



MOTIVATION

In the rapidly evolving music industry, understanding how artists rise to fame and how genres expand their influence is a complex challenge. The story of Sailor Shift, a once-local Oceanus Folk singer who rose to global superstardom, offers a unique opportunity for us to examine this phenomenon. Her career not only redefined what it means to be a successful artist but also played a pivotal role in bringing the Oceanus Folk genre to international prominence.

OBJECTIVES

This project aims to build a Shiny web application that enables users to explore and interpret the following:

- Sailor Shift's Influence:** Who influenced her and whom she has influenced directly or indirectly
- Collaboration Patterns:** Which artists and genres have been shaped through her work
- Genre Evolution:** How Oceanus Folk has spread and changed over time
- Artist Comparison:** Explore the career trajectories of multiple artists in parallel
- Rising Star Prediction:** Identify up-and-coming Oceanus Folk artists using network centrality and activity measures

APPROACH

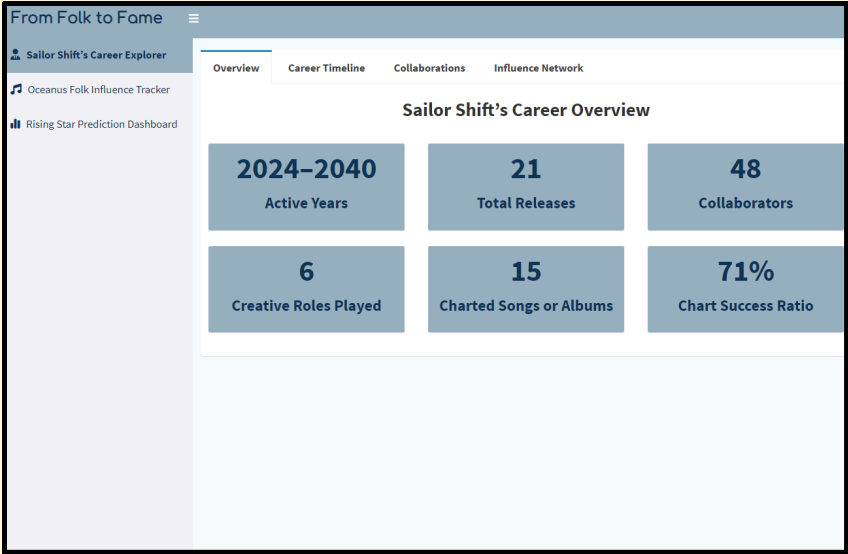
This project uses the VAST Challenge 2025 MC1 dataset, that maps the music industry network linking artists, songs, albums, and groups through relationships like performance, collaboration, influence, and membership. The dataset enables analysis of artist influence, creative roles, and emerging trends in the Oceanus Folk genre.

- Contextual Understanding:** Mapped nodes and edges based on music industry roles and relations.
- Data Preparation:** Cleaned and structured data for network modeling.
- Network Construction:** Built models tailored to each research question, with appropriate node/edge selection.
- Visualization:** Used network graph techniques to reveal key patterns.
- Analysis & Validation:** Interpreted results and ensured logical relationships.
- Interactive Dashboard:** Built an R Shiny app for exploring findings.

R Packages



Shiny Application Overview



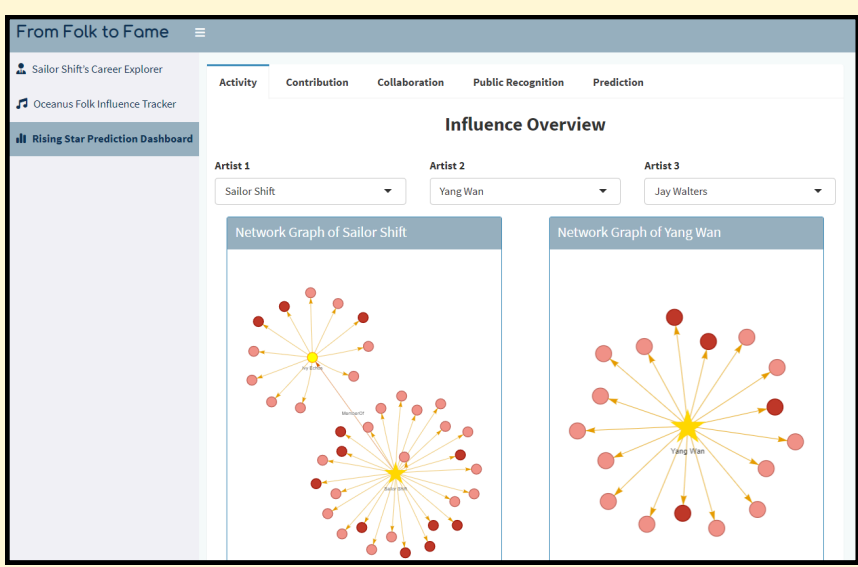
Sailor Shift's Career Explorer

This app allows users to trace Sailor Shift's artistic journey through interactive visualizations.



Oceanus Folk Influence Tracker

This app focuses on how the Oceanus Folk genre has spread over time—both as an influencer of other artists and styles, and as a recipient of influence from outside artist and genres.



Rising Star Prediction Dashboard

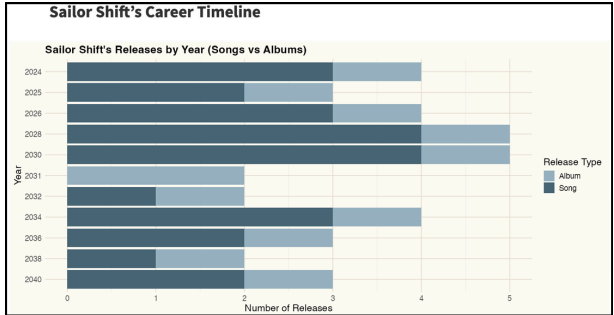
This app predicts future breakout artists by analyzing multiple career-related metrics.

Sailor Shift's Career

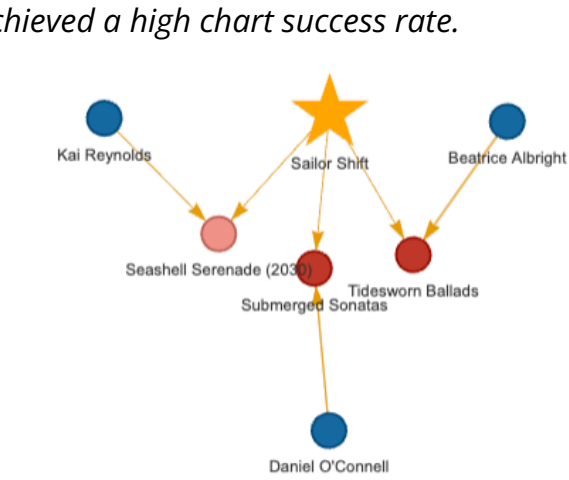
Albums, collaborations, and influence network that uncover her impactful works and connections.



Sailor Shift's career: shows its consistent success and active teamwork. Over 16 years, she worked with many artists, work on diverse roles, and achieved a high chart success rate.



Can you spot the standout year? How do songs compare to albums over time?



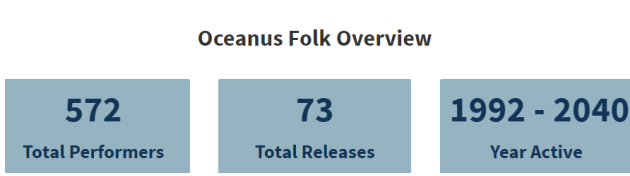
Collaboration: the network showing Sailors's work or parts that related to collaborating other stakeholder



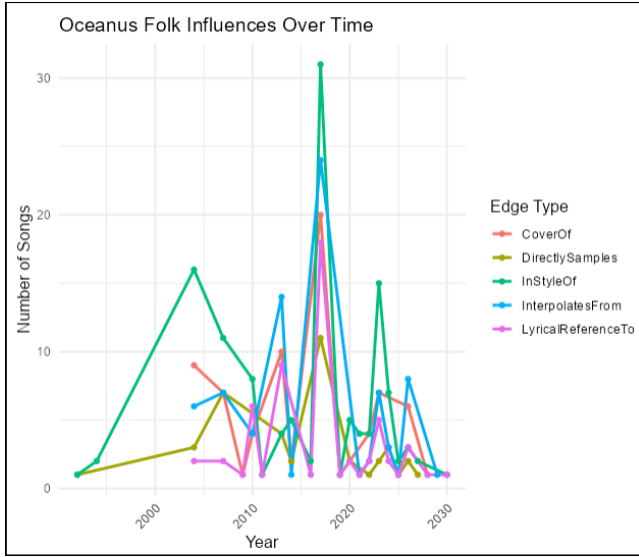
Who did Sailor Shift work with the most?

Oceanus Folk's Influence

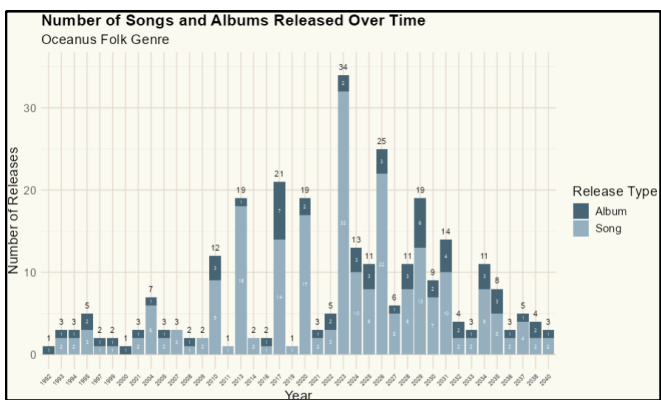
Track how Oceanus Folk artists and genres evolved over time, identifying key sources and shifts in influence.



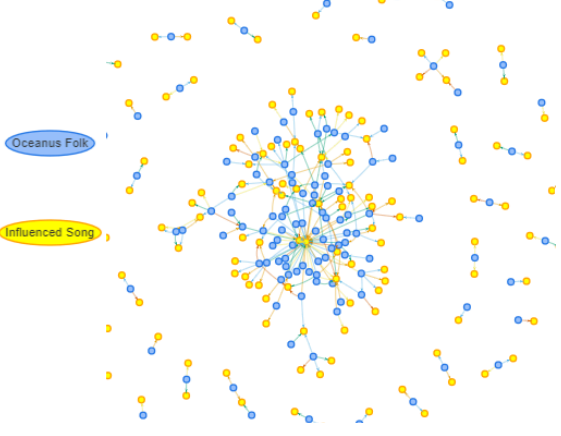
Over 500 performers contributed to Oceanus Folk from 1992 to 2040, with 73 total releases shaping the genre



Key influence types include covers, interpolations, and stylistic references, peaking mid-2020s.



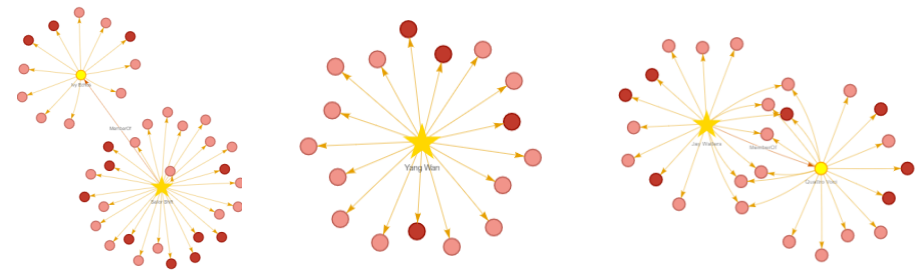
Release Trends Over Time



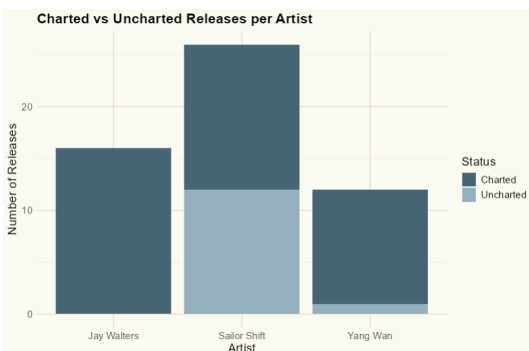
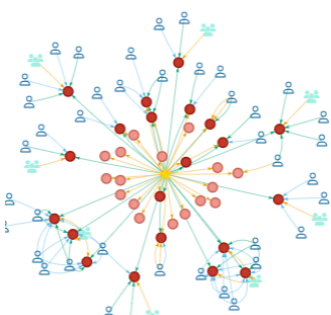
How Oceanus Folk influences spread to other genres and songs, revealing genre connectivity.

Oceanus Folk: Rising Stars

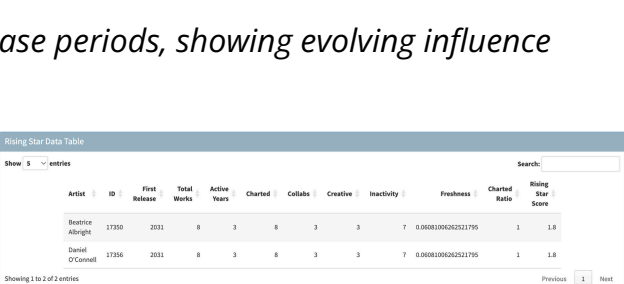
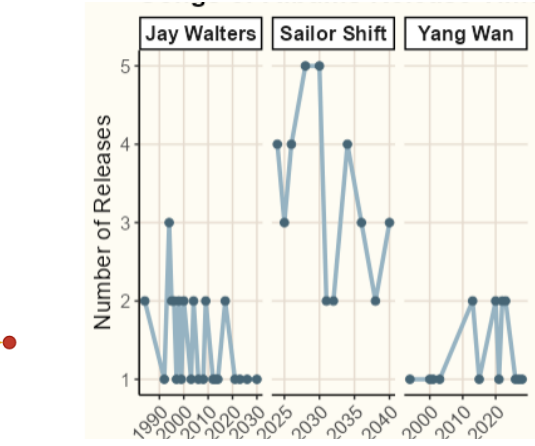
Influence Hubs: Key Oceanus Folk Artists



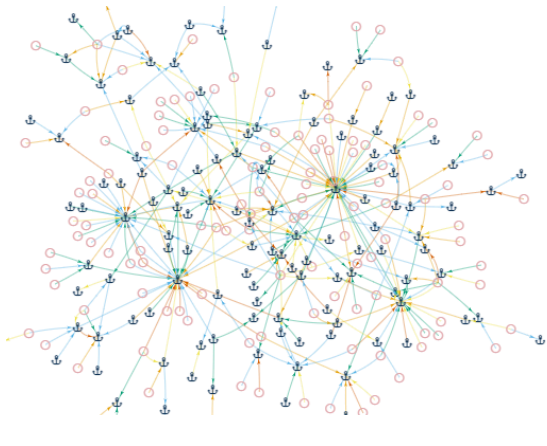
Jay Walters, Sailor Shift, and Yang Wan have different peak release periods, showing evolving influence waves.



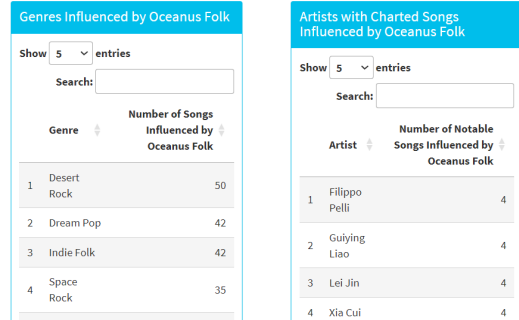
Key artists act as influence hubs — Sailor Shift anchors diverse clusters, Yang Wan directs a tight circle, Jay Walters bridges subgroups.



Rising Stars & Future Impact



Key Observation: The dense central cluster shows core works with multiple outgoing influence edges, while smaller satellite clusters suggest niche artist communities.



Genres & Artists Influenced by Oceanus Folk

CONCLUSION

The Shiny applications developed provide a comprehensive toolkit for exploring the evolution and influence of Oceanus Folk music and its key artists.

Each app offers a distinct perspective: Sailor Shift's Career Explorer reveals pivotal moments in an artist's career, Oceanus Folk Influence Tracker maps the genre's dynamic interactions with other musical styles, and the Rising Star Prediction Dashboard anticipates future breakout artists through data-driven insights.

FUTURE WORKS

- Update Dataset:** Incorporate the latest data, as the current dataset includes artists with publishing activity mostly older than five years.
- Improve Prediction Metrics:** Develop a more robust and fixed set of metrics to enhance the accuracy and reliability of the Rising Star Prediction Dashboard.