Psychology Department Seminar Presents:

Dr. David Greenberg

Interdisciplinary Department of Social Sciences & Department of Music, Bar-Ilan University

And Department of Psychiatry, University of Cambridge

One world in song: Current advances in big data, social neuroscience, and clinical trials of music

Music is a cultural universal that has permeated every known society past and present. It is no longer viewed as mere entertainment, but rather as a vehicle for personal development and social change. The talk will present three major scientific developments. First, it will be shown through Big Data techniques based on music streaming services (i.e. Spotify) and digital footprints (I.e. Facebook) that musical choices and habits provide insights into human psychology (N = 27,737), and that the link between musical preferences and psychological traits are geographically replicated in 50 countries (N = 356,649). Furthermore, it will be shown that musical preferences are driven by shared traits between the artist and listener (called the self-congruity effect of music), which supports group-process theories and adaptationist accounts of music (N = 81,575). Second, social neuroscience studies "in the wild" on a group of vocal singers (N = 66), and an Arab and Jewish chorus (N = 40) will be presented, including experimental studies showing how music can be an effective tool in bringing people together and promoting prosocial traits like empathy. A model of brain circuitry implicated in social bonding during music making, even during social distancing, will also be presented. Third, current and proposed clinical trials will show how rhythmic repetition and synchrony may increase social communication in autism. Together, music is a phenomenon that is deep-seated in the human brain and inextricably linked to psychology fields. Importantly, current advances in this area have real world applications that can improve the lives of individuals and societies.

Dr. David M. Greenberg is a Zuckerman Post-doctoral Scholar in social neuroscience at Bar-Ilan University in Israel and an Honorary Research Associate at the Autism Research Centre at Cambridge University in England. He received his PhD in psychology from Cambridge University and has additional post-doctoral training in clinical psychology and music therapy. Dr. Greenberg was awarded the early career research prize from the European Society for the Cognitive Sciences of Music (ESCOM). His research has been published in the Proceedings of the National Academy of Sciences, Nature Communications, Journal of Personality and Social Psychology, Psychological Science, and more. His work has been reported on by CNN, BBC, The New York Times, The Wall Street Journal, Discover Magazine, The Atlantic and other popular media outlets. He is currently writing an academic trade book on music for Oxford University Press. Dr. Greenberg is also a professional saxophonist who began touring at the age of 16 and he continues to perform today.

You can find more details of Dr. Greenberg's work at https://www.davidmgreenberg.com/

Sunday, July 5th, 2020

12:00-13:30

Zoom link: https://zoom.us/j/9832414035