

Mechanisms of Social Benefits from Engagement with Online Live-Streaming: A Pilot Study

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Introduction

Musical engagement yields social and emotional benefits

- ↑ empathy (group music-making; Rabinowitch et al., 2013)
- ↓ loneliness, ↑ mood (music listening on Spotify; Schäfer et al., 2020)

New forms of online *group* music engagement yield social benefits

- ↑ social connectedness (live-streamed concert attendance; Onderdijk et al., 2021)
- ↑ perspective-taking (collaborative playlist-making; Harris and Cross, 2021)

Streaming platforms provide ↑ opportunities for *real-time* interaction

- Viewers interact with each-other and streamer in real-time (Sjöblom et al., 2017)
 - Via e.g., writing in the chat, being verbally mentioned by the streamer, live voting...
- Supra-additive effect of live online interactions and joint music selection?

Aim & Methods

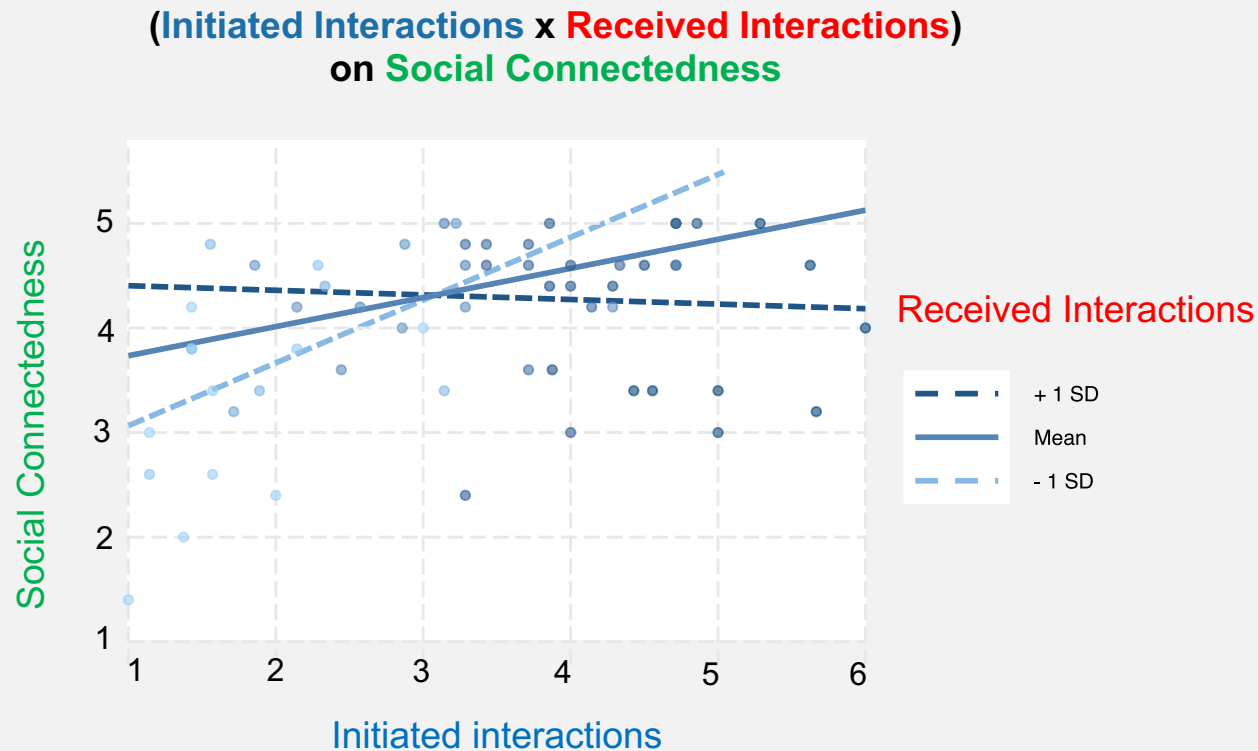
Purpose: investigate impact of (joint music selection x live online interactions) in an online streaming community on social connectedness

Pilot Study Aim: To identify real-time interactive behaviors in online live-streaming communities and associated social benefits

- Online Survey with 55 Participants
 - 27.4 +/-6.22 years old; Gender: 43 M, 10 F, 2 NGB
 - Members of online live-streaming gaming communities from r/Twitch/ and Discord
- Key Questionnaire Items
 - Streaming Descriptives (e.g., Frequency, Preferred Content, Enjoyment)
 - Interactive Behaviors on Twitch & Discord (Content, Frequency)
 - [Self → Others] and [Others → Self] assessed separately
 - Social Connectedness: Collective Efficacy Scale (Sampson et al., 1999)

Analysis & Results

- Does the frequency of interactions (initiated by **self** or **others**) impact **Social Connectedness**?
 - **Linear Regression: Social Connectedness = inter_self*inter_other**
- Yes, this model significantly explains Social Connectedness: $F(3,55)=9.91$, $P<0.001$



Key Findings:

- Main Effect of self-initiated interactions ($P<0.05$), $\beta=0.63$
- Main Effect of other-initiated interactions ($P<0.001$), $\beta=0.92$
- Interaction Effect between self-initiated x other-initiated interactions ($P<0.0001$), $\beta=-0.24$

Follow-Up Study Plans

- Assess impact of (joint music selection x other-initiated interactions) on social connectedness, state loneliness
 - Condition 1: Other-initiated interactions
 - Baseline: no other-initiated interactions
 - Level 1: In-chat comments from another viewer
 - Level 2: Verbal mention from streamer
 - Condition 2: Joint music selection
 - Baseline: default music, group voting on irrelevant topic
 - Level 1: Live group voting for musical genre
 - Level 2: Live group voting for individual songs

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