Kiite Cafe: A Web Service for Getting Together Virtually to Listen to Music

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Unlike listening to music alone, listening to music with others adds the qualities of:
Feel social connection with others. Let others listen to one's favorite songs.

Various social conditions can make it difficult to get together in person and listen to music with others.
We propose a web service, Kiite Cafe, that enables people to get together virtually to listen to music without losing the above qualities.

Visualization of each user’s reactions to a played song

Selection of played songs from users’ favorite songs

Four kinds of reactions: Favorite, Comment, Rotation, and Move
Kiite Cafe does not provide any guidance on when users use these functions because we want them to use it as they please.

Step 1: select a user from users who are logged in to Kiite Cafe
Step 2: select a played song from the user’s favorite songs
Select a user/song fairly to diversify the played songs.

Motivation to react to songs

Diversification of song listening

Listening to a diverse range of songs enables users to find not only songs that match their musical preferences but unexpected or serendipitous songs.
A user will react to more diverse songs on Kiite Cafe than when she listens alone.

A user can see the moments when other users start liking her favorite song.
When a user experiences the joy of contributing as a curator, she will look forward to the next curation opportunity and stay on Kiite Cafe for a longer time.

User behavior logs for five months by 1,760 users
(Favorite: 29,127, Comment: 9,826, Rotation: 59,983, Move: 45,353)

For all reactions, a user reacts to a played song more frequently as the number of users on Kiite Cafe increases.

For all reactions, the diversity of songs producing reactions increases compared to that before starting to use Kiite Cafe.
Kiite Cafe is also useful for users to find songs that are different from their daily musical preferences.

For Favorite, Rotation, and Move, the dwell time increases as the proportion of users who give that reaction increases.

Contributions

- Proposed the two architectures
- Implemented and released Kiite Cafe
- Described three user experiences and their effects on users
- By analyzing user behavior logs, we quantitatively showed that the architectures do provide the effects

Kiite Cafe has been used for several online events.
At an event on Aug. 29, 2020, a famous creator of VOCALOID songs made a specific playlist.
During the one-hour event, 140 Kiite Cafe users enjoyed simultaneously listening to the playlist.
Demonstrate a new style of online music events.
This kind of online event will also be valuable for users who cannot easily attend physical events for reasons such as geographic remoteness.

https://cafe.kiite.jp