only-has-itself-blame">http://www.newstatesman.com/culture/2015/06/music-free-now-and-industry-only-has-itself-blame</a></p>

020	<p><b>How Social Media Is Shaping the Music Industry</b>  <a href="http://www.bloomberg.com/news/videos/b/1e12c93e-3f7d-4313-91ce-e6047578fb87">http://www.bloomberg.com/news/videos/b/1e12c93e-3f7d-4313-91ce-e6047578fb87</a></p> <p>Record companies were aware which radio station played their songs and where their CDs were popular, but that information painted an incomplete picture at best. Who knew what music people were sharing on tapes and CDs burnt in the privacy of their own bedrooms?  <a href="http://www.theguardian.com/technology/2014/apr/09/music-analytics-is-helping-the-music-industry-see-into-the-future">http://www.theguardian.com/technology/2014/apr/09/music-analytics-is-helping-the-music-industry-see-into-the-future</a></p> <p>I've always been really passionate about social media - it's my nerdy guilty pleasure and if I wasn't doing what I'm doing now I like to think I'd be working for one of the big social networks. Since the first video my brother and I put up on YouTube, and sitting there watching the view go up from two to 20 to 'not just family and friends' anymore - I was hooked. <a href="http://www.huffingtonpost.co.uk/harry-hudson-taylor/hudson-taylor_b_4958134.html">http://www.huffingtonpost.co.uk/harry-hudson-taylor/hudson-taylor_b_4958134.html</a></p>
	<b>References:</b>