Activity 5: Data Visualization

Project Title: Viral TikTok Songs: What Happens After They Go Viral

Link: https://www.youtube.com/watch?v=S1m-KgEpoow

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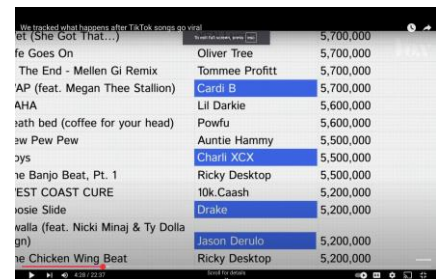
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Summary:

This project, in collaboration with Vox, takes a deep dive into what happens to songs after they go viral on TikTok. It explores how TikTok's algorithm boosts specific tracks and reshapes the music industry by turning these viral moments into major cultural trends. The project tracks how songs perform on music charts post-virality and examines the ways artists and producers adapt their strategies to capitalize on TikTok's influence. It sheds light on how short-form videos lead to long-term popularity, making the case for TikTok as a dominant force in modern music promotion. The analysis emphasizes TikTok's role in redefining success in the music industry.

Visualizations Context:
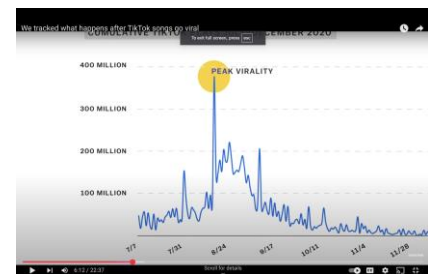
- Viral Song Rankings

  - Context: This visualization ranks TikTok songs by their total views and highlights their corresponding artists, showing how viral trends translate into measurable popularity. It demonstrates TikTok's influence in amplifying both major artists like Cardi B and emerging names like Powfu.

- Timeline of a Song's Rise

  - Context: A timeline chart illustrates how a specific song gained traction on TikTok before climbing mainstream music charts. This

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visualization connects TikTok activity to broader cultural impact, showing the

delay between TikTok virality and chart success.

Strategies:

- Line Charts: These charts track how songs perform on music platforms over time, illustrating the link between TikTok trends and chart success.

- Color-Coded Bar Charts: Bar charts break down viral songs by genre, clearly showing patterns in audience preferences and diversity.

- Interactive Elements: Users can click on songs to explore detailed trends, such as likes, shares, and remixes, keeping the analysis dynamic and engaging.

Citation:

"We Tracked What Happens after TikTok Songs Go Viral." *YouTube*, 31 May 2022, youtu.be/S1m-KgEpoow?si=5SZ2Ke06E8m8-rTK. Accessed 20 Dec. 2024.