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NAME	Fabiana Santos da Silva
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How technology changed the music industry in the pandemic

Introduction

Some people say music is the food of soul. And I do believe in this sentence, mainly after passing the pandemic in lockdown. And I'm not the only voice to say that. Music was in charge of relief stress, fears and other mental issues during an unprecedented situation. Lives at home with several artists were highlight to make "stay at home" easier and with a quality entertainment. For this, technology played an important role in this scenario.

More than being an admirer, I also live this environment close to me because my boyfriend is a DJ and I also play sometimes as a DJ as well. And more than this I do believe I'm a true representant of a millennial with a great interest in technology in my routine. This is the starting

point of a big melting pot including music industry, technology and its tools to connect people with music, mediated social interaction, facts and figures of this powerful industry and, in specific, DJs and producers in highlight. The last relation listed deserves a special focus because there are much more than economic aspects to be studied. Those professionals needed to be reinvented (like many others did), but with the caveat is a profession which use to exist in a context of crowds and events.

Those ingredients deserve a study because also evolves social/human behavior, economic aspects, Human Resources, technology and a variety of things can be taken into consideration, as the reshape of the profession. The main question to be answered is undoubtedly “*How technology changed the music industry in the pandemic*”?

This research will be made of a central theme and five main spots surrounding it because it’s obvious that pandemic has affected the economic scenario for music as an industry. However, the economic aspect is not the only one to be analyzed. Human being is behind this industry, so it’s necessary to understand how professionals were in touch with technology (mainly those that emerged or strengthened in this period), their social environment and how the DJ/producer profession had to be adapted for this new situation. Five questions can help to give a path for this study:

- 1) How pandemic affected your work?
- 2) How technology helped you during this period? Mention which tools were used
- 3) Do you think the pandemic has redefined your professional performance? How and why?
- 4) What are the lessons learned in the period? How the relationship with the audience and other professionals has changed?
- 5) With the return of “face to face” routine which tools will remain in your work?

To reach the result expected the methodology chosen to clarify all those points will be a qualitative interview with open questions, a constructivist learning. Through the real experience from DJs and producers, many aspects of one of main characters in the music industry will be discussed under some authors who studied the scenario in which DJs and producers are evolved.

The main results expected from this research are to clarify how technology evolved so many others aspects of those professionals, much more than redefine the profession in a period of time (pandemic), but besides, the impact that still remains after the flexibilization and even

with the big stars of the music industry, as David Guetta due to new perspectives emerged from the lockdown. More than this, a reinvention of those professionals.

A literature review from specialized magazines and websites for the music industry up to Herbert Marshall McLuhan, a communication theorist to give light to collective interaction between people will guide the majority of this research, but the answers from real life collected from interviewees also guide the conclusions.

Literature Review

March, 11, 2020. In this day, World Health Organization declared coronavirus a pandemic (Joe McCarthy, 2020). Since then, a lot of things have changed in the world. Professional life, human relations, technology and the world itself. And the music industry was not apart of it. 2020 was also the year when the music industry had a global loss of US\$ 18 billion. (as pointed out in Question 5). On the other hand, people starting a new phenomenon on Google's search: "how to DJ" presented a 4x increase and "how to make music" 2x more searches in the same period in March. It was the kick off to DJs started also to search new ways to interact with their audience with live streaming. Behind the scenes was usual and the creative process as well, something that is expected to last even after the pandemic. (Team S.M, 2022) .

In parallel, other initiatives helped professionals who worked in the music industry to keep their families. In Brazil, for example, União Brasileira de Compositores (Brazilian Union of Composers) joined Spotify to release funds to support professionals in the pandemic (Alves & Alves, 2020) .

But music industry needed to fight with other weapons to keep itself, not only counting with financial support, but thinking about new ideas to monetize the music consumption. Fortnite hosted a rap live with 30 million of viewers, what made to speed the consumption of other industry, the streaming, that presented a huge growth: from 9% to 47% in six years. Twitch, Instagram Tv and countless ways were responsible to approach artists of fans from their homes. Monetization methods included memberships to the artists channels and exclusive content. (World Economic Forum,2020). It's not only about economic aspects.

A survey in the United Kingdom pointed out that DJs were forced to migrate to other fields such as music production (Scilippa, 2021). Who kept in the same field had to reinvent the profession with a new (and forced) learning to engage followers, spreading news to the

audience through social media and connecting to the people. And everyone was in the same situation, famous or not. Artists like Timbaland was only an Instagram user before the pandemic, a regular consumer, not a creator (Caramanica, 2020).

Pandemic also had the power to force people to become more entrepreneurial with independent projects, becoming freelancers or – again – learning new skills. (Adecco Group, 2021). The transition of the entertainment to digital with the streaming was accelerated and this change promises to last. (S&P Global, 2021). The bridge to connect the reinvention of the profession to a pandemic/post-pandemic world is the technology. Streaming is also a possibility to build a legacy for DJs, with a permanent catalog besides only playing in a club (Sherburne, 2019).

More than this, a possibility to get feedback about tracks in real time using tools such as Twitch, according to DJ bible magazine DJ Mag. Besides, helped people to build communities of fans through live streams with radios and labels, another trend. (McGlynn, 2022). Virtual parties with live streaming are very important to communities like LGBT (Kimberley Rowell ,2020).

And how powerful live streaming were during the pandemic! Famous DJ David Guetta reached 49 million people tuned (Kraker, 2020), but nothing compared to the audience in Brazil. The country has reached the world record of 85 million of people watching lives in August 2020 (Teixeira et al., 2021). Podcast had its power too. A good example was “The DJ’s Sessions”, created 12 years ago in partnership with Twitch and Mix Cloud brought live mixes, interviews and news, an app and event spaces in the USA. (Savva, 2022).

All of those information together it’s here to remind us how economic losses in this industry has been devastating for the electronic music industry, the fifth most-popular genre globally with estimated value fell from US\$7.3 billion in 2019 to US\$3.3 billion in 2020 (Darchen.,S, Charrieras, D., Willsted, J., 2022). But it’s not only about facts and figures in the economy. Those professionals were forced to reinvent themselves through the technology aid, most of time, using a social interaction mediated by some tools such as Instagram or Twitch, for example. Taking into consideration, this is not something new, apart of pandemic, of course. It was something predictable that human being is not an island and need to get ways to fulfill its needs of social interaction. According to Abraham Maslow’s psychologist theory, human beings are social animals and can not live in isolation. So, internet played an important role to connect people and to soften anxiety, stress, fear and loneliness feelings (Guha, I. 2021).

To get this goal, internet (and cell phones mainly) became an extension of our hands to consume information. Never in history the therm “global village” from McLuhan became so

real like during the pandemic, because people in Brazil, New Zealand or other parts of the world shared the same behavior of turning their homes into a studio or a dance floor while were watching their favorite artists. (Mendonca, M.C., 2020).

And the pandemic looks have been the ideal scenario for DJs and producers put the theory into the practice, since the Maslow's feelings to avoid isolation, becoming the global village of McLuhan and, further than this, the transformation of self through the public eyes. This presentation is a constant performance observed by the audience with planned gestures and manneirism to make favorable impressions in the mediated interactions (Bailenson, J.N., Yee, N., Blascovich, J., & Guadagno, R.E. (2008).

The way emerged form the pandemic with Social Media and other tools forced those professionals to reinvent themselves. Much more than to present quality performances, DJs and producers learned that was possible to monetize with this remote work with a kind of channel subscription, taking joy to the people while making money too. (Vaughn, M.D, 2021)

Facebook, YouTube, Instagram, Twitch, Amazon Music, Spotify, SoundCloud and others were crucial to give an impulse for those musicians to survive (one of the main questions purposed here). And during the isolation many DJs and producers could maintain themselves thanks to the live presentation and mechanisms such as online tipping and private sessions with idols like DJ David Guetta, who invented private sessions with fans where they could appear online while he played. A donation bottom was also created in some sites to give a chance to contribution, regarding to our question 2 of this research (McGlynn, 2021). *How technology helped those professionals to sustain themselves financially in this period?*

But all this path was built step by step, it was not overnight that big platforms such as YouTube and Facebook made DJs and producers lives easy. There were problems such as copyright regulations and some cuts during streaming for the artists that were not predictable at the beginning. Those problems forced the same platforms to think about a solution (Boer et al, 2022), a positive side of this coin in the middle of the isolation. Billboard Magazine,(Lamb, 2020) for example, praised Beatport efforts to supply a special guide to DJs to make sure they were able to upload their performances and taught how to sell their sets online.

Maybe, for the first time, those artists reached an immense audience never seen before, changing the relation with fans (answering question 4 of this research). Culture was inspiring solidarity and hope (United Nations,2020).

All those changes could be considered a premonition under McLuhan concepts of how technology was changing and reshaping relations, including our personal relations. Considering he wrote the book *The Medium is the Message*, in 1967, the same concept can be applied perfectly nowadays and contributes (so much!) for this research. And all those changes cited by the author (education, work, human relations) are changing drastically. (McLuhan et al., 2008).

People united around the same interest is a characteristic of the “tribal media” and the cultural parameters are also included in. (Mahani. N.,K, 2022).

Artists had their biggest chances to united their tribes in a controlled environment (lives made at home, for example), with a selective presentation to create positive perceptions of their images. Lives sessions direct from a kitchen is a good example, creating a personal approach between artist and audience. (Administrator, 2020).

Those movement also can be considered a reshaping of the profession. A research made in the United Kingdom by a specialized magazine shows that 70% of DJs decided to retrain or learn a new skill. An interesting thing is they moved their focus to music production (67%). (Staff P., 2021)

Changing movements also can be observed in the relation between brands and artists. Before the pandemic, brands used to be huge sponsors in festivals. But Covid crisis has changed how brands present to the audience: paying money straight to the artists. (Bruner, 2021) It is a proof that pandemic has changed and reshaped the profession in a holistic way, for artists, audience and brands.

This is more than theory observed in social aspects such as the mediated interaction through the technology, new tools emerged and the twist caused by the pandemic to DJs and producers lives that forced, in practical, to reshape the profession.

An unprecedented situation came up to the light and new researches about the current situation came up too. The World Economic Forum drew attention to the impact of the media industry itself and disruptions to sectors such as music. It was also the media role to support society. If the medium is the message, medium was more than ever an important key to creativity and to fulfill Maslow’s pyramid needs with entertainment to keep spirits up during the lockdown. (Forum .,W.E.,2020).

One of the main voices among DJs, David Guetta, affirms that dance music will lube a better period after the pandemic. He believes a crisis is always a good reason for people to dance,

going out or not. He will play a performance in Abu Dhabi for New Years when people will be able to watch connected online (Cihak, 2021).

And this online reality is also changing for producers behind the scenes. Since the pandemic, new angles and shots are experienced to create an intimacy in the audience, a kind of familiarity provided by additional cameras, a good example that the medium is also the message. (Taylor, A. 2021).

Once more, the mediated reality became an extension of our bodies, like McLuhan wrote one day. *“Any understanding of social and cultural change is impossible without a knowledge of the way media work as environments”*(Mendonça, 2020).

Internet is the global village for itself and this global village presented many ways to show us at the living room, concerts, meetings, work or virtual birthdays with the beloved ones, what makes McLuhan’s work very important to understand changes around us and the limits between public and private.

If one day we saw the world through the TV’s eyes, human being has the challenge to understand how is the real world outside a notebook or a cellphone screen after have living an unprecedented situation in this century. Besides all the literature review presented here, we invite you to join us on real research with DJs and producers and what they have lived – painfully or not during the pandemic – under all those aspects: fears and needs represented by the Maslow’s pyramid, economic losses, reinvention of the profession, visibility through mediated media and how technology was the bond to join all those ingredients.

Until now, all theories supported our narrative, but it’s time to give voice to those most affected by the pandemic in the music industry, our object of study. Now the world has returned to the normal life, but even so it’s clear how the technology changed human relations forever, not only to fill a gap during the pandemic. New fronts of work also emerged and new ways to monetize work too. Hybrid events became an option to let events bigger than before with the participation of online guests around the world. Some platforms adapted their functions to be part of it, such as Twitch (originally developed for gamers).

Last but not least, it’s mandatory to remind that in the center of this research is the human being responsible to make the music industry resilient, also responsible to reinvent the profession, using technology to fulfill primary needs and develop new skills in a world scale. That’s why music is so important to connect people in any situation and during a pandemic was essential.

Methodology

Develop an experience – distant or not – under social and economic aspects. This is the subjectivism, a methodology that joins the social construction of knowledge using an inductive, interpretive and historical methodology.

It is as if building knowledge and building social reality were two sides of the same coin. Another highlight of this constructivist methodology is: both knowledges (everyday and scientific) are shaped according to the context.

Finally, a constructivist interpretation searches the balance between the subjective knowledge and the objectified. (POULIOT, 2007) .

Inside the constructivist there is the interview, a technique used by qualitative researchers with the goal to get knowledges or facts about a phenomenon to be investigate through questions. They are told human experiences that, in turn, are in a world of experiences and perceptions of individuals. (Mojtahed et al., 2014)

For all those reasons listed here I have chosen the structured interview to find out answers for the main questions of this research. We have read already many things about the impact of pandemic in the music industry, in specific DJs and producers in economic, social and behavior aspects, but are only facts studied as results and not individualized. With an interview with DJs and producers it is possible to give voice for individuals tell their perception, reaction to some facts and share some interesting and personal experiences.

Furthermore, it will be unseen research from now on. There are many articles in magazines such as Dj Mag about the impact of Coronavirus in events and DJ's lives, but any of them answering their perceptions about how technology was important much more than to provide lives during lockdown, but changing the relation between human being and mediated relations through Marshall McLuhan's eyes. For this, I asked for 10 Djs and producers' friends of mine to answer six questions. With those answers I hope to get evidences from a real life context.

As I have already mentioned, I am part of DJs and producers community affected by the pandemic because my boyfriend is also a DJ and I play sometimes as well. I observed many things and used some online tools as alternatives for live music, but it is necessary to get details about how was the lockdown affected those professionals.

Music industry had to change and adapt itself to survive in the pandemic and also to let people

survive. Literally music played an important role to keep people safe and sound at the isolation, but also feeding souls to let people with good mental health. All the professionals behind the scenes played an important role as well. Giving them voice in this research is essential to know – in real life, not only in theories – how was the economic impact, which technologic tools were used most and which ones will remain after the pandemic, mainly under the mediated interaction point of view. Sociological aspects also will be observed with the professional reinvention.

However, qualitative interviews have many types. The first one, a structured interview is a model that uses closed ended questions with a standardized questions in the same order. For this reason, the script is the same and the interviewer is guided by the book. So, it's a format easy to replicate to many interviewees.

An unstructured interview uses open ended questions, pushing the conversation to a natural flow, switching questions to the interviewee's personal experiences. It's a kind of guided conversation and more informal. The greatest strength of this method is to allow to the interviewee have a deep understanding of the situation. On the other hand, it requires a certain experience from the interviewer and individual approaches.

A focus group interview is when a collective of people are interviewed together to get a statistic answer using open questions. Body language and facial expressions are also observed. But this method does not guarantee reliable information or that people in group will keep the answers in private. (Mcleod, 2014).

It's good to remind that methodology chosen was the structured interview. The chosen had the purpose to collect answers from different points of view and highlights to main points, highlights and common sense within informational answers, reveals about situations, experiences or opinions. All the interviewees answered the same questions and in the same order. For reasons of time and practicality all the questions were sent using a Survey Monkey link. Survey Monkey is the global leader in survey software. (Surveymonkey, 2018).

It is valid to remind that all the interviewees were informed about the purpose of this study. This is a good way to check reality for itself, what Max Weber would explain the historical perspectivism that shows the personal and group identity connected to a stock of representations in a relation between the individual and the social. It represents that the reality is in a context that can not analyzed apart because the understanding is connected to and

dependent on an external reality (exactly what happened during the pandemic). For Weber, the individual understanding is an individual journey at first. That's why it is so important to get individuals' answers in the interview to understand the context of DJs and producers in this hurricane called pandemic. That's how individuals take the reality outside to build their own reality with references from the world "outside". (Pontin and Maia, 2018).

This observational understanding for individuals allows them to understand their roles and values in a social relation.

Good to know, as a cheap, fast and non face to face alternative, Survey Monkey can bring us a data collection based on technology, what also allows for participants to have a non mediated experience, with freedom to answer whatever they want. According to DJs and producers' routine, an online interview is more efficient with their schedules, coming back slowly to the normal life after the pandemic.

And online interviews are being used in several areas such as medicine, health, sociology, business and market research. (Khan and MacEachen, 2022).

To prepare the interview I have read some tips for a successful interviewer to understand what is important: knowledge, structuring, being clear, gentle, open, sensitive and critical, how to understand data, be ethical and balanced. All the questions were quite simple and very direct. (Few General Points, 2021).

It is very relevant to mention that Survey Monkey research has already been used for the Rhode Island government to mobilize the population to report symptoms of Coronavirus during the pandemic to monitor and control the virus as a good resource to help and get data. (SurveyMonkey, 2021).

Virtual surveys were very useful during the lockdown to obtain high quality data with cost savings. (Joffre et al., 2020). Other relevant thing to be considered is the safety when a face to face became potentially dangerous due to Coronavirus. So, it is also a technologic alternative method. All the interviewees are friends who work as DJs and producers and the fact of being friends became the interview easier because they felt more comfortable to answer and participate of this research. Technical problems happened in between, when the answers on Survey Monkey appeared not available to read it.

About ethical issues: any sensitive case was reported during the interviews and all the participants agreed with the questionnaire and the purpose of this research as well or a conflict of interest. The research reinforced common interests and shared ideas that can be useful to

everyone's work.

Finding and Discussions/Results.

The interview counted with 10 interviewees who collaborated with this research, mostly DJs and secondly music producers in Dublin and São Paulo.

As we already know, pandemic had a high impact on music industry, specially for DJs who were dependent of live events with audience to perform. The first area to be impacted was the economics. Pandemic affected deeply DJ's lives. All the interviewees were unanimous in saying that they had their work schedule affected by the lockdown. Most of them had government aid, but the majority not. More than not having the job that guaranteed their daily livelihood, they felt hopeless. Two years of a cancelled schedule that required a change in mindset. *"My work has become meaningless"*.

Technology emerged as the only and one way out for those professionals that, overnight, saw their performance schedules dwindle. It was a powerful tool to reconnect people, to keep them active and healthy. Most of them mentioned Twitch and Instagram as essentials during this period. YouTube and Facebook were mentioned too. Live streaming was almost unanimous among them. Free time was spent to study music, to learn new skills and for some of them, to start producing music.

All those movement towards technology tools was a true factor for itself, but in their opinion didn't reshape the profession that it's highly dependent of live performances. On the other hand, there was general agreement to say that opened doors for new ways to communicate with the audience through social medias. Technology was an ally to produce more and better!

All the interviewees agreed in one thing: the relationship with the audience has changed, definitely! According to them, it was a valuable lesson to leave the comfort zone. Amazingly DJs and producers became closer to their audience through social media and livestreaming because they had to readjust their performances, to create content and feel the love for music. *"Online dance floor also can be exciting"*!

This feeling for technology created during the pandemic also remains after, when people returned for a face to face routine. Livestreaming has become part of the DJ's and producers routine. Specific softwares to produce music and social media to engage people now are part of this work and will continue as a "lesson learned" episode.

Searching new ways to interact with the audience in livestreaming and social media was for every professional in music industry.

Facts of Literature Review

The World Economic Forum was right when it was concerned about the impact of the pandemic in the media industry, special about music. Djs and producers were very affected and had to cancel all the performances in their schedules and some of them received aid from the government to survive. But global losses also brought creativity. Of course, income could not be compared to live events. To learn new skills was essential to be close to the audience. Even some celebrities faced some difficulties to familiarize themselves with the technological tools. Many data from the literature review were validated by the interviewees. When research in the UK informed that many DJs were forced to migrate to other fields such as music production, the interview confirmed it. Many of them took advantage of their free time to learn or invest more time in music production using softwares and all of them became content creator to connect with their audience.

This fact proofs that professionals learned new skills, specially about streaming. Twitch and Instagram were the most famous tools among them. Economic losses were cited by all the interviewees.

Another convergent point with literature review is Maslow's human needs pyramid: human being can't live in isolation and internet was essential for mental health in the period. Loneliness was cited as the number one in the ranking of feelings.

Herbert Mashall McLuhann was fundamental to understand how technology is changing and reshaping the world. Pandemic rushed some behaviors. When the author says that technology became an extension of human body, he is right! Tablets, notebooks and cell phones were an extension of our hands in the pandemic because people spent many hours connected to internet. Many spheres of society have changed together such as work and human relations. Tribal media is united for the same interests, livestreaming was a proof of this, there was one presentation for each different taste, only to mention how popular this tool became in the lockdown.

Streaming was not only a good way to entertainment for the audience, but for the other side of the screen too because it helped to keep the spirits of artists up and alive.

In a nutshell, all the interviewees validated the previous knowledge from the literature review.

The only point of contention is about monetization in the lockdown. Most of DJs couldn't survive using livestreaming as a source of income. It sure it worked for the great and famous DJs like David Guetta who have collected thousands or even millions in their online performances.

Making a triangulation among the literature, interviews and my own observation participant I would say that I totally agree when DJs said about how difficult the situation became during the lockdown financially speaking. My boyfriend and I also stayed at home and we had the scheduled performances cancelled. Fortunately, we also have other activities to support us, but what I heard from my colleagues was chaotic. Exactly like many other mentioned in the interview technology saved us and pushed to study music production and livestreaming as well as a new way to connect with others.

It was not easy to feel fear and anxiety at home in isolation – the same way Maslow's pyramid describes our human needs – but internet played an important role to fulfill needs and allowed me to be close to my family, even living in other country and other coworkers too. All of us felt internet like a bridge that transported us to the life we had before when we played our sets, even without audience in person. In economic terms was essential to be present online to publicize our work, also thinking about a future that we imagine close to plant seeds for later, when events face to face were back.

All Maslow's hierarchy of needs have been tested during the pandemic. Basic requirements to survive were threatened because without money many people faced hard times. Sleeping was not easy at all. Many people complained about sleep disorder. Safety was shaken. Love and belongingness too. Far from family, friends, public and interaction face to face. That was the phrase "*My work has become meaningless*" made so much sense about the feelings of one interviewed DJs, what also show how esteem was low.

More than this, learn new skills online with tools such as Twitch or livestreaming it was a way to pass the time and invest in publicizing the work. The good side of this pandemic was to prove to the world how fundamental music is in our lives.

The central theme of this research, technology during pandemic, also brought to light many other aspects to think surrounding: professions being rethought, mediated social interaction, reinvention of self, etc. But in practice what we saw was slightly timid change in relation to the reshape of the profession. Big livestreaming presentations were only to the greatest names of music. DJs and producers had to learn new skills that never could imagine to use before. On

the other hand, it was possible to keep in touch with a qualified audience, something never wondered on a dance floor, for example. It was an amazing mediated social interaction. "The world is now like a continually sounding tribal drum", according to McLuhan's prediction. The "new media" was the television (still at the beginning in the 60's), but all the theory can fit perfectly nowadays. (CBC Archives, 2020).

Watching other people's lives was the best hobby during the pandemic online through electronic devices. It was like a return to the tribal times, when oral communication was the main means of communication. In a surprising way, even in the 21st century, nowadays the society has strong skills to absorb knowledge with oral and visual skills. Identity groups have joined some groups of interest during lockdown to fulfill time at home, sharing some interests and same values while the real world was in pause. This could be a McLuhan's preview about how media could influence society and man. Always about technological x social consequences. During the pandemic we could observe people anesthetized about the social consequences of Coronavirus in the lockdown while watching livestreaming under stress conditions, exactly like McLuhan's predictions to a Playboy magazine interview in 1969. (Marshall McLuhan Interview from Playboy, 1969).

It's impressive how it fits to the interviewees' perceptions because McLuhan praises the artists' perceptions for changes, mainly for that ones are caused by a new medium, this the big mass kept the great mass remain outside this critical awareness that medium itself is the message.

The role of technology can be confirmed in all answers of the interviewees because they wanted to prove how evolved they were with the tools such as Instagram and Twitch, once to publicize their work or even to connect with their audience.

Media can be programmed to improve and establish our emotions. The relation of human being and technology can be compared to the wheel invention, especially when we say about the spotlight in technology. However, it is important to remind that social media use and social media interactivity "are not equivalent to social interaction. (Hall, 2021).

Anyway, it is impossible to deny that artists' perception for changes – mainly to that ones caused by a new media – although the great mass stay on the sidelines about a critical awareness that the medium itself is the message, with a huge protagonism of technology.

Nonetheless, there is no technology without human being. DJs and music producers did not have their profession reshaped, but one thing is for sure: it was necessary to reinvent

themselves. One of the interviewees mentioned he learned to record his own sets using new tools/apps.

Forbes Magazine published an article about the reinvention during/after pandemic. The ability to reinvention is likely here to stay as a mandatory, not a nice to have skill in the era of the great reinvention. (Armano, 2021) .

This research reinforces how dependent we are of technology and digital platforms, as well. Individuals now have the opportunity to create their online identity in different aspects, like masks we can put on and take off in different contexts of social interaction in a curated version of ourselves. The relation with technology is always changing, what results in how we are changing too. (Caffrey, 2017).

“The presentation of self in everyday life” was the focus of a study focused on the everyday life and its importance to face to face interactions. The relation is always a relationship between an actor and audience. The actor creates an image to interact with others and this interaction is always a performance. People guide others in certain images to get attention and online is not different of this. (Ganda, M. 2014).

That’s why was, during the lockdown experience, a time to learn (for those ones who still did not know how to) and curate an online image, also creating multiple personas. Due to this, many interviewees mentioned Instagram as “essential” and livestreaming a good tool to feel alive and evolved to others. Worth to mention that livestreaming was the most cited tool that will remain in the future for DJs in the interview.

Far beyond of technologic tools that will remain after Coronavirus pandemic, is relevant to mention changes in the human behavior with some important skills that will also last. A research in the UK prepared a list of 10 skills you may have developed in response to Covid-19: top 1 is the remote communication. Resilience and patience are in second place. Continuous learning – a good perception among our interviewees – appears in 4th. Adaptability and flexibility closes the list. (Page Personnel, 2021).

Fortunately, face to face events are back and music producers and DJs are also back to work in festivals and dance floors.

Closing this part of the research, I would mention as critical factors to success here the possibility of a new lockdown, when everyday routine of lives presentations could be worn out

among the public after a long time in isolation. It would be necessary something different to motivate people to engage to the same technology tools again. Just my taught!

Conclusion

In any part of the planet, the impact that pandemic has brought to different segment of society are unanimous. For the human being, who found himself in severe isolation without face to face contact and for the world economy. One of the most affected industries on a global scale was music. Losses were astronomical with the cancellation of events such as electronic music festivals, closing of concert halls and dance floors. At the same time, music was essential to maintain the mental health of people in isolation. Music producers and DJs played an important role in this context.

The guiding thread for this to happen was technology. And technology was also the central theme of this research to understand **How technology changed the music industry in the pandemic**, what include different aspects of society: for human being, in the economic area, the reinvention of some professions (here focused on DJs and music producers) and mediated social interaction.

This theme it's pretty relevant for several reasons. For me, for example, it is because I live in this reality as a DJ, like my boyfriend and friends surrounding us. For the science in question because it evolves many other researches about economic losses, Psychology, Human Resources, technology, etc. And for all society who had to face the hardest moment in the 21st century with impacts in many areas. All of us were affected for the pandemic somehow. But the music industry was the first to close and the last one to return activities.

All the objectives of this research traced in the beginning were sufficiently achieved. The main results can be described as not surprising. The first one was about the economic impact of the pandemic in DJs and music producer careers. Most respondents of the interview were clear to say it was a hard time without work, all the schedule cancelled. On the other hand, a change in the mindset of those professionals has emerged. All were unanimous in saying that technology helped them professionally during this period to keep them active, healthy and connected to their audience through social media and other tools. Most of them also learned new skills. It was not a reshaped of profession, but lessons learned in the period that will last for a long time ahead. They could improve their performance, felt closer to the public – even only online – and

interact more with tools never ever had experienced before thanks to social media and other tools like Twitch and Youtube.

Another good surprise of this research is how technology now it's part of their routine, even with the face to face events back. It's something new that this research found out.

DJs and music producers have become social media and other tools used in the pandemic as part of their routine, even now when things are back to normal life again. They still intend to use what learned in the pandemic from now on in their day by day routine to publicize or to be in touch with the audience. Internet was essential to keep basic needs pointed out for Abraham Maslow ok. Human being can not live in isolation and internet helped to keep us closer in a global village where the medium was the message for itself. With some examples from famous DJs (like David Guetta) or not, technology can bring more effectiveness for their profession because music has showed to the world its importance.

As a recommendation for future research could be to show how they are using these tools and skills to keep their personas created in the pandemic alive online and offline: how is the challenge to manage both sides and continue to be interesting for the public, who have already experienced this situation for two years. What's next? Another good perspective to be researched would be the economic perspective for them: how they improved their income with online and offline presence, in specific if we compare before x after pandemic.

As a last conclusion, technology is essential as a partner, but will never replace the central role and the protagonist of the human being in our society.

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Appendices

RESPONDENTS: 10 of 11

QUESTION SUMMARIES

INSIGHTS AND DATA TRENDS

INDIVIDUAL RESPONSES

Insights

TOTAL RESPONSES

11

COMPLETION RATE ?

100%

TYPICAL TIME SPENT ?

9m:5s

MOST-SKIPPED QUESTION ?

None of the questions were skipped.

Trends

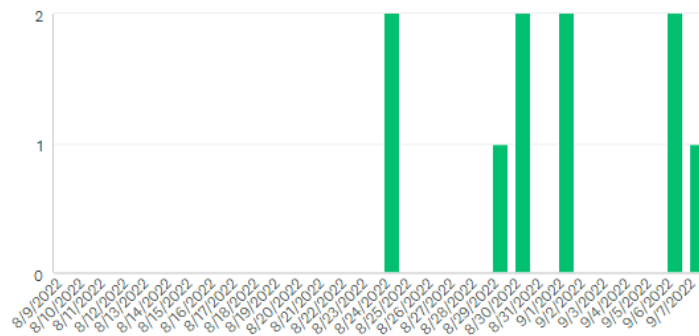
Responses (by day)

First: 8/24/2022 Zoom: 8/9/2022 to 9/7/2022

Chart Type ▼

Trend by... ▼

Zoom ▼





Impact of the pandemic on the music industry

P1



1) Name/Age/Work/ Place of work?

Responderam: 10 Ignoraram: 0

1) Name/Age



P2



2) How the pandemic affected your work as a DJ/Music Producer?

Responderam: 10 Ignoraram: 0



P3



3) How was technology helped you professionally during this period? Mention which tools were used.

Responderam: 10 Ignoraram: 0



P4



4) Do you think the pandemic has redefined your professional performance? How and why?

Responderam: 10 Ignoraram: 0

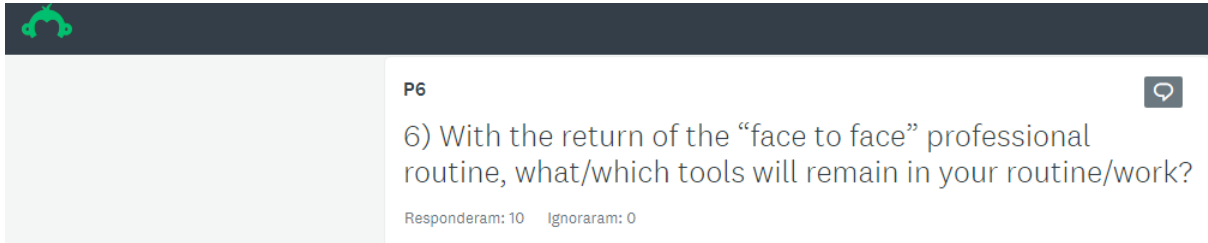


P5



5) What are the lessons learned in the period? How the relationship with the audience and other professionals has changed?

Responderam: 10 Ignoraram: 0



https://pt.surveymonkey.com/results/SM-2ISF6gQZI94ef3r0s200tA_3D_3D/



Image 1. one of my online presentations during the pandemic period being broadcasted on Youtube and also Twitch.