

**Sound and Social Territory –**

**Local Soundscape and Social Cohesion**

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**“You Are What You Hear”**

# Outline

Define Social Territory

Territory is not a place, it is a state of mind

Territory creates belonging & empowerment

Music can be used to control territory

Choice of music

Identity can be seen in animals as  
territory

- **Robins competing**
  - **Mates obey boundaries**



**Territory is not a place --  
it is a state of mind**

# Nonverbal Communication



# Territorial Behaviours

- Displays
- Marking
- Gathering



Example of territoriality (territorial display) expressed by costume and activity



Example of territoriality (territorial marking) expressed by hairstyle



# **Territory – mental state**

- Empowerment + Belonging
  - Resolve
  - Confidence
  - Strength
  - Welcome calm

# **Territory: Expansive vs. Self-contained**

- Self-Control
  - “Appropriate”
- Quiet
- Sensation Seeking
  - Age related
- “Sod-casting”

# Territory & Confidence



Patterson AH (1978). Territorial behaviour and fear of crime in the elderly. *Environmental Psychology and Nonverbal Behaviour* 2, 131-144.

# **State of Mind May Explain:**

Some of music's unusual abilities:

Music makes you "smarter"

Music can alleviate disease

# Music can make us feel better

***Music is more than simply a distraction (when compared to grey noise)***

**Music → ↓ subjective unpleasantness**

~~**Music → ↑ workload**~~

Thornby MA, Haas F, Axen K (1995). Effect of **distractive** auditory stimuli on exercise tolerance in patients with COPD. *Chest* 107(5): 1213-7.

von Leupoldt A, Taube K, Schubert-Heukeshoven S, Magnussen H, Dahme B (2007). **Distractive** auditory stimuli reduce the unpleasantness of dyspnea during exercise in patients with COPD. *Chest* 132(5):1506-12.

# So then how does music work?

~~■ Distraction~~

~~■ Language~~

■ Social?

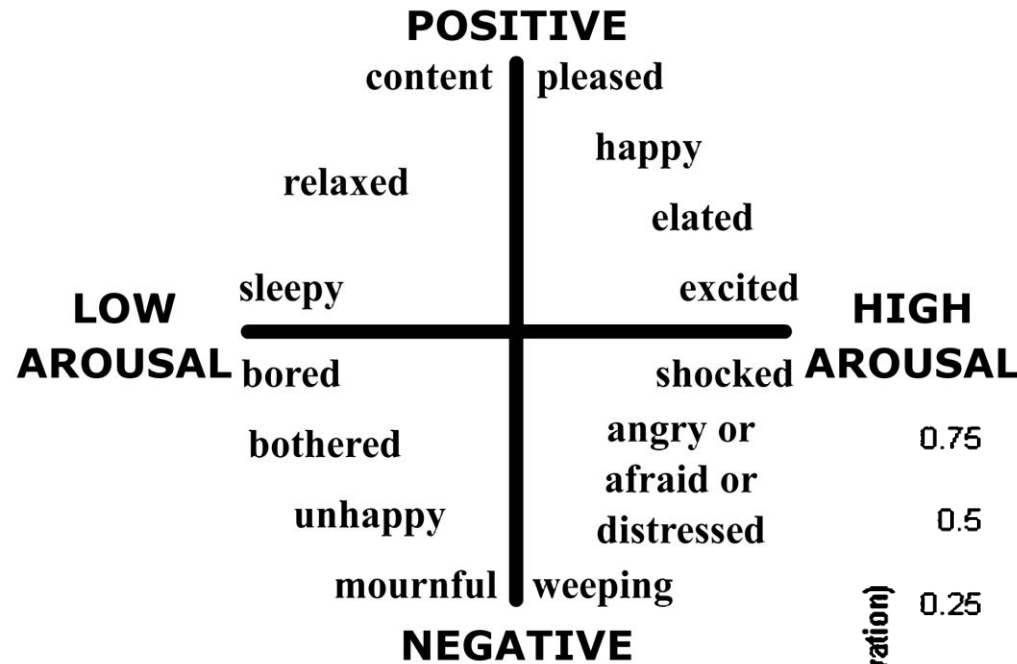
**Music can be used to control  
territory**

# Anti-Crime Programmes

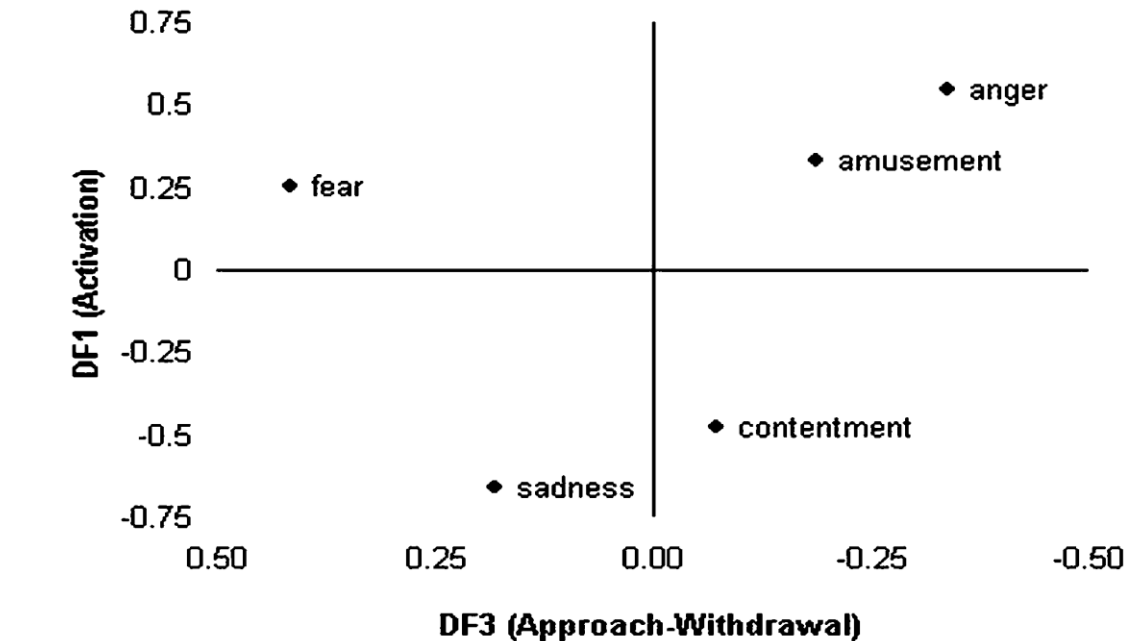
- Sydney Underground Rail
- Rockdale (Australia) Parking Lot
- New York City Port Authority
- West Palm Beach (street corner)
  - Loitering, drug deals, shootings and thefts
- London Underground
  - 40 Stations: first - Elm Park on the District Line
  - Robberies were cut by 33 percent
  - Staff assaults decreased by 25 percent
  - Vandalism went down 37 percent



# Emotional Axes



**AROUSAL**  
**VALENCE – POS v NEG**  
**APPROACH v WITHDRAWAL**



Russell JA (1980). *Journal of personality and social psychology*, 39: 1161 - 1178

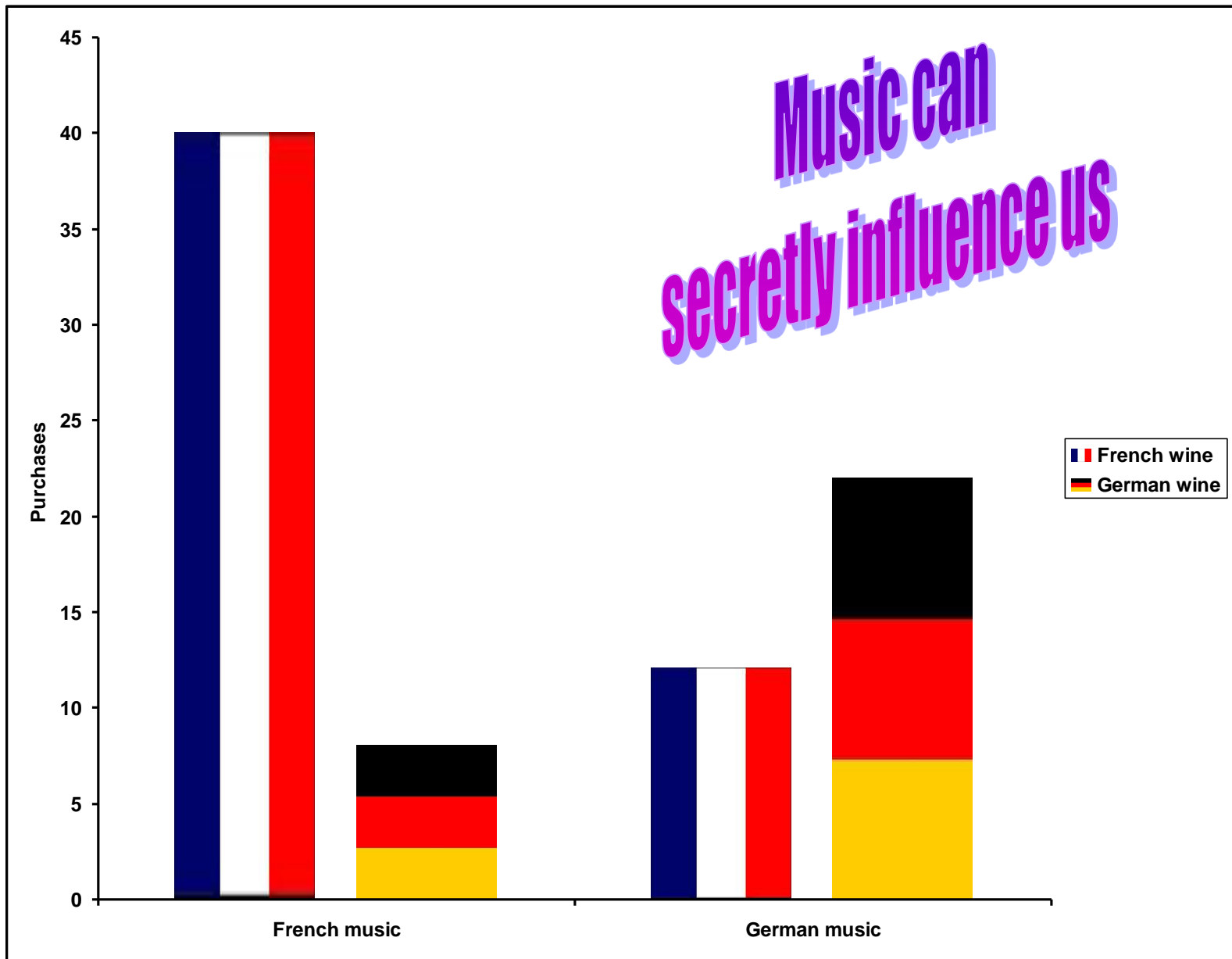
Christie IC, Friedman BH (2004). *International Journal of Psychophysiology* 51: 143–153

Gomez P, Danuser B (2007). *Emotion* 7(2): 377-87.

# ***Music influences human setting of territorial boundaries***

- **Selling Wine in a supermarket**

North, A.C., Hargreaves, D.J. & McKendrick, J. (1999). The influence of in-store music on wine selections, *Journal of Applied Psychology*, 84(2), 271-276.



North, A.C., Hargreaves, D.J. & McKendrick, J. (1999). The influence of in-store music on wine selections, *Journal of Applied Psychology*, 84(2), 271-276.

# Good “Followership”

- Citizenship
- Social Cohesion
- Organisational Coordination

**Tabibnia, G. & Lieberman, M. D. (2007). Fairness and cooperation are rewarding: evidence from social cognitive neuroscience. *Ann. NY Acad. Sci.* 1118, 90–101.**

Collinson D (2006). Rethinking followership: A post-structuralist analysis of follower identities. *The Leadership Quarterly* 17: 179– 189.

Chaleff I (2003). *The courageous follower*. 2nd ed. San Francisco: Berrett-Koehler.

Seteroff SS (2003). *Beyond leadership to followership*. Victoria, B.C.: Trafford.

Potter EH, Rosenbach WE, & Pittman, TS (2001). Followers for the times: Engaging employees in a winning partnership. In WE

Rosenbach, & RL Taylor (Eds.), *Contemporary issues in leadership* 5th ed.

Boulder, Colorado: Westview Press.

# Example of Music as Crowd Control: The RMS Titanic



Wallace Hartley, musical leader

1522 passengers died. 2:20 on the morning of April 15th 1912,  
Specifically, survivors reported them playing "Alexander's Ragtime Band" and "In the Shadows". No one is certain what the last song was that the band played as the ship went down. Newspapers reported that it was "Nearer, My God, To Thee" while some survivors said the tune was "Song d'Automne". All of the band members perished in the Titanic sinking. Wallace Hartley's body was recovered on May 4, 1912 by the cable ship *Mackay-Bennett*. Thousands of mourners lined the streets during his funeral procession in Colne, Lancashire, north-west of England. One thousand people attended his funeral, while 40,000 lined the route of his funeral procession. He is buried in Colne where a 10-foot monument, containing a carved violin at its base, was erected in his honour. Hartley's large Victorian terraced house in West Park Street, Dewsbury, West Yorkshire, bears a blue plaque to remind passers-by that this was the bandleader's home. As of 2001, Hartley's name was still being used when naming new streets and housing in the town of Colne.

# The territorial state of mind creates social cohesion



# Postural Mirroring Leads to Increased Pro-Social Behaviour

- van Baaren, R. B., Holland, R. W., Kawakami, K. & van Knippenberg, A. 2004 Mimicry and prosocial behavior. *Psychol. Sci.* 15, 71–74.
- Lakin, J. L. & Chartrand, T. L. 2003 Using nonconscious behavioral mimicry to create affiliation and rapport. *Psychol. Sci.* 14, 334–339.

# Rapport Films



# **How does music control territory: Choice of Music**

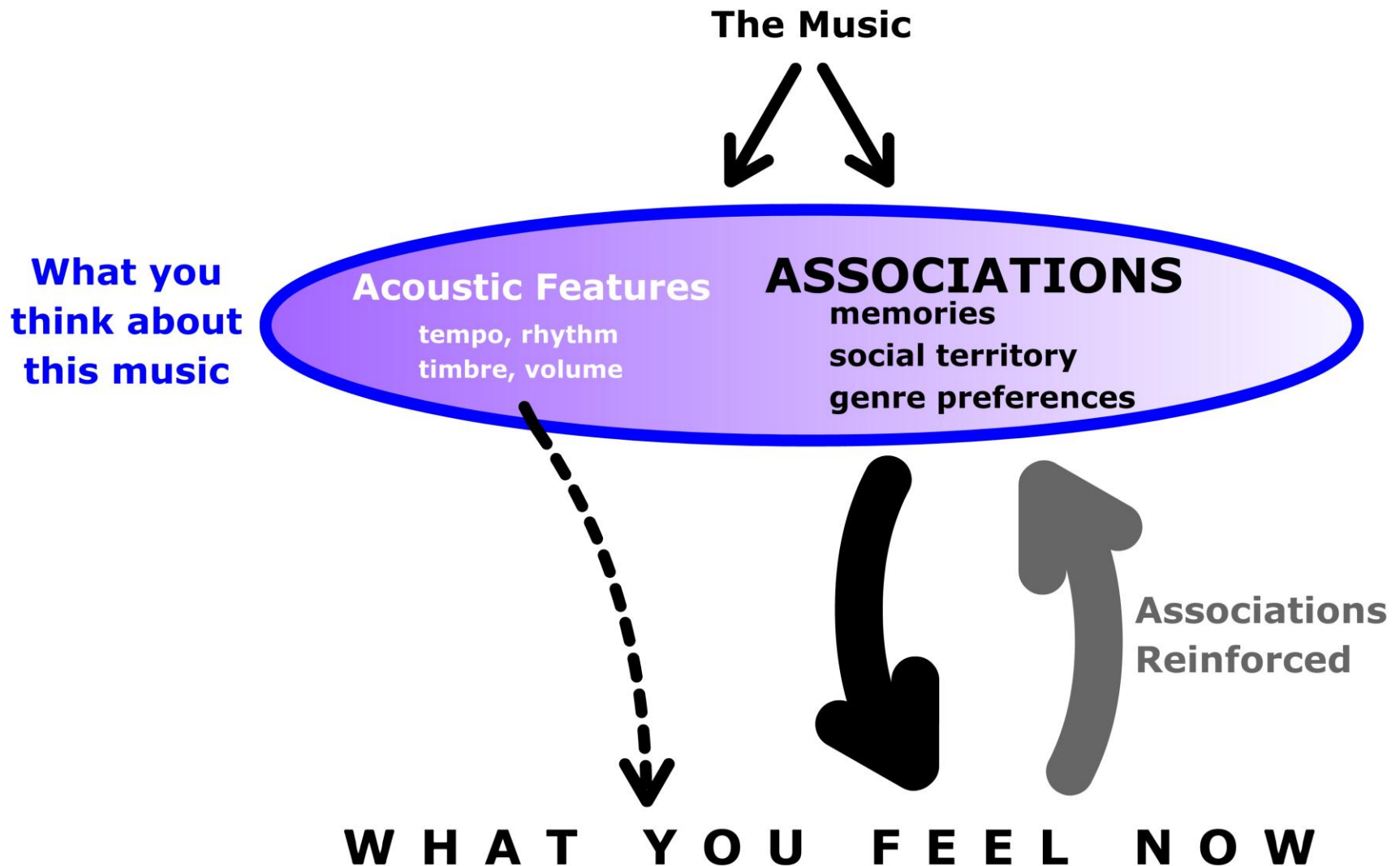
# Music's effects on mental states

- Think of the most intense musical experience you have ever had.
- Which was more intense:
  - The sounds
  - Your mental associations
  - The social situation

# Musical Example

- Theme from “Jaws”
  - Music has acoustic cues for fear
  - Most audiences respond with giggles
  - Overall response controlled by memories of original context

# *Associations are more important than sonic cues*



# Lullabies

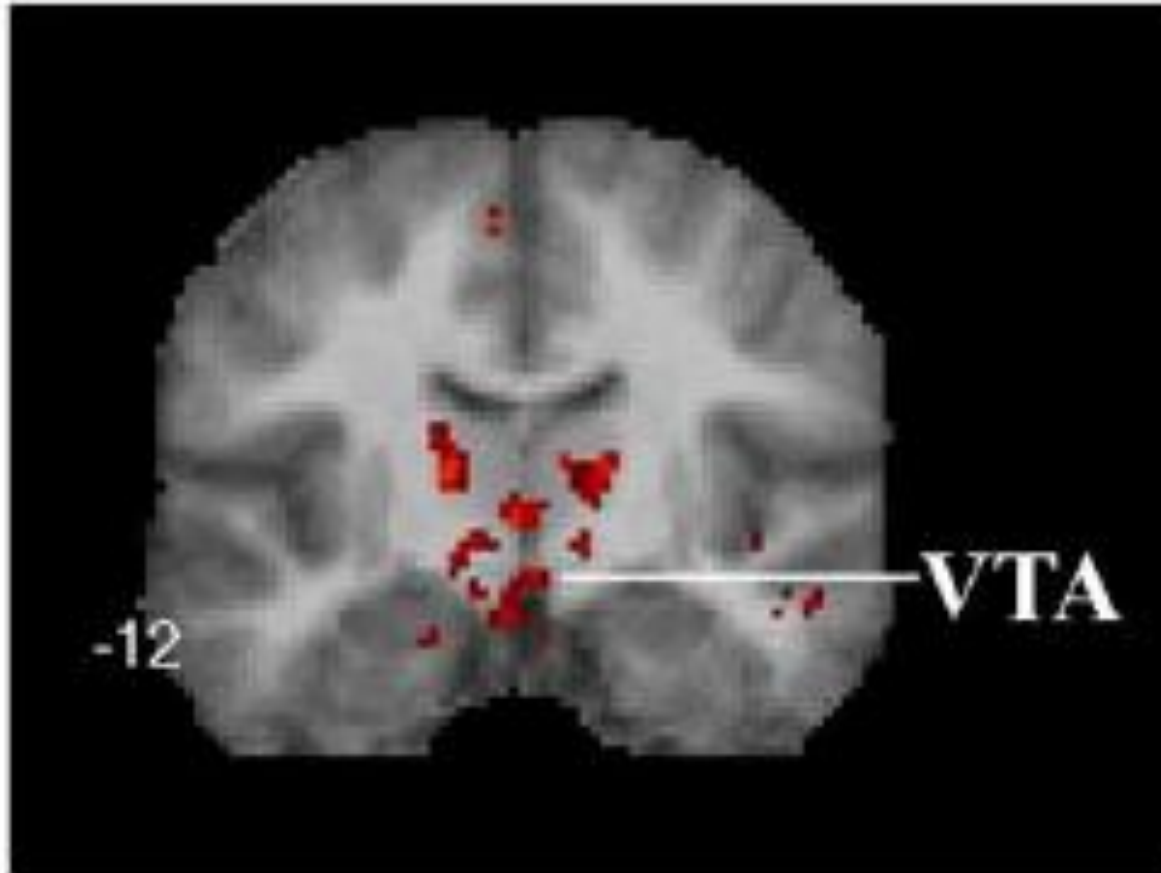
- **in every culture**
  - **High pitch**
  - **Slow tempo**
  - **Emotional expressiveness**

Trehub SE (2001). Musical Predispositions in Infancy. NY Acad Sci 930: 1-16.

# **Acoustic Cues for Emotion: A selection of most obvious**

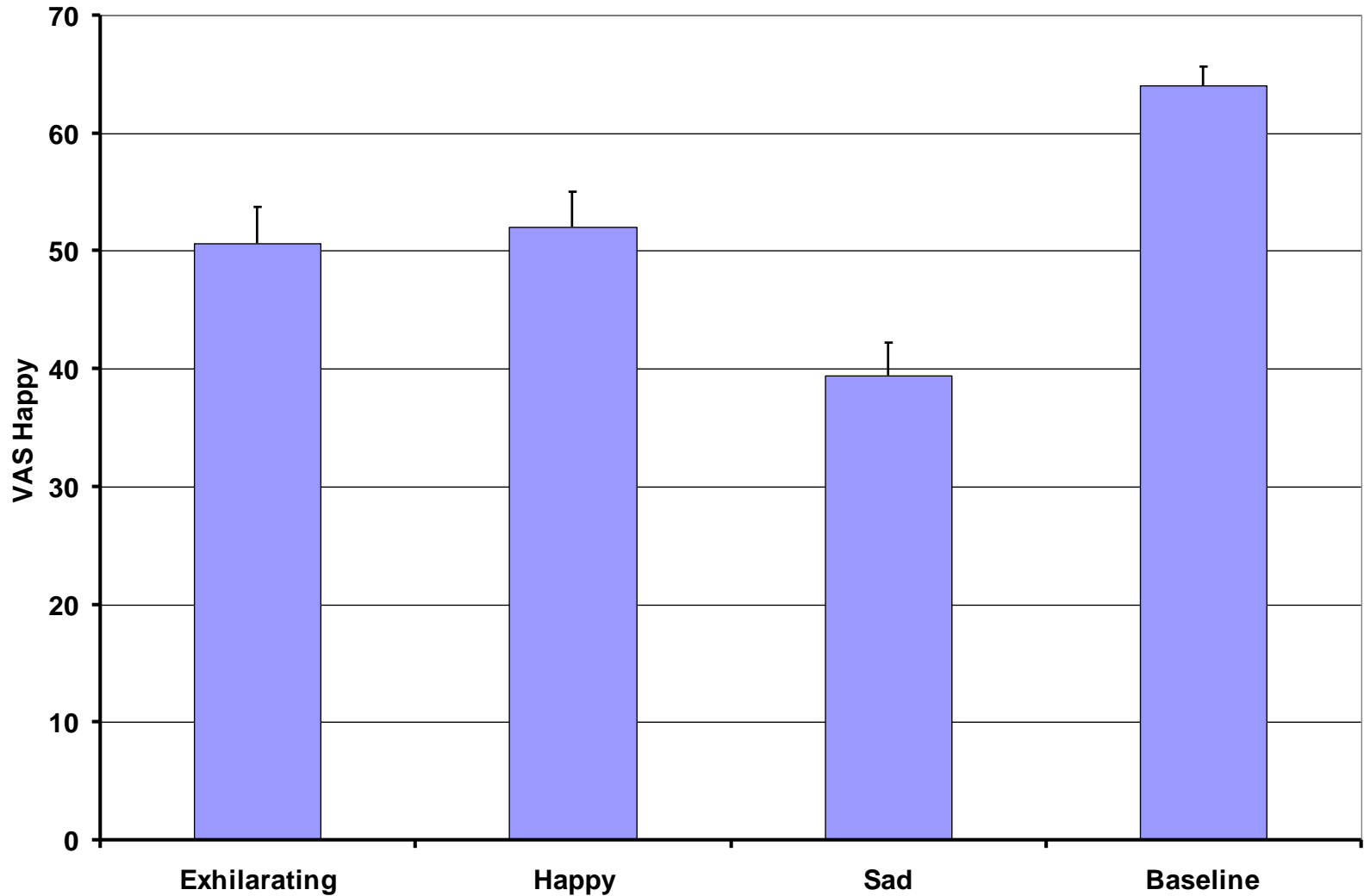
- Loudness
  - Rhythmic clarity
  - Tempo
  - Tonality
  - Timbre
    - Instrument choice
    - Instrument number (spectral fullness)
- “benign”**

# Music in fMRI



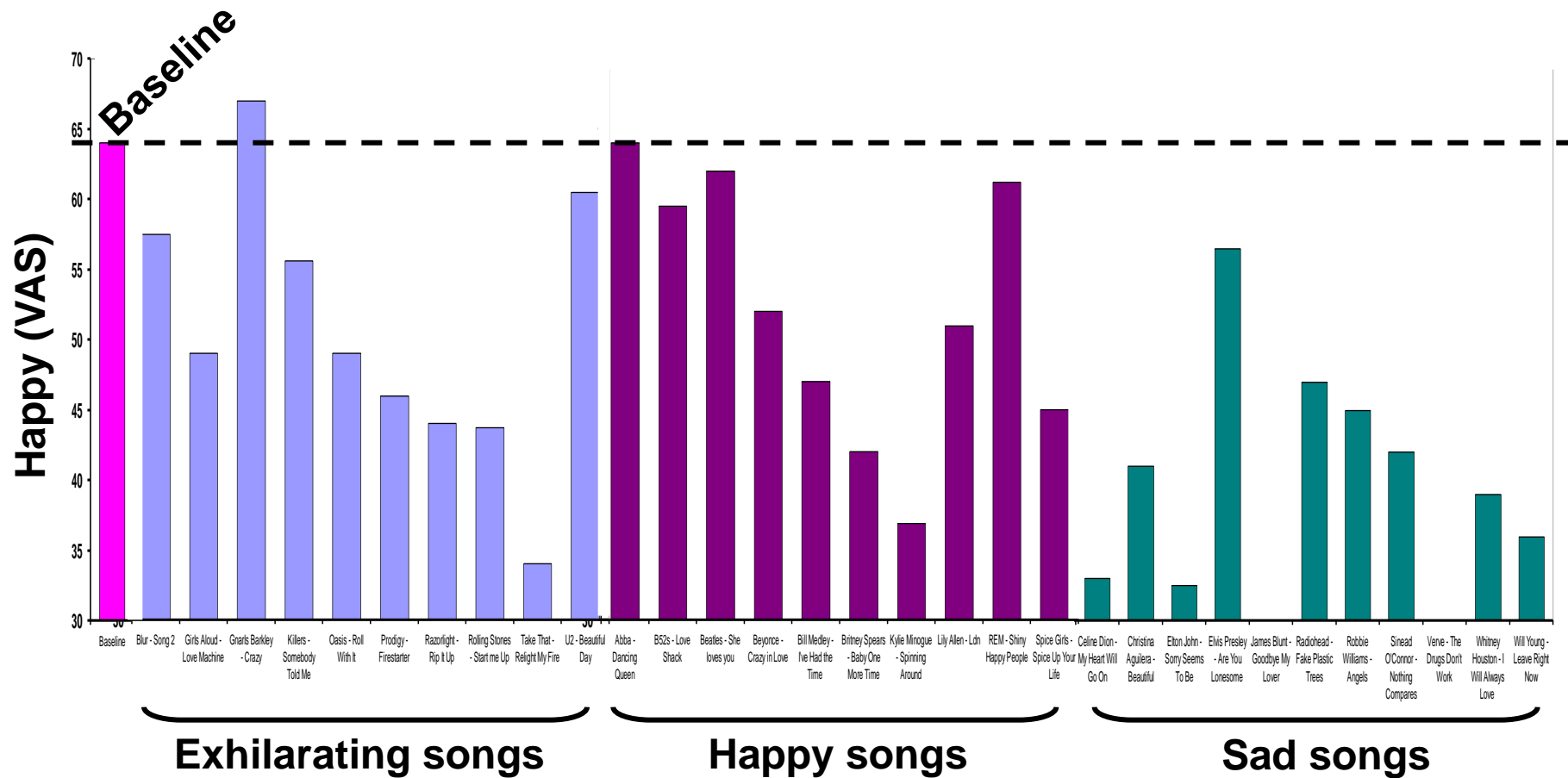
Menon & Levitin (2005). *NeuroImage* 28: 175 – 184

# Music's effects can be unexpected:



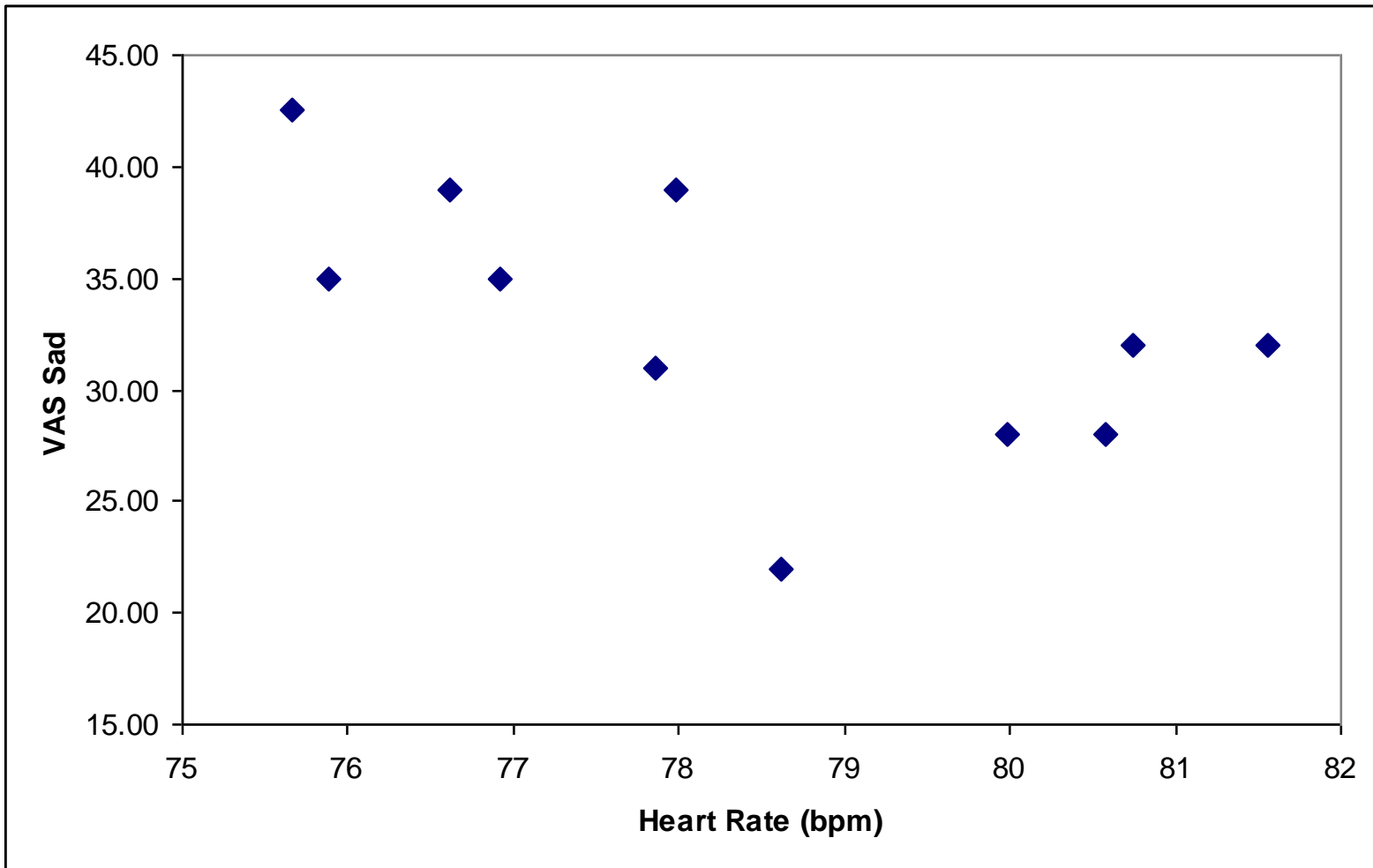
Witchel HJ (2006). Unpublished



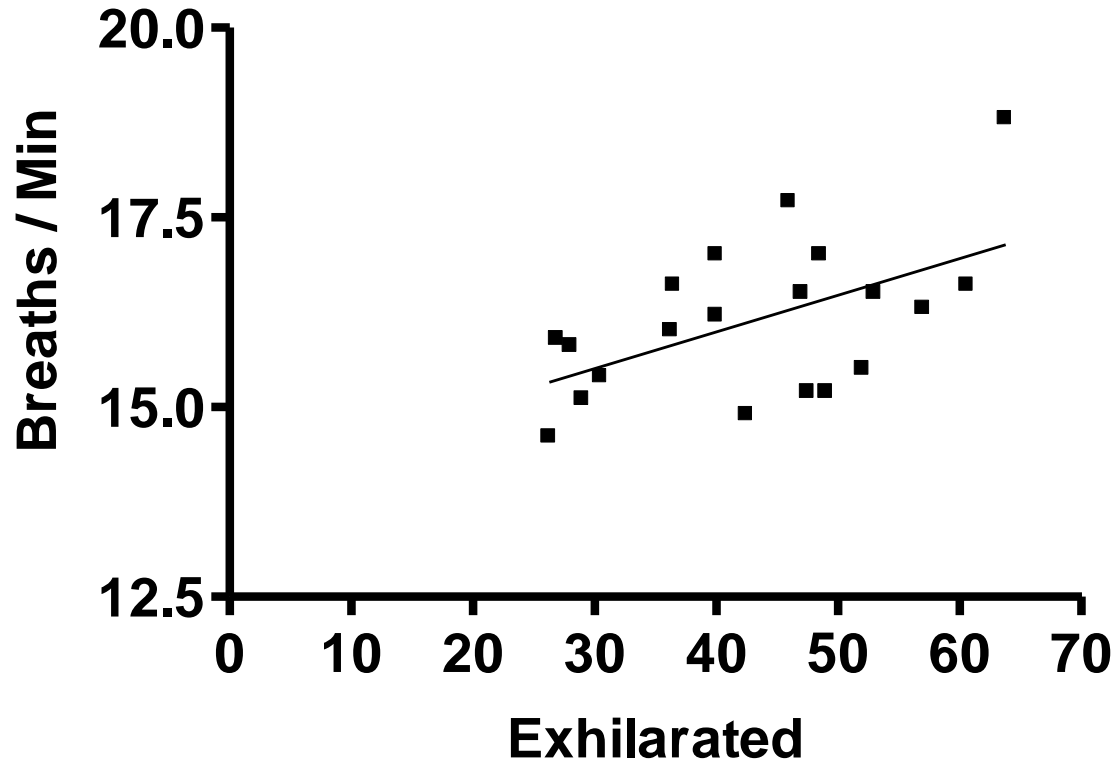


Only two songs led to an increase in happiness compared to baseline

# Heart Rate vs sadness



## No Sad Songs



Slope =  $0.04840 \pm 0.01772$

$F(1,18) = 7.464$

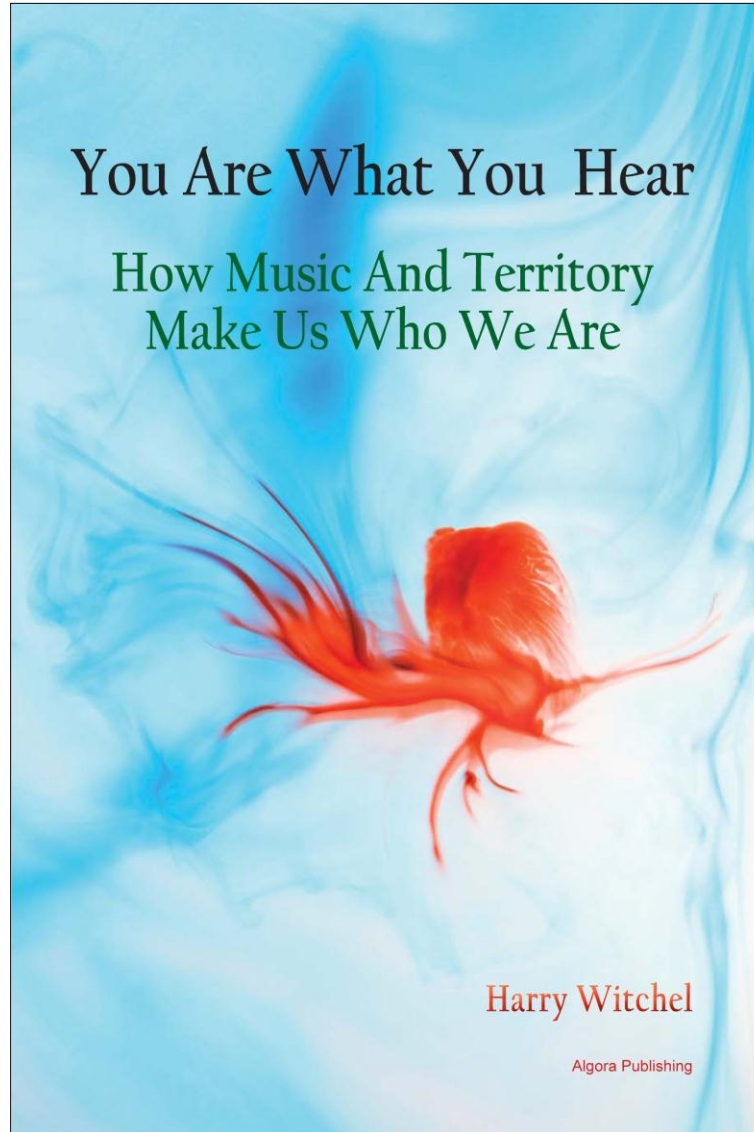
$P = 0.0137$

# Conclusions

- Music can engage “followership”
  - Rapport and postural mirroring???
- Music often acts counter-intuitively
  - Make measurements, not assumptions
- Music and rapport can lead to social cohesion
  - Social territory
  - “Sod-casting”

# You Are What You Hear .Co.uk

**THANK  
YOU**



**on  
AMAZON**