Sentiment Analysis of Taylor Swift's Music Career – Rubric

Mission:

You have been tasked with conducting a comprehensive sentiment analysis of Taylor Swift's discography. Your analysis will track the emotional trajectory of her music from her debut album to her most recent work. This project aims to determine whether her music has followed the general trend of growing negativity in pop music or if it has charted its own unique course.

Tips for success:
- Understand the objectives: Start by ensuring you understand the goals and objectives of the project. What are the key questions you need to answer? What kind of insights are you aiming to generate? Having a clear goal will help you stay focused and make it easier to design your analysis effectively.
- Understand the Data: Spend ample time exploring and understanding the given data. Know what it contains, how it can be used, and its limitations.This data does not need to be cleaned but other projects that you may work on do require cleaning before analysis can happen.
- Understanding the Analysis Tools Used: This is likely where the most learning and growth will take place. Understanding not only the name and basic capabilities of the tool used but also how that tool works can go a long way in effective learning.
- Visualize Your Findings: Data visualization is a powerful tool for understanding and communicating findings. Use appropriate graphs and charts to visualize trends, patterns, and outliers.
- Document Everything: Keep thorough documentation of your code, methodologies, and processes. Documentation is crucial for learning, replicability, and for future reference.
- Communicate Results Effectively: Focus on key insights and answering the main question as supported by data.

This analysis should culminate in a presentation of your findings, which will include graphical representations of sentiment trends over time and a discussion of potential cultural implications. This report will provide valuable insights not only into Taylor Swift's musical evolution but also into the emotional dynamics of contemporary pop music.

Analysis	● The operational script used to complete the project
	    o Ensure that you include all the scripts utilized in your project. Organize and label each script in the sequence they should be executed to facilitate result reproduction.
	    o At the beginning of each script, incorporate header comments detailing essential information about the script's functionality, which is crucial for anyone who might use or run the script. Additionally, throughout your scripts, provide extensive comments to describe the function and intent of each

	command or sequence of commands, clarifying their specific roles within the project.

Report	● **Introduction and Hypothesis:** Explain why your hypothesis is an important question
	   ● Give background / relevance
	   ● State Hypothesis: Clearly restate the hypothesis you are testing.
	   ● State Research Question: Clearly articulate the main research question driving your project.
	   ● Summarize Modeling Approach: Briefly describe the modeling approach or analytical methods you are using to address the hypothesis and research question.
	● **Understanding the Data:** Your audience understands the key features of your data set and challenges if they are relevant.
	   ● High-level summary of data set: Provide a concise description of the data set, covering essential elements from the data dictionary in a simplified form.
	   ● Format and Size: State the data format (e.g., text, images) and size, mentioning necessary techniques for handling the data.
	● **Analysis Pipeline**: The audience will understand the methods used for analysis.
	   ● Pipeline flow chart, demonstrate the processes used.
	   ● Challenges Highlight: Point out any particularly challenging components of the pipeline.
	   ● Discuss software packages used
	● **Data Set Challenges**: This slide is designed to explain the difficulties in your data set.
	   ● Biases: List any significant biases considered and any corrections made.
	   ● Uncertainty Assessment: Describe how you determined the uncertainty in the values you report, ensuring the audience understands the reliability of the findings.
	● **Summary:** Summarize the results addressing the hypothesis.

Resource Materials

[1] "Is pop music really getting sadder and angrier?" BBC, May 13, 2019. [Online]. Available: https://www.bbc.com/culture/article/20190513-is-pop-music-really-getting-sadder-and-angrier [Accessed Feb. 1, 2024].

[2] "Welcome to Vadersentiment's documentation!," Welcome to VaderSentiment's documentation! - VaderSentiment 3.3.1 documentation, 2021. [Online]. Available: https://vadersentiment.readthedocs.io/en/latest/ [Accessed Feb. 1, 2024].

[3] Github Repository