

Evaluation of the Influence of Music on Modern Culture and Society

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Abstract

Music is a form of art that entertains people and also it has the ability to change the cultural aspects of society. Music often allows people to express all possible emotions that people experience in their lives. Sometimes music helps to express creativity, thoughts and feelings. Music has the power to bring people together in different ways and music helps people in different mental conditions. Music is a social phenomenon that is present everywhere and it is a medium that has the ability to shape society and cultures. Music has its own cultural values and it shapes society in different ways. This research attempts to point out the influence of music on modern culture and society and the main objective of the research is to identify the connection between cultures of society and music. This research follows the "qualitative data collection and analysis" method to know the major impacts of music on society and cultures. This research will also focus on the different factors of the society that is impacted by music. Additionally, the research will emphasise on the evolution of music and how this evolution changes the thought process of people in a society.

Keywords

Communities, Cultures, Mental Health, Music, Society.

INTRODUCTION

Background of the Study

Music is an inseparable part of human civilization and it is significant for connecting people, community building and for inspiring positive social change. Sometimes it is used to express thoughts, creativity and emotions. Music is present in different aspect of modern society and it can influence the cultural values into a society. Presently, Music can be found in movies, television shows and even as a form of advertisement in different places. Music has many positive impacts on the mental and emotional health of people. Different study claims that music is essential for improving mental health, reducing stress and also important to enhance mood among the people. [1]. Music is often used as a therapy in various mental health related complications such as post traumatic disorder, anxiety and depression.

Aim and objective of the study

The aim of the following study is to identify the impacts of music on society and culture in the modern world.

Objectives

- To determine the impact of music on modern society
- To evaluate the influence of music on modern culture
- To understand the cultural value of music in the modern world
- To identify the influence of music on changing the modern society

Relevance of the study

Music is a traditional form of entertainment but it has huge

impact on society and culture from the beginning. Music also has the ability to influence cultural changes in a society. Sometimes music acts as a therapy in different mental health related complications and doctors also suggest music to these patients for their betterment. Music has power to alter moods and even change perception of an individual on certain issue. When people of different culture exchange music between them, they gain knowledge about various way of living. Learning, how music can influence cultural change in the society and understanding the factors that has ability to bring cultural changes into a society is crucial for human beings.

Therefore, identifying the core impact of music in the society is valuable for the society and it makes this research study relevant.

MATERIAL AND METHODS

Research design

"Research design" is a crucial part of any research study as it gives an outline to the research study to perform an effective and efficient research work. A well planned research design gives an insight plan of action that helps in the research work to reach its objectives [2]. Proper research design helps to ensure that the "research method" match the main purpose of the research. There are two types of research design that help to make research study more effective, one is quantitative and another one is qualitative. The *qualitative research design* is followed here to make the research study efficient and meaningful.

Research type

Research type is the fundamental framework in a research paper that helps to analyse each and every aspect of the research topic. Choosing the appropriate research type is important to reach the research objectives. According to the purpose of the research, there are different types of research that help to make research study more effective. The *exploratory research type* is followed in this study to evaluate the influence of music in changing the cultural values in society [3]. The exploratory research type enables researchers to explore every aspect of the study to improve the effectiveness of the research.

Research philosophy

Research philosophy is a crucial part of a research study that enables researchers to make assumptions and gain insight and knowledge about the topic. It generally deals with the specific way of developing knowledge in a research study. This research follows the *interpretivism research philosophy* that helps researchers to analyse every aspect of the topic by observing society [4]. The interpretivism research philosophy is important here to gain knowledge about the major impacts of music in modern society which makes the research more specific and accurate.

Inclusion and exclusion criteria

Valid journals, articles, websites and newspaper articles are considered in this research paper to collect data. Journals or articles published after 2018 are considered here to collect data and journal articles that are written only in the English language are considered in this study to collect data.

Doctoral dissertations and conference papers are avoided during the data collection. Journals, articles, and newspaper articles that are published before 2018 are excluded from collecting data. During the data collection procedure blogs and independent articles are excluded and journals, articles and newspaper articles that are written in other than the English language are excluded for data collection.

Data collection and data analysis

“Data collection and analysis” is an important part of a research study. This research follows the *“qualitative data collection and analysis”* method that helps to improve the efficiency of the research [5]. A survey has been conducted on 51 respondents to collect their individual opinions. During the research, a questionnaire of 10 questions was formed to

take the opinion of individuals. SPSS software was used for statistical analysis and graphical representation that give an insightful overview of the collected data.

Choice of subjects

Topic oriented keywords were used to search for authentic journals and articles during secondary data collection which makes the data collection procedure easier and more effective.

RESULTS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
3. Music has a great impact on culture and society	51	0	2	1.57	.806
4. Music can influence mind and emotions of people	51	0	2	1.86	.491
5. The type of music people like that indicates their personality types	51	0	2	1.59	.779
6. Music is capable of deeply impacting mental states of people	51	0	2	1.80	.566
7. Music can affect the actions and thoughts of people which contributes in social changes	51	0	2	1.90	.413
8. There is an effective connection between culture and music which effects the society	51	0	2	1.69	.678
9. Cultural diversity is enhancing and along with that the form of music is changing	51	0	2	1.76	.551
10. Music works like an agent for change which influences society, culture as well as human behaviour	51	0	2	1.76	.619
Valid N (listwise)	51				

Figure 1: Descriptive statistics (Source: IBM SPSS)[6]

Mean statistics are the vital part of descriptive statistics which are used for understanding the average of the responses [6]. It is mainly used for evaluating the findings descriptively and meaningfully. The figure above shows the mean statistics and std deviation statistics between which only mean statistics will be used in this study. Therefore the mean statistics are 1.57, 1.86, 1.59, 1.80, 1.90, 1.69, 1.76 and 1.76 (refer to SPSS). As per the calculation, mean statistics are greater than 1 which signifies that average responses are positive regarding the research topic.

		Correlations							
		3. Music has a great impact on culture and society	4. Music can influence mind and emotions of people	5. The type of music people like that indicates their personality types	6. Music is capable of deeply impacting mental states of people	7. Music can affect the actions and thoughts of people which contributes in social changes	8. There is an effective connection between culture and music which effects the society	9. Cultural diversity is enhancing and along with that the form of music is changing	10. Music works like an agent for change which influences society, culture as well as human behaviour
3. Music has a great impact on culture and society	Pearson Correlation	1	.555**	.985**	.687**	.472**	.918**	.847**	.754**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
4. Music can influence mind and emotions of people	Pearson Correlation	.555**	1	.582**	.909**	.920**	.710**	.840**	.813**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
5. The type of music people like that indicates their personality types	Pearson Correlation	.985**	.582**	1	.720**	.494**	.924**	.888**	.790**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
6. Music is capable of deeply impacting mental states of people	Pearson Correlation	.687**	.909**	.720**	1	.772**	.878**	.875**	.949**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	51	51	51	51	51	51	51	51
7. Music can affect the actions and thoughts of people which contributes in social changes	Pearson Correlation	.472**	.920**	.494**	.772**	1	.603**	.776**	.691**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	51	51	51	51	51	51	51	51
8. There is an effective connection between culture and music which effects the society	Pearson Correlation	.918**	.710**	.924**	.878**	.603**	1	.923**	.916**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	51	51	51	51	51	51	51	51
9. Cultural diversity is enhancing and along with that the form of music is changing	Pearson Correlation	.847**	.840**	.888**	.875**	.776**	.923**	1	.890**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	51	51	51	51	51	51	51	51
10. Music works like an agent for change which influences society, culture as well as human behaviour	Pearson Correlation	.754**	.813**	.790**	.949**	.691**	.916**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	51	51	51	51	51	51	51	51

** Correlation is significant at the 0.01 level (2-tailed).

Figure 2: Correlation statistics (Source: IBM SPSS)[7]

Significance statistics is crucial in correlation statistical analysis which is shown through the figure above [7]. The correlation statistics demand to identify whether the significance values are less or greater than 0.05 for understanding the type of relationship among the variables. All the significance values are 0 as per the figure which is less than 0.05. Therefore, it can be stated that the components or variables in this study share positive relationships and that sustains the significance and reliability of this study.

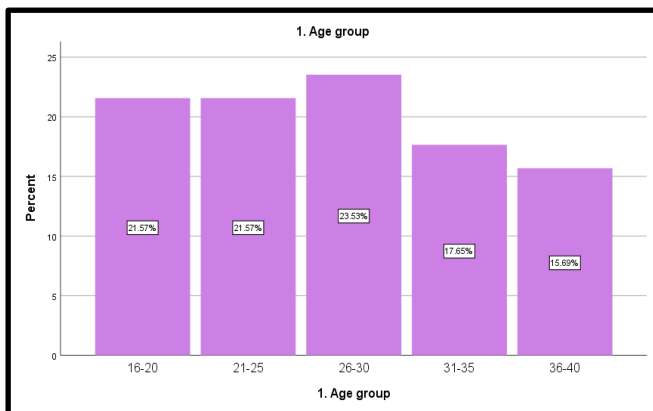


Figure 3: Age groups (Source: IBM SPSS)[7]

All the participants were divided into five groups which are 16-20 year group, 21-25 year group, 26-30 year group, 31-35 year group and 36-40 year group. Nearly 21.57% of the

people in the first group, 21.57% of the people were in the second group, 23.53% of the respondents were in the third group, 17.65% of the people were in the fourth group and 15.69% of the participants were in the fifth group.

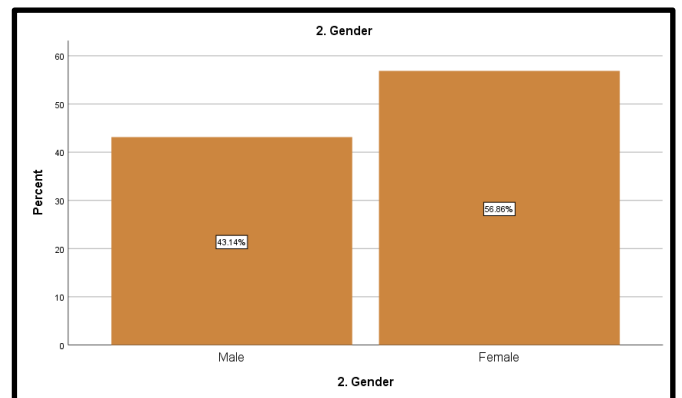


Figure 4: Gender (Source: IBM SPSS)[7]

About 56.86% of the participants were female in the survey and 43.14% of the respondents were male. This signifies that females have more interest in music related concepts, although the numbers of male participants were not low, it was quite equal.

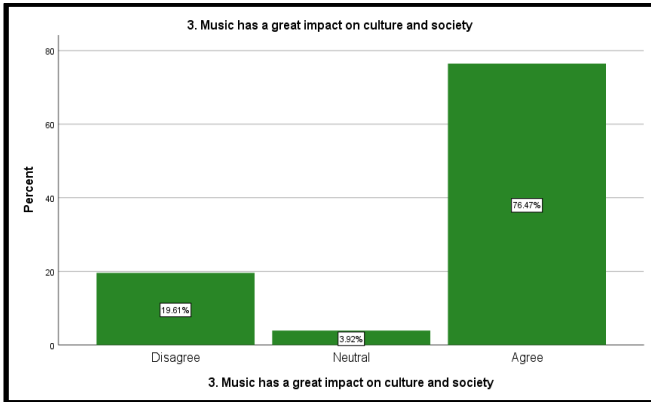


Figure 5: Music has a great impact on culture and society (Source: IBM SPSS)[7]

The first statement for the respondents was “music has a great impact on culture and society”. About 76.47% of the people have “agreed”, 19.61% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Most of the people believe that different types of music impacts culture and society differently because music has a great impact on social and cultural norms.

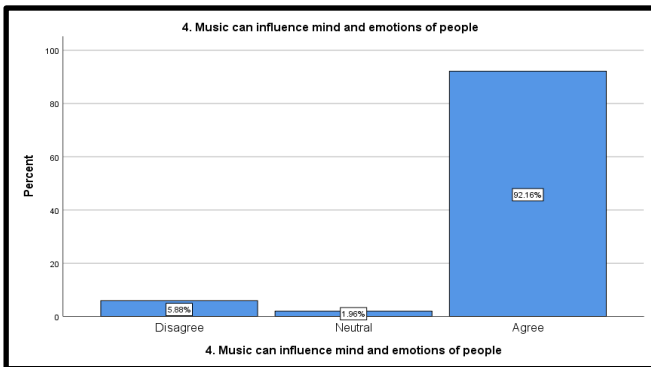


Figure 6: Music can influence the mind and emotions of people (Source: IBM SPSS)[7]

Next, the respondents were requested to react to the statement that “music can influence the mind and emotions of people”. Almost all the people, about 92.16% of the respondents, have positively reacted and 5.88% of the participants have denied the statement. A huge number of respondents stated that this is a fact that different forms of music are differently impactful on the emotions of people. Hence, 1.96% of the respondents were neutral with the statement which means these participants did not provide any specific opinion.

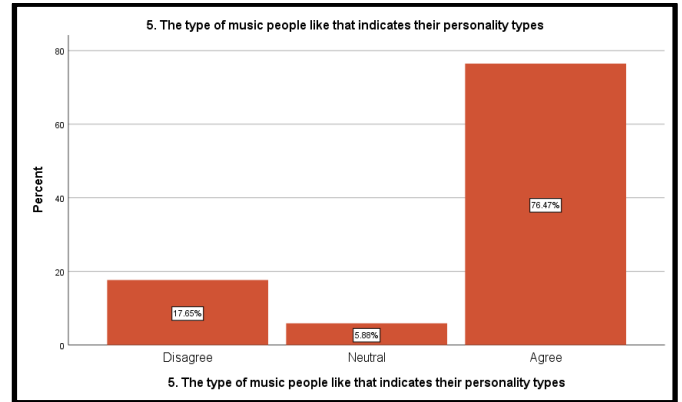


Figure 7: The type of music people like that indicates their personality types (Source: IBM SPSS)[7]

Nearly 76.47% of the respondents have positively reacted to the statement that “the type of music people like that indicates their personality types”. Their responses signify that music has an influence towards the personalities of people. About 17.85% of the participants have “disagreed” with the comment. Besides, 5.88% of the participants did not answer the question and therefore their responses were considered as neutral.

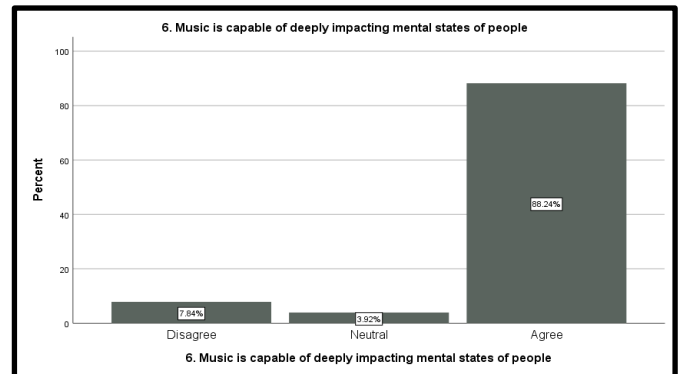


Figure 8: Music is capable of deeply impacting mental states of people (Source: IBM SPSS)[7]

The next statement for the respondents was “music is capable of deeply impacting mental states of people”. About 88.24% of the people have “agreed”, 7.84% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Maximum number of the respondents in the survey said that music is effectively capable of impacting the mental states of people. It is identified that people sometimes become addicted to listening to music which signifies a deep impact on mental health.

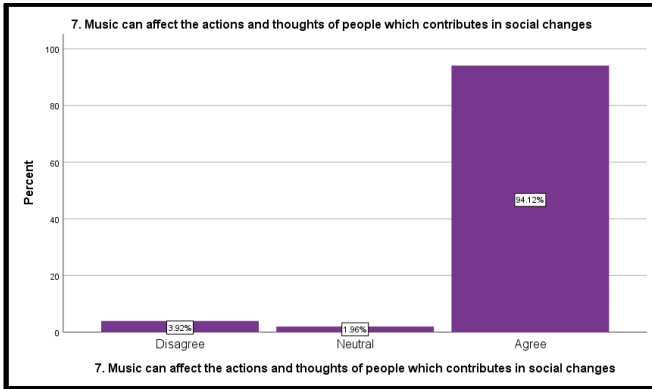


Figure 9: Music can affect the actions and thoughts of people which contribute to social changes (Source: IBM SPSS)[7]

Next, the respondents were requested to react to the statement that “music can affect the actions and thoughts of people which contributes to social changes”. Almost all the people, about 94.12% of the respondents, have positively reacted and 3.92% of the participants have denied the statement. More than half of the people have stated that music is highly effective on the thoughts and actions of people. Hence, 1.96% of the respondents were neutral with the statement which means these participants did not provide any specific opinion.

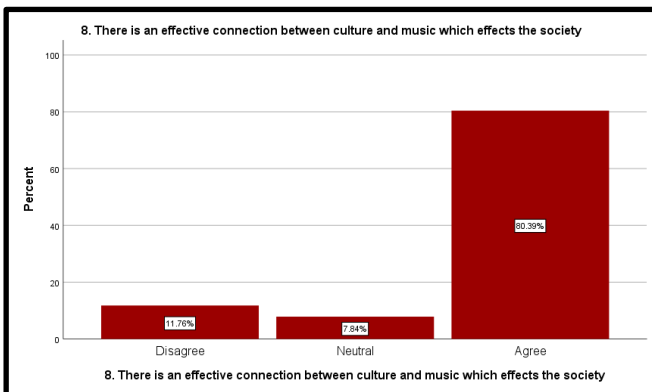


Figure 10: There is an effective connection between culture and music which affects the society (Source: IBM SPSS)[7]

Around 80.39% of the respondents have positively reacted to the statement that “there is an effective connection between culture and music which affects the society”. Their responses signify that cultural norms are highly influential towards the making of music as well as the type of music people choose to listen to. Thus, there is an effective and positive connection between culture and music. Nearly 11.78% of the participants have “disagreed” with the comment. On the other hand, 7.84% of the participants did not answer the question and therefore their responses were considered as neutral.

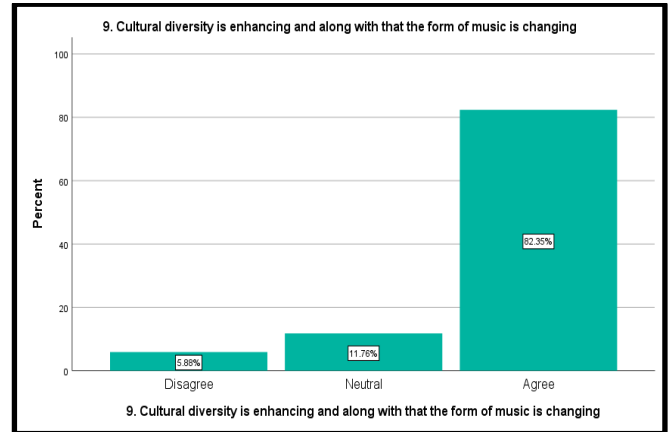


Figure 11: Cultural diversity is enhancing and along with that the form of music is changing (Source: IBM SPSS)[7]

“Cultural diversity is enhancing and along with that the form of music is changing” was the next statement for the people in the survey. About 82.35% of the people have “agreed”, 5.88% of the respondents have “disagreed” as well as 11.76% of the participants were neutral with the statement. Most of the people in the survey have opinionated that cultural diversity is increasing globally and that leads to the mix of music. This is contributing to enhancing the forms of music and that signifies the connection between cultural diversity and the changing forms of music.

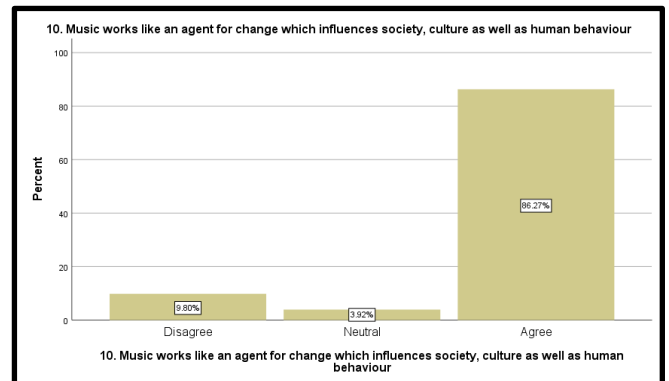


Figure 12: Music works like an agent for change which influences society, culture as well as human behaviour (Source: IBM SPSS)[7]

The last statement for the respondents was “music works like an agent for change which influences society, culture as well as human behavior”. About 86.27% of the people have “agreed”, 9.80% of the respondents have “disagreed” as well as 3.92% of the participants were neutral with the statement. Maximum number of the respondents in the survey said that music actually works like an agent for changing the social and cultural norms which significantly influence human behavior.

Reliability Statistics	
Cronbach's Alpha	N of Items
.962	8

Figure 13: Reliability statistics (Source: IBM SPSS)[8]

Reliability check is important in every research for ensuring that all the findings and data that are collected, are relevant [8]. This statistic is based on the Cronbach alpha value which needs to be greater than 0.70 for being reliable. It can be identified in the above figure that the Cronbach alpha value is 0.962 which is larger than 0.70 and that ensures that all the findings and evaluated data are reliable in this study.

DISCUSSION

Impact of music on modern society

Music is a traditional form of entertainment but it has a major impact on society from the ancient period. Music can influence the thoughts and actions of people which improve the mental situation of many people. Music has an impact on different aspects of society and individuals that are able to alter the way of thinking and different perspectives of people. **Cultural impact** is the major impact of music from the ancient period. The popular music of a generation reflects the culture of the contemporary period. The lyrics of every song show the thinking process of the generation and it also reflects the tradition of the area. Especially, culture and music flow together as the music reflects a society's culture and folklore.

Music also helps to bring people together and often music delivers positive energy among people which is very important for cultural development [9]. Music **impacts the moral values of people** and that is crucial for changing the thinking process of people. However, music has major negative impacts on the thought process of people especially in the realm of rap and hip hop music. Different types of music and their lyrics sometimes glorify the consumption of addictive substances that can affect the thought process of youths. On the other hand, some music is made to encourage youth towards positive attitudes and helps their character building. Music also has an impact on **the emotions and mental conditions** of people and music is able to change the behaviours of people [10]. Sometimes, different forms of music influence different moods of people, for example, high tempo music improves the mood of a workout and jazz music is significant to boost moods of romance. Music can further boost the feelings of amusement, joy, sadness, dreaminess and anxiety in an individual. Besides, music is often used as therapy for different mental complications that helps in developing the mental health of an individual.

Influence of music on mental health

Music is an important form of art that affects people's mental condition by altering moods in different ways. It helps people to reduce mental stress, anxiety and depression. Sometimes mental healthcare professionals suggest music as a therapy to reduce various mental complications from the people. Research shows that the human stress hormone, cortisol can be reduced with the help of music therapy. Different symphonic music is beneficial for lowering the cortisol level. Research also shows that music can improve human memory. Music can improve memory and helps to

improve learning capacity. Accordingly, music can improve learning ability as listening to music produces good feelings in the brain without interfering with the memory formulation [11]. Music also can build motivation among the people. Music often motivates people to perform different works as there is a relation between auditory neurons and motor neurons in the human brain.

Therefore, by altering different emotions, music can improve the moods of an individual as well. Listening to music can release chemicals such as norepinephrine and melatonin in the brain that has the ability to build feelings of pleasure in an individual. Music is significant to lower the symptoms of anxiety and depression in an individual. "Music therapy" is an evidence based treatment for many mental and physical illnesses such as heart disease, depression, substance abuse and autism [12]. Listening to nostalgic melancholy can increase sadness and on the other hand, listening to energetic music can improve mood and increase happiness in an individual. Besides, music is beneficial for improving mood, stress management and lowering blood pressure. Listening to the improved sleeping cycle of people and it can be beneficial for the people who are suffering from insomnia and other sleeping disorders.

Connection between culture and music

Music is capable of shaping cultures and societies around the world. Music has always been an important aspect of culture from the ancient period but music has also played a role in modern culture. Music is usually considered as the universal language that helps to bring people together. Music acts as a form of communication between people of different cultures [13]. People from different cultures and communities often sing about their emotions, stories and struggles and listening to these songs helps people of other communities to know about the cultures of that community. Music of any community represents their culture, history and tradition also music is a dominant cultural factor that has capabilities to shape all cultures throughout the history. Music has an influence on modern fashion, sometimes many singers and artists influence youths of society about the hot fashion.

Music videos become a key way for setting clothing trends among the people. Music often acts as a form of celebration in the community. People use music in religious gatherings, birthdays, weddings, and even political gatherings to celebrate the moments. Music has the ability to bring people closer as it gives a platform to different groups to share their cultures and it can improve the sense of belongingness among the people [14]. Music helps to learn different languages of other cultures and communities. People can sing a song in a different language without knowing it properly and that helps them to learn that language. Music has the ability to spread positivity in a society and often music is used to spread awareness in a society. Often music composers make music to spread positivity and awareness about different issues in the society and that helps in the betterment of the community.

Music as a factor for changes in modern society

Music is considered as one of the most interesting things in the life of human beings as it can change the sentimental aspects of any human. The development of technologies in the present scenario plays a pivotal role in the evolution of music in recent decades. A combination of the right lyrics, instruments and rhythm can make an effective group of sounds which is considered as music [15]. Bias and conflicts are increasing with the development of the population and music is identified as an effective instrument for getting rid of such biases in the present situation. It takes an essential stand in the present days which includes the discussion of social issues in modern days. The emotional, moral and cultural values of modern civilization can be changed with the help of music.

Music is considered as an impactful instrument which can be used in mitigating distance between cultures, used in the healing process and education. Therefore, the benefits of music can change the world through mitigating bias and conflicts in society. Music is the aspect which can develop the mental state of human civilisation and develop the mental states of the human civilisation resulting in the development of society [16]. Music is a form of art that has the ability to change society in modern times. Music is a vital aspect of "human civilisation" and also has the ability to morally, spiritually and culturally change the society. When people of different cultures exchange their music between each other, they earn valuable knowledge about different way of living. Music has the power to connect with the people and also helps the community to make better communication with people of other cultures. Melodies and music is capable to encourage people, guide different actions and help in the identity development. Music also has the ability to unite people and improve harmony in a society.

CONCLUSION

Music is a form of entertainment but it also has the ability to change the culture and the society. Music often allows people to express all possible emotions that people express in their life. The main focus of the research is to determine the effects of music on modern culture and society. This research also focuses on the different factors of society that are influenced by music. From the discussion it can be concluded that music helps to bring people together and often music spreads positive energy among the people. Music often impacts the moral value of an individual and that is crucial to change the thought process of that person. The emotional and mental condition can be improved by musical therapy. Music also has the capability to change human behaviour. Music of different communities represents their culture, history and traditions and music is a dominant factor that has capability to frame all cultures in every part of history. Music is considered as an impactful instrument which is useful to reduce the distance between different cultures. Multiple advantages have been found in music which enhances the quality of society. Benefits of music plays an important role

in the formation of the society by mitigating general bias and conflicts from the society and make the society more beautiful.

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APPENDIX: SURVEY QUESTIONNAIRE

1. Age group
 - a) 16-20
 - b) 21-25
 - c) 26-30
 - d) 31-35
 - e) 36-40
2. Gender
 - a) Male
 - b) Female

(Please rate your opinion against the following statements as per the following scale
0 = Disagree, 1 = Neutral, 2 = Agree)

Statements	0	1	2
3. Music has a great impact on culture and society	10	2	39
4. Music can influence mind and emotions of people	3	1	47
5. The type of music people like that indicates their personality types	9	3	40
6. Music is capable of deeply impacting mental states of people	4	2	45
7. Music can affect the actions and thoughts of people which contributes in social changes	2	1	48
8. There is an effective connection between culture and music which effects the society	6	4	41
9. Cultural diversity is enhancing and along with that the form of music is changing	3	6	42
10. Music works like an agent for change which influences society, culture as well as human behaviour	5	2	44