How Does Rap Influence Pop Culture?

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stevenworrall.github.io/DataVisFinalProject/

Our Idea

- Compare prevalent words within lyrics to Google search trends.
- Attempt to show basic level of correlation by using release dates of songs and increased trends.

Our Goal

- Gain insight into the possibility of marketing brands within rap or music in general.
- Quantify the possible increase in gain for individual brands.
- It might be possible to use brand's sales data compared to increased search trends to show overall gain from marketing via music.

Data

Two sets of data:

1. Per song data - showing trend influence from a single song
2. Word vs trend data - top 50 songs over the past 10 years shown side by side on two seperate stream graphs.

Data collected through use of Python scraping script

Implementation Details

- Built in d3.js + HTML + CSS
- Four files - two d3 files, one HTML file, and one CSS file

Demo

https://stevenworrall.github.io/DataVisFinalProject/

Going Forward

- Add in a button to reset the stream graphs
- Add tooltip on stream graphs to show more details while hovering over specific areas
- Add button to remove chart from album selector
- Make stream graph colors correspond with album artwork

Final Thoughts

- Gathering data through scraping isn't ideal
- Adding images to SVG elements isn't exactly straightforward
- Stream graphs are super complex and making them work together is a mess

Questions?