

# BASIC/FUNDAMENTAL RESEARCH

## HOW DO WE KNOW WHEN BEHAVIOR SHIFTS?

### SMALL CUES

Small cues—like facial tension or breath pauses—often show up before we even realize we're reacting. In this project, we timestamped these moments to track real-time response to sound.



## WHAT DID SOUND DO TO BEHAVIOR?

Participants exposed to different soundtracks showed clear behavioral patterns:

- Faster music = longer hesitation
- Minor/dissonant tones = more guarded posture
- Subtle sounds = triggered early tension in face and breath

Each shift was logged using timestamp protocols and later visualized using heat maps and movement clusters.

### SOMETHING SHIFTED... AND THEY COULDN'T NAME IT.

Participants often paused, blinked, or changed posture seconds before making a choice—without realizing why. That's what we tracked. That's where the music quietly worked.

As an organization primarily engaged in basic and fundamental research, we weren't seeking conclusions—we were seeking patterns. And those patterns, however subtle, told us something human.



Top Insight from This Study:  
Music doesn't give instructions—but it gently tilts the frame of how people choose, wait, and move.