Youth and Popular Music: A Study in the Sociology of Taste

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Abstract
Preferences in popular music among teen-age girls vary according to the neighborhood in which a girl lives and her relative popularity among her peers. Highly popular girls are shown to conform more closely than the less popular to the prevailing neighborhood norms in popular music. Musical tastes and preferences for particular songs and for particular disk jockeys are found to be anchored in relatively small groups of friends, suggesting that personal relations play an important role in musical fads and fashions.

Keywords
popular music, tastes, youth culture

Disciplines
Communication | Interpersonal and Small Group Communication

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YOUTH AND POPULAR MUSIC: A STUDY IN THE
SOCIOLOGY OF TASTE

JOHN JOHNSTONE AND ELIHU KATZ

ABSTRACT

Preferences in popular music among teen-age girls vary according to the neighborhood in which a girl lives and her relative popularity among her peers. Highly popular girls are shown to conform more closely than the less popular to the prevailing neighborhood norms in popular music. Musical tastes and preferences for particular songs and for particular disk jockeys are found to be anchored in relatively small groups of friends, suggesting that personal relations play an important role in musical fads and fashions.

John Peatman in 1942 by content analysis differentiated themes in popular song lyrics. While they deal continuously with "love," Peatman arrived at three main types: the "happy-in-love" ballad, the "frustrated-in-love" song, and the "novelty song with sex interest." Following this lead, in 1954 one of the present authors also made a content analysis of the popular song lyrics of a twenty-five-year period (1927–51), using essentially the same categories as Peatman. Not only did the lyrics deal with the "love" theme about three-quarters of the time but, in addition, an overwhelming majority were either "happy" or "frustrated." Love songs are invariably personal, "ego" either indulging in or being deprived of love.

A further study of the meaning of popular music for its major consumer, the teenager, took as its starting point that of several recent pieces of effective research.

Eleanor Maccoby, for one, recently reported the different uses of television among children who show evidence of being frustrated and those who do not. Freidson found that a child's relative preference for television as against movies may be related to his relative preference for family as against friends. Similarly, the Rileys have shown that identical materials may serve quite different functions for children according as they are or are not well integrated in peer groups. Other writers, too, such as Riesman, argue that the same popular materials are used by audiences in radically different ways and for radically different purposes.

The question was raised, then, as to whether the polar types of love songs might not serve different functions for different fans—say, for the popular adolescent as compared with the isolated. Attention was focused on the female adolescent audience, since it is generally agreed that this group constitutes, if not the largest, at least the most vocal, single audience. One of the most
obvious settings for the enjoyment of popular music by a teen-age girl would be in connection with her social activities, and therefore tastes in popular music were compared with dating. Thus, the original hypothesis of the study sought to relate frequent dating with preferences for the “happy” or “indulgent” love song and rarer dating with preferences for the “blues” or “deprived” songs.

But boy-and-girl activities constitute only a part of an adolescent girl’s social life, and a second concern of this study, therefore, is with the part played by the girl’s peer group in the formation of musical tastes, in the preference for one song over another, and for one celebrity over another in the world of popular music—in short, with conformity in this area of popular interest. No attempt is made in this study to tell the whole story of a “hit” song or even to relate in detail how a particular song makes its way among members of a given group.

Writers like Peatman have stressed the all-important role which radio plays in the creation of “hit” tunes, and others, such as Adorno, point out that the favorites of the popular-music fan will be those which are most played or “plugged” on the radio. While plugging is important, so, too, are leadership in opinion and other group attributes of the audience. It is from the point of view of personal influence and the shared tastes of adolescent peers, in any event, that the subject of musical taste is approached. As such, the investigation involves an examination of the comparative musical interests and tastes of close friends, of more distant friends, of members of the same organizations who are not close friends, and of individuals who do not know each other.

DESIGN AND PROCEDURE OF STUDY

The field work was conducted during the winter and spring of 1954–55 by self-administered questionnaires completed by eight clubs of teen-age girls. Questions covered the following: (1) relative interest in various types of music; (2) preferences in songs in the then-current “Hit Parade”; (3) preferences in disk jockeys; (4) preferences in particular kinds of popular songs; (5) sociometric choices of best friends; and (6) dating.

The respondents were chosen from among members of eight Hi-Y clubs in two neighborhoods of South Side Chicago: four in the Hyde Park YMCA and four in the South Shore YMCA. All were high-school students, aged from thirteen to eighteen years, and the age distributions were practically the same in each neighborhood. The clubs had from 9 to 28 members, of whom a total of 133 girls were questioned—53 from the Hyde Park and 80 from the South Shore clubs. Members of South Shore clubs were, on the whole, from higher socioeconomic backgrounds; this variable was not, however, systematically recorded in the surveys, unfortunately.

The South Shore groups were interviewed approximately four months after the Hyde Park clubs, and the questions which were asked of the first groups were given to the second set. The popular songs listed for ranking were, of course, brought up to date with the “Hit Parade.” Each group was questioned separately, either before or following its weekly club meeting. Interest in the questionnaire was high, and, on the whole, the respondents undertook their task with genuine seriousness.
YOUTH AND POPULAR MUSIC

Does a girl's popularity with boys affect her taste in popular music? The initial hypothesis—that many dates lead to a preference for "happy" or "indulgent" songs and infrequent dates for "blues" or "sad" or "deprived" songs—was tested by posing the question:

Of all the songs which become popular each year, about three-quarters of them deal with love. In some of these songs the love is a happy love, where the boy and the girl are happy, etc., while in others, as you know, either the boy or the girl has the blues. Generally speaking, which type of song do you like better?

The happy song
The blues song

In Table 1 the responses of the original sample of the Hyde Park girls are shown,

<table>
<thead>
<tr>
<th>Song Preference</th>
<th>Dates at Least Once a Week</th>
<th>Dates Less than Once a Week</th>
<th>Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefers &quot;happy&quot; songs</td>
<td>7</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Prefers &quot;blues&quot; songs</td>
<td>23</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>19</td>
<td>49</td>
</tr>
</tbody>
</table>

* $x^2 = 11.8; P < .001.$

and a striking relationship between frequency of dating and the song preferred is noted. This relationship, however, is exactly opposite to the one originally predicted: "heavy" daters, it is clear, overwhelmingly prefer the "sad" songs, while infrequent daters like "happy" songs.

This finding invited a number of interesting interpretations; for example, the "blues" songs help the frequent dater to add excitement to her relationships—by suggesting crises, breakups, and the like—and thus, perhaps, helping to end an affair that might grow too serious; but the infrequent dater can ill afford these emotional adventures. Another possibility is that the frequent dater is more realistic about love, while the infrequent dater, with relatively little experience, dreams about her "blue heaven"; or that the tunes accompanying "sad" songs were better as dance rhythm and more appropriate to romance and thus more useful to the popular girl.

However intriguing these interpretations may be, there is an important complication: when the second set of interviews was conducted four months later with girls in a second neighborhood, the results were not at all the same (Table 2). In South Shore clubs

<table>
<thead>
<tr>
<th>Song Preference</th>
<th>Dates at Least Once a Week</th>
<th>Dates Less than Once a Week</th>
<th>Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefers &quot;happy&quot; songs</td>
<td>38</td>
<td>18</td>
<td>56</td>
</tr>
<tr>
<td>Prefers &quot;blues&quot; songs</td>
<td>12</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>27</td>
<td>77</td>
</tr>
</tbody>
</table>

* $x^2 = .7; P > .80.$

there is so great a liking for "happy" songs that it surpasses the preference for them of the infrequent daters (76 per cent as compared with 67 per cent).

Clearly there is an important difference between neighborhoods. While the proper relationship between popularity and song preferences in Hyde Park is still to be explained, the more pressing problem is the difference in the relationship between the two variables in the two neighborhoods.

THE CULTURE OF THE NEIGHBORHOOD YOUTH

The two neighborhoods, we think, represent two "culture areas," not simply because the relationship between frequency of dating and song preferences is different in them but also because the local preferences as a whole are different (Table 3).

A second question used in the study permits a test of the hypothesis that the two patterns of response come from two different cultures. Respondents were to fill in the missing word on the fourth line of what was
described as a "typical love song lyric." The jingle went as follows:

You were there in my dreamworld,
In the dreams which I had
Last night when I saw you,
When you made me so.................

A total of five responses were given by 111 individuals: "glad" (by 57), "sad" (by 24), "mad" (by 15), "blue" (by 10), and "happy" (by 5). Among these, "glad" and "happy" were assumed to be "indulgent" responses, and "sad," "mad," and "blue" to be deprived. In Table 4 these responses are sorted according to the neighborhood affiliations of the respondents, and the differences revealed are seen to coincide with the differences found in the question of preference in songs. The large majority of Hyde Park girls, that is, respond with "sad" or "mad," while the majority of South Shore girls say "glad." This seems to be evidence of a difference in outlook between the two neighborhoods on boy-girl relations.

Unfortunately, we are not in a position to report on the possible determinants of this difference in outlook. The only clue available is impressionistic—that the South Shore girls are, on the whole, wealthier and more solidly middle class than the Hyde Park girls. If this is true, it may help explain the particular content of the two "cultures."12

But, whatever accounts for the difference in the content of the two neighborhood norms, the strong relationship between frequency of dating and song preferences in the "blue" neighborhood and the virtual absence of such a relationship in the "happy" neighborhood remain. Two very tentative explanations suggest themselves.

One possibility is that more popular girls embrace the neighborhood norms more. To explore this possibility, we separated the respondents according to the number of sociometric choices they received, and the sociometric status is then compared with their preferences in type of song. In each case the predominant mood of the neighborhood is most strongly affirmed by the most popular girls, although the relationship is considerably more pronounced in the "cultures."13

TABLE 3
SONG PREFERENCES BY NEIGHBORHOOD

<table>
<thead>
<tr>
<th></th>
<th>HYDE PARK</th>
<th>SOUTH SHORE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GIRLS</td>
<td>GIRLS</td>
</tr>
<tr>
<td>Stated Preference</td>
<td>No. Per</td>
<td>No. Cent</td>
</tr>
<tr>
<td>Prefers &quot;happy&quot; songs.</td>
<td>21 43</td>
<td>56 73</td>
</tr>
<tr>
<td>Prefers &quot;blues&quot; songs...</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Total* .............</td>
<td>49 100</td>
<td>77 100</td>
</tr>
</tbody>
</table>

* \(x^2 = 11.1; P < .001.\)

TABLE 4
RESPONSES TO PROJECTIVE QUESTION BY NEIGHBORHOOD AFFILIATION

<table>
<thead>
<tr>
<th></th>
<th>HYDE PARK</th>
<th>SOUTH SHORE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GIRLS</td>
<td>GIRLS</td>
</tr>
<tr>
<td>Type of Response</td>
<td>No. Per</td>
<td>No. Cent</td>
</tr>
<tr>
<td>&quot;Indulgent&quot; ......</td>
<td>13 39</td>
<td>49 63</td>
</tr>
<tr>
<td>&quot;Deprivational&quot;...</td>
<td>20 61</td>
<td>29 37</td>
</tr>
<tr>
<td>Total* ..........</td>
<td>33 100</td>
<td>78 100</td>
</tr>
</tbody>
</table>

* \(x^2 = 5.1; P < .05.\)

Hyde Park girls are relatively more interested in popular music than are the girls of South Shore, which may be why the relationship between popularity and conform-
ity is so much stronger in that neighbor-
hood.\textsuperscript{14}

The other possible explanation is that there is something special about the "blues"—that girls in "blue" neighborhoods may lead a more intense adolescent life and move out of the orbit of their families earlier and more drastically. The meaning of heavy dat-
ing in this kind of neighborhood may be quite different from what it is in the "happy" upper-middle-class neighborhood, and it may be that the heavy-dating girls really "use" popular music in ways dis-
cussed above.

\textbf{TABLE 5}

\textbf{SOCIOMETRIC STATUS AND CONFORMITY TO NEIGHBORHOOD NORM}

<table>
<thead>
<tr>
<th></th>
<th>Hyde Park Girls</th>
<th>South Shore Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Blues&quot; Songs</td>
<td>No. of Sociometric Choices Received</td>
<td>&quot;Happy&quot; Songs</td>
</tr>
<tr>
<td>Prefer</td>
<td>No.</td>
<td>Cent</td>
</tr>
<tr>
<td>Three or more......</td>
<td>16</td>
<td>88</td>
</tr>
<tr>
<td>Two .....................</td>
<td>9</td>
<td>56</td>
</tr>
<tr>
<td>One or less............</td>
<td>24</td>
<td>38</td>
</tr>
</tbody>
</table>

\textbf{THE OVERLAPPING TASTES OF PEERS}

If neighborhoods and popularity in groups have a role in shaping preferences for popular songs, the more minute details of the mechanisms of group life which breed similar opinions, attitudes, tastes, and habits ought to be examined more carefully with reference to the world of popular music. Accordingly, the questionnaire sought to tap behavior in which the influence of friends upon each other might be apparent. Three of these are: general tastes in music, favorite disk jockeys, and the ranking of "Hit Parade" songs.

To measure relative taste for various kinds of music, each respondent was asked to imagine that she was choosing ten free recordings and to decide how many of the records she would choose from each of five different types of music—classical, semi-
classical, popular, jazz, and western. The choices of each were then compared with those of every other member in her club simply by deriving the percentage of overlapping choices. At the same time sociograms of best friends were constructed, thus making it possible to compare overlapping musical tastes, first, among mutual-choice friends where each chooses the other; second, among one-way choice friendships where one chooses the other but is not chosen in return; and, third, among individuals who did not choose each other as close friends (Table 6). The overlap per-
centages have been averaged, and, while the differences are not large, the trend indicates that close friends do tend to have similar musical tastes.

From this finding alone it cannot be argued that peer groups influence an individual's listening habits, but whether or not "other people" are instrumental in formu-
lating these attitudes is a difficult question. It may very well be that cliques emerge

\textbf{TABLE 6}

\textbf{IDENTICAL MUSICAL TASTES BY DEGREE OF FRIENDSHIP}

<table>
<thead>
<tr>
<th>Degree of Friendship</th>
<th>No. of Comparisons</th>
<th>Index of Agreement (Per Cent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual-choice friends</td>
<td>72</td>
<td>59</td>
</tr>
<tr>
<td>One-way-choice friends</td>
<td>79</td>
<td>52</td>
</tr>
<tr>
<td>Non-close friends</td>
<td>998</td>
<td>49</td>
</tr>
<tr>
<td>Total...................</td>
<td>1,149</td>
<td>50</td>
</tr>
</tbody>
</table>

within larger groups primarily because of pre-existing similar attitudes, although it is also likely that influence would operate in both directions. Unfortunately, this study provides little to solve this question; only a developmental study which starts with a group at its inception could do so.

That the peer group may direct an individual in listening to music, however, is indicated in data on favorite disk jockeys. While practically every girl in the whole sample named one disk jockey, Howard Miller, as a favorite, there are nonetheless indications from among other choices that specific groups name specific disk jockeys as favorites.

In one of the clubs (Club B), for ex-

\textsuperscript{14} Asked to select free recordings from five possible types of music, Hyde Park girls made 54 per cent and South Shore girls 44 per cent of their choices from popular music.
ample, there are wide differences among
the major clique groups as to favorite disk
jockeys (Table 7). Disk Jockey Dalie was

**TABLE 7**

**FAVORITE DISK JOCKEYS**

<table>
<thead>
<tr>
<th>Disk Jockey</th>
<th>Clique I</th>
<th>Clique II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miller</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Hubbard</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Trompeter</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Dalie</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Porter</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

the exclusive and unanimous favorite of the
disks of Clique I. This is especially
striking in that only 2 other persons in the
whole sample of 133 named Dalie as a
favorite. Furthermore, Howard Miller was
the only one of five disk jockeys named by
members of both cliques.

**TABLE 8**

**IDENTITY OF SONG PREFERENCES**

<table>
<thead>
<tr>
<th>Degree of Friendship</th>
<th>No. of Comparisons</th>
<th>Mean Rank Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual-choice friends</td>
<td>72</td>
<td>.38</td>
</tr>
<tr>
<td>One-way-choice friends</td>
<td>79</td>
<td>.28</td>
</tr>
<tr>
<td>Non-close friends</td>
<td>998</td>
<td>.25</td>
</tr>
<tr>
<td>Total</td>
<td>1,149</td>
<td>.26</td>
</tr>
</tbody>
</table>

among groups are not great, but, again, the
values form a trend consistent with expecta-
tion. Identical choice of songs is uncommon
but at least more common among friends
of mutual choice.

**FIG. 1.—Sociogram of group “B”**

For other cliques, too, similar findings—
although by no means as clear cut—emerged,
suggesting that a peer group may influence
and restrict preferences in disk jockeys and,
consequently, in the music to which its
members will listen.

**THE RANKING OF “HIT PARADE” SONGS**

Analysis somewhat similar to that used
in studying interest in different types of
music showed that degree of friendship
does relate to agreement on “Hit Parade”
preferences. The data for this analysis were
derived from asking respondents to rank
five popular songs drawn from the current
“Hit Parade,” rank-difference correlations
being then computed between each re-
spondent’s rankings and those of every
other member of her group. Then a mean
homogeneity correlation was found for
each club and for each of the three sub-
groups defined by degree of friendship
(Table 8). Here again the differences

Song preferences change much more
rapidly than does the general musical taste:
the current “Hit Parade” is very seldom the
same two weeks in succession. We might
expect, therefore, that there would be con-
siderably greater chance for personal influ-
ence to determine specific song favorites.
In many cases popular songs are very much
alike, and, without other influences, an
individual may really have a hard time in
deciding which songs to single out as
favorites. In any event it seems extremely
far-fetched to argue that individuals choose
their close friends because they prefer cer-
tain songs. It is more reasonable to argue
that they choose friends because of their
general interest in music.

**CANADIAN BROADCASTING CORPORATION**

**AND**

**UNIVERSITY OF CHICAGO**