

Abstract

This study aims at investigating the effect of musician body movements on music experience of the audience. A saxophonist was recorded performing with three levels of body movements – exaggerated, typical and restrained. Five video clips were produced by the three levels of body movements and recombining visual and audio tracks of exaggerated and typical body movements. In the study, 262 participants were randomly assigned to five groups and completed the survey with 21 items regarding their experience in watching one of the video clips. Analyses were conducted to compare audience music experience under the three levels of body movement. The effect of visual and audio inputs on music experience was also investigated. Results suggested that exaggerated body movements enhanced at least some aspects in music experience. Moreover, visual and audio inputs contributed to different aspects of music experience. Findings from this study offered insights to understand the importance of visual inputs in music performances. Practically, it would assist musicians and various music organizations in evaluating important elements in music enjoyment of audience, so that improvements and adjustments can be made to enhance audience satisfaction and bring about a better musical experience for the audience.