

## Looking for taste

Shane Hoversten

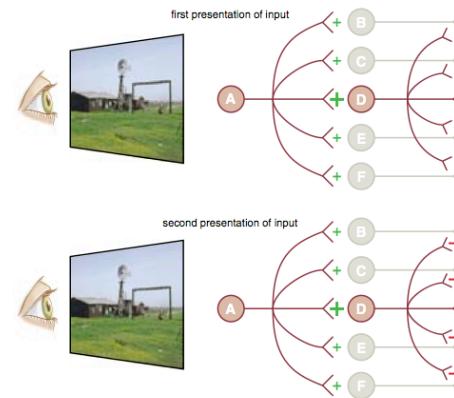
## Why do we like what we like?

### Biederman's findings with scene evaluations

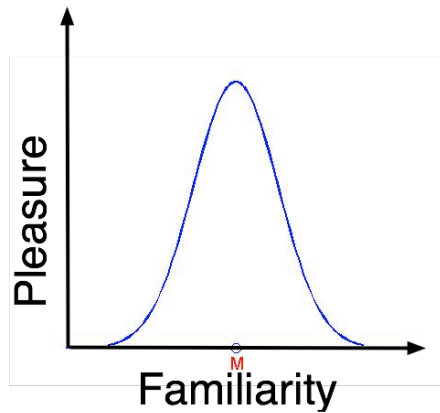
- Some innate preferences: safety, good sight lines, etc.
- But also, opioids in para-hippocampal region
- So it's pleasurable to see stuff you can make sense of
- This is an individual metric!

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### More specifically:



Something like this...



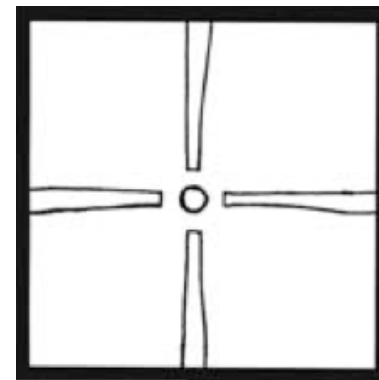
Look familiar?

### The “oh!” of pleasure

- The more neural activity in this region, the more opioid activity, the more pleasure
- However, stuff has to “make sense” in order to activate neural connections through PH
- Again, the same “stuff” can mean different things, and give different amounts of pleasure
- I call this “informatia.”
- For example:

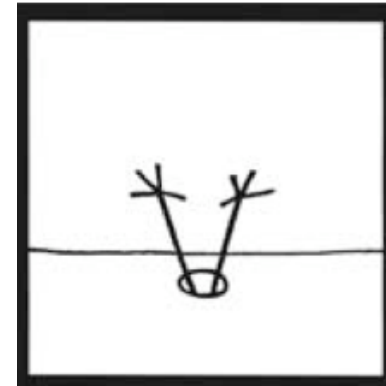
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What’s this?



Four elephants smelling an  
orange

How about this?



An early bird encountering a very  
strong worm

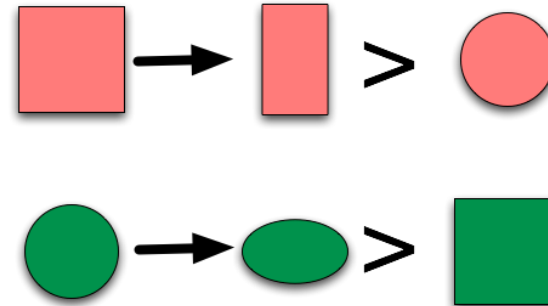
What's going on?

- Adding a new fact (the answer) increases the informatia, increases the opioid response.
- What are the implications for music?
- Check out how fantastic this is:

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## The idea

In a nutshell, this is the hypothesis:



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## Methodology

- Take a bunch of midi files of type  $x$
- Build a generator for stuff like  $x$ :  $g(x)$
- Do the same thing for  $y$
- Now tweak  $g(x)$  to be  $g'(x)$
- Do the same thing w/  $y$
- Subjects trained on  $g(x)$  should prefer  $g'(x)$  to  $g(y)$
- In fact, we should be able to predict HOW MUCH they prefer it. ("should" ...)

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## Real methodology

- Didn't do any experimental stuff
- Instead, try to make a framework that could make possible these experiments
- There's a lot of complication here that I won't talk about (e.g., the issue of pre-existing taste skewing the experiment.)

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## Generator

- Use factor oracle
- After much screwing around, wound up re-creating Alex's framework to deal w/ difficulties in representing time
- Collapse all midi channels onto single channel (which does weird things to multi-channel music)
- Tune-able replication/recombination
- Python/Lisp hybrid

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## Methodology

- Search for "ethnic" midi files
- Extract midi, combine together
- Feed to oracle to extract info, spit out generator for "ethnic" music
- Here's Japanese: 🎧
- Here's Jewish folk: 🎧
- Here's Japanese w/ a taste of folk: 🎧

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## Issues

- Multi-channel midis make generated music unnecessarily "busy"
- "Event equivalence" should probably be smoothed out - binned, maybe.
- For these reasons, seems most coherent with fewest inputs.

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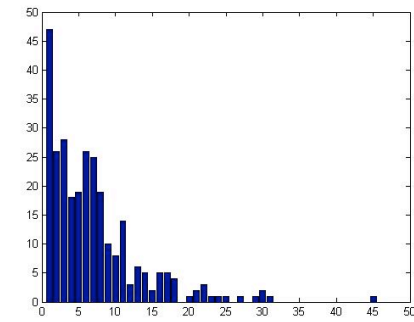
How to measure information  
differences in music?

## The idea of “runs”

- A run is a sequence of notes
- Can be recognized by a generator or not
- Consequently, there are positive and negative runs
- Runs vs. generators seems like a candidate information-gain metric...

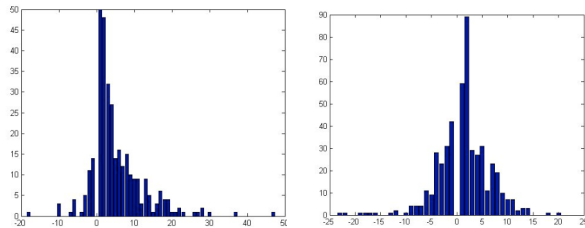
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## Japanese-Japanese



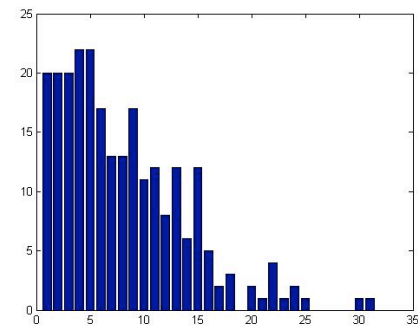
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## Jap.-Fus and Jap.-Jewish



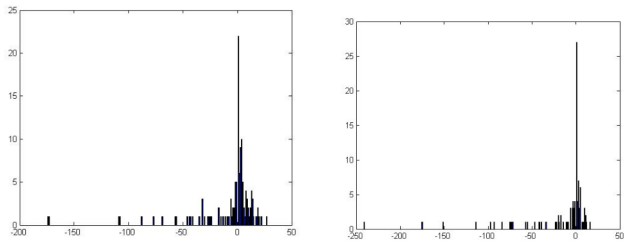
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## Jewish-Jewish



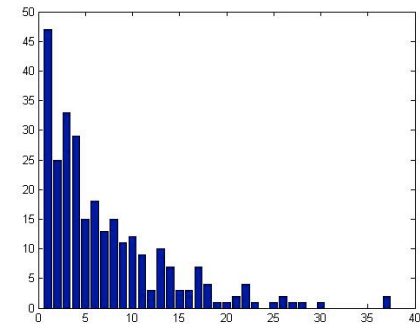
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## Jewish-Fus., Jewish-Jap.



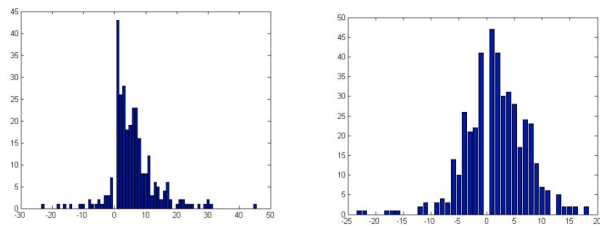
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## Fusion-Fusion



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## Fus-Jap., Fus-Jewish



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Uhhh ...



That wasn't very good, Butthead.

## How to measure informatia?

- To do the most interesting part of this experiment, we need a better way to measure informatia.
- I don't know how to formulate this idea, even in the simplified domain of simple tonal music. Can you assign a single number to something that can vary on so many axes?
- A compression technique might be closer. Plus it would just spit out a number...
- I didn't get that far, though.

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## Summary

- Factor oracle is a good stupid thing for music generation
- However, it's still stupid. You can't make a silk purse out of a sow's ear.
- It would be a good candidate for this experiment, but
- You need a good way to measure informatia, which, if you think about it, is actually a very hard problem

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## References

- Biederman, I., & Vessel, E. A. (2006). Perceptual Pleasure and the Brain. *American Scientist*, 94, 249-255
- Yue, Vessel, Biederman (2007). The neural basis of scene preferences. *NeuroReport* v.18 n. 6

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