Evolution of Music Genre

This streamgraph uses genre, popularity and year as the parameters to create this graph. We used data from two different datasets (influencer\_data.csv and full\_music\_data.csv) to get these parameters. First, we used the artist information to look up their genre and added their genre into the dataset. Now from the newly created dataset, we made groups for every year for each genre since the values were repeated as we added genre to the songs by the artist information. Once we had the groups, we found average values for each year that would help us understand how popular the genre is according to the year. Once the data was ready, we made streamgraph because it shows how the popularity became high or low, the graph expands and shrinks accordingly.

From the streamgraph, it is clearly visible that Jazz was the most popular genre in mid 1920s followed by vocals and pop/rock. In the early 1930s, Avant-Garde became the most popular genre, followed by vocals and jazz. Late 1940s Jazz started to become a popular genre and by the mid 1940s, vocals took over the popularity. Late 1940s became the rise for country music, vocals and jazz. Late 1950, Vocals, Easy Listening and R&B started to gain popularity with Pop/Rock just starting to gain some popularity and while Jazz still remained popular among all genres. Early 1960s was clearly a better year for music evolution because most of the genre started to gain some popularity. Mid 1960s was when Children’s genre started to gain some popularity and rise for many other genres. Late 1970s, electronics and pop/rock music started to gain popularity as that can be clearly seen in the graph, this is the era when pop/rock became the trademark for the generation. In 1990s, we can see a huge growth in electronic and other pop songs genres as Autotune was invented in that time. Electronic, Jazz, R&B, Pop/Rock has become the most popular genres of 2000s.

**1950-60 impact on music**

The mass migration of African American out of South continued in 1950s and 60s which had a tremendous influence on jazz, R&B and rock-n-roll. With their migration they brought their music with them.

Partly, rock became popular because of the boom in number of teenagers from 5.6 million to 11.8 million in the US. These high school teenagers had more money and leisure time than any other previous generation. Rock music had because a trademark for this generation.

Columbia Records released their first long playing microgroove record, which played for 23 minutes each side in 1948 which quickly became standard format for commercial recordings.

The Beatles this big bang of British pop, they had their first No. 1 hit in the US with the song called “I want to hold your hand” in 1964.

**Effect of Technology in Music Evolution**

A few different worldwide companies (including a then-fledgling Sony) were tripping over themselves to bring transistor radios − the genesis of portable, handheld personal music devices − to commercial markets. Regency and Texas Instruments (yes, of calculator fame) joined forces for a more intuitive and affordable model. The duo debuted the TR-1 in 1954, ostensibly making rock and roll accessible to the masses and allowing generations of baseball-game attendees to keep one ear on the AM broadcasts, lest they err on their box score.

Development of transistor radios, a portable handheld musical device came out in 1954 which gave access to rock-n-roll to the many.

Sony Walkman developed in 1979, the device that carrying portable music device fashionable and convenient and even more portable than earlier portable devices. Walkman represented a true synergy of musical technology.

Development of iPod 2001, this changed the way people listen to music. There were many mp3 players before the iPod was born but this expensive device became favorite for many. This device needed less regular charging and available with 5 GB of space. The device was controlled via touch-sensitive pinwheel and all the albums could be customized with prioritized albums.

**How music change overtime?**

To answer this problem, we choose Pop/Rock genre. The reason why we choose to analyze Pop/Rock because this music has changed a lot overtime with many influencers and followers being part of this genre. For this analysis we are using a time series plot on Pop/Rock genre musical characteristics.

To develop this plot, we first used both influencer\_data.csv and full\_music\_data.csv data. We looked for the artist information in the influencer\_data to find out their genre and added their genre into the full\_music\_data. After creating a new dataset with both genre and musical characteristics, we found average for all musical characteristics for each year. We plotted this on basics of year in order to analyze how they changed overtime.

## According to this plot, we can clearly see the decline of acousticness, especially around mid 1960s when more musical devices such as amplifier started to become popular. Such as Marshall JTM45 Amplifier came out in 1962. We can see some clear decline in instrumentalness and duration\_ms as well. Looking closing into the plot, we can see that explicit characteristics has grown in average exponentially overtime. After some research behind this growth, it’s clear that the predominant topic of pop music was romantic and sexual relationship.(1) According to the study, most American music often implied sex within love songs around 1960s but late 1990s and early 2000s, sexual references became far more explicit.

## Pop/Rock has developed into more energetic, and danceable music. The growth of energy and danceability can be clearly seen in the time plot.

Effect of internet on music

Reference:

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