

SOUND OF THE SOCIAL - SONIFICATION OF 'EXPERIENCE SOCIETY'

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ABSTRACT

In 'Experience Society' (Erlebnissesellschaft) German social scientist Gerhard Schulze describes five social milieus. They are characterized and named through leisure activities and chosen lifestyle: high-class milieu, self-realization milieu, integration milieu, harmony milieu and entertainment milieu. For this sonification project (concert piece) data from the 'Experience Society' has been processed and converted using the Sonification Sandbox software. The data based on typical preferences for leisure activities and chosen lifestyle for each of these five milieus.

1. INTRODUCTION

Sonification is used in many scientific fields and is established as a technique to present scientific data. In social research there are approaches that deal with sonification. [1] [2] [3]. And in the intersection of social science and sound art there are also several approaches processed [4]. The aim of this paper is to present an approach for transfer with sonification data into sound based on the concept 'Experience Society' of the German social scientist Gerhard Schulze. The motivation for this sonification project is to get an alternative access to the data and to use an aesthetic approach in social science [5].

2. EXPERIENCE SOCIETY

Schulze distances himself from stratification and class theories. In his milieu model several experience patterns dominate in different milieus. Based on these milieus Schulze defines the term 'Experience Society' as a society that is relatively strongly shaped by internally oriented lifestyles and cultural patterns. In his model five milieus are described, which are characterized and based on leisure activities and chosen lifestyle of different social groups:

- High-class milieu: striving for high social status
- Integration milieu: striving for social conformity
- Harmony milieu: striving for security
- Self-realization milieu: striving for self-realization
- Entertainment milieu: striving for stimulation

In the 'Experience Society' several experience patterns dominate in different milieus. Based on these milieus Schulze defines

the term 'Experience Society' as a society that is relatively strongly shaped by internally oriented life views.

3. SONIFICATION METHOD

In this sonification of the 'Experience Society' the approach of audification has been used. Audification making sense of data by interpreting any kind of data set as amplitude over time [6]. In this concert piece audification has been processed as the direct translation of measurement in sound [7]. The software Sonification Sandbox has been used (authored in Java, using the Java Sound API to generate Midi output). Various indicators from social research were selected, processed and implemented with the Sonification Sandbox software [8].

4. DATA

The data from the five different German social milieus by social scientist Gerhard Schulze has been used:

Entertainment milieu:

Preferences for driving motor cycle, sports, watching videos, reading newspaper, watching political discussions on TV etc.

Self-realization milieu:

Preferences for Jazz music, reading books, visiting theater etc.

Harmony milieu:

Preferences for local broadcast, TV shows, nature documentation etc.

Niveau milieu:

Preferences for political discussions, museum, political newspaper, literature etc.

Integration milieu: preferences for opera, art exhibition, theater, classical music etc.

For each of the milieus with their special interests and preferences age groups and educational level has been differentiated:

- Young people with low education level
- Young people with middle or high education level
- Older people with low education level
- Older people with middle or high education level



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5. MEDIA LINK

<https://soundcloud.com/joachim-allhoff/social-milieus-sonification-1>

6. REFERENCES

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