



Cross-platform Comparison of Music Preferences and Behaviour

Daria Kharkina

Higher School of Economics

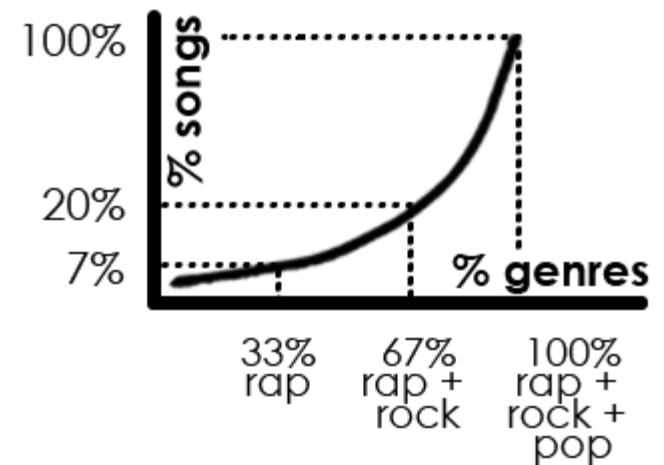
Data & Method

Data:

- 500 users who have a public Last.fm account (behaviour) and an open VK playlist (preferences)
- artists are classified according Gracenote database

Ex. :

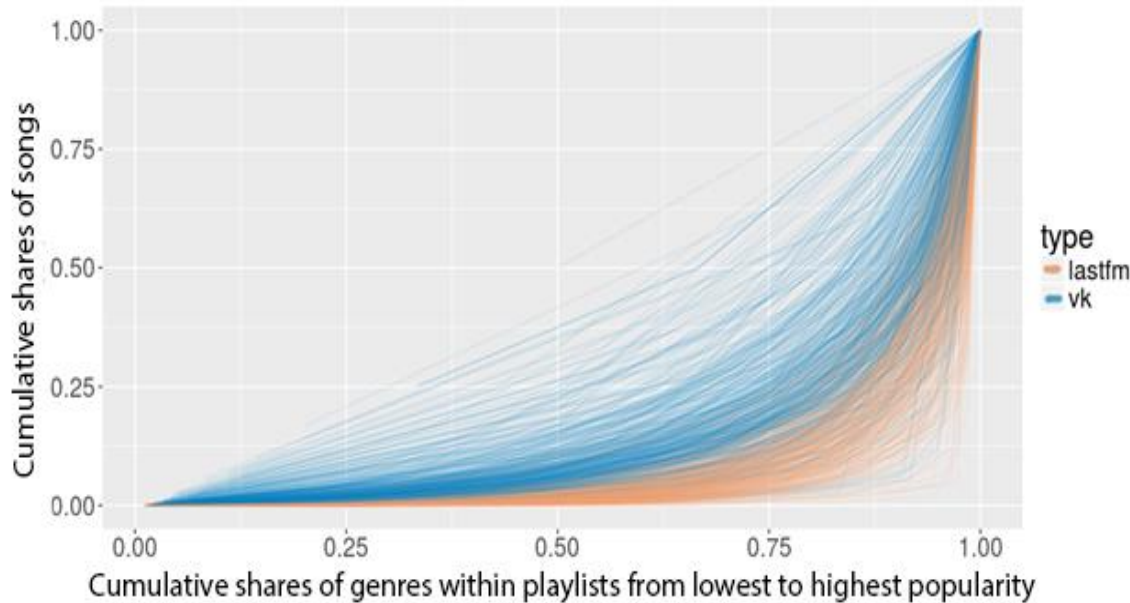
genre	#songs
rap	7
rock	13
pop	80



Measuring omnivorousness:

Originally Gini index is used to measure income inequality, but it suits well our purpose of measuring the diversity of tastes or the distribution of music genres within a playlist

Results



People in their actual music consumption tend to be more univore than in exhibiting their preferences by adding audiofiles to their personal pages

The distribution of genres within a Last.fm list is much more unequal with average Gini index equals 0.82 and 0.63 respectively

Come and see more or contact:

✉ kharkina.daria@gmail.com

🐦 @daria_kharkina