Sentiment Analysis of Taylor Swift's Music Career – Overview

Produced by Derek Sprincis

Motivation:

Taylor Swift is not only a global music icon but also a significant cultural influencer whose music has evolved markedly over the past two decades. Given the pervasive influence of popular music on public sentiment and culture, analyzing the emotional content of Swift's music can provide insights into broader cultural trends. Studies indicate a shift towards more negative sentiments in popular music over recent decades. For example, The Billboard's Hot 100 songs discuss moods of sadness, fear, disgust, and anger at an increasing rate. This project seeks to explore where Taylor Swift's body of work fits within these trends.

Objective:

Complete a sentiment analysis on Taylor Swift's discography (all published music).

Sentiment analysis is a computational technique used to determine the emotional tone behind a body of text. This is commonly applied to reviews and social media postings to understand consumer sentiment regarding products, services, or topics.

Deliverable:

Two things should be delivered:

- The results of a sentiment analysis of Swift's music. The easiest way to accomplish this would be to complete a sentiment analysis on each line of the dataset. The dataset is organized by each lyric line from each of Swift's songs that have ever been published.
- A report summarizing the findings of your analysis.