

Proposal: Capstone Project 1

Effects of K-Pop Album Sales on Happiness

Problem

The South Korean government provides a budget for their Ministry of Culture, Sports and Tourism which supports the K-Pop industry. There is even a dedicated government team assigned to help the K-Pop music industry. While business articles claim that the international popularity of K-Pop improves the nation's image and in turn, its economy, the effects on the nation's overall happiness have not been carefully researched.

The results of this project could be used by South Korean officials to help determine if the benefits of investments in K-Pop are reflected in the overall prosperity of the country. Results would also identify if K-Pop album sales are a useful indicator for happiness.

Other nations could use the findings to help decide whether they should follow South Korea's example and provide additional assistance for their country's cultural exports to not only boost economic gains but to improve overall well-being.

Dataset

K-Pop Album Sales

Album sales to be sourced from Gaon Music Chart which provides total yearly album sales for the top 10 best selling albums from 2010 through 2018 (current). The yearly album sales are for physical album sales and can be separated into domestic and overseas sales.

South Korean Happiness Metrics

Several options for happiness metrics include the World Happiness Index, Happy Planet Index, World Happiness Report, as well as more common demographic and economic prosperity indicators.

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- World Happiness Index
 - Date range: 2013 through 2018
 - Metrics: Demographic/economic indicators and Human Development Index used by UN to measure progress of a country
 - Source: <https://countryeconomy.com/countries/south-korea>
 - Happy Planet Index
 - Date range: 2012 data used for report published in 2016
 - Metrics: Happy planet index, life expectancy, wellbeing, GDP/capita, Gini index (wealth/income distribution)
 - Source: <http://happyplanetindex.org/countries/south-korea>
 - World Happiness Report
 - Date range: 2012 through 2018 (not all years reported)
 - Metrics: Happiness index, world happiness rank, income, healthy life expectancy, social support, freedom, trust and generosity
 - Source: <http://worldhappiness.report/>, published by the UN Sustainable Development Solutions Network