

iWonder Tingle Factor Video Script

What is happening when we experience the Tingle Factor?

Listening to music is one of the top ten things that people find pleasurable.

Unlike food, love and sex, or survival instincts, music has no biological value.

Music is emotional: people say they use it to reflect or enhance their moods.

Many people who listen to music sometimes feel the 'tingle factor' or 'chills'.

The chills are not random effects, scientists have measured them.

The body undergoes physiological changes...

'Skin conductance' increases, your hair might stand on end...

The heart rate speeds up, body temperature decreases, we breathe faster.

Tingles – or chills – happen at the highest moments of musical pleasure.

Our brains...and our human personalities...find this intensely rewarding.

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