



From Headlines to Headphones:

A Multidimensional Analysis of
Economic Success, Thematic Trends,
and Cultural Impact (1990-2024)





Motivation

- Why study songs from a historical POV?
- *Songs are not only entertaining!*

They reflect:
collective emotions,
social tensions and
cultural changes.

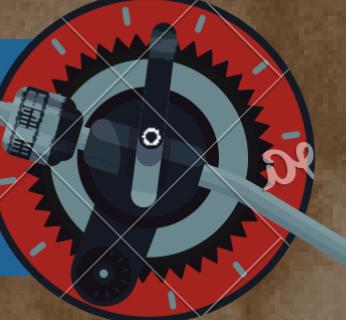




What do we want to discover?

01

What type of historical events are most reflected in the lyrics?



02

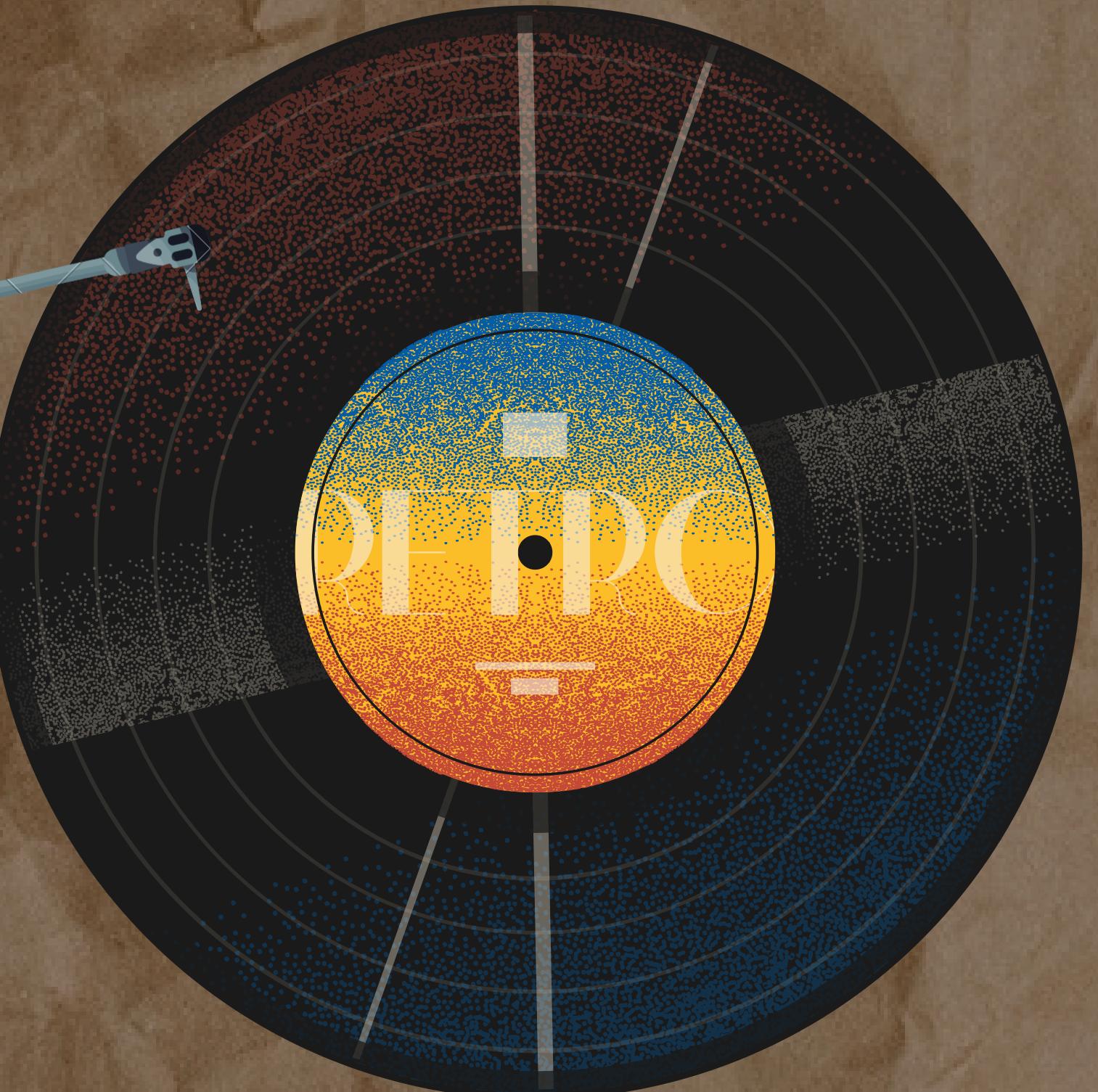
How does this relationship vary over time?

03

Is there any correlation between global events and popularity?

04

Are lyrics touching on global conflicts popular?





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Data Process



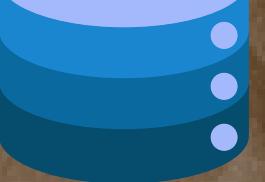
Songs

The GDELT Project



Global Events

United World Chart



Popularity





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Data Process



Songs



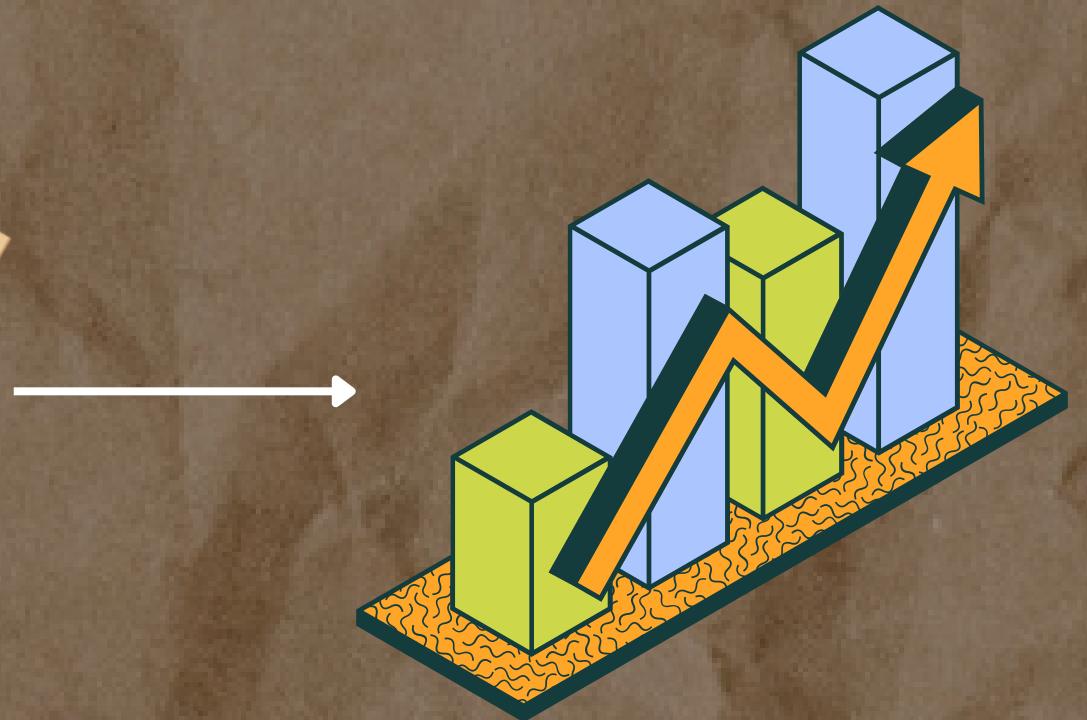
Global Events



Popularity



Pretrained
NLP Model
(BERT)



Considerations:

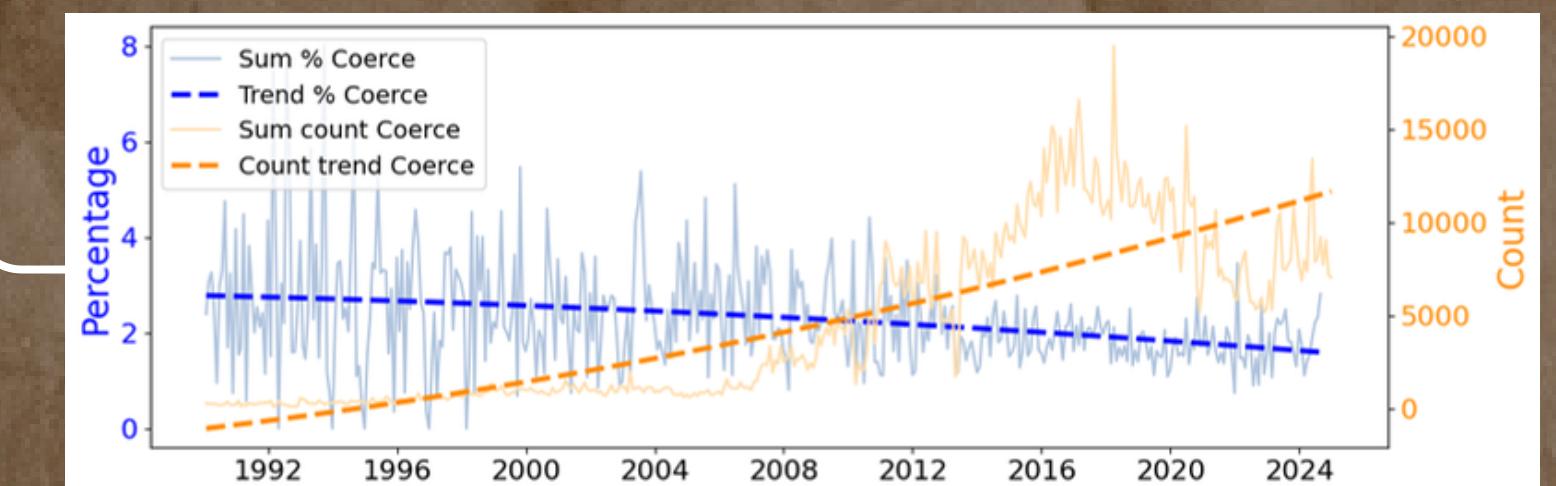
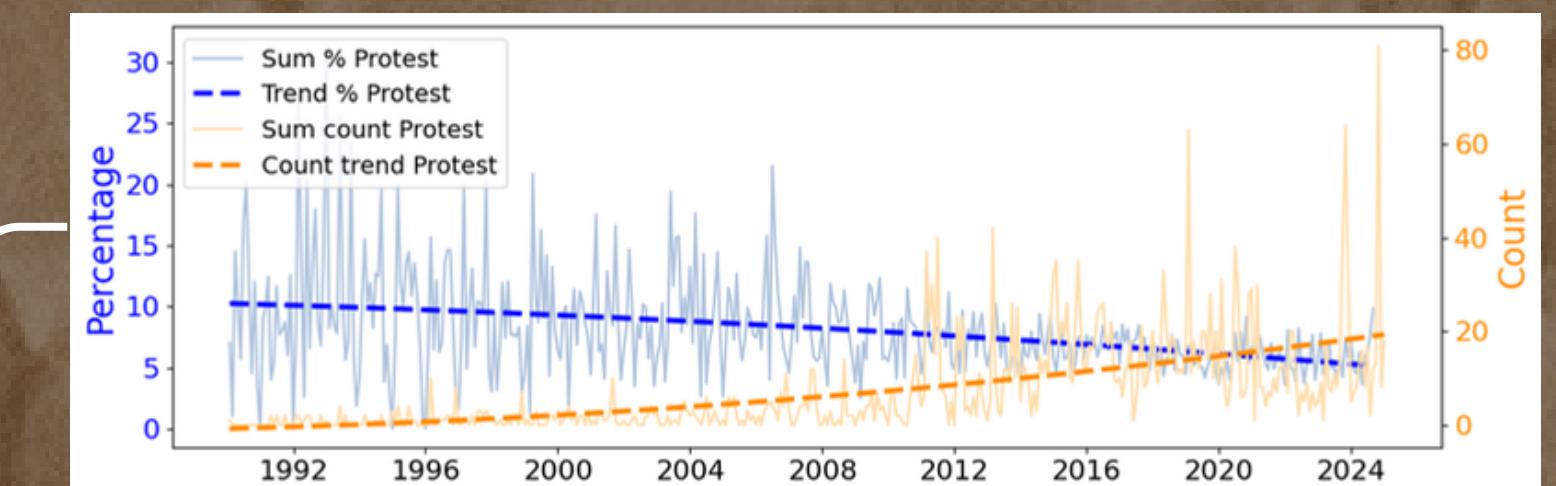
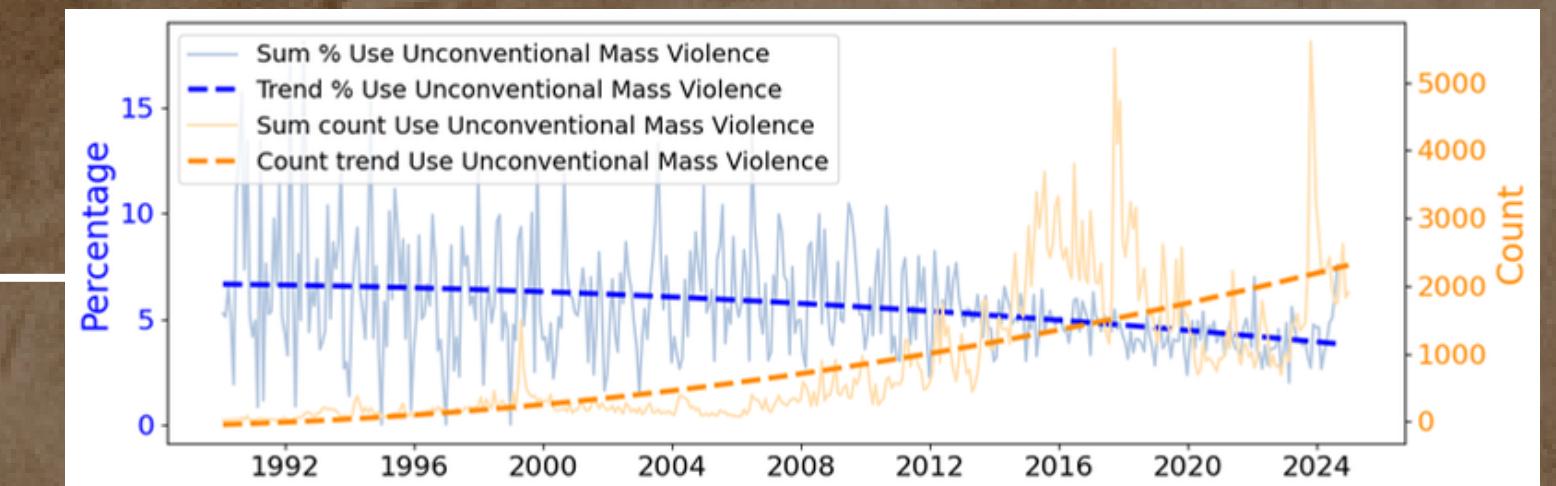
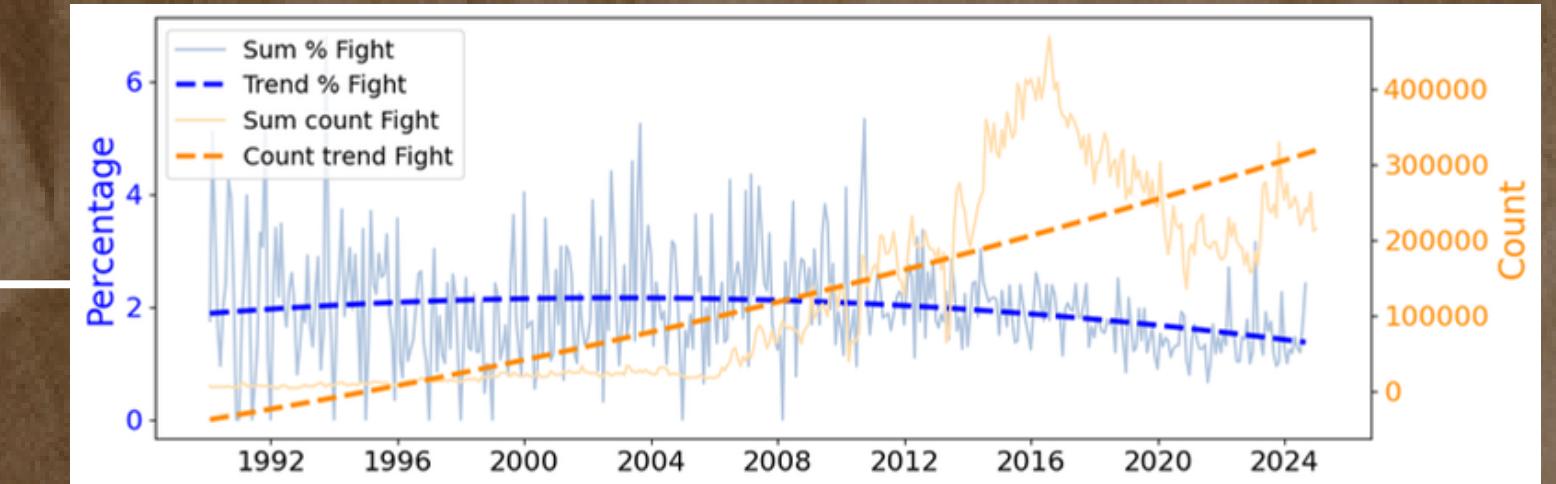
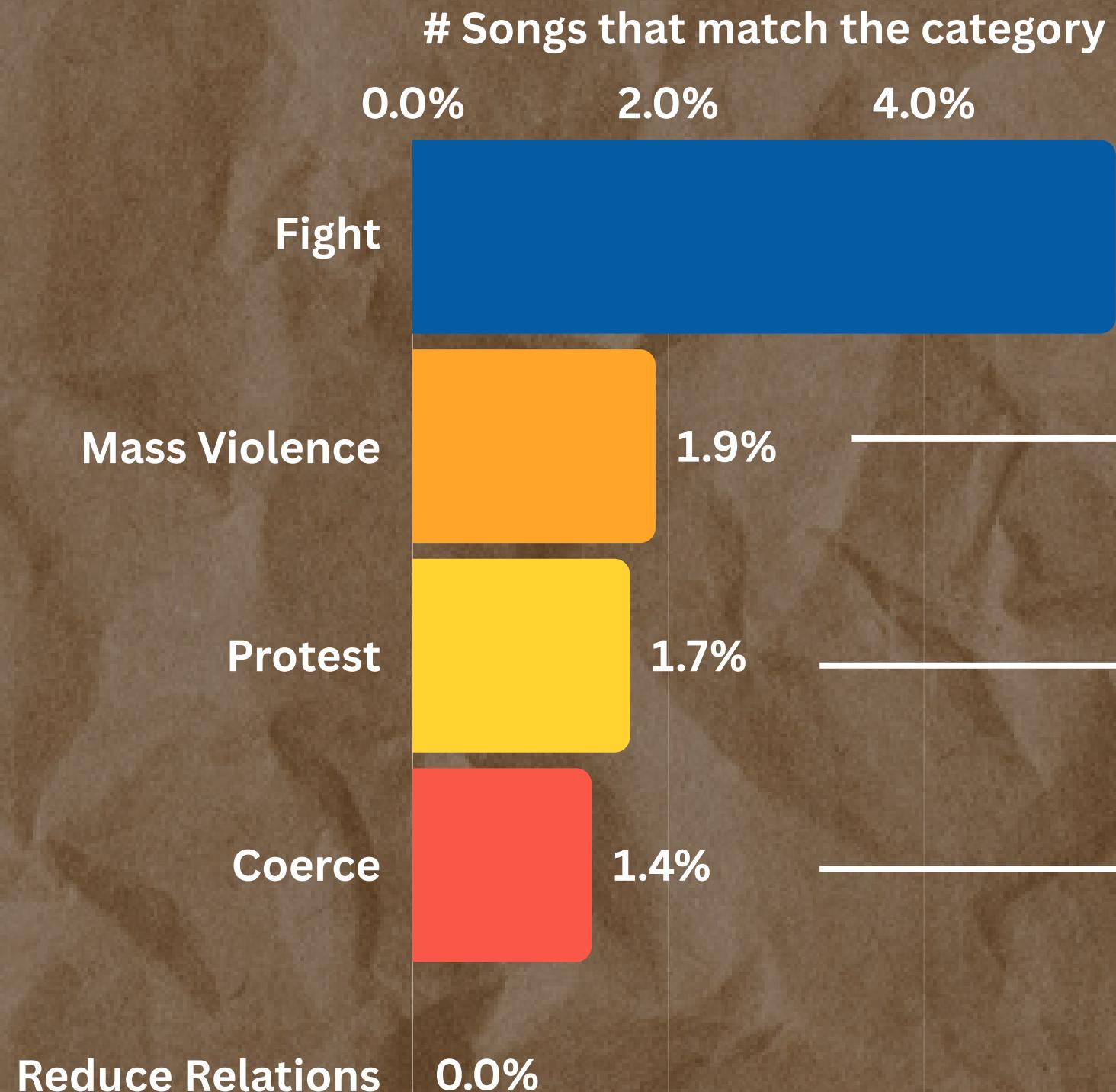
- * We used a model that allowed fast quality results
- * We considered 5 categories for the historical events



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Data Insights

- # Songs with events
- # Events in the news





Artists & Genres' Insights



Top 5 artists talking about global conflicts



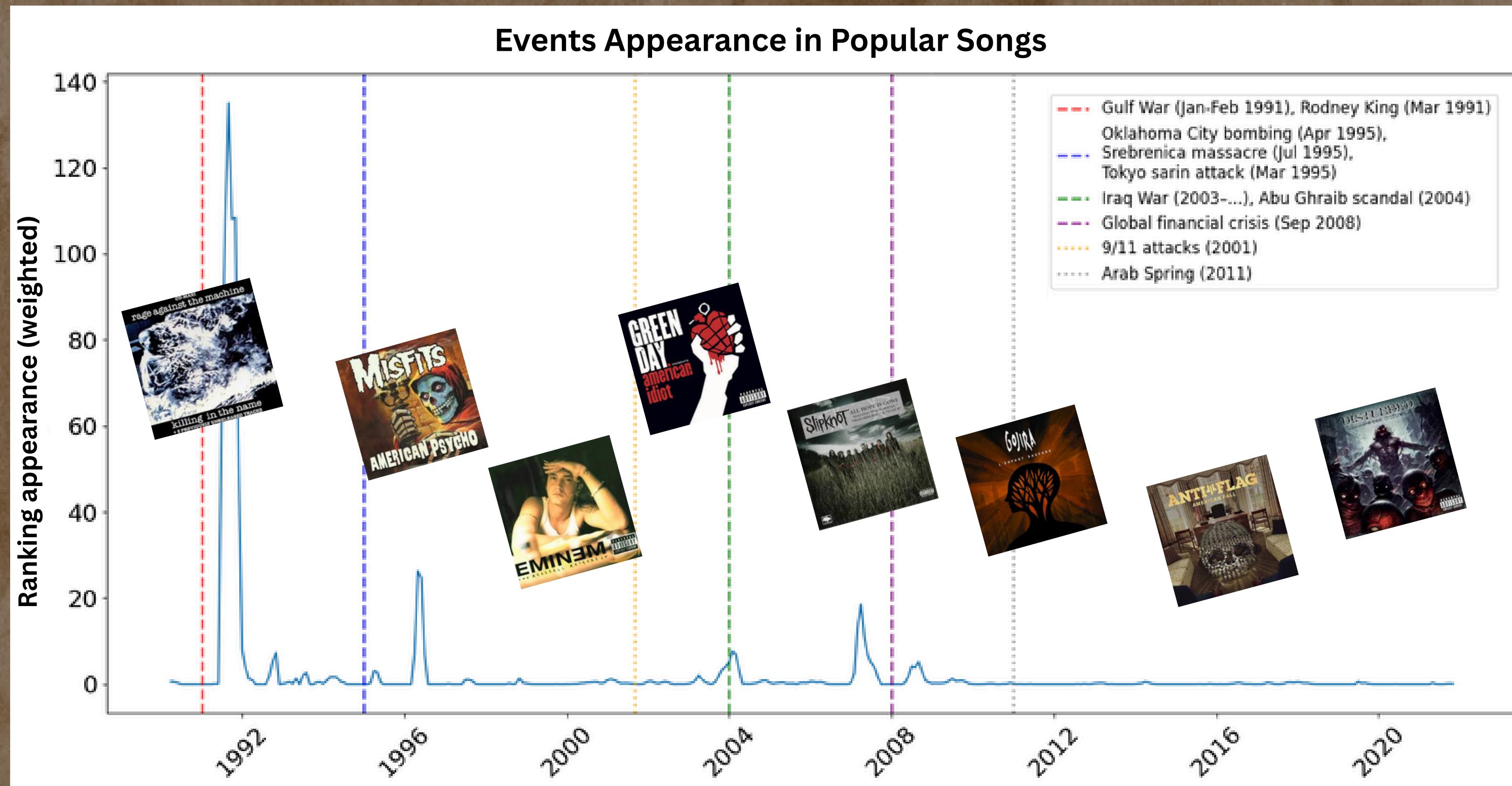
Top 5 genres talking about global conflicts



of songs that talk about the events
of interest



Events in Musical Hits





Challenges & Next Steps





Even though global conflicts are increasing, the mainstream music industry is not writing about these topics.

Songs that reference sociopolitical events tend not to rank highly.

The most frequently referenced conflicts are armed ones, but even those appear less over time.

Conclusions

“Would artists like Pink Floyd, Sex Pistols or 2Pac be monetarily successful nowadays?”





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Thank You

