

# TikTok's Influence on Spotify Popularity Trends

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**Abstract**—This paper presents a comprehensive analysis of TikTok's influence on Spotify trends, exploring the dynamic relationship of music consumption and user preferences within the Spotify platform. The study is to identify TikTok's influence on Spotify music trends specifically in the year 2022. We will examine two datasets to identify whether TikTok has an influence on everyday music trends.

## 1 INTRODUCTION

THIS project's objective is to identify what music was trending in the year 2022 based on the song's genre, year released, and popularity values. To determine what makes the songs popular, we will be finding similar songs between both lists, then comparing the features of those songs. These features include danceability, energy, and instrumentalness. Our motive for this assignment was to determine if TikTok and Spotify correlate in determining what songs are popular or not.

## 2 DATA

Our data comes from Kaggle's database titled "Spotify Top Chart Songs 2022" and "TikTok Popular Songs 2022." We will compare the top 200 values from each set. The Spotify tracks' popularity is based on number of weeks spent at the top of the chart, whereas the TikTok tracks' popularity is determined on a scale of 0-100. We will only be taking the top 200 tracks with the best scores from both datasets, then comparing the top 200 from these condensed sets.

After dividing the sets into popularity, we will identify the common songs and artists between the two sets. After collecting the most common popular songs between the two, we will then identify the attributes of the songs such as danceability, energy, and instrumentalness. Based on these results, we will determine the most popular song between the two platforms and what attributes make them popular.

## 3 TEAM RESPONSIBILITIES

Katie will be responsible for importing and cleaning the data for the columns we will not be using. The only columns that will be kept are song title, artist, popularity, danceability, energy, and instrumentalness between both datasets.

Anna will be responsible for sorting the data into the top 200 songs from both TikTok and Spotify datasets. Spotify data sets popularity is determined by the number of weeks spend on the chart. The TikTok dataset

popularity is based on a scale of 0-100. She will collect the top 200 of both sets based on those values respectively.

Erin will identify the common songs and artists between the two sets based on the top 200. She will be responsible for creating graphs that show the comparisons between the rankings of the songs on each platform.

Josie will be responsible for determining what attributes make the songs popular and if there is a correlation between the platforms for popular songs. She will create visual depictions on what attributes trend between the platforms.

## 4 MILESTONES

Clean the data by October 13. Sorting the top 200 by October 27. Identifying the common songs and artists between the two sets by November 10. Analyzing the songs for what makes them so popular by November 24.

## 5 EXPECTED OUTCOME

We are expecting to see a direct correlation between what was trending on TikTok and Spotify during the year 2022. TikTok is known for its videos going viral and people using the same songs repetitively, whereas Spotify is used as a music listening platform. We expect to see a decent number of the same songs to have been trending on both platforms during this time. By asking the question of 'does TikTok have influence on what trends on Spotify,' we will determine if this prediction that it does is true.