

*Harmony*TM

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Research Program Update



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The projects of doctoral research grant recipients Arthur Brooks and John Breda are progressing according to plan.

Arthur Brooks, a Ph.D. fellow at the RAND Graduate School of Policy Studies in Santa Monica, California, is studying ways in which orchestra organizations can address the impact of Baumol's cost disease (see *Harmony*, April 1996, pp. 52–54), principally through the stimulation of demand for their products.

Arthur is first exploring whether demand is really maleable and, if so, what tools have been used to exploit such elasticity. He is then analyzing which of two approaches to demand creation appears to be superior—that which enhances the product's elite image (following the economic theories of Thorstein Veblen) or that which exposes the product to the maximum number of people (following traditional neoclassical microeconomics).

To throw light on possible answers to these questions, Arthur is analyzing data from three sources: the 1987 Census of Service Industries—the so-called Wolf Report (covering 260 North American symphony organizations in six groupings for the period 1984–1991); and reports provided by four individual orchestra organizations (for the period 1983–1994).

In June, **John Breda** received his M.D. from the University of Massachusetts Medical School. As part of his degree work, but continuing during his residency, Dr. Breda is collecting and analyzing data relating to the psychological stress that musicians experience in the orchestral workplace, with particular interest in various comparative analyses of such data.

Dr. Breda has sent out some 2,400 questionnaires to musicians in 45 orchestras, with additional mailings still planned. He had received nearly 500 responses as of this writing and more arrive each day. However, we encourage every musician who received the Breda survey to complete and mail it in order to maximize the universe and diversity of respondents. Respondents can be assured that the survey is completely confidential. When completed, Dr. Breda's study should provide an important contribution to knowledge of this subject.

With these doctoral grants, the Institute initiated its research program approximately one year ago and is currently reviewing the future course of this effort and considering a variety of alternatives. The Institute is evaluating the relationship between the organizational research it might stimulate and other possible initiatives, all as part of the broader operational program staked out when the Institute was founded (See *Harmony*, October 1995, pp. 6–7).

The Institute welcomes ideas and suggestions about its research program and possible next initiatives. Please send along any thoughts you may have.