

CLAIM:

We like listening to music because we like to recognize patterns and be exposed to new, but similar ones.

A**Supporting Evidence**

"music triggers activity in the nucleus accumbens, the same brain structure that releases the "pleasure chemical" dopamine during sex and eating (and, on a darker note, drives addictive behavior as well)."

(Reference: Source #1 (option 1))

B**Supporting Evidence**

"Music also activates the amygdala," says Salimpoor, "which is involved with the processing of emotion, as well as areas of the prefrontal cortex involved in abstract decisionmaking. When we're listening to music, the most advanced areas of the brain tie in to the most ancient."

(Reference: Source #1 (option 1))

C**Supporting Evidence**

The nature of that reward, Salimpoor believes, based on this and earlier research, has to do with pattern recognition and prediction. "As an unfamiliar piece unfolds in time," she says, "our brains predict how it will continue to unfold."

(Reference: Source #1 (option 1))

D**Supporting Evidence**

"someone raised on rock or Western classical music won't be able to predict the course of an Indian raga, for example, and vice versa. But if a piece develops in a way that's both slightly novel and still in line with our brain's prediction, we tend to like it a lot."

(Reference: Source #1 (option 1))

E**Supporting Evidence**

"You explore your friends' playlists, discover new music with apps from Rolling Stone, Billboard and Last.fm, and build your own jukebox. Eventually you want to take it everywhere. That's where Ek has you trapped. With Spotify you pay for portability—\$10 a month buys you access to your collection on your mobile device."

(Reference: Source #8)

F**Supporting Evidence**

The service's 10 million active users (people who have listened in the past month) have access to 15 million songs on their desktops, all for the cost of hearing an occasional advertisement. ...And unlike those predecessors, Spotify was social from the start, with tools that let you share playlists with pals"

(Reference: Source #8)