

What Exactly are We Turning Down for Again?

*An analysis of happiness in music and the external
factors that drive it.*

Andrew Kraemer

Hypothesis

When the national mood is high,
people listen to happy music.

Data



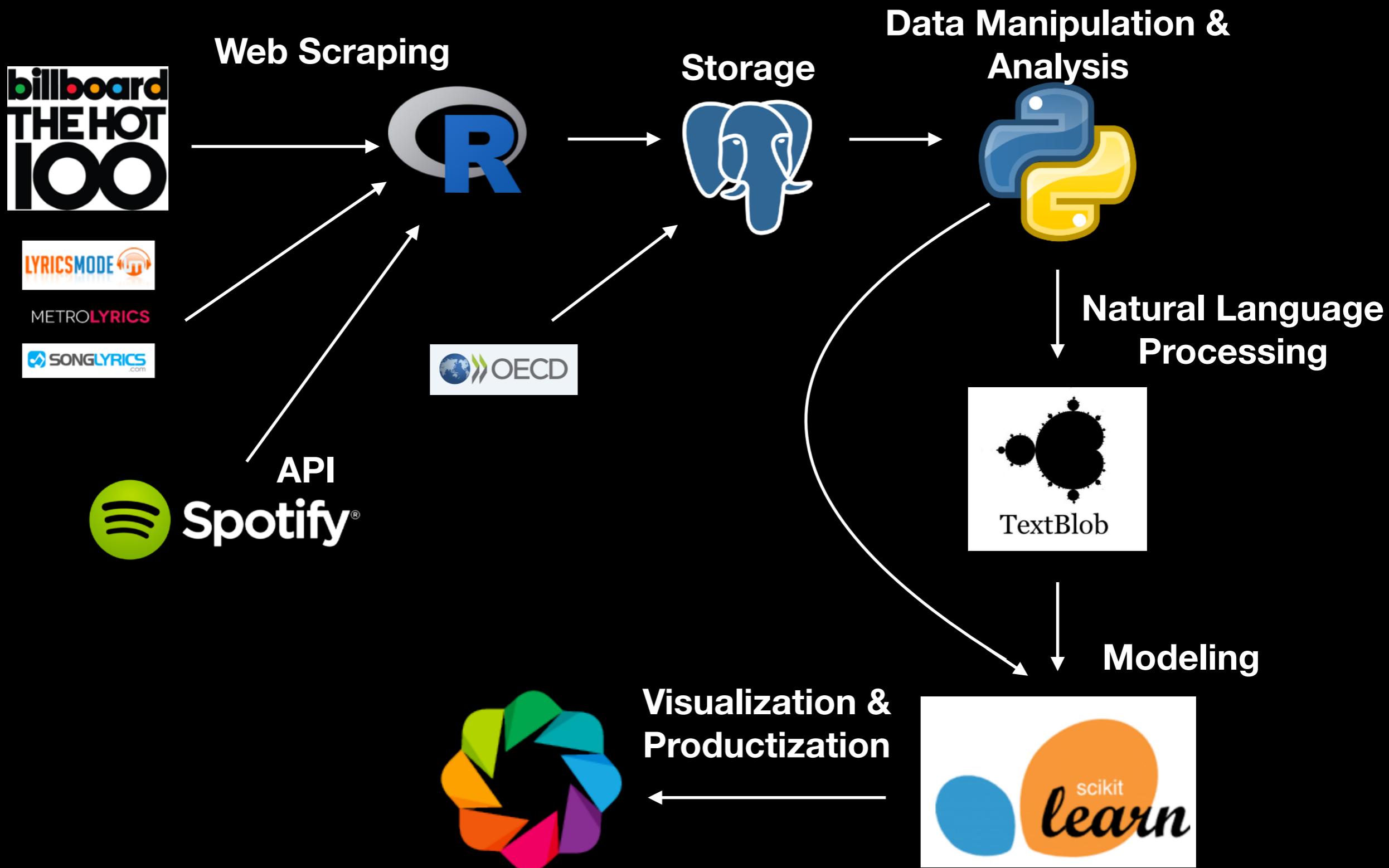
How	What	Features
Scraped from billboard.com	Over 300,000 hit songs spanning 59 years	Track names, artist, chart rank, SpotifyID
Pulled using Spotify API	23,000 unique tracks	Musical Energy & Valence
Scraped multiple lyrics websites	21,000 lyric matches	Raw Lyric Text
Downloaded public index	Monthly index going back 57 years	Consumer Confidence Index Value

Making the Metrics

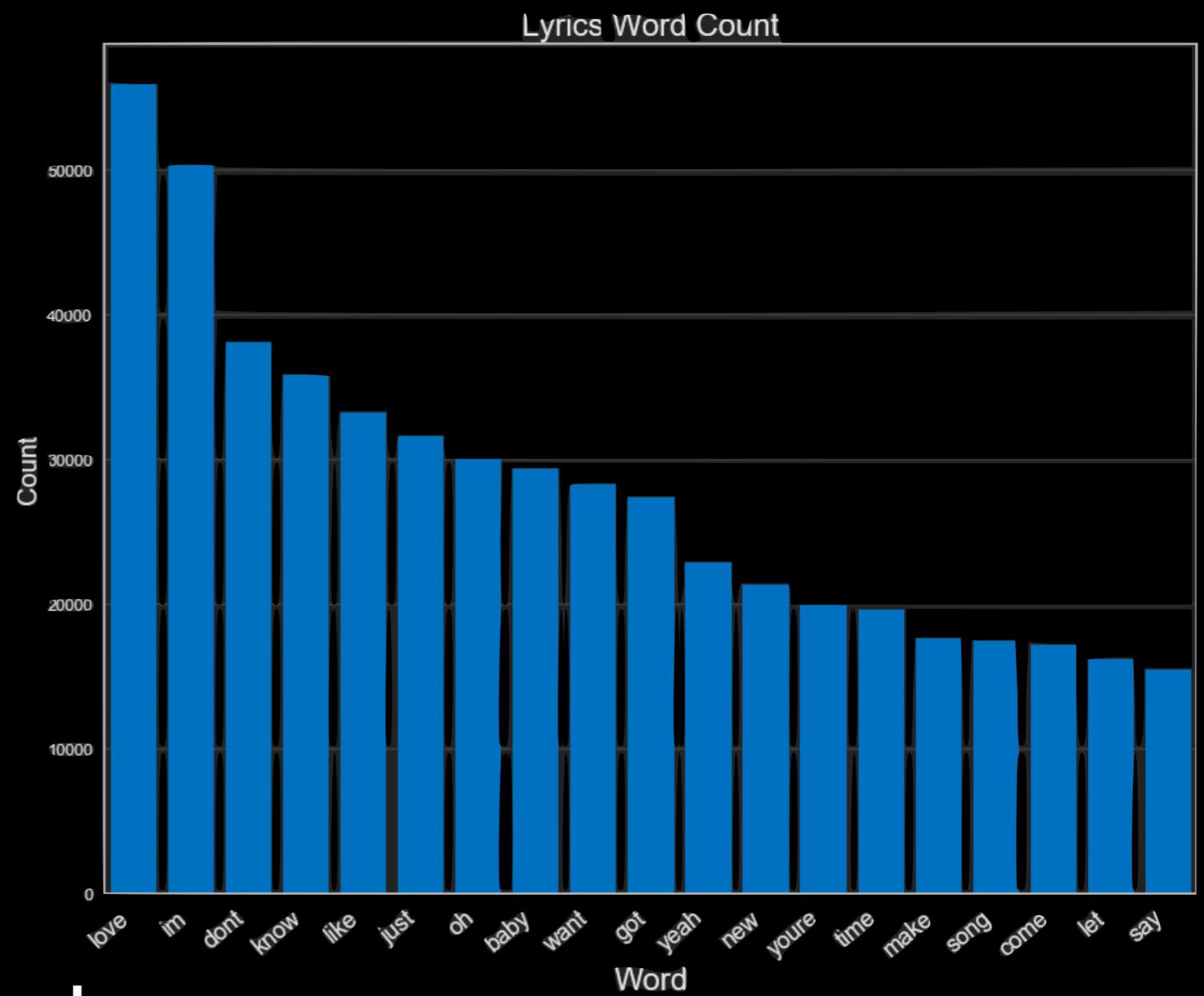
NationalMood = ConsumerConfidenceIndex

HappyIndex = $\frac{EnergyValenceDistance + TextPolarity}{2}$

Tools & Process



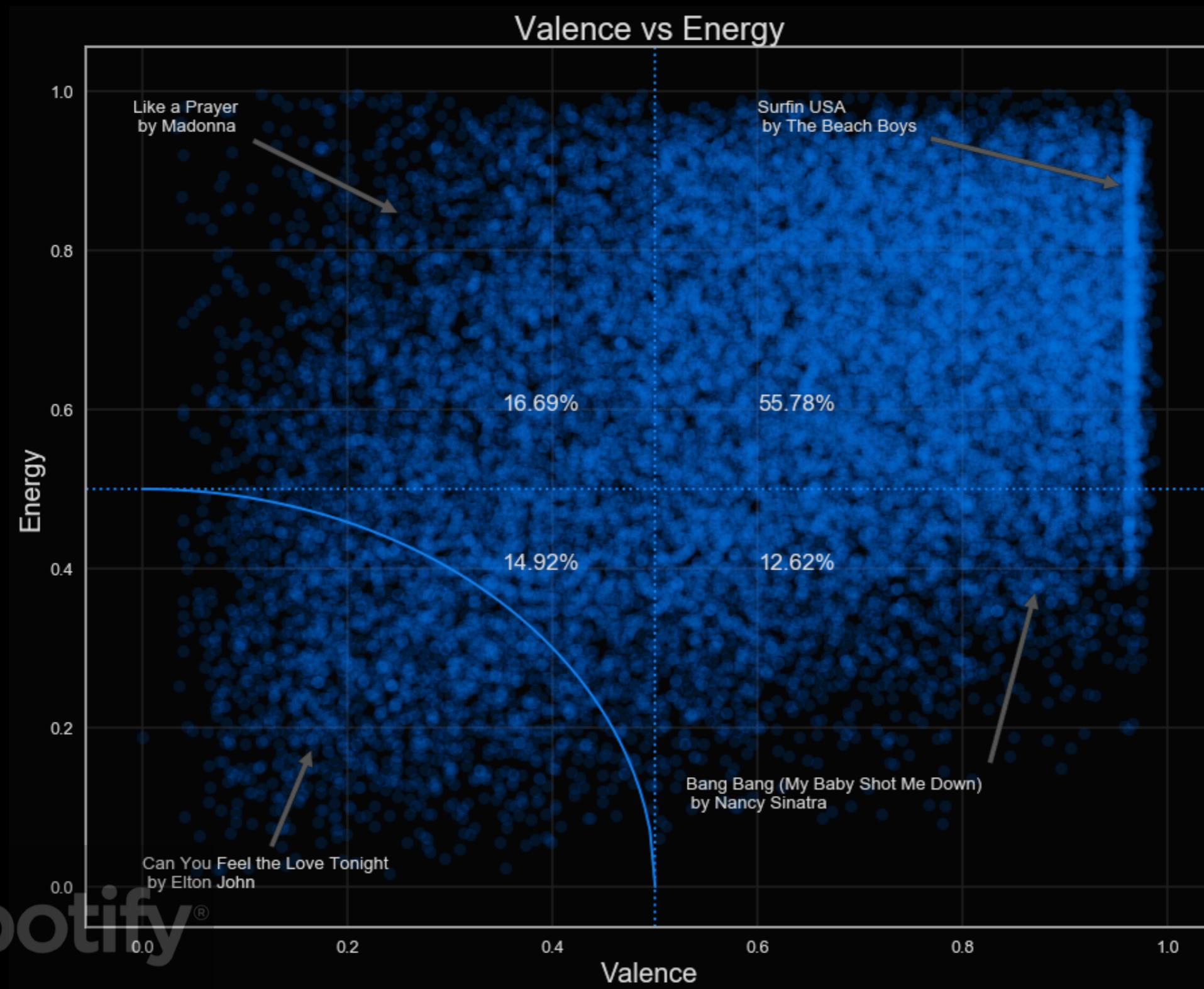
Lyrical Happiness



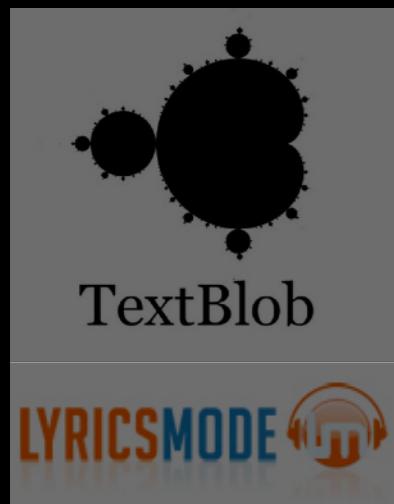
**“Love I’m don’t know
like just oh baby want
got yeah new you’re time sake
song come let say.”**

–Various Artists

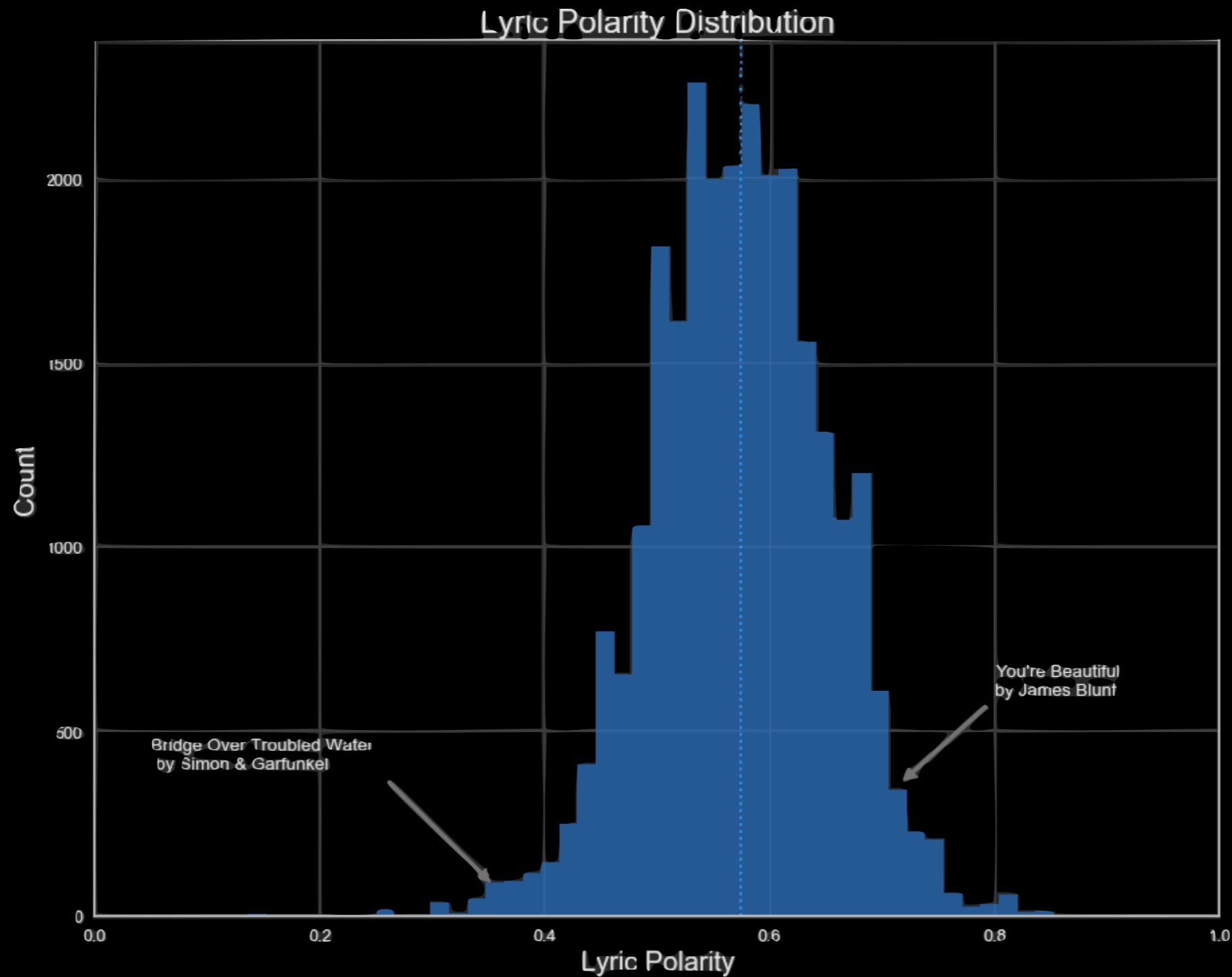
Musical Happiness



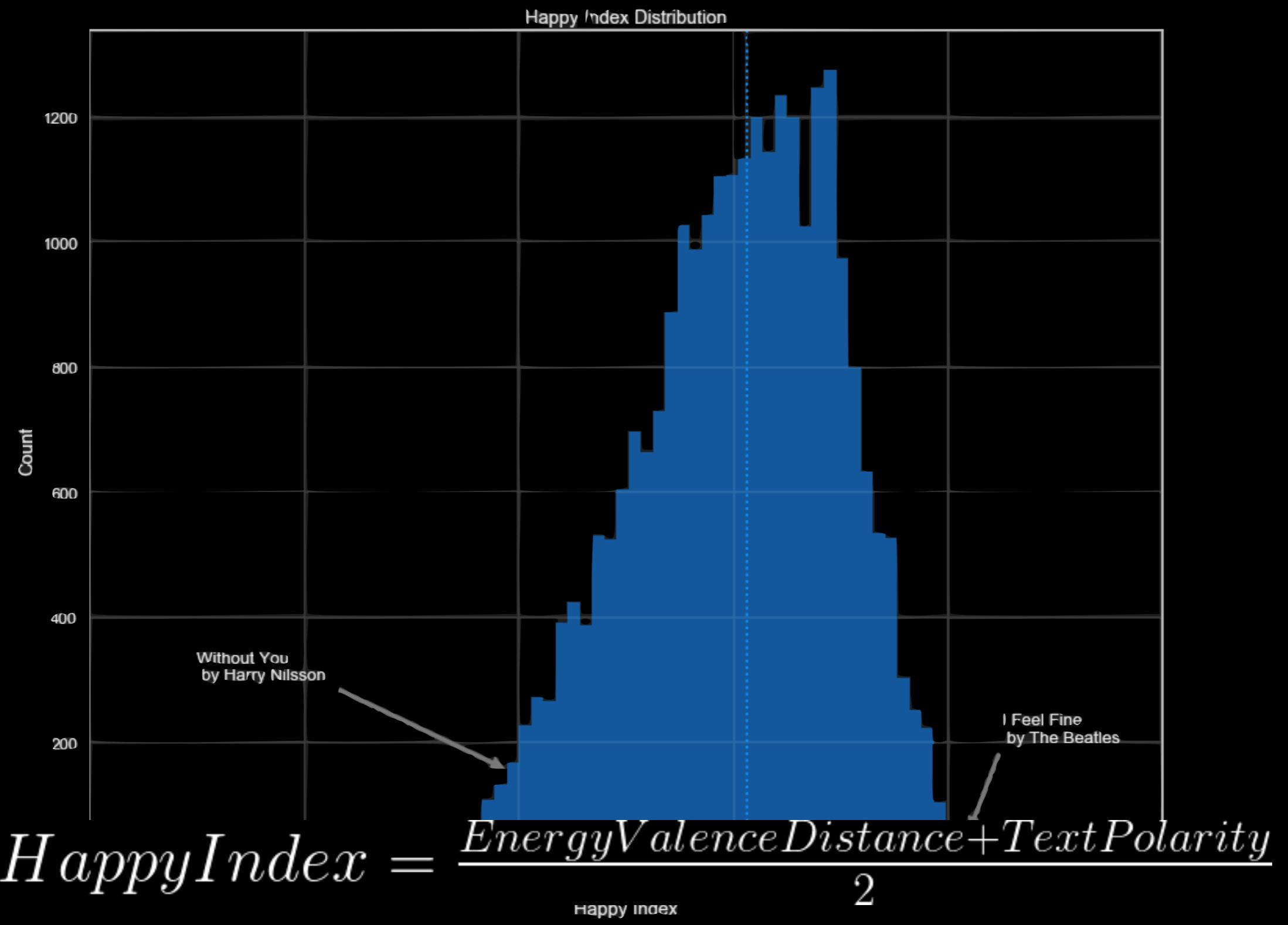
Lyrical Happiness



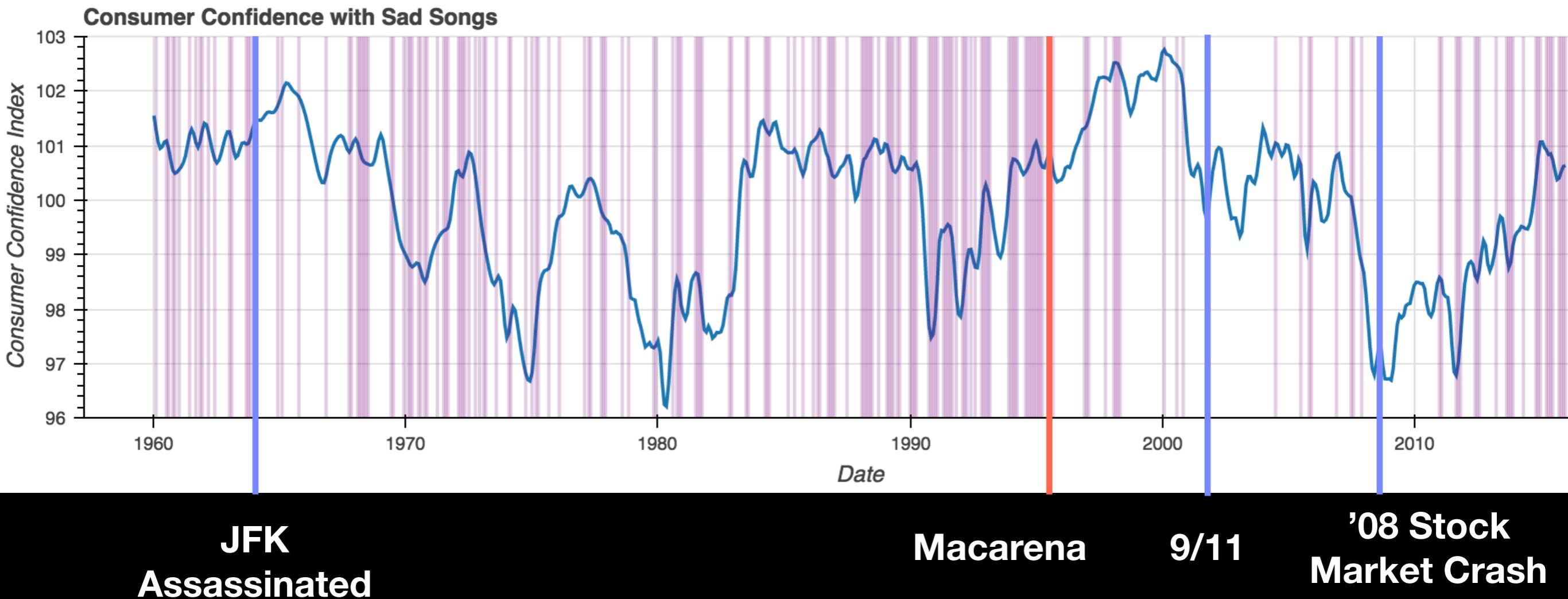
METROLYRICS



Happy Index



We Listen to Happy Music in Times of Tragedy





Andrew Kraemer

- Github: <https://github.com/akraemer007/>
- LinkedIn: <https://www.linkedin.com/in/ahkraemer/>
- Twitter: [@kidman007](https://twitter.com/kidman007)
- WebApp: whatexactlyareweturningdownforagain.us

