

THE PLACE OF TECHNOLOGY IN MUSIC PERFORMANCE AND SELF-ACTUALIZATION DURING COVID-19 PANDEMIC

COVID-19 PANDEMİSİ SÜRECİNDE TEKNOLOJİNİN MÜZİK PERFORMANSINDAKİ YERİ VE KENDİNİ GERÇEKLEŞTİRME

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Öz: Corona Virüs (Covid-19) ilk olarak Aralık 2019'da Çin'in Wuhan kentinde görüldü. Ardından Türkiye'de ilk vaka, 10 Mart'ta Sağlık Bakanlığı tarafından açıklandı. Virüsün neredeyse tüm dünyaya yayılmasından sonra *Dünya Sağlık Örgütü* (DSÖ) hastalığı 'pandemi' olarak ilan etti. Bu her ülkede tecrit, karantina ve hatta bazı askerî tedbirler gibi birçok önleme neden oldu. Ne yazık ki hastalık ölümlerin yanında, işsizlik, gelecek kaygısı ve açlık gibi sorunları beraberinde getirdi. Çalışmamızda müzisyenlerin davranışlarının ve performans anlayışının karantina günlerinde nasıl değiştiğinin incelenmesi amaçlanmıştır. Performans teorileri ışığında, pandeminin etkileri sosyal medya ve dijital müzikoloji kaynakları kullanılarak gözlemlenmeye ve saptanmaya çalışılacaktır. Ayrıca bu süreçte, dünyanın ve Türkiye'nin önemli gazetelerinde yayımlanan bazı haberler, pandeminin güncel etkisini doğrudan yansıtmak açısından çalışmaya eklenecektir. Daha sonra Maslow'un *The Need of Hierarchy* teorisi performans pratikleri ile ilişkilendirilerek insan davranışları incelenecektir. Teori ile kendini gerçekleştirme sürecinde, insan davranışı üzerinde değişen parametreler değerlendirilecek ve tespitlerin ardından sürece dair soru ve tartışmalar gerçekleştirilecektir.

Anahtar Kelimeler: Covid-19, Müzik Performans, Teknoloji, Kendini Gerçekleştirme, Pandemi, Salgın, Online Müzik Dersi, Kişisel Motivasyon

Abstract: Corona Virus (Covid-19) was first seen in Wuhan, in China, in "December 2019". And then the health ministry announced the first case in March 10 in Turkey. After it spread almost the whole World, World Health Organization (WHO) announced the disease as "pandemic". That caused many of preventions in every country such as, self-isolation, quarantine, and even some military measures. Unfortunately, these cases brought about unemployment, hunger, future anxiety etc. behind deaths. In our work, it is aimed to examine how musicians' behaviors and understanding of performance have changed during quarantine days. Our main method is performances theories. In this way, we will collect our data by using social media and digital musicology sources to see effects of the pandemic. Additionally, in this process, some news published in major newspapers around the World and in Turkey, will be included in the study in terms of directly reflect the newsworthy impact

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of the pandemic. And then we will use Maslow's The Needs of Hierarchy theory associating with performance practices, in order to analyze human behavior for self-actualization. With this theory it will be observed that if there are any changing parameters on human behavior in the process of self-actualization.

Key Words: Covid-19, Music Performance, Musicians, Technology, Self-Actualization, Pandemic, Epidemic, Online Music Lesson, Self-Motivation

1. INTRODUCTION

From ancient times to today, many epidemic and pandemic diseases have been seen in the World and many people died in these outbreaks. Diseases such as plague, malaria, cholera, yellow fever, smallpox, influenza, tuberculosis, typhoid and syphilis have caused death. However, they could not take effect more than one region of the World at the same time. The most important reason of this was less interaction between people and countries due to the low travel opportunities. Nevertheless, because of easy transportation and travel possibilities, Covid-19 emerged at the beginning of 2020, and spread all over the World. Moreover we can say that globalization played an important role in this interaction. The globalization defining as a 'cultural paradox' has been impact on music and art inevitably. In this way, especially music performance practice has been experienced as a cultural and technological transformation.

Music performance that has already been in a process of change, with effects of Covid-19 pandemic and closing home, was necessarily involved into online area. Consequently, musicians were forced to shape themselves depending on current situation.

In the historical process, especially music performance has been associated with virtuosity. The idea of virtuosity has been considered the concept of creativity (Stacho and Deliege, 2018: 450). During the romantic period, many practitioners focused on their personal performances in terms of realization difficulties. However, intrigued scientists sought to know the secret of beautiful tone of virtuosic performance, after this approaching. So, the phenomenon of sound quality emerged. In an acoustic music performance place, we can find and analyze it easily. But, a virtuosic playing that was recorded with technology tools is hard to examine due to sound manipulation with these tools and equipment. As a result of recording of the music performance, performers and also listeners were forced to find new ways to achieve a quality performing process.

Music and entertainment industry that is adversely affected almost in every hard times like pandemic, terror issues etc., should be reconstructed in line with data

and consumer behavior. In our work, we tried to observe that how musicians reacted to the situation and tried to find new working fields.

Finally, it was examined that if there are significant effects of the pandemic for the self-actualization in the line with Maslow's *The Needs of Hierarchy* theory.

2. METHOD

In our work, online observation method was mainly used. Observation is a primary means to collect qualitative data. Researchers must not only notice what is going on, but also identify patterns and anomalies in observed behaviors (Schmidt, 2014). Accordingly, aware of this, we observed changing music performances and the musicians' behaviors in line with technology and Covid-19 pandemic. And then, it was utilized Maslow's *The Needs of Hierarchy* theory to examine whether the musicians' attitudes that are related to the pandemic.

2.1. Performance

There are so many definitions of the term 'performance'. Before examining musical performance, browsing the performance itself will be better to understand musical side. In an article called *Performance: a Concept to Define*, authors give some definitions of the performance, from various researchers:

Venkatraman and Ramanujam (1986): Performance is the time test of any strategy.

Cordero (1989): Effectiveness (measuring output to determine if they help accomplish objectives). Efficiency (measuring resources to determine whether minimum amounts are used in the production of these outputs).

Lebas (1995): Performance is about deploying and managing well the components of the causal model that leads to the timely attainment of stated objectives within constraints specific to the firm and to the situation^[1].

Rolstadas (1998): Performance is a complex interrelationship between seven performance criteria: effectiveness, efficiency, quality, productivity, quality of work life, innovation, and profitability/budget-ability.

Hoffmann (1999): The term "performance" describes an evaluated contribution to the attainment of organizational goals.

Wettstein (2002): Performance can be understood as the degree of stakeholder satisfaction.

EFQM (2003): Performance is the level of attainment achieved by an individual, team, organization or process. (Ghalem, Okar, Chroqui, El Alami, 2016: 3-4).

All these definitions can be accepted in the concept of managerial structure. However it seems that the performance is considered as a utilitarian behavior in some field. So, we can say that if you perform well, you can achieve your goal.

What is the performance practice in culture and music considered or defined? In Ruth Stone's book called *Theory for Ethnomusicology*, performance practice is defined in five different ways. Firstly, the idea of 'performance practice' has long consulted with ways of interpreting scores, in contrast to details written notation. Secondly, the performance practice is inclusive of folkloric and sociolinguistic works to explain oral performance in the 1970s. Thirdly, the performance is used to describe all kinds of theatrical performances. Fourthly, anthropologist Milton Singer who worked on cultural festivals and events takes the performance as 'cultural performance'. Fifthly, kind of the performance is considered in the concept of 'performativity'. Judith Butler used the term to comprise everyday behavior. The last definition is separated from other explanations of performance, considering daily life attitudes (Stone, 2008: 136).

As we see, these definitions expand the concept of the performance practice. In the beginning of the musicology works, the performance associated with musical performance, after some decades, is defined as a part of culture. Therefore, we cannot consider the performance, separated from social life and culture.

In 1970s, folklorist Richard Bauman and his colleagues made some assumptions on performance; communication between performer and audience, strategic devices to serve to structure the performance, forms, semiotic structures, through meta-poetics to provide cultural self-definition (Stone, 2008:137). In Baumans' assumptions, the performance theory data was derived from fieldwork and mostly ethnographic.

Richard Schechner who is a director of theatrical productions, portrayed the performance with his students, from another perspective which relied on dramaturgical way. He gave a point to process of preparation and rehearsal. At last, he related dramatic performances to everyday life (Stone, 2008: 138).

Anthropologist Milton Singer has applied performance theory to cultural performances. Singer identified cultural performances analyzing in large-scale societies, included not only concerts and plays but also rituals and festivals. He considered it as a way of exhibition of peoples' cultures. That is a microcosm of the larger community (Stone, 2008: 139).

Thus far, we have tried to explain what is the performance? As a result of the assumptions of the performance and association with other disciplines that we have observed that the performance has been related to interpreting scores, linguistic, folkloric, theatrical and cultural studies in the field of ethnomusicology.

Musical performance is often considered as part of a way of communication. Every performer intends to transmit the communicative content in music performance (Palmer, 1997: 119). While some theorists limit that content with meaning of the music, some theorists relate to emotion and physical movement of performers' interpretations (Caroline, 1997: 119). If musical performance is considered as communication, it needs a recipient too. The recipient is listener in this case. So, musical performance provides communicative content between performer and listener.

In an article called *Performers and an Active Audience: Movement in Music Production and Perception*, it is said that body movement and musicians' gestures are important as well as the sound. All several of gesture forms a fragment of the musical product that is interpreted to an audience. And the work gives us three categories of movements; sound production, supporting ensemble coordination and visual expression (Bishop & Werner, 2018: 3). We see that sound production is as important as musical performance itself. Actually, the article is about body movement and musicians' gestures for tone quality. It is more about acoustic performance. However, a significant part of our work focuses on musical performance changes in digital media due to the pandemic conditions. No matter how well a virtuoso plays a music piece, the sound quality will necessarily change in digital environments depending on recording equipment. So, in this case media and recording tools help to product good quality sound in a musical performance in online media.

After invention of first record machine was invented by Thomas Edison in 1877, especially during Second World War, improvements achieved in the quality of tape machines to use in German broadcast and military (Gallo, 2011: 45). And from decade to decade, the recording technology has been improved gradually. It provided to product good quality sound by using technology tools. Therefore, musicians have started to achieve new ideas, ways for their music and instruments by using these new possibilities.

Jon Frederickson wrote in his work that technology has supplied to performers not only recording the music, but also reconstituting and simulating the music (Frederickson, 1989: 197). What does it mean to reconstitute or simulate the music? Frederickson gives some examples, one of them is; "A performer enters the studio

and performs a piano part. Having finished, he moves over to another instrument or synthesizer to produce guitar sounds or a drum sounds...” (Frederickson, 1989: 197). This instance gives a good opinion to understand, how technology helps to musicians to make music not only for an instrument but also for a large orchestra as well single-handed. Actually, it was not possible to make it live in live performances easily when he wrote that in 1989. However, for last decade and in present time, we can provide also in stage or in a live performance everywhere by using through-recording tools and computers. Frederickson also wrote that how recording technology stored sounds of instruments and used them in recordings. During these processes, we can understand that music record technology has provided many tools to musicians, to product better quality sound.

Why did we try to explain the relationship between musical performance and technology? If we remember the title of this work, realize the term ‘social isolation’ and ‘quarantine’. In the pandemic period, people were closed home and this caused to make many of things on the Internet such as shopping, studying, working, art and music etc. Therefore, the technology provided almost everything to people to continue their lives. Inevitably, musicians found a new field that are accustomed to use it but less before and made their music by using music applications and technological tools such as microphones, headphones, music recording equipment etc. And then, they applied to social media channels on the Internet to serve their productions. So, it seems that the technology has helped people for anything and even share their feelings from ‘the art-world’ to ‘the online-world’.

2.2. Musical Performance And Pandemic Process In Turkey

As the all world suffered from pandemic, people in Turkey, suffered and tried to find some solutions to relieve their minds and souls. Making music is one of these ways. In Turkey, at the beginning of this period, we recognized that Cihat Aşkın who is a famous violin player, started to make live concerts in social media such as Facebook, Instagram or other mediums. However, especially in the first days, he did not care the sound or video quality. Because he recorded it from his cell phone and it did not provide a good sound or visual. Beside this, almost thousand of people watched and followed him. He did these concerts every evening, from March 2020 to end of the April 2020. After all, we saw that some musicians started to make music alone or together with other musicians. There is an interesting point that musicians who have wanted to make and record qualified music and quality sound by using emerging technologies almost for a century, did not care the sound of their music, they only wanted to share their music because, they were home, maybe alone and we

know that human being is a social creature. That indicated us, in hard times people cling to best possibilities that they can find.

Following days of the pandemic, many of musicians started to make music together from their homes by editing and mixing a video. This process consisted of following steps; firstly, some musicians decide to make music, agree on a music piece and each one of them records the sound on computer and makes a video recording his/her part at home. And then, one of them or another person mixes the music and edits the video and they upload this on social media channels. Hereby, they shared their music video called these videos “Evde Kal (Stay Home) video”. Moreover, they took a chance to support people who feel alone at their homes positively. From another angle, we can say that they also took a chance to advertise themselves to society when people have more free times and less works.

As an important instance, *DokuzSekiz Müzik* that is one of the most significant music labels, released music video series themed ‘Evde Kal (Stay Home)’ on their Youtube page (Figure 1);

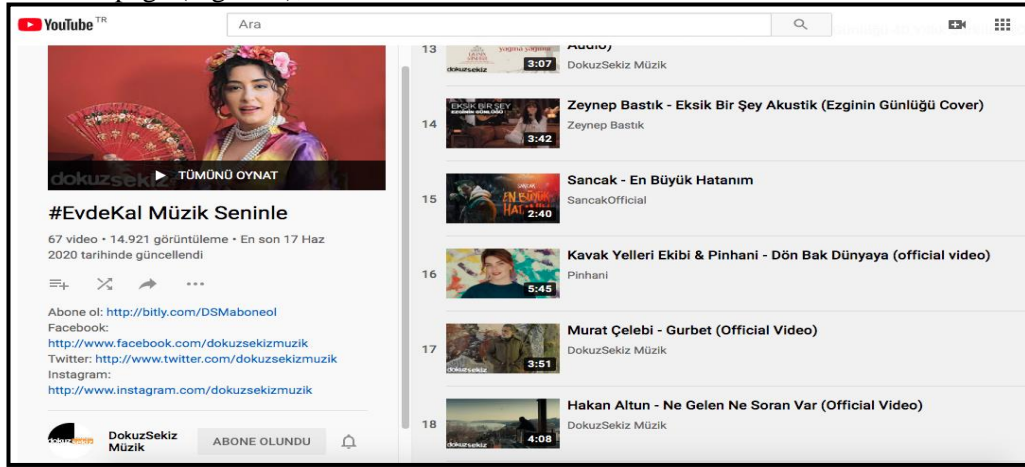


Figure 1. “Evde Kal (Stay Home)” themed music video series on Youtube channel of *DokuzSekiz Müzik*.

In a recent work about the pandemic called *Koronavirüs (Covid-19) Örneği Üzerinden Salgın Hastalıklara Sosyolojik Bir Bakış*, there is a statement on the formation of social awareness during epidemic diseases; “During the epidemic, we observed that social solidarity was at a high level in our country (Turkey)” (Afacan, Avcı, 2020: 8). So, we can say that acting together in such epidemics plays an important role and contributes to the development of social consciousness. As an

indicator of social consciousness, we can call that the idea of “Evde Kal Video” is a collaboration work and placed as a special sample and output of Covid-19 pandemic in the history of mankind outbreak.

2.3. Other Outputs Of Musicianship In The Pandemic

As we all know, musical performances has been made in public places generally, except home concerts or home events which has been become a trend in recent years. But, during the pandemic of Covid-19, almost all public places were closed for people not to come together in-person. Therefore, musicians could not any place to perform their music consequently it had a bad influence on their incomes to earn livings. We noticed that some of them started to give private lessons online. Besides, sharing “Evde Kal (Stay Home) videos”, it was seemed that most of courses and musicians began to give advertises for online lessons on social media channels.

In an article was called *Where and When Can We Use Google Trends to Measure Issue Salience* written by Jonathan Mellon from University of Oxford, following statement is included; “Google search data available anywhere in the world where sufficient numbers of people use its search engine. The Google Trends website allows researchers to download data for almost all countries. For these reasons, Google Trends is an attractive data source for social scientists” (Mellon, 2013: 280). In this direction, we prefer to use The Google Trend data in terms of accessibility to more people in our study. And, two graphics that we took from Google Trends can be simple and easy however, to understand peoples’ behaviors that did not live a pandemic like Covid-19 for 100 years is the most effective way for 90 days period from beginning of the pandemic. Because, Google search engine was the most common and easily accessible way while in quarantine for people.

Before showing Google Trend graphics, it is better to know that using the Internet for last decade and for last 6 years, has increased considerably (Figure 2);

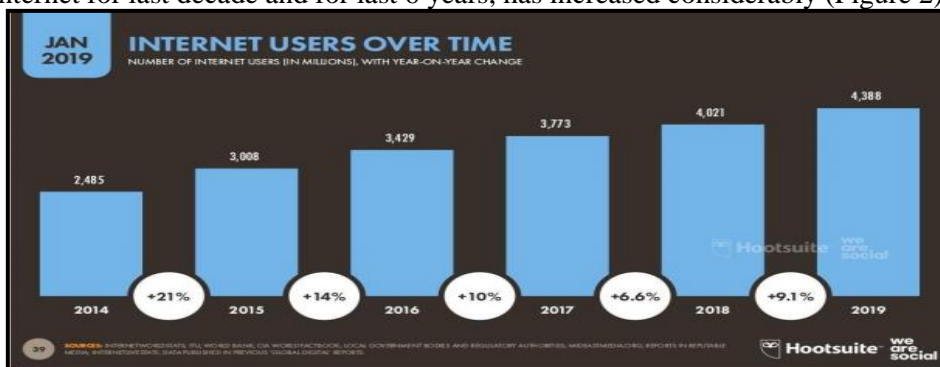


Figure 2. Change in general number of Internet users by years (Gündüz, 2019: 12).

It is clear that the remarkable increase in the Internet use affected the behavior patterns during the pandemic process.

Firstly, if 'online music lesson' (*online müzik dersi*) searches on Google Trends are compared, between 2019-2020, the increase in searches since the pandemic is clearly visible (Figure 3);

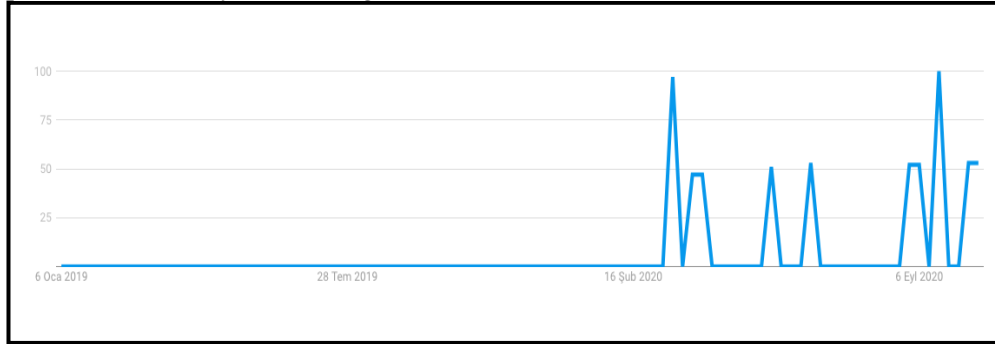


Figure 3. The graphic showing the increase of the word 'online music lesson' (*online müzik dersi*) in google searches in comparison 2019-2020.

It seems that while there were no trends in 'online music lesson' searches in 2019, in the beginning of 2020, there has been an increase in online music course searches due to the necessity of the pandemic.

If we look at an average of 3 months of 'online music lesson' (*online ders*) searches since the beginning of 2020, according to results that were taken from Google Trends website, in Google searches the word 'online lesson' had increased in 90 days (from 19th January to 16th April) from the beginning of the pandemic process in Turkey (Figure 4);

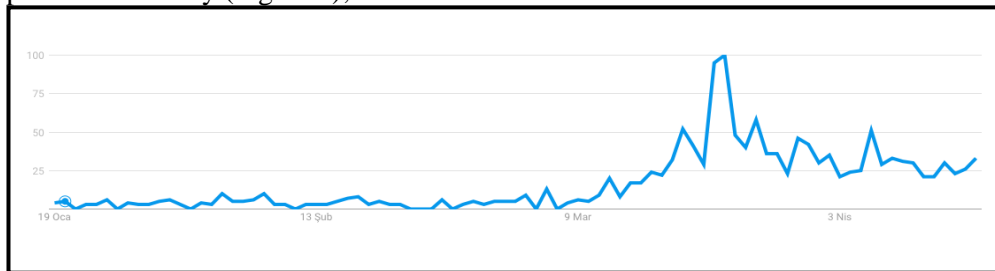


Figure 4. The graphic showing the increase of the word 'online lesson' (*online ders*) in google searches.

If we observe that the word ‘online music lesson’ (*online müzik dersi*) also had increased in 90 days (from 19th January to 16th April), in Turkey (Figure 5);

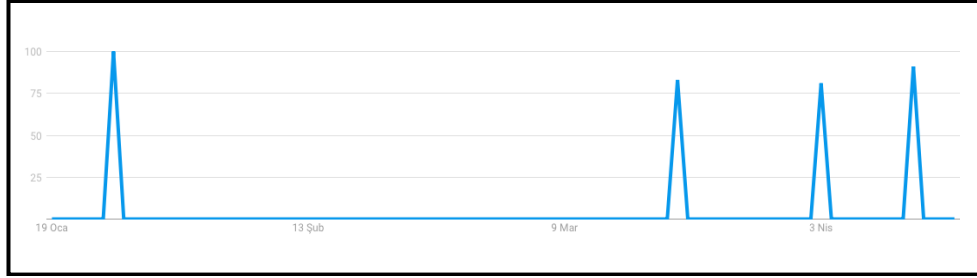


Figure 5. The graphic showing the increase of the word ‘online music lesson’ (*online müzik dersi*) in google searches.

We got these rates by searching in Turkish; *online ders* and *online müzik dersi*. According to the graphic above, from January to the middle of April, online education searching in music and other fields has caught a great rise around Turkey. This uptrend indicates that people staying at homes, tended to improve or distract themselves in the pandemic period.

2.4. Music Performance In The Pandemic

There is some news about musicians in the pandemic period from all over the world. If we mention that what some of them say about it;

Mitsuko Uchida

When I play music, I can forget about the virus. I am continuing with Beethoven’s “Diabelli” Variations, which I was meant to record at the end of April; every day, I do a run-through so I can keep it close to me. I am also making programs for the next seasons: Mozart, Kurtag, late Schumann.

Barbara Streisand

This is a good time to work...There is so much quiet. That’s the only part I like.

Daniil Trifonov

I started learning JavaScript. It has been interesting for me to learn a completely new idiom.

Ashley Fure

I have a stack of things I should or could be doing. But I just could not do that stuff. For the first eight days I was in a daze. Once that cleared, I was trying to ask what it meant for my practice and what I had to offer the world right now.

Philip Glass

I'm staying home and writing music and not doing anything. I'm working on a piece called "Circus Days and Nights". We don't need to connect what is going on the streets of New York or elsewhere.

Lang Lang

I am learning a lot of new repertoire. I am looking into the whole collection of Beethoven sonatas. I never had the time to practice weeks and weeks. Now I can just read through everything with no time pressure ('Joy in the Grief'; Musicians Are Making Art in a Pandemic, New York Times, 1 April 2020).

In Turkey some famous leading artists such as Cihat Aşkın (Violin artist), Gülsin Onay (Piano artist), Kerem Görsev (Piano artist), Erdal Erzincan (Bağlama artist), İdil Biret (Piano artist) gave live concerts on social media. Almost 730.000 people watched Gülsin Onay's live concert on social media. Erdal Erzincan gave an online concert in an event called "Social Guest (Sosyal Misafir)" organized by Istanbul Municipality. İdil Biret gave a concert which was organized by Presidency of the Republic of Turkey on youtube on Bosphorus Bridge with her mask, accompanied by the messages of important thinkers of the western and eastern world (Corona Günlerinde Gülsin Onay'dan Evde Konser, NTV, 16.03.2020). And also, in Italy that was most affected by pandemic after China, some Italians realized music performances from their balconies and windows. It can be said that these activities gave people positive energy to stay stable and healthy mentally and physically.

3. SELF-ACTUALIZATION AND QUARANTINE

We gave some examples considering musicians in the pandemic process. Human has been trying to build itself since its inception. As we know, human being has been the only creature, has utilized knowledge, experiments, equipment best to survive in the nature. These same features have guided human being to art. In this way, human is a creature that can imagine, dream and with these imaginations and symbols, can create new things visually and concretely.

According to Freud's psychoanalytic theory, personality consists of three main structures; *id*, *ego* and *superego*. *Id* is a structure being formed in the first days of human being consisting primitive aspect such as eating, drinking, defecating, sexuality. *Ego* is part of personality that provides balance and harmony regulating with the outside world. *Superego* is moral part of personality that provides to act according to the value judgments of the society (Ağluç, 2013: 2-3). As we see that

self-actualization is one the most important parts of individual's life in society. It is a kind of self-expression.

The most striking instance of self-actualization was seen in Nazi concentration camps. The works (they can be accepted art pieces) of captivities that waited the death in Nazi camps were exhibited in Paris Modern Art Museum, in 1948. The most significant thing was that pictures were drowning on cigarette packets and some papers that were taken secretly. Statues were made from broken tables and chairs by carving. Main subjects of these works were about fear, torture and suffer. The most noticeable indicator in the museum, although people was under torture and torment and lost their hopes, could not stop to tell their feelings. One of the captivities that escaped and survived from Nazi camps stated about these activities "we had to do these to survive everyday" (Ağluç, 2013: 11).

As Jean-Jacques Rousseau mentioned in *The Social Contract*, in first chapter; "Man was born free, but everywhere he is in chains. One thinks himself the master of others, and still remains a greater slave than they" (Rousseau, 2007). We can say that this sentence, which contains a significant expression since the 18th century is the tragedy of human beings. In 21th century, people who lives in modern and urban countries, feels themselves "free" or has "freedom". Actually from another angle, in slavery times, people belonged to their kings under monarchy. Modern people of 21th century suppose that "they are free", however, only names of the positions have been changed strictly. We can say that companies are new kings of modern times. Most of people do not recognize but they spend much more times in buildings such; working at office, workout in gym, meeting in cafes or restaurants etc. Although spending time indoors was familiar for modern people, staying in the same place with family or alone, can affect minds positively and negatively. Today modern people, who were not as free as they think, tried to find a solution like people in Nazi camps. So we can associate with making "staying home videos" and self-actualization. Maybe this period provided to see overlooked little things and details in the life for 21th century society.

In literature there is a theory called *Hierarchy of Needs* by Abraham H. Maslow. Maslow gives a pyramid of humans' needs for self-actualization (Figure 6)

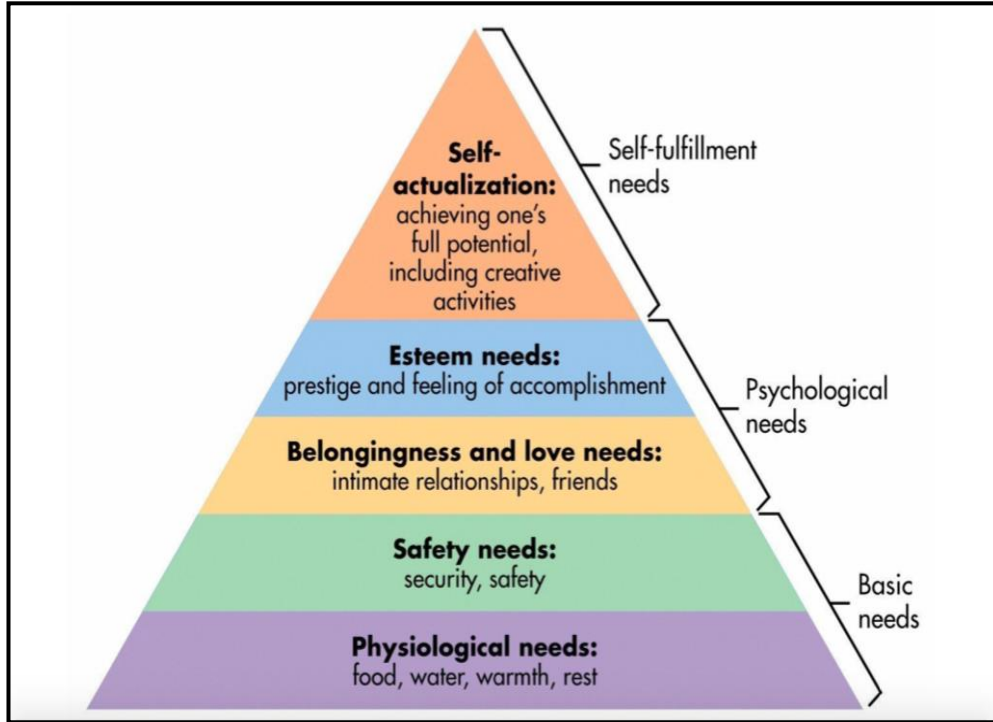


Figure 6. Maslow's *Hierarchy of Needs Pyramid* (McLeod, 2018).

According to Maslow, basic needs are not enough for self-actualization. There are more necessary things based on psychological needs; *belongingness* and *love needs-esteem needs* between basic needs and self-actualization. However, as in the example of Nazi camps, some situations force people to do something. For instance in the pandemic days, people did not feel safe at all. Furthermore, there were lacks of love needs or belongingness because people could not get together in order not to infect each other except communicating on phone or on digital media. It showed that sometimes people could skip some needs for self-actualization. Also according to Maslow, person is always 'becoming' and never remains static (McLeod, 2018). Maslow accepts that the pyramid of hierarchy of needs is a prototype modal and can be changed to some situations. Moreover, Nazi camp example indicates that the process of self-actualization varies from person to person. In this point, cultural and individual differences are involved and we can mention that Maslow's theory contains generalizations based on standardization

Maslow expanded his theory to include cognitive, aesthetic needs and transcendence needs in 1970s. And an eight-stage model was formed (McLeod, 2018)

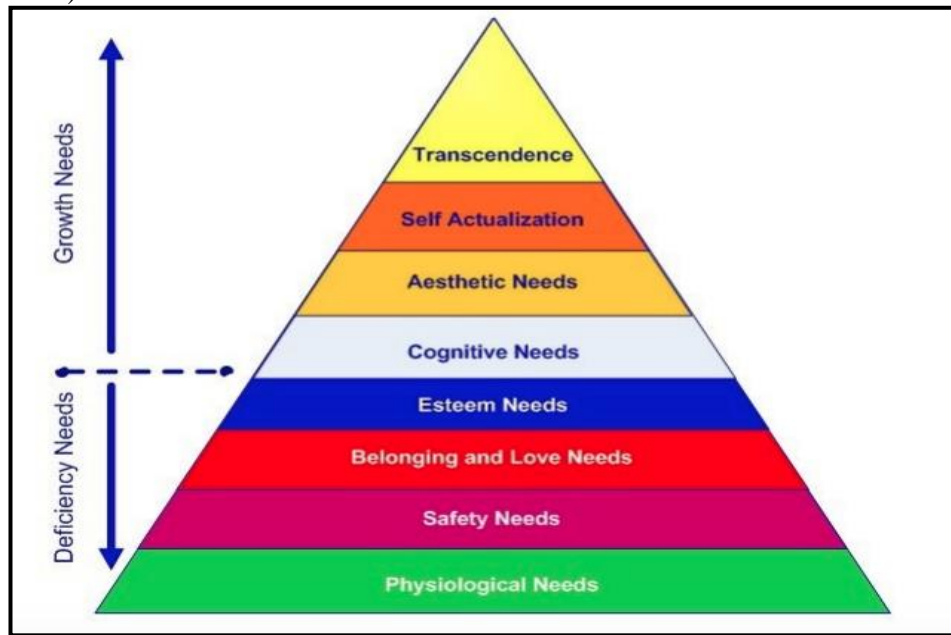


Figure 7. Maslow eight-stage model.

As it seems that transcendence needs is at the top of the pyramid after self-actualization. It refers to mystical experiences, aesthetic experiences, sexual experiences, service to others, the pursuit of science, religious faith etc. (McLeod, 2018). These sophisticated values that were given by Maslow reflect an individual beyond the personal self.

In his book, Maslow mentions that; “The creation of art may be relatively motivated, i.e., when it seeks to communicate, to arouse emotion, to show, to do something to another person, or it can be relatively unmotivated, i.e., when it is expressive rather than communicative, intrapersonal rather than interpersonal” (Maslow, 1954: 234). These paragraph supports our proposition about making music and creating “Evde Kal (Stay Home)” videos in the pandemic as an unmotivated reaction. However, the process of self-actualization and self-improvement can be observed relatively areas of psychology.

4. CONCLUSION AND DISCUSSIONS

Since *Corona Viruses* (Covid-19) was first seen in Wuhan, in China, on December 2019, pandemic and its social isolation have had some bad influences on people from all over the World. However, peoples' responses to this situation, took place by sharing the pain, supporting themselves, learning something new, listening to themselves etc. In this case, maybe the most effective way became music and art to reflect it directly. Meaning of the musical performance in communication played a significant role. Musicians shared their music video productions titled 'Evde Kal' that were recorded with their cell phones, without caring sound or visual quality. Moreover, they made music together in a video, but not to come together in-person, in the same place. Moreover, musicians could not perform music in public, started to give online private lessons to make money. Besides, it was seemed that online lessons and online music lessons searching was increased according to Google Trends. Moreover, in the context of the cultural industry, music production facilities were shifted to online-social media. Increasing online music productions undoubtedly require new and improved tools to take part in this field. The Covid-19 pandemic provided to realize its importance and speeded up the process for musicians and music industry to improve performance tools and even places.

Finally the pandemic process was associated and evaluated with self-actualization. In this way, Maslow's *Hierarchy of Needs Pyramid* became an important indicator to define how self-actualization could be realized. It was observed that there are some levels to reach to the top of the pyramid, however it is possible and acceptable to skip me of these levels for self-actualization. Even Maslow admits that some needs can be changed or skipped according to individuals' situations. As a result of this, Maslow continued to refine his theory based on the thought of a hierarchy of needs through the years 1943-1962-1987 (McLeod, 2018).

In the pandemic, it was considered that the epidemic forced people to change some practices and behaviors in social, cultural and financial parts of the life. Accordingly, institutions of the capitalist world should be changed and reconstructed. However, how can it happen? The question is too hard to answer. In some discussions it is said that working hours can be stretched. Because many stores were closed, people turned to online shopping in the pandemic process. And, there is no need crowded staff in stores anymore. A few staff members can carry out work. These situations encourage both companies and government agencies to change their strategies for after Covid-19 pandemic called 'new normal'.

Cancellation of all concerts, events, closure of theaters, cinemas and entertainment venues will require conditions and needs for musicians, actors and

industry professionals as in every field. The number of spectators will be reduced to prevent people's contact with each other. However it will cause an increase in ticket prices. Staying away from each other in the same place can make the environment meaningless. Because the art and music or entertainment shows have been made for interaction. For example, while dancing with a partner without touching, can change behaviors and isolate people. Making live concerts, events or shows online can be new trend for some years. In this case, for both musicians and audiences, there can be major changes in using technology tools and equipment. For example, in order to listen to an online concert with sound quality like in an acoustic concert environment, the listener should have a good headset or sound systems as well as the musicians need a good recording environment and recording tools.

There are more discussions and question about how peoples' behaviors and institutions of capitalist world will be changed next decade. As Pope Francis said that "the coronavirus pandemic has proven that the 'magic theories' of market capitalism have failed and that the world needs a new type of politics that promotes dialogue and solidarity and rejects war at all costs" (Market capitalism has failed in pandemic, needs reform. apnews. 2020). In a world of over a billion Catholic Christians, Pope's words cannot be ignored. Moreover, in a recent work on public health has been published by Oxford University Press, a phrase is remarkable; "...Profit-motivated behaviors keep individuals from accessing necessities and undermine public health and health systems... Because such behavior is economically rational in capitalism, capitalist imperatives may be incompatible with public health" (Cohen, 2020: 2). It is so clear that the world after Covid-19 will not be the same at all. However, we need to do more in every field to find answers to these questions.

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