



University of
Sheffield

Intro

Thank you for taking the time to participate in this pilot study.

For this pilot study, you will listen to different music and respond to several questions. Please listen to the music for at least 1-minute before answering the questions.

Mozart String

0:00 / 5:46

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

Taylor Swift

0:00 / 3:56

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"



How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all

- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

Beethoven



0:00 / 8:02

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

USA

0:00 / 1:29

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

TGTBTU

0:00 / 2:55

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

X-Men

0:00 / 2:30

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

CTHD

0:00 / 2:58

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

Jay Chou

0:00 / 4:30

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

China

0:00 / 1:27

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

Horse Race

0:00 / 2:53

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

WFH Once Upon a Time in China

0:00 / 3:42

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

TCM

0:00 / 5:08

Please listen to this music for at least 1-minute before answering the next question.

How well does this music represent...

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
Eastern (or Chinese) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collectivistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western (or American) culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individualistic values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What comes to mind when you hear this music?

After listening to this music, write down 10 different responses to the question "Who am I?"

How familiar are you with this music?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

To what extent did you like this music?

- ☐ Dislike a great deal
- ☐ Dislike somewhat
- ☐ Neither like nor dislike
- ☐ Like somewhat
- ☐ Like a great deal

To what extent can you relate to this music?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

What emotions did you perceive or feel while listening to this music?

Describe the music and the culture it represents.

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