Musical Positivity Over Time

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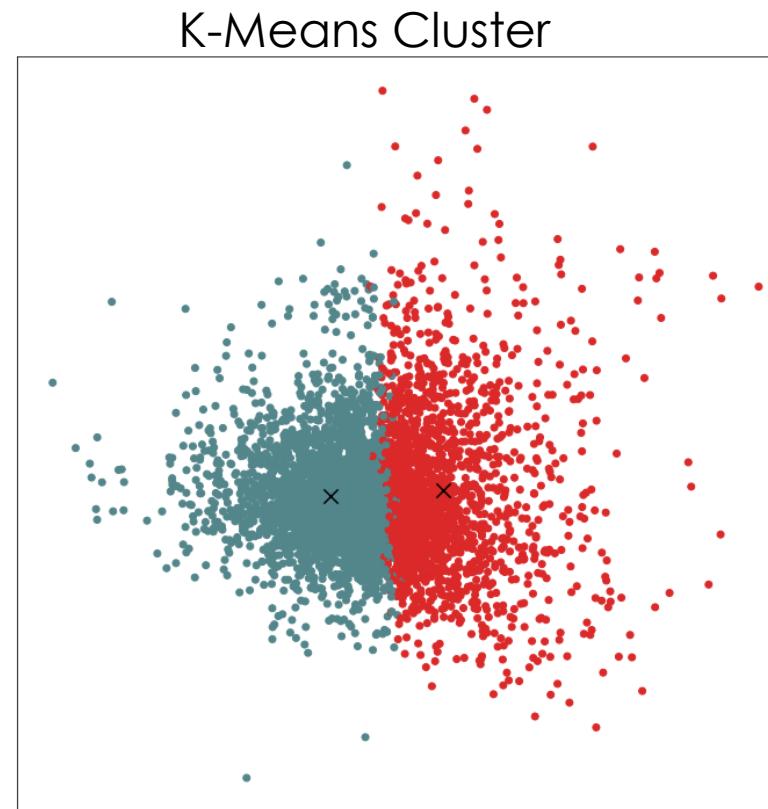
Objective

- Does popular music change with respect to current events?
- Analyze top 100 songs over several decades
- See if sentiments change over time
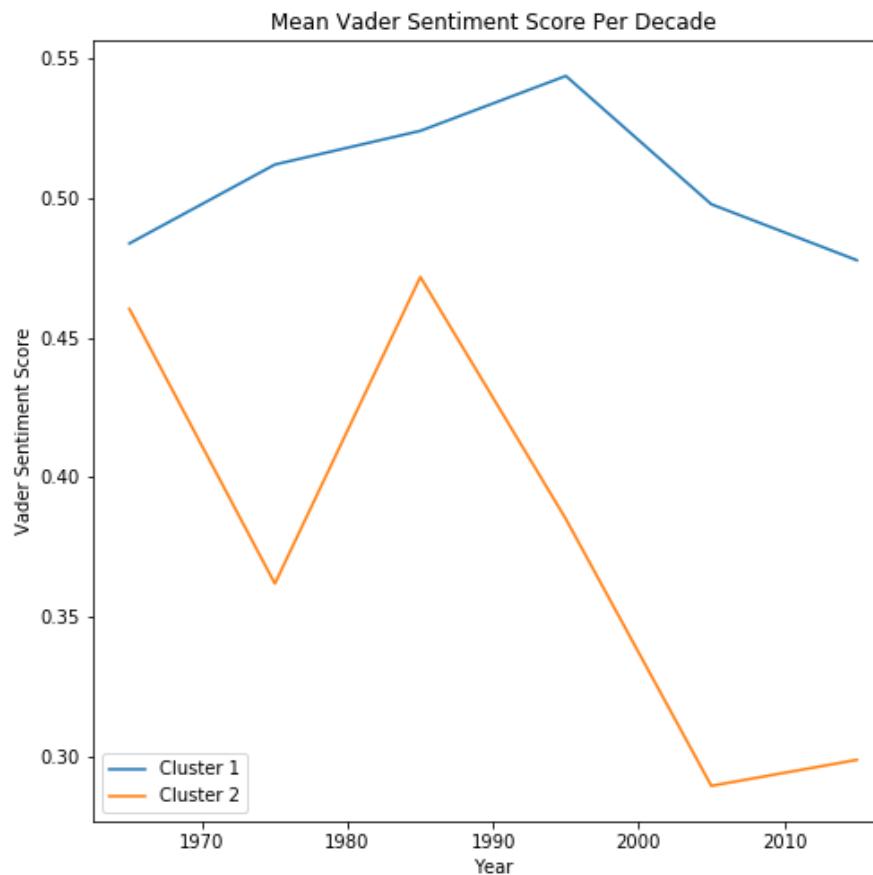
Methodology

- Data:
  - Billboard top 100 songs from 1964 to 2015
  - Lyrics scraped from Genius.com
- Tools:
  - Python, pandas, numpy
  - Sklearn, nltk
  - Vader & TextBlob models
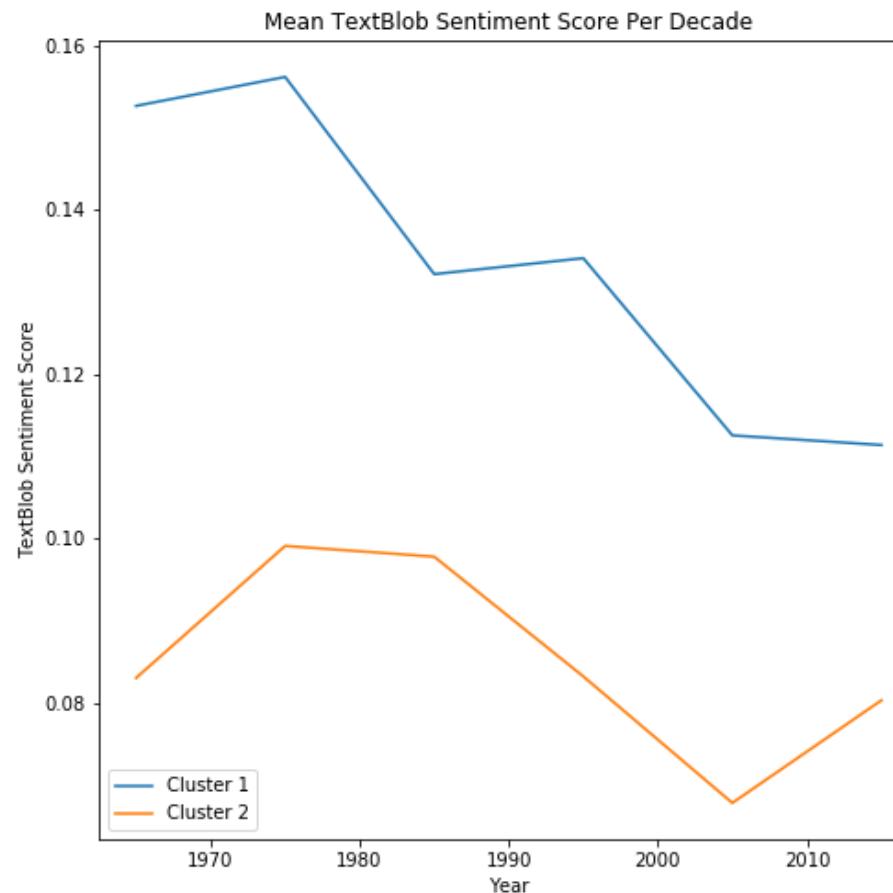
Results - Clustering

K-Means Cluster

Results – Vader Sentiment Analysis

Results – TextBlob Sentiment Analysis

Conclusion

▶ Charts are overall positive

▶ Cluster 1 on average more positive than Cluster 2

▶ Both clusters become more negative over time

Future Work

- Topic modeling on clusters to see how songs were split
- Analysis on each decade to correlate to trends

Thank you!

- Any questions?

Appendix

- https://oxfordre.com/politics/view/10.1093/acrefore/9780190228637.001.0001/acrefore-9780190228637-e-81?mediaType=Article

- Data from 1964-2015, approximately 6000 songs worth of data. Only 5000 used as the rest were unable to obtain lyrics for

- Cluster size of 2 was determined using silhouette scoring

- Both Vader & TextBlob over-predict positivity