

HERD THE MUSIC - A SOCIAL MUSIC ANNOTATION GAME

Luke Barrington **Damien O'Malley** **Douglas Turnbull*** **Gert Lanckriet**
Electrical & Computer Engineering, *Computer Science & Engineering
University of California, San Diego
lbarrington@ucsd.edu

ABSTRACT

Herd the Music is a social music annotation game that is deployed as a Facebook application. The game connects Facebook users in realtime with “**the Herd**”: their friends and other players. Players in remote locations listen to the same piece of music while playing games which ask them to describe what they hear. Points are awarded based on a player’s agreement with the Herd. Players are also tested on their knowledge of music trivia. Players enjoy realtime chat, sharing musical opinions, finding out how they match the Herd and challenging friends to play while the game collects reliable semantic information about music.

We will describe the design and development of Herd the Music, show results of extensive user testing and present preliminary analysis of data collected using the game. Herd the Music will also be demonstrated, allowing ISMIR attendees to play the game and challenge each other’s musical knowledge.