# New Findings on Music's Role in Human Behavioral Response

From April to July 2024, PERFI8TH INC.—a nonprofit organization primarily engaged in basic and fundamental research—conducted a multi-week study to observe how different types of music affect real-time behavior. As part of its ongoing commitment to fundamental research in the arts and human sciences, the organization designed a project focused not on commercial application, but on deepening our understanding of how sonic stimuli influence nonverbal expression and physiological response.

Across 13 weeks of testing and 52 observation sessions, the project captured hundreds of moments where music subtly shaped how people move, speak, interact, or distance themselves. Through structured tasks and carefully controlled audio environments, the team tracked gestures, breathing, posture, and emotional self-reporting—each data point reinforcing the value of basic research in decoding complex behavioral dynamics.

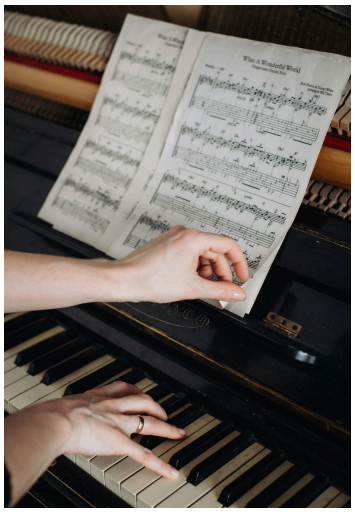
This study was not theoretical. Every insight was grounded in physical recordings, live journal entries, and behavioral timestamping. In one session, participants listening to ambient harmony subconsciously leaned closer; in another, dissonant percussion triggered visual avoidance and jaw tension.

This study was not theoretical. Every insight was grounded in direct observation—captured through video recordings, participant journals, post-trial verbal debriefs, and behavioral timestamping. Across multiple sessions, subtle shifts in posture, gaze, and breathing were repeatedly observed within seconds of musical onset.

In one trial, participants exposed to ambient harmonic textures began leaning forward and softening their facial expressions without conscious awareness. Some even mirrored one another's gestures after the second repetition of a phrase, indicating subconscious social alignment.

In contrast, sessions involving layered dissonance and percussive irregularity triggered more guarded physical responses. These included crossed arms, tension in the jawline, and reduced eye contact—all within the first 30 seconds of exposure. One participant reported feeling "on edge," but was surprised to see herself shifting away from the center of the group during playback.

These behavioral changes occurred regardless of participants' subjective reports, highlighting the disconnect between what people feel, what they express, and how their bodies respond in real time under musical influence.



> ***"I didn't even know I was doing that."***
> ***— Participant #11, upon replaying her own posture shift under increasing tempo.***

Even when participants described "feeling nothing," video revealed arm-crossing, fidgeting, or lowered vocal tone—clear signs of behavioral shift.

This research reinforces the need to study music not just as a cognitive stimulus, but as a real-time behavioral modulator.

Data was collected from 4+ movement categories, 63 trial stimuli, and >20 reflective emotional terms.
All procedures followed PERFI8TH INC.'s basic research protocols.