Innovative Autoethnography For Behavioral Science During Pandemic Situation With Reference To The Song I Am Virus

Shib Shankar Chowdhury Assistant Professor in Dept. of Humanities & Social Sciences GKCIET, City: Malda, Sate: West Bengal, India.

Abstract

The paper explores what an integrated concept of autoethnography in a composition for bringing new ideas in behavioral science to observe the behavioral change in human beings during pandemic situation with reference to my song "I Am Virus" released in July 2020. Being sole researcher of this autoethnogrpahic track to delve into behavioral science during pandemic situation I wrote, composed and sang "I Am Virus" which got produced by Steve Robin at The Barn Recording Studios, Brisbane, Australia.

In this paper, the unified notion of autoethnography has been presented in association with the composition to delve further that how does human behavior may get changed from normalcy to fear and hopelessness. In addition to that the research has been on the song composition to explore deepest impact of such music on human behavior in respect to "Innovative music creation about the pandemic Covid - 19". The production took place at Brisbane in the Barn recording studio by Steve Robin. The following is the link of the song to understand this abstract and behavioral science through innovative composition:

https://www.youtube.com/watch?v=QwWnmI_kois

Keywords: Autoethnography, innovation, composition, pandemic, perspective, song.

1. Introduction

1.1 Background

The self-narration took place in the song in the context of the society through the adopted method of autoethnography to understand further behavioral science. The focus in this methodology can be found in the description of the cultural members who contribute in bringing out insights on the different cultures. The revelation that takes place through the technique includes "personal investment", "own interpretations" and finally the "analysis".

The composition took place with the self - experience in the pandemic. The observation

of the sufferings, the changes in the environment, the economic restrictions, the fearful emotions, finding out treatment solutions all have been the elements that the virus has been connected to. The innovative part of the composition is the use of the first person as the virus and the referring or the connecting party has been human beings. In other words, the presentation of the situations and actions has been from the perspectives of the virus. In this song harm caused by pandemic has been illustrated but all it has been done from a positive perspective. Steve had tried to keep the mood and production of the song positive. He tried to let my message of the song be the most important thing by giving it a rhythm with a forward momentum, to help us to remember, as we deal with the crisis to keep pushing and striving. For all of the negative impacts the pandemic has caused, Steve has found it important to look for a different and positive way of doing things.

The exploration of the tone has revealed a soothing and positive point of view amidst the sufferings and deaths. The effect on social life has been presented as both destructive and submission to new aspects of living. The end of the song has revealed that it is all about hope and that the situation can be overcome gradually.

Therefore, it can be said that the method has been helpful in understanding the process of the composition that has taken place by Steve. All the elements of autoethnography can be found in this innovative music such as situational observation like deaths, description of the restrictions being faced and portrayal of the other directions that can be brought out of the pandemic. Autoethnography explains the details of any writing of the researcher, which is based on a specific topic with personal reflection of that writer (Ender, 2021). In addition to that, auto ethnography is discussed as aligning with social culture. Therefore, this method is also involved the personal experience of the writer and the experience with a universal perspective. According to Roy and Uekusa (2020), using auto ethnography the cultural aspect is understood through the experience of the researcher. Researchers can start an interview process among people to understand the process and to know the experience of the other persons. In this way, a great idea can be made through the personal experience of other people also. In addition to that, ethnography involves gathering data using social sciences via interviews and observation, which assist to meet a conclusion about a topic. As per the views of Wiley (2019), autoethnography is slightly different from ethnography because auto ethnography suggests purely personal experience and the relation between culture and human, whereas ethnography explains the cultural matter solely. In this way, autoethnography isutilized to understand the different points of view of people about their beliefs, cultural context, practices, and experiences (Waters, 2021). Musicology is the details study and analysis of music. Musicology is mainly divided into three various parts "ethnomusicology", "historical musicology" and "systematic musicology" (Holzapfel and Benetos, 2019). As per the views of Gorbunova and Zalivadny (2018), Historical musicology explains the history of any music like the genre, performance, and composition of the music. According to Schuiling (2019), ethnomusicology is the details study of music in the context of cultural aspects. Therefore, ethnomusicology also explains western music study. Many

composers have been found studied in detail the guidelines and rules to make a song and compose. In addition to that, composers have been found to learn music theory to understand the process of song making. In this research, the "I am virus" song has been referred to. The global pandemic, covid-19 has been observed falling a bad impact on human life like on the economical sides, mental and physical sides also. Here, the song suggests the good sides of pandemics and the effectiveness of the virus towards a positive approach.

1.2 Research aims and objectives

The aim of the research is to refresh the experience of understanding human behavior in a reflexive manner targeting to connect the readers. This connection is supportive for the researcher to think and reflect on own experiences. Reference has been taken from the song "I am virus" to fulfill the following objectives.

- To examine the autoethnography concept for exploring unexplored sites of behavioral science
- how could innovative music composition could be pivotal for human behavior to stop menace
- To explore the usefulness of subjectivity to expound emotional flow through shaping compositional process fruitfully

1.3 Rationale

Several issues interest composers to find new music such as human behavior, migration, globalization and social conflicts. This interest arises because these fill intersect with music making to develop new thoughts to observe human behaviour. In this study, the aspect of social conflict during pandemic situation is taken into consideration. As per the views of Jena (2020), the pandemic, covid-19 has imposed a negative impact on every financial sector; many people have lost their job due to the pandemic. In addition to that, many people have not interacted and met due to this reason, so many problems have arrived. The pandemic has not affected some specific countries; it has affected the whole world. The corruption of business sectors, and mainly the health sectors have been shown largely. The health infrastructures have been found breaking for fatalistic death of many persons over worldwide. It has been found that everything goes wrong in the pandemic situation for humans but here, the song explains the positive sides of pandemics and the song has explained the good sides of pandemics as per the prospect of the virus.

1.4 Significance of the research

To identify the impact of a composition based on anthropomorphic and autoethnogrpahic on human nature or behavior I recorded the song "I Am Virus" being received 2300 views globally.

It is important to understand ethnomusicology concepts which are vital because they are capable of interpreting research directions. The mixture of anthropology and musicology in my composition is supportive in backing the autoethnography work. As per the views of Savage and Brown (2020), when one targets primarily the structure and form of particular genres of American music, then he may heavily aim at transcription aspects of musicology instead of the cultural context in the presented music. In addition to that, the ethnomusicology field is opened when the ethnography tool reaches into the anthropology realm so that, anthropological paradigms can be used. It can be stated that the main base for the development of ethnomusicology can be functionalism. The prime focus of a functionalist remains to increase the social actions within a society. According to Gorbunovaet al. (2018), the strength of music to convey ideas has enabled its malleable form to be positioned to several causes throughout history. In addition to that, I study concept of cultural view through the thinking of people. Therefore, I have observed identifying not the music only but also the actions of music. In this way, the various opinions of people have been known from ethnomusicology and cultural difference can be drawn from it.

2. Literature review

Music Theory has been used many times with the help of the composition of music. This theory has a great help in the composition of many songs in the world.

2.1 Integrated Concept of Autoethnography

Music autoethnography has helped to explore the varieties of the formats that are creative. It has great help to explore the intersection of the approaches that are related to autoethnography with the help of the study of music. Music has been written through the eyes, experiences, fears, and emotions of the composer and the listeners (Smith et al. 2021).
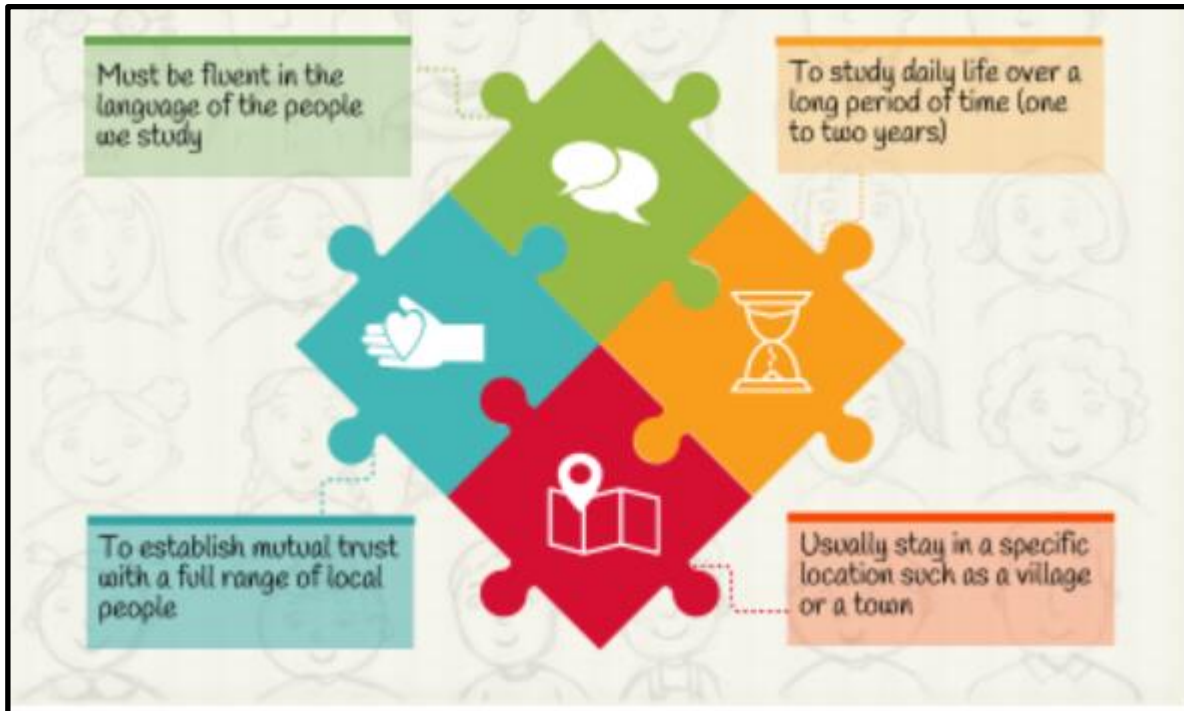
Figure 2.1: "Integrated Concept of Autoethnography"
(Source: Adams and Herrmann, 2020)

The stories of the music and the practitioners and the awareness of the musician with the help of creativity can be reflected in the ethnography of a composition of the music. The composers have a great rhythm and textures of the music to create a "harmonious counterpoint" (Brown and Vasquez, 2020). All these chapters have helped to product to compile a story that has helped to inspire the autoethnography in the singing field (Adams and Herrmann, 2020). It has helped to know how autoethnographic can help to inspire the musicians to reflect their personal views and the creativity and the production of great music.

2.2 Music as a stimulator for behavioral change

A few things that have helped the human brain to stimulate like music to adopt social changes during pandemic. Playing music or listening to has been a great tool to engage the brain in any activity to remove fear of death, hopelessness and other crisis. Music which I have created by the song I Am Virus has a great help in reducing the agony, the pressure of the sins being committed, the quality of sleep by making conscience more positive. It is a great trial for any researcher to understand the process of making music to curve negative thoughts in the brain to positive direction.Music is structural, architectural, and the mathematical composition of the feeling and the reaction of something. It has been seen in research that the brain of the human has a lot of sense to compute the sense of the music and feel it.

The new sound of music has great help to create an impact on the mind to understand the lyrics and the feel of the sound. The brain has to struggle to hear the new music and understand it. Old music can help the mind to recall the memory of the person and the related incident (Gariglio, 2018). The human brain has felt the force to remind the incident and that has great help to stimulate the brain. Music has a great impression on the body. The body can react as per the composition of the music. Sometimes it may be the cause of the destruction of the body or the excitement of the body. Music can help people to get energetic to do work in the workplace or at home. Energetic music has helped the brain to get the energy to increase the power of the brain by stimulating it (Fuentes-Sánchez et al. 2021). It has been seen that music has been the best healing power to the person who are disturbed. Sometimes it has been seen that the animals and the living beings have given a great response to the music. Therefore, this brain also has the stimulation with the help of music as it has been noticed that music has an impression on the brain of all living beings. Music has various kinds of feelings and impacts on the mind and that is why the human brain can relate to the lyrics and the sound of the music to recall the feeling that has stimulated the brain or help to stimulate the new works to be done. Therefore, the composition of the music and the tools to do it have worked as the stimulator of the human brain that further shape human behavior in a specific situation or crisis.

2.3 Music in a pandemic situation

The covid 19 has a huge effect on the mind and behavior of the human being. During the lockdown situation, people were stuck in the house and the work and the office was closed. The people were depressed during this period as there was nobody to talk with the people and they could not express their thinking and share with others. Some people used this situation to give a structure to their own creativity. It was a great chance for the people to sharpen their creativity, express their feelings, and show it to the world.

2.4 Innovative music creation

The music industry has been very grateful to get the new tools and the composition to create new songs. Many kinds of music have been written to entertain the people by expressing their feeling about the pandemic situation and relating to the feeling of the people (Zulić, 2019). Many composers have composed the songs as per the need of the people to get enjoyment this depressing situation perhaps with a notion to change human behavior towards positive side . This has entertained them to enjoy this depressing situation. Music has been the connector of each other in the spiritual lives and has magnified the "collective creativity". Individual groups have posted their performances and the creativity of the songs on the online platforms and on social media, which have been a great help to the composers to find out the best talent and the creativity in this field (Adedeji, 2021).

Innovative ideas have been invented in this situation in the lyrics and the sound of the music industry. Many songs have been written as per the feelings of the doctors, nurses, and the covid patients (Chen et al. 2021). The need for the equipment and the supply of oxygen has been written in the version of lyrics to make understand the usefulness of it have been written in the lyrics of the music. This has been a great help to the people to make them aware of the people (Latuapoet al. 2020). The pandemic has a great negative impact on the lifestyle of the common people but some writers have written the songs taking the positive side of the trapped situation. The song "I am virus", as I had written, composed and sung it as anthropomorphic where the virus has been described itself as a living being. In this song, Covid-19 virus has warned the people to maintain a distance between themselves and to warn them to make a healthy life otherwise, no one can save them the cause of the cruel behavior and destruction of the nature (Hergetet al. 2022).

2.5 Music theory being utilized to understand human behavior

It is a theory that helps the musicians to give the description and the explanation of the phenomena, which have been heard in a composition of music. This theory has defined the aspects of the particular music and helped to provide a system for all the musicians to communicate with them. The core fundamental theory for the music theory has been divided into three parts. Melody, Harmony, and the Rhythm of music are the main blocks to build music (Zulić, 2019). The rudiments of the music theory are the "scales", "chords", "keys", and "notation". It has delivered a gesture to the composers every day to compose great music. "Music Notation" is the analysis of the theory of music and the concepts. Every element of the music notation has been developed to make the sense of the hearing perspective of the listener. Chords are the musical units of harmony. Chords have great help to create a pleasant hearing impression (Adedeji, 2021). Scales, rhythms, and the key theme are the main pulses of the composition of a song.

2.6 Cognitive theory

Cognitive has great use in the composition of music. This theory was based on the "cognitive development psychology" that was based on the theory of the concept of "egocentrism" or the "inability to take the perspective of others". According to the perspective of Mabini, (2022), Egocentrism has been applied to the writing process of the college writers arguing with the abstract to bear the psychology of the writing process. This process has a relation with the hierarchy and the writer to develop the purpose of the composition. The model that is scientific and the process of the composition has been a great help to the composition of such music that can give pleasure to the listeners. According to the view of Aydın, (2020), the cognitive process has been the pillar of the composition of the music. The writing of music has a great need for the

engagement of full creativity of the brains of the writers and the composers. The truth and the real situation of the world have to be focused on the thinking of the composers and the writers to write a song.
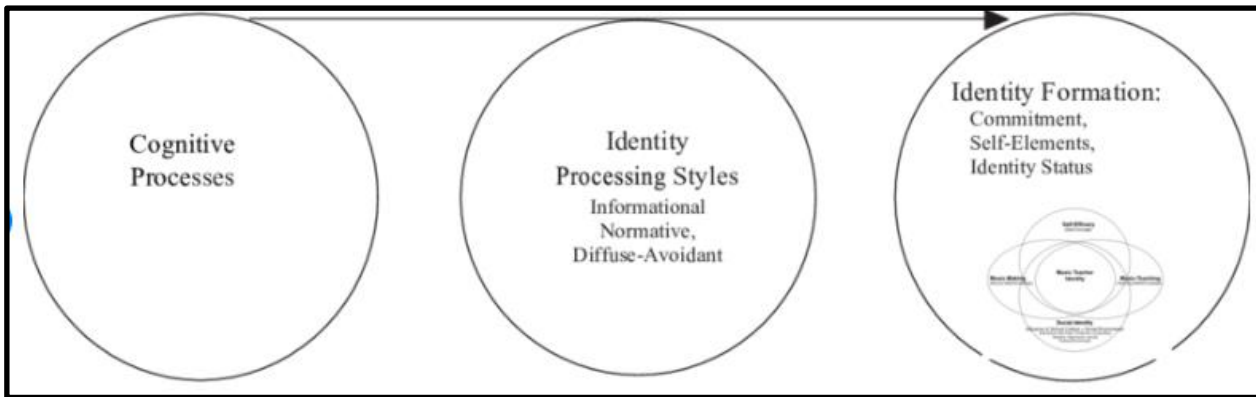
Figure 2.5: Cognitive theory in Music
(Source: Mabini, 2022)

3. Methodology

Research methodology is an exact procedure for recognizing, processing, selecting, and examining details about a specific study. As per the views of Rinjit (2020), the research methodology has been found to allow the readers the validity and reliability of the overall study evaluation critically. I have chosen **"positivism philosophy"** here for knowing and predicting the information about the topic. In addition to that, I use a "**deductive approach**" to complete the research and know detailed information about the research from the past study. Additionally for collecting data and explaining the situation and phenomenon of the research I have utilized "**descriptive design**". In addition to that, I have used "**secondary data sources**" from websites, journals, and books as the researcher have used the YouTube links for the study.

4. Findings and analysis

4.1 The creative approach through music to settle a sudden changed behavior

I have used much creativity in the song "I am virus". It has been observed that the global pandemic has affected the whole world in many ways many people have lost their family members for this disease, many people have lost their work and suffered from mental illness. In addition to that, the costs of the treatments have been found much more expensive at the start of the pandemic. Many people have not been treated well for the poor infrastructure of the health divisions. Therefore, the crisis of oxygen has noticed and the cylinders of oxygen have not been available so much for the life support of humans. All the things have been noticed going negative

for humans and their living in the world. The music composer of this song I have noticed every aspect from the point of view of humans and viruses also. I intended to using the benefits and creativity of the impact of pandemic during the global lockdown. As per the views of Grant (2018), music creativity explains the memory and learning in studies and suggests creative thinking of people from a positive point of view. The music creativity does not highlight the negative ideas and the problems which gas faced by every people. Therefore, from anthropomorphic angle I have observed human behaviour from the sides of the covid-19 virus. Noticed positive things among many bad things during the time of the pandemic.

According to Amico (2020), the creativity of music has explained many advantageous sides of enjoying music. It has been found that the composer had mainly used the fun sides of the virus. In addition to that, the writing structure of the song "I am virus" is slightly different from any other song. It has been observed that the virus has threatened humans for not going outside and staying inside for lockdown. The virus has not just threatened bad behavior but shows every positive side of the pandemic to all people in the world. Therefore, as per my research the virus has been observed telling people to not harm the environment and such thing organically destroy the virus forever (youtube.com, 2020). In this way, the composer has been noticed using various creativity the virus is not always bad as it has been labelled by various organization it is sometimes good for the environment and divine justice for human beings that could be added as furthest question of research in behavior science. The virus has been observed learning lessons to humans so that the people will not destroy the environment and respect nature. As per the views of Chávez and Skelchy (2019), music creativity defines opening the minds toward many fruitful ideas. By releasing this song globally, being composer I showed the benefits of the pandemic to the people to review their behavior for environment and other innocent animals living in the same habitation in order to give clear message. That is human being could assume that they are the center of all species that is why lives of other animals has less or no value at all, they boast for being most intelligent, versatile and powerful social animals the planet. That's why they couldn't tame their power and now have become sole reason of the entire humanitarian crisis during pandemic situation. The tool I used in this research to reflect the unconscious unusual behavior of human being towards mother nature and innocent animals can further be understood by studying some other references for reaching to a new conclusions of behavioral science. This I have shown to the second stanza of the lyrics of the song.

4.2 Subjectivity usefulness in the autoethnography composition to shape human behavior

The pandemic situation has affected heavily on the lives of humans. It has been found that the word pandemic has haunted every person in the world. Many people have been found frightened after listening to the name pandemic and lockdown. People of the world are not used to these heavy words before starting the global pandemic. People have not thought about their lives

without going outside and meeting their family persons. Many students had been observed pursuing their college and school degrees abroad and they were unable to return to their homes at the time of the pandemic. The business sectors including the health sector have been observed to collapse due to the huge demand for medicines and treatments for patients. Many people had been found to not have their job even after working for their emplyers and a maximum number of people have been observed feeling not secure about their job. In this way, the pandemic has threatened the whole world. It has been observed that the whole world has suffered from illness and many lower and middle-class families have suffered from poverty by losing jobs. In addition to that many children have been observed not in-taking food properly and mothers have been faced many problems giving birth to their newborn babies. All these issues are summed up in the lyrics of the song I Am Virus.

As per the views of Holzapfel and Benetos, (2019), the subjectivity of music explains the emotional, mental and physical matter when a person listed the song. It has been found that the virus has tried to explain the pain of nature among people. The composition of I Am Virus had tried to define that the people have thought that the virus has finished their lives. Additionally, when the people of the world have provided pain to nature by cutting trees and pollution, then nature has hurt in a similar way. Every person should think about the environment and nature first and treat nature in a good way. They have to plant trees for reducing pollution and by not cutting trees every people can try to save the world. In addition to that, the song also explained the objectives of the coming of the virus to teach some important lessons to humans that If humans try to save the world and not harm the environment and innocent animals then the virus shall bid goodbye to the world. Taking care of nature and the surrounding environment is useful for humans to remain on earth and it is necessary for decreasing the pollution and other harmful things in the environment. For this powerful outcomes of this song It has been selected for in person presentation at the "innovation in music 2022" conference organized by "Royal College of Music", Stockholm, Sweden in front of critiques, academics, artists, developers of technologies, manufacturers of equipment and producers (inmusicconference.com, 2022). In this way, I have used the usefulness of composing this song to understand human behavior further.

4.3 Flow of emotion in the compositional process successfully

Music making with different emotions is very important for any composer to reach the core of the heart of the people. As per the views of Cripps (2018), the flow of the music is determined as a "motivator" for every musician including young musicians. By using creativity, a composer can connect with their listener and express their feelings thought out the songs. People have been observed relating their emotions with the emotion of the composer through listening to a particular song, composed by the music composer. So, I have used mixed emotions in the song "I am virus" like sad emotions and happy emotions (youtube.com, 2020).

According to Sardo (2018), the flow of music assists people to focus on some specific

region and think about the lyrics of music for enjoying the emotion of the music. The appearance of the virus has made people think to use online sites for educational purposes of students. In addition to that, many NGOs have been observed helping needy people by giving them food. People have not gone outside at the time of the pandemic and have not used vehicles so much. For this reason, pollution has decreased and improvement in air quality has been shown. In this way, the music composer has used good emotions within the song and has suggested that people take the pandemic lightly.

4.4 Understanding the personal behavior

In this research, I shed light my own point of view thorough the song to understand core of unusual change in behavior in human being. As per the views of Godwin (2019), personal experience is a process through which a human being can express his personal opinions, thought and philosophy about a topic. Being independent singer-songwriter, composer and executive producer I have thought differently about the global pandemic. Maximum people thought that the pandemic is horrible for the destructive nature of the virus whereas the song I Am Virus has utilized the virus in a positive way so that the people can overcome their fear and move forward. The maximum number of people were frightened of lockdown due to not travelling and losing their jobs, friends, and close relatives, whereas, the virus had not only bad sides but also had the good sides also. Many people had to remain at home during the lockdown and innovate many ideas to create something new. Many students were seen planning many ideas and strategies to make new things which are now helpful for the entire civilization. Online marketing and online education system have also been created for the facilities of businesspersons and students respectively. In addition to that, the transportation system and many factories have remained close for a long time, so the poisonous gas has not been emitted from the factories and the vehicles. For this reason, the quality of air and nature had been improved than before. In addition to that, many people have not valued their family members and in this tough situation of the pandemic, they have realized the value of family and close persons. Therefore, many people have innovated new songs and come together for spending quality time with their family members.

5. Conclusion

It can be concluded that autoethnography in the composition can be a great tool to gauge changes in the study of behavioral science to understand adaptability of human being in a situation through their changing perspective in behavior to cope emotional crisis during pandemic in particular. Another broad concept of "cultural relativism" and the idea of the music is the most valuable thing among other tools to under the behavioral science. But also it can be stated that the people who belong to ethnomusicologists have always avoided the value of judgment whether music based on autoethnography and innovative composition have been good or bad to

analyze human behavior. Theoretically, it has been known that this field has a great influence on anthropology. In this research through the song I Am Virus has tried to capture the cultural phenomenon that has been very influential. The subjectivity and the usefulness of the composition have been utilized in the song to explore behavioral changes in particular situation. The flow of the emotional changes present in the song signifies the capacity of human behavior to a next level that relates coexistence of real and artificial dimension of thought process. The impact of musicology and music therapy during this covid period has been discussed. It can be concluded that the creative idea of the research is to make a song related to the Covid 19 virus that has been written from the positive and humanitarian angle to aware people in terms of controlling their behavior and deeds to protect nature and environment. The song also has shown the mirror of their cruelty to nature and the result of their work as the pandemic of covid-19.

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