

A woman with blonde hair is singing into a microphone. A futuristic, semi-transparent interface is overlaid on the image, featuring several circular dials and numerical scales. One prominent dial on the left has markings from 140 to 260 in increments of 10. Another dial on the right has markings from 160 to 200 in increments of 10. There are also smaller circular elements and dashed lines.

HYPERPOP VS POP: A LANGUAGE ANALYSIS

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BACKGROUND

What is Hyperpop?

Hyperpop is a genre invented in 2014 with the founding of the English music label PC Music. Characterized by extremely autotuned vocals, heavy production, and emphasis on synths. Exaggerated form of pop.

RQ: Does the language used in hyperpop emphasize partying more than pop music?

Hypothesis: Hyperpop has more lyrics that emphasize partying than pop music.



DATA COLLECTION/DATA DESCRIPTION

Data Collection

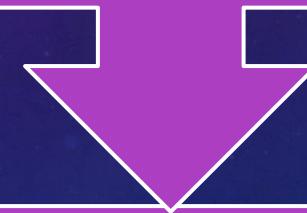
- Used Genius API to pull JSON files of 10 pop albums and 10 hyperpop albums from the same years, 20 artists
- Created text files with the lyrics of each album, tokenized, and put in dict

Data Description

- Two dicts of text, one pop, one hyperpop
- Able to call lyrics from album by artist name
- 48463 tokens in pop, 33599 in hyperpop

PRELIMINARY ANALYSIS/RESULTS

RQ: Does the language used in hyperpop emphasize partying more than pop music?



Keyness Analysis:

Hyperpop vs. pop

- “body”, “drink”, “money”, “boy”

Pop vs. hyperpop

- “love”, “girl”

NEXT STEPS

Strip stopwords – there are differences in keyness
but not interesting enough to truly analyze

KWIC analysis – how are the same words being
used in different genres?