Engaging Digital Musicianship

Research Question

What are the types of Soundtrap users, based on the platform's engagement metrics?

Data

One million users of the web-based DAW Soundtrap; a dozen independent variables (e.g. daily logins, projects opened, recording time)
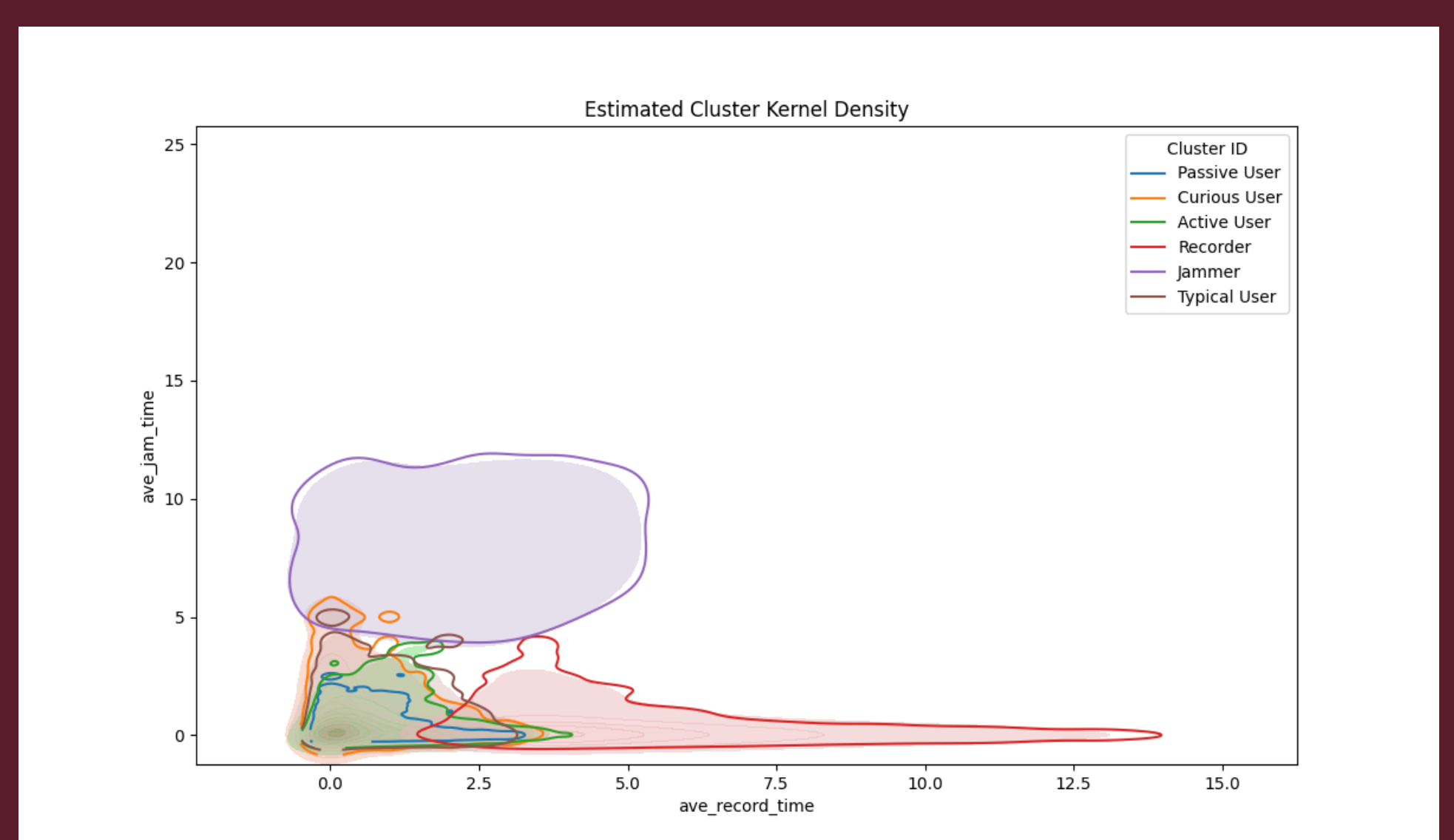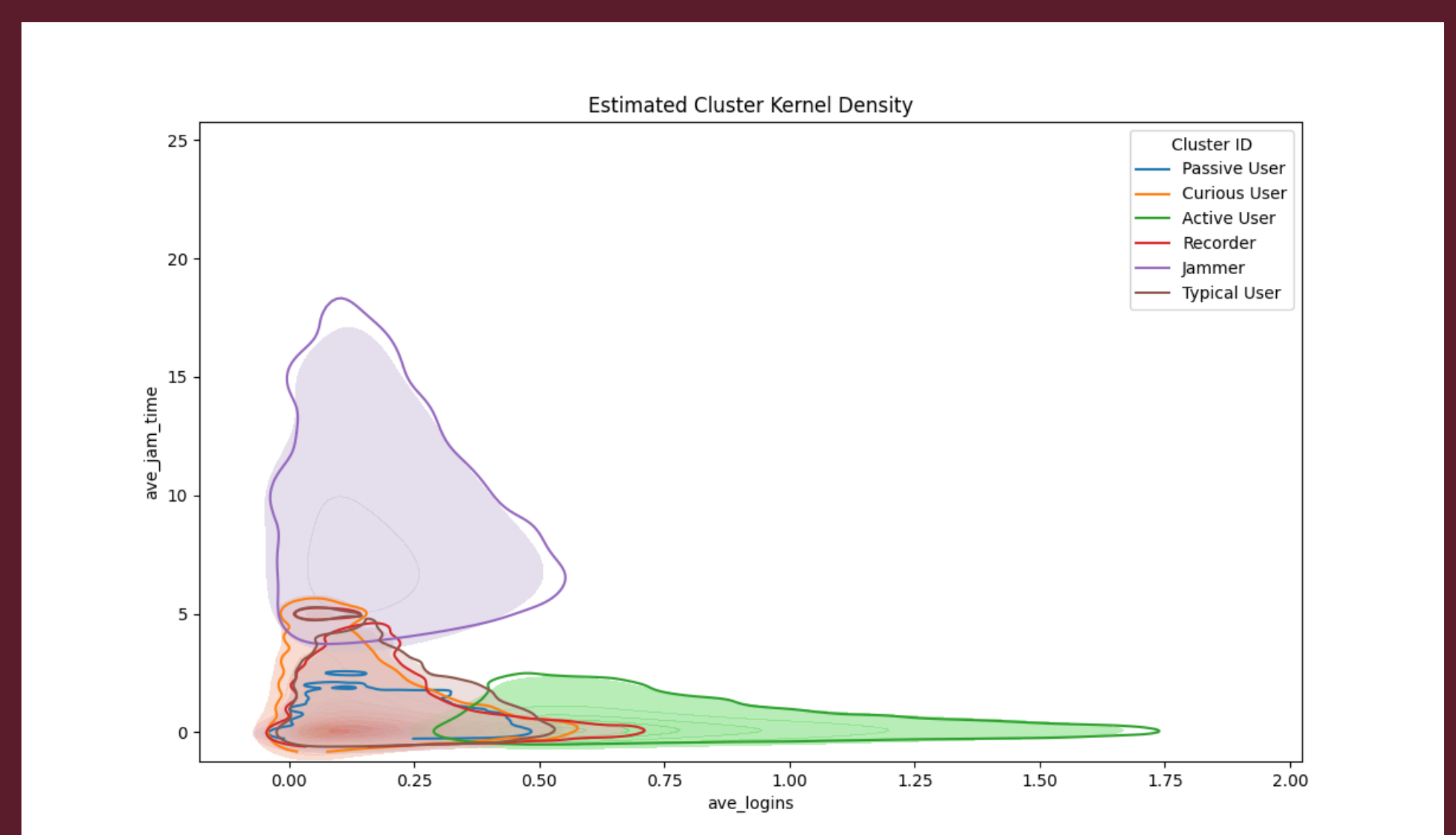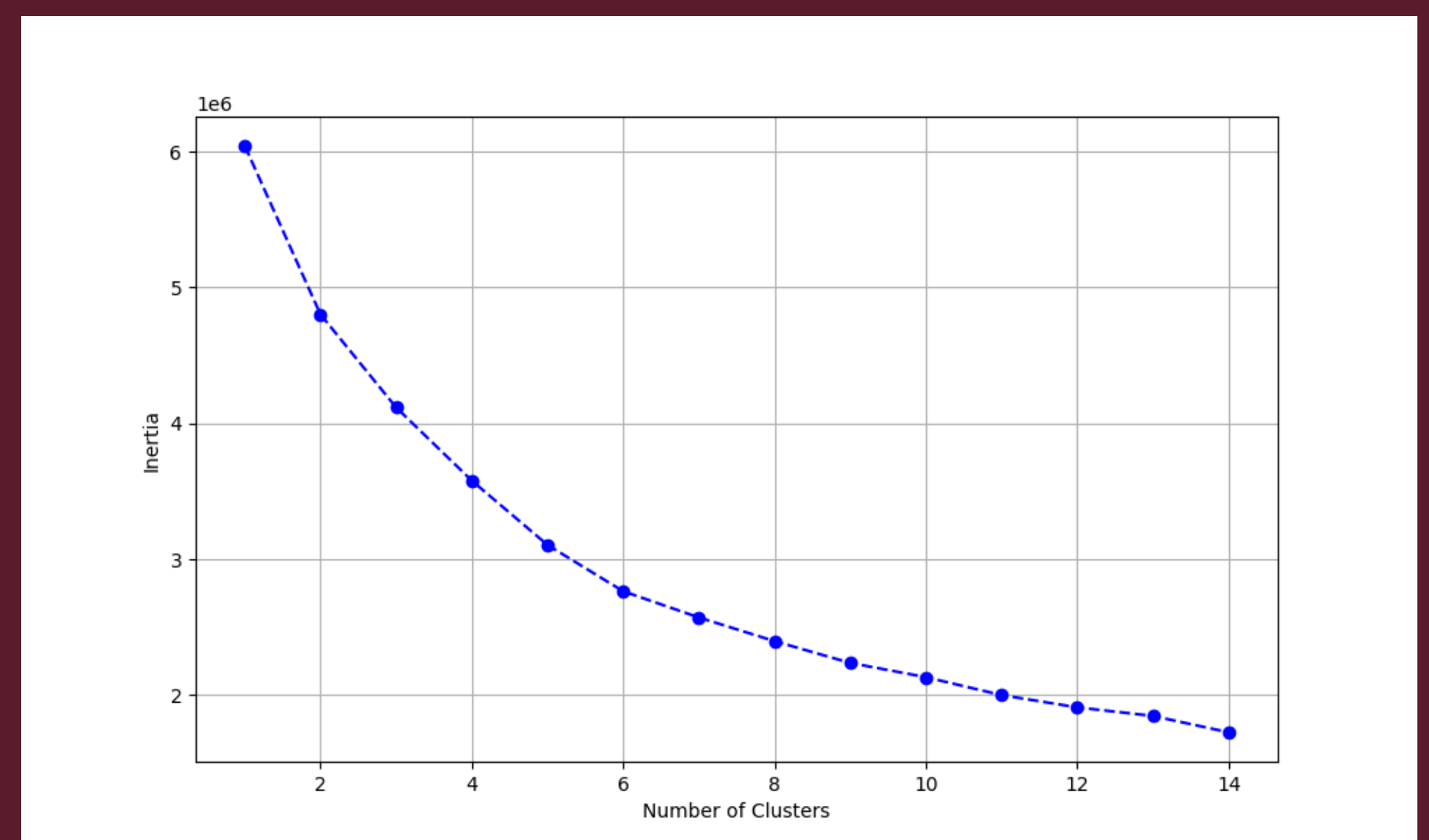
Method

Cluster analysis

Future Research

Relationship between various learning contexts and engagement profiles.

Results

Six distinct clusters of users with distinct engagement profiles:

David H. Knapp

Florida State University College of Music

dknapp@fsu.edu