



MUSIQUITOUS – UBIQUITOUS MUSIC IN FINLAND

Principal Investigator: Martti Mäntylä

In the present era of the digital, networked media, music is probably the most broadly consumed digital commodity. Musiquitous project investigates mobile, ubiquitous music in Finland. The goal of project is to create new knowledge about phenomena related to the ubiquitous music consumption in Finland and to music technology more generally. The current rapid change of cultural phenomena through digital distribution channels may allow the research results to be applied in the other markets and areas in unforeseen ways.

In our vision, “Ubiquitous music” refers to the emerging cultural situation where vast music libraries are reachable everywhere by practically anyone using the same common technologies. In this situation, important questions regarding the design of new products and services arise: How to navigate and search in music databases, and how to offer users the music that would match or broaden their tastes? How to ensure equal opportunities and accessibility and improve the user experience?

Central for our research is the question of what kind of effects the rapid developments of new music technologies and services have on everyday music consumption. Our hypothesis is that the maturing mobile technologies are bringing about a dramatic change in the music consumption patterns.

Our work is divided into three overlapping work packages: past, present and future. Researchers from Universities of Tampere and Turku focus on music consumption and its technologies in the past and future, while the researchers of Helsinki Institute

of Information Technology HIIT study the current music consumption and its possible futures with a focus on the music use on the move.

We believe that by creating a multidisciplinary approach that combines excellence in history of technology, human-computer interaction research and future forecasting we achieve a fresh perspective into the topic. We will discover how music has been consumed through technology in the past and present, and how it might be consumed in the near future.



KEY PUBLICATIONS TO DATE:

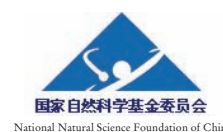
- Liikkanen, L. & Pääkkönen R. (2009) *Can involuntary musical memories be experimentally studied?* Invited presentation at *Involuntary memory symposium of British Psychological Society's Cognitive Section Conference 2009, Hertfordshire, UK*
- Kurkela, V. & Uimonen, H. (2009) *Lost and Challenged Contents. Music Radio Alternatives and Cultural Practices.* In *Proceedings of Radio Content in the Digital Age. Limassol, Cyprus.*
- Liikkanen, L. (2009) *How the mind is easily hooked on musical imagery.* In *Proceedings of ESCOM 2009. Jyväskylä, Finland.*
- Pääkkönen, R. Liikkanen, L. (2009) *Attention and involuntary musical imagery.* Poster presented at *ESCOM 2009. Jyväskylä, Finland.*
- Sandström, T. & Liikkanen, L. (2009) *Katsaus musiikkitekologiaan Suomessa 2009. Report, to be published later on.*

CONTACT:

Martti Mäntylä, Martti.Mantyla@hiit.fi
Lassi A. Liikkanen, Lassi.liikkanen@hiit.fi, +358 (0)50 384 1508

Project website: <http://musiq.fi>

Programme web pages: www.aka.fi/motive



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