

Attending concerts through the smartphone

Media Futures ●

A study of how the audience use their smartphone during concerts

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Abstract

In present day, the smartphone holds a key position in several everyday situations. In addition to being used in the traditional way, such as calling and sending text messages, it is used as a tool for practical purposes and function as an entity to connect with people.

In my master thesis, I started with an idea to write about anything related to music. With the smartphone in mind, I quickly connected music and the smartphone to the 21th century phenomenon of documenting almost everything we might do in our lives. This includes using the smartphone to take images and filming videos in a concert environment.

Research question

1. How does the audience use their smartphone in a concert environment?
2. In which ways are their use of the smartphone connected to their media experiences?

Method

In my master thesis, I will conduct field observations of the concerts of both Daniel Kvammen and Kjartan Lauritzen at USF Verftet, respectively in October and November, with following qualitative interviews of selected audience members.

A part of the key factors I will be looking for includes observing:

Is the smartphone in use when the artist is speaking, when a popular song is being played or if there is a specific kind of music, ie, if the song has a specific tempo, melody or rhythm?

Is the smartphone in use to take pictures or videos of themselves and other people around them?

How do they use their stored images and videos from the concert? Do they post them to social media or will their saved images be lost in the vast sea of their photo gallery?

Considering the use of smartphones at concerts can lead to irritation and frustration by some, I will in my master thesis try to give some answers as to why people fill their smartphones with content from a concert in Bergen.



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