## Reclaiming tastemaking for listeners in the Spotify era.

Last week, Spotify users were treated to the service’s annual “[Spotify Wrapped](https://newsroom.spotify.com/2020-12-01/6-new-features-to-unwrap-in-your-spotify-2020-wrapped/)” feature: a visual summary of an account’s listening habits throughout the year, including their most listened-to artists. New for 2020 are “in-app quizzes,” a chronological “Story of Your 2020,” and detailed podcast listening statistics. For premium users, “badges” will “crown listeners with various titles based on the ways they listened.”

For example, if a number of your playlists gained significant new followers, you’ll be a *Tastemaker.*If you listened to a song before it was cool (aka hit 50,000 streams), you’ll get the *Pioneer*badge. And based on the number of songs you added to playlists this year, you just might become a *Collector*.

Their use of the term *Tastemaker* is particularly interesting. “Tastemaking,” a function once relegated to magazines, has taken a concerning bent in the Algorithmic Age. Very much contemporary terms like “[filter bubble](https://megaphone.link/VMP4291212808)” and “echo chamber” – applied more and more often to social platforms like Facebook and Twitter, now – can also be associated with music streaming services like Spotify, who’s “playlistification” of content has had a number of alarming effects on American culture.

In 2018, *The Baffler*’s Liz Pelly