SANREMO CASE STUDY

COURSE OF SOCIAL MEDIA 2023

UNIVERSITY OF PADUA

QUESTION

The objective of our analysis is to delve deeper into the main characteristics of Italian music, through the analysis of an event of great importance on the national scene, the Sanremo Festival.

Since its inception in 1951, the Festival has seen the participation of numerous artists, who have offered the public songs often characterized by very different styles and sounds.

During the research, we will try to trace the evolution of Italian music, taking into consideration the songs which, thanks to their resonance, have managed to place themselves among the top three places in the various editions of the Sanremo Festival.

SANREMO
73° FESTIVAL DELLA CANZONE ITALIANA
2023

OVERVIEW

In this presentation, we will immerse ourselves in the fascinating world of Italian music through the Sanremo Festival. We will examine the impact, the words and the feelings that the singers wanted to convey to us during the 73 years of this iconic event. This exploration was made possible thanks to scraping work and interaction with the Spotify and Genius APIs. Through textual and sentiment analysis, we will discover the dynamics that lie behind the scenes of the stage, highlighting which words and feelings most characterized this important musical event.

DATA

In order to facilitate the analysis of the lyrics of Sanremo songs, a classification based on the year of publication and the position in the charts was adopted. To simplify the analysis, three separate folders were created for the top three. Each folder contains the .txt files corresponding to the songs, with the lyrics formatted as follows:

"They won't" "stop" "the" "swamps" "or"

In this formatting, each line represents a word enclosed in quotation marks. This allows for a clear and uniform structure for reading data during analysis.

```
1  "\"Tanti\"\n\"fiori\"\n\"In\"\n\"questo\
2  "\"Dio\"\n\"del\"\n\"Ciel\"\n\"se\"\n\"f
3  "\"Lungo\"\n\"un\"\n\"viale\"\n\"ingiall
4  "\"Buongiorno\"\n\"tristezza\"\n\"Io\"\n
5  "\"La\"\n\"prima\"\n\"rosa\"\n\"rossa\"\
6  "\"È\"\n\"tornata\"\n\"L' hanno\"\n\"acc
7  "\"Penso\"\n\"che\"\n\"un\"\n\"sogno\"\n
8  "\"Mille\"\n\"violini\"\n\"suonati\"\n\"
9  "\"I\"\n\"miei\"\n\"sorrisi\"\n\"e\"\n\"
10 "\"Sei\"\n\"quasi\"\n\"fatta\"\n\"per\"\
```

After reading, the data looked like this, so it was our concern to clean the dataset

METHOD

```r
# Correzione degli apostrofi
text_df <- text_df %>%
  mutate(text = str_replace_all(text, "[\'']'(?!\\s)", "' "))

testi_all <- text_df %>%
  unnest_tokens(word, text)

# Elimino le stopwords
testi_all <- testi_all %>%
  anti_join(get_stopwords(language = "it"))

# Elimino le parole ritornello e strofa
testi_all <- testi_all %>%
  filter(word!="ritornello"&word!="strofa"&word!="lyrics"&word!="You" &word!="might"&word!="also"
         &word!="likeEmbed"&word!="likeembed"&word!="like")

# Eliminamo le "parole" lunghe 1, 2 char
testi_all <- testi_all %>%
  filter(nchar(word)>3)
```

01

Reading and cleaning the data set

```r
# Calcoliamo le frequenze di ogni parola per documento
testi_all = testi_all %>% group_by(line,word) %>% dplyr::mutate(freq = n()) %>% unique()

# Calcolo frequenze complessive per arrivare a pulire parole rare
testi_all = testi_all %>% ungroup() %>% group_by(word) %>% dplyr::mutate(tot=n())

# top 25 parole per frequenza
testi_all %>% group_by(word) %>% dplyr::summarise(tot=n()) %>% arrange(desc(tot)) %>% print(n=10)

dtm = testi_all %>% cast_dtm(document = line,term = word,value = freq)
inspect(dtm)
```

02

After calculating the frequencies of each word for each document, I calculated the document term matrix in order to identify the topics of the corpus
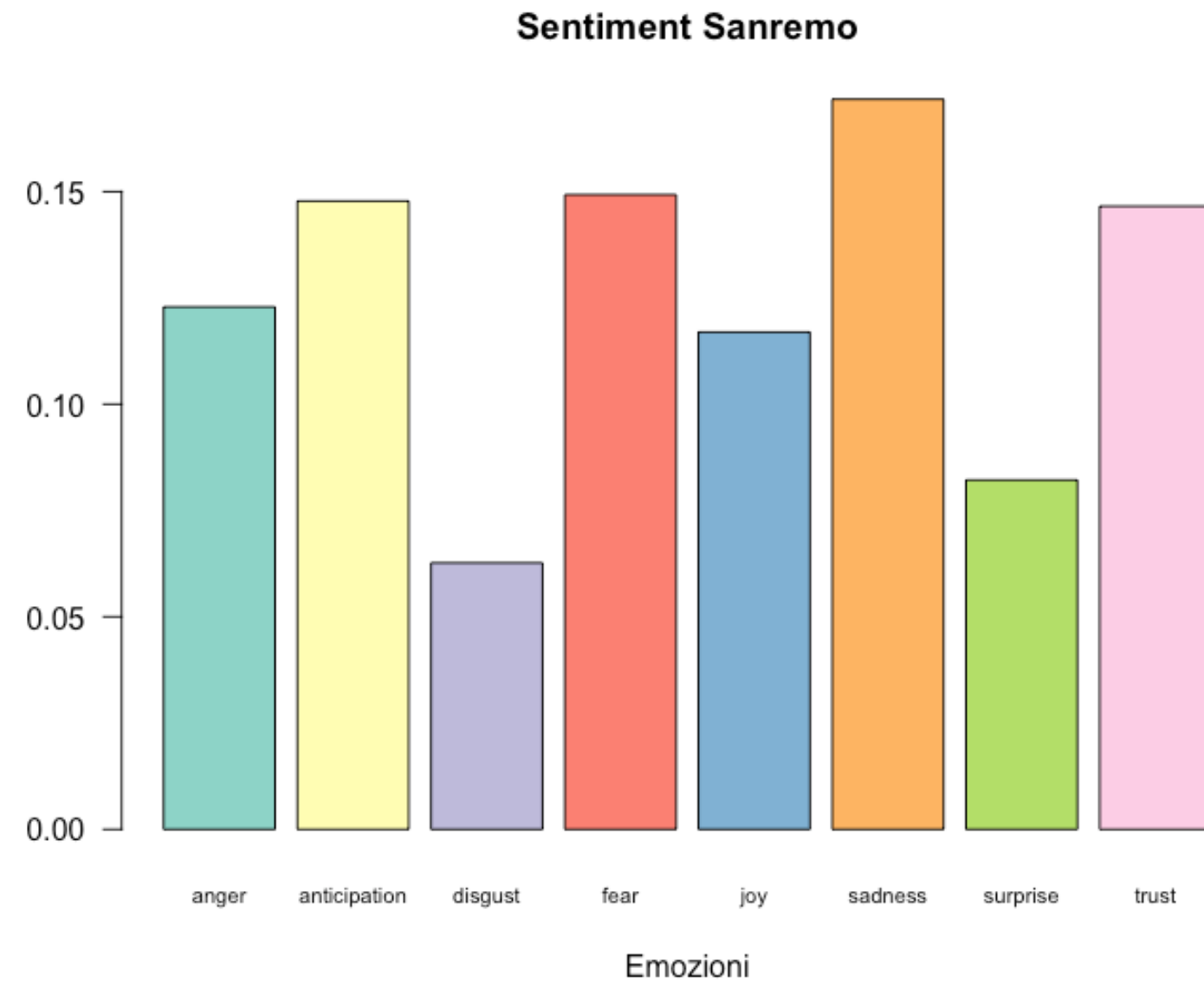
METHOD

03

I used the Madda vocabulary from the TextWiller library to classify the sentiment of words between positive and negative, in order to observe this aspect more specifically.

04

Using the syuzhet library I was able to classify words based on sentiment. We preferred this library because it classifies different sentiments.

TEXT MINING

MOST FREQUENT WORDS

FIRST CLASSIFIED

SECOND CLASSIFIED

THIRD PLACE

GENERAL SENTIMENT

Sentiment Sanremo

Tristezza

Felicità

During the Sanremo Festival, the songs showed an overall sentimentality of sadness, anger and fear, thus reflecting the prevailing feelings of Italians in recent years. The artists were able to express with great intensity the nuances of an era marked by difficulties and uncertainties.

In this we observe the words most associated with sadness and happiness:
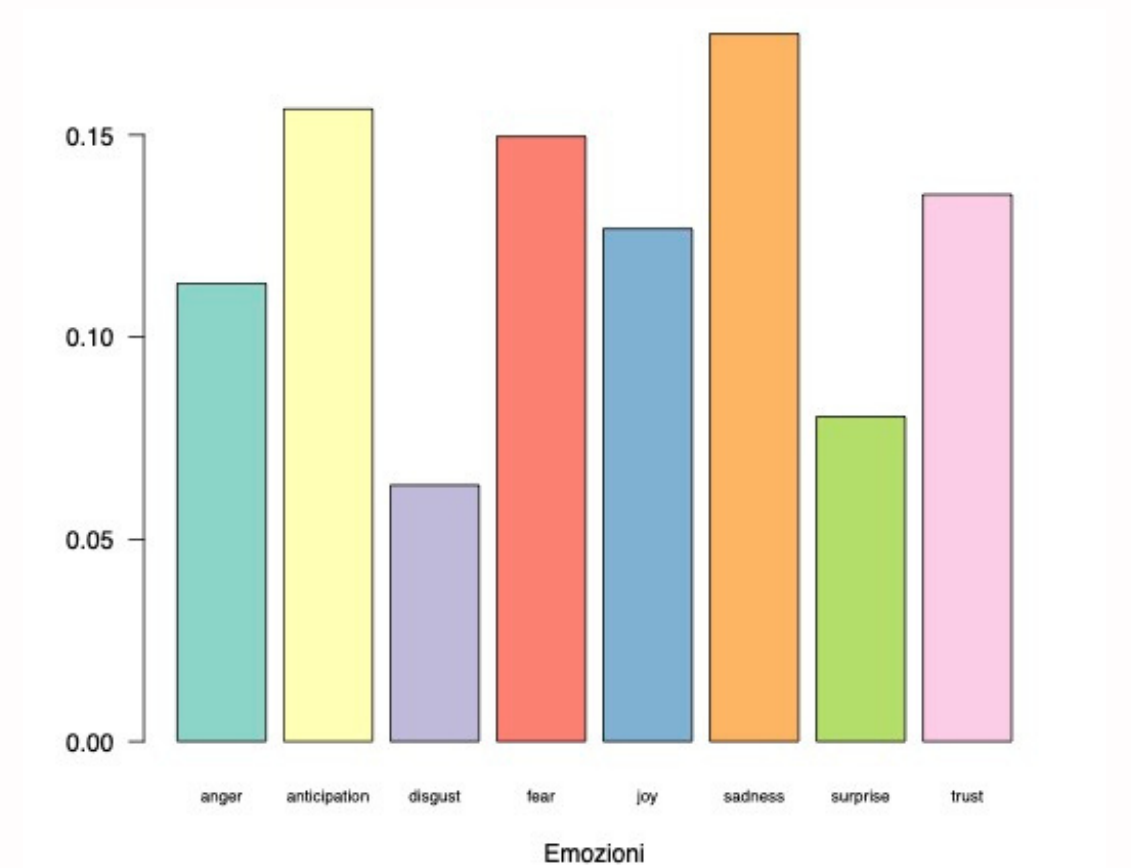
SENTIMENT

FIRST CLASSIFIED
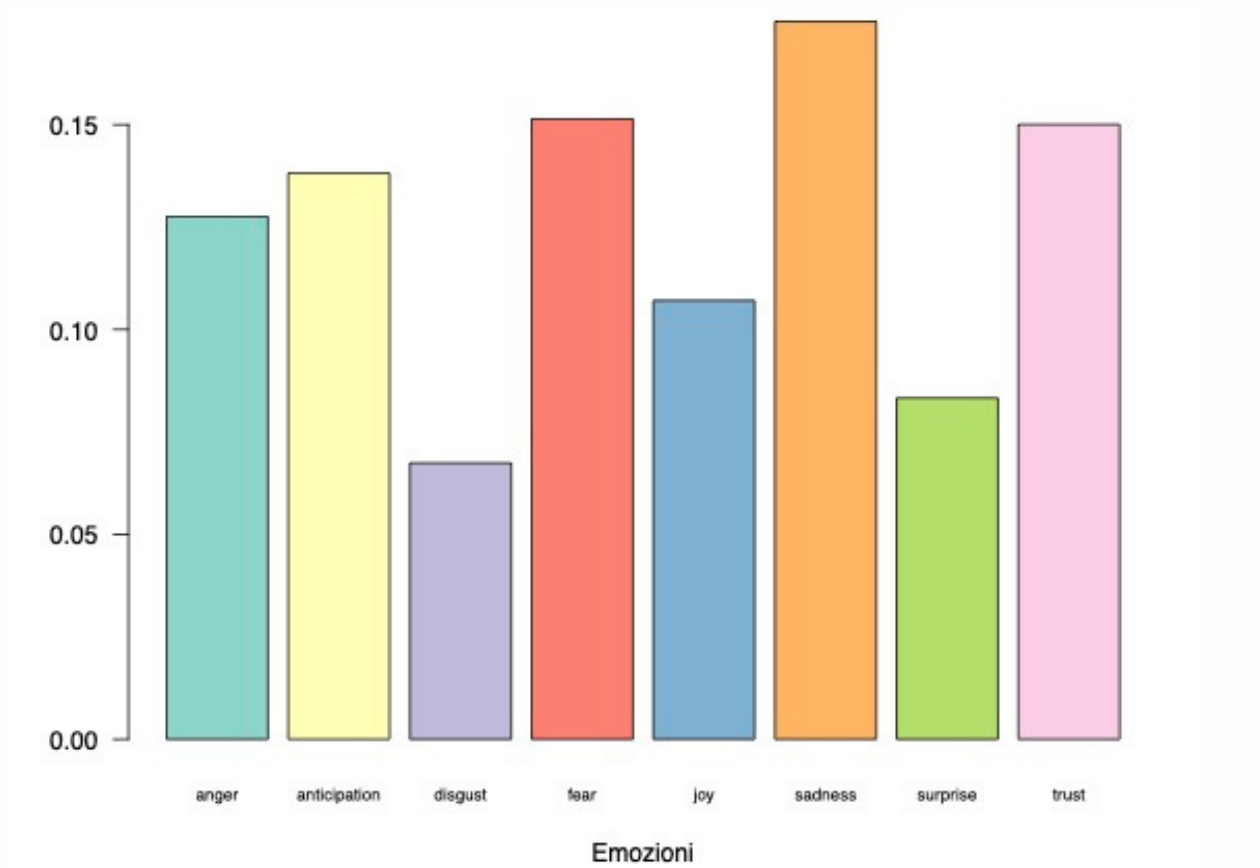
SECOND CLASSIFIED
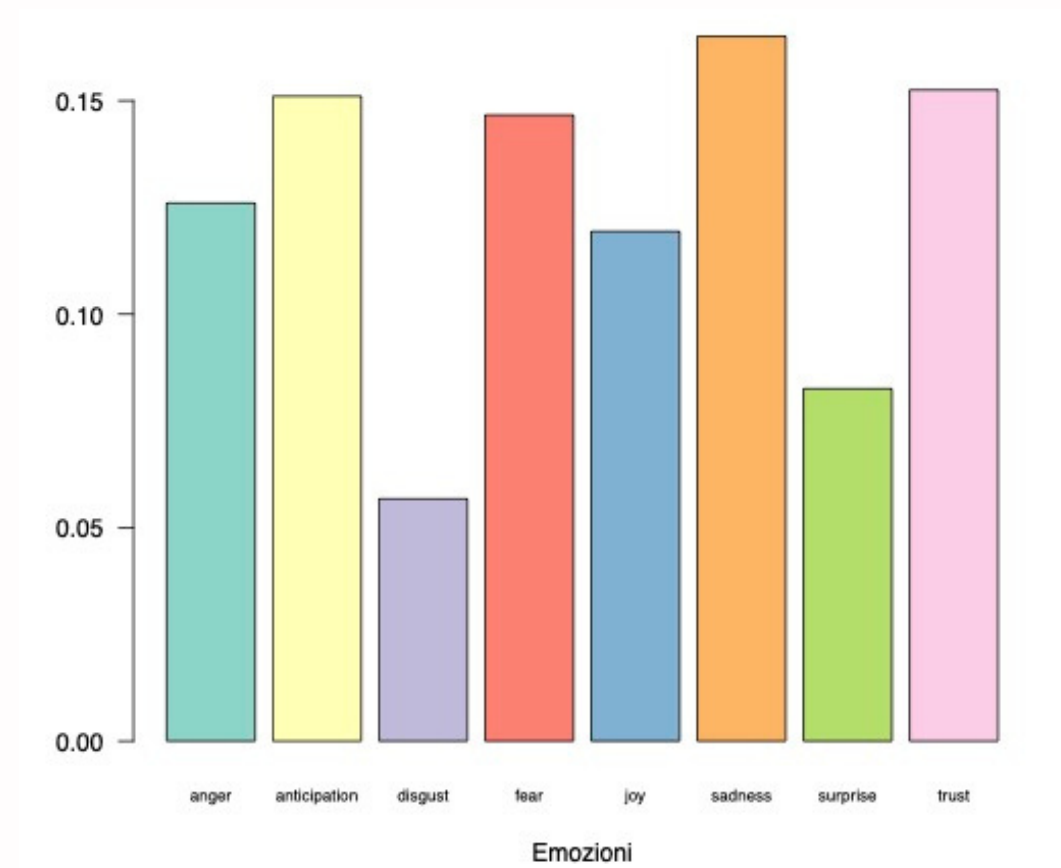
THIRD PLACE

Sadness, anger and fear are what an Italian is looking for when he wants to put a song on the podium

The only obvious characteristic: the second and third positions use a text in which there is more joy

WORD CLOUD SENTIMENT

And we can see how each group of winners interprets feelings differently

FIRST CLASSIFIED

SECOND CLASSIFIED

Third place

Wordcloud analysis highlights the variety of emotions addressed in their songs, with a prevalence of sadness and anger. However, the presence of elements of joy and happiness also emerges, which manifest themselves with words linked to positive and pleasant experiences.

TEXT MINIG

On the one hand, words related to negative feelings emerged, such as "bastard", "desperate", "killing us" and "coward". These terms reflect a love experience characterized by disappointment, suffering and betrayal. The songs explored the dark side of love, highlighting the painful side of relationships and the emotional wounds that can result.

On the other hand, words have emerged that evoke positive feelings related to love, such as "humanity", "caresses" and "memory". These words reveal a longing for human connection, affection, and the healing power of love-related memories. The songs sought to celebrate the positive aspects of love, recalling its ability to inspire joy, affection and a sense of belonging.

SENTIMENT ASSOCIATED WITH THE WORD LOVE

FIRST CLASSIFIED

SECOND CLASSIFIED

THIRD PLACE

Negative sentiment

Positive sentiment

SENTIMENT WORD LOVE

Sentiment parola amore

During the Sanremo Festival, the songs explored different facets of love, revealing a range of feelings ranging from disgust to sadness. The words used to describe love were intense and full of mixed emotions. The Sanremo Festival explored the complexity of love through the words used in songs. It offered an insight into the conflicting emotions that love can evoke, highlighting both its beauty and its challenges.

Words associated with the word life with negative sentiment

tradisce
riscoprire
bastardo
uccidendoci
disperato
maledette
passeranno
porcile
parlarsi
sbaglierei
vigliacco
freddi gridare
lascerai

Words associated with the word life with positive sentiment

portando
semplicità
grande belli
regalato
carezze
rispenderà
finire
memoria
finisce
credevamo
umanità

SENTIMENT WORD LOVE

FIRST CLASSIFIED
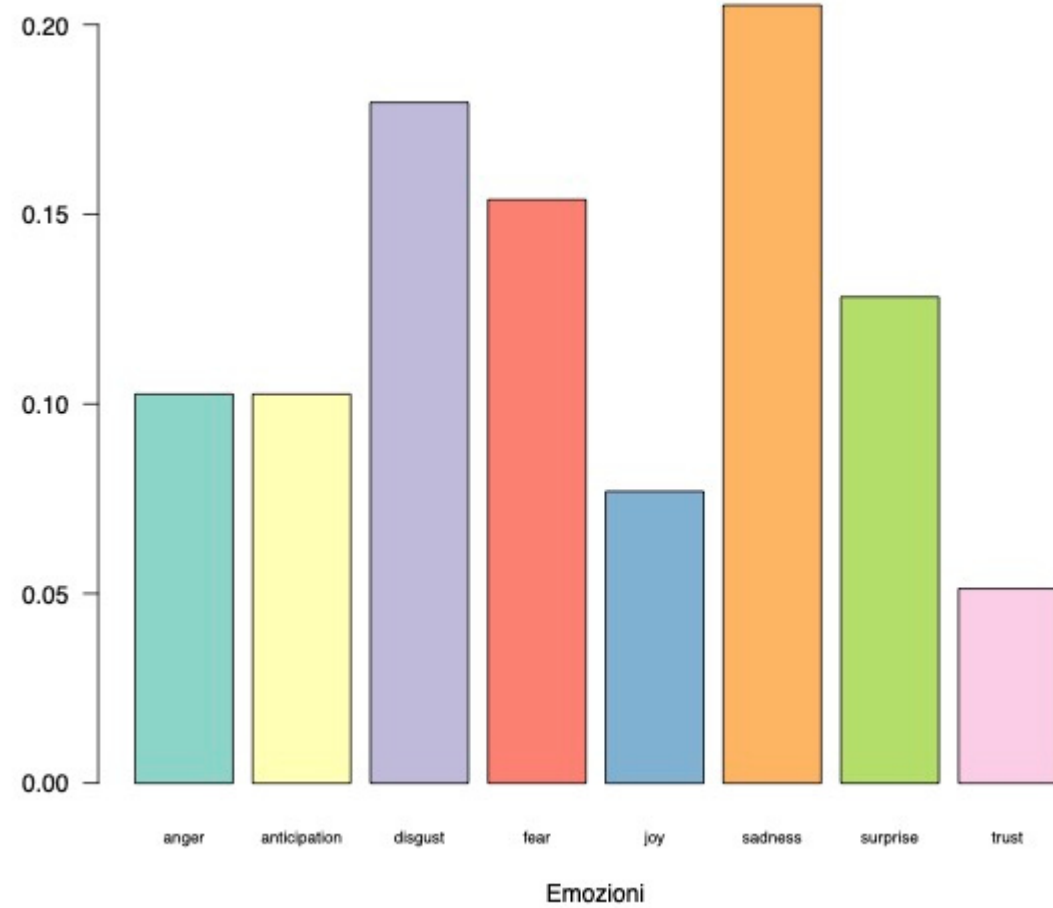
These negative emotions highlight a view of love as a source of frustration, pain and disappointment. The songs of the first place winners may deal with themes of damaged relationships, betrayal or unrequited love, arousing feelings of anger and sadness in the audience.

SECOND CLASSIFIED
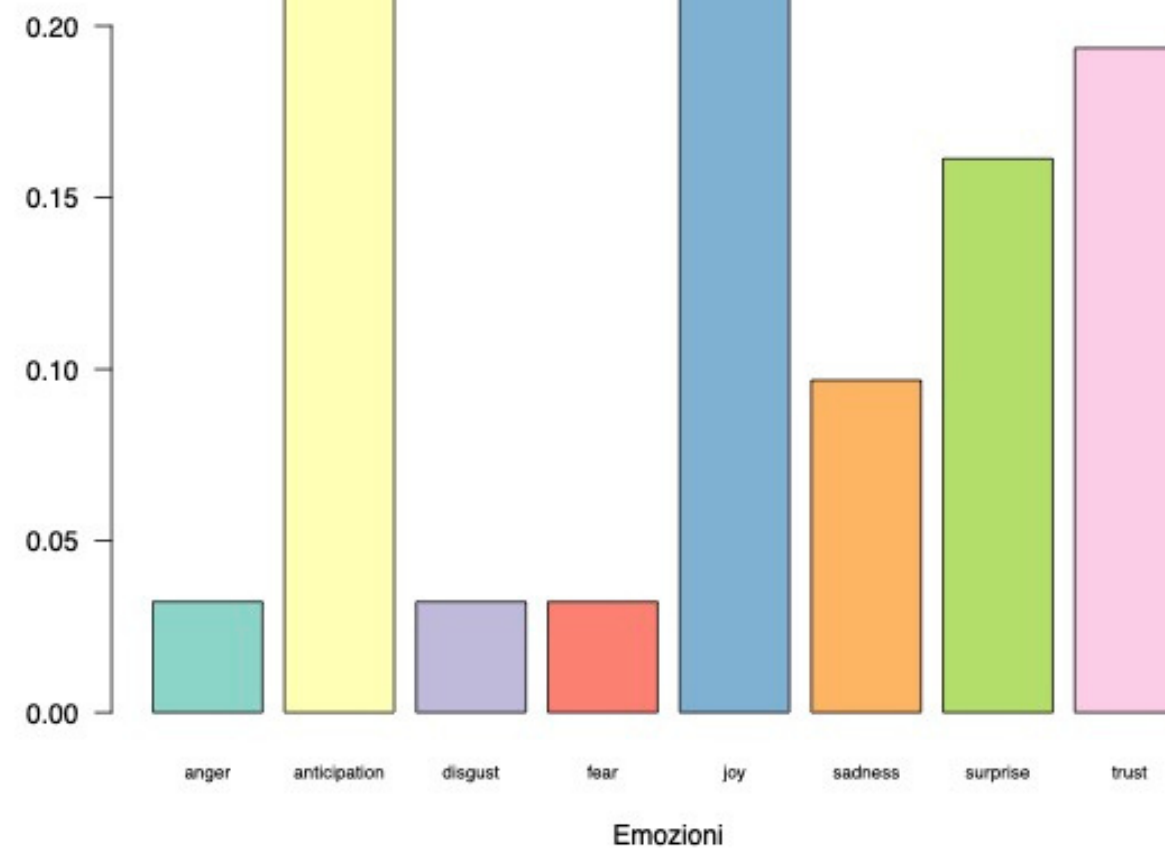
The songs of this group convey a feeling of happiness and pleasure when it comes to love. They express positive emotions, celebrating the beauty of love, its ability to bring joy and the happiness that comes from being in love.

THIRD PLACE
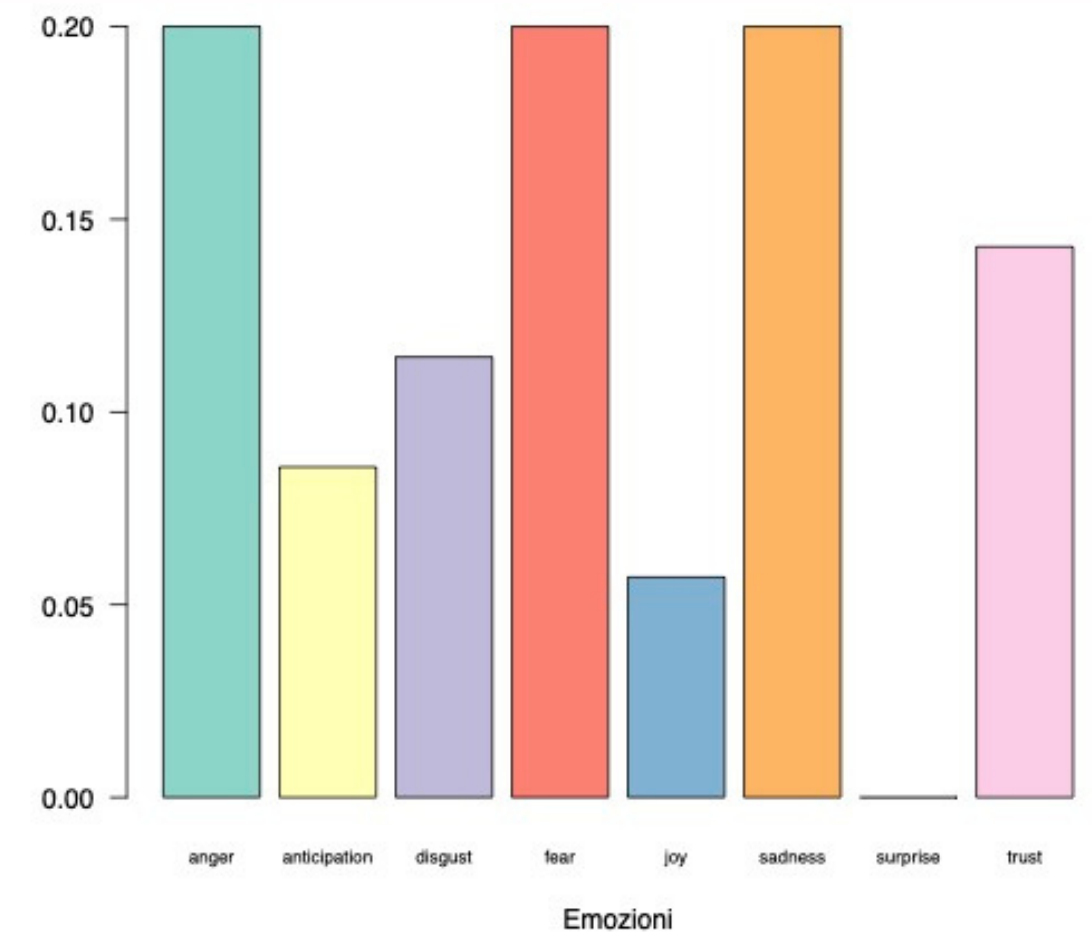
Feelings of anger, sadness and fear related to love emerge. Songs from this group can reflect complicated relationships, conflicts, or emotional difficulties, evoking a range of negative and sometimes conflicting emotions related to love.

COMPARISON

The Sanremo Festival offered a platform to reflect on the emotional state of the Italian nation, capturing the nuances of its collective feelings. The songs acted as a sincere reflection of Italians' lived experiences, offering emotional catharsis and inviting reflection on the human condition.

The top three at the Sanremo Festival present a variety of feelings associated with love in their songs. Overall, a common trend of sadness and anger emerges, but with some significant differences between the groups.

The top finishers express a feeling of anger, sadness and disgust towards love. Their songs deal with themes of damaged relationships and romantic disappointments, evoking negative emotions in the audience.

The runners-up, however, convey a strong feeling of joy associated with love. Their songs celebrate the beauty and happiness of love, bringing a positive and pleasant atmosphere.

For the third-placed, a mix of anger, sadness and fear related to love emerges. Their songs reflect complex relationships and emotional difficulties, evoking negative and conflicting emotions.

THANK YOU