

# SEMINAR NOTICE:



## Social Music in Cars

*Sally Jo Cunningham*

Associate Professor  
Department of Computer Science, The  
University of Waikato



**Wednesday, November 23 at  
11:00 to 11:45 a.m.  
@ ADSC - Level 8,  
Fusionopolis, Connexis North**

### Abstract:

This ongoing project builds an understanding of how music is currently experienced by a social group traveling together in a car—how songs are chosen for playing, how music both reflects and influences the group's mood and social interaction, who supplies the music, the hardware / software that supports song selection and presentation. A fine-grained context emerges from a qualitative analysis of a rich set of ethnographic data (participant observations and interviews) focusing primarily on the experience of in-car music on moderate length and longer trips. We suggest features and functionality for music software to enhance the social experience when traveling in cars.

### Biosketch:

#### **Personal Description**

I received degrees in Computer Science and Asian Studies from the University of Tennessee, and a PhD in Computer Science from Louisiana State University. I have been a lecturer with the University of Waikato since 1990.

#### **Research Interests**

My research interests include, machine learning, digital libraries, computer education and computer applications in textiles. Current activities can be grouped into two main headings:

- machine learning: I am a member of the Waikato ML research group, and am particularly interested in applications of ML to text databases
- computing education: Areas of focus here include research into factors encouraging/discouraging the participation of women in tertiary computing education programs; the effective use of conferencing systems in computing courses; and an examination of library and writing anxiety in computing majors.