Song Sentiments of Popular Artists

Your friend group has an obsession with American pop music and so you want to understand what kinds of trends these artists have had within their own music careers. For fun, you decide to look into how these artists evolved throughout their careers, focusing on the sentiments of their songs. For ease, you choose to first analyze this pattern in Taylor Swift's music, she has a huge discography and several of your friends adore her and would also love to see what results you get, she is quite the popular artist to play at frat parties you've been to. How has Taylor Swift's songs and albums throughout her career changed in terms of negativity and positivity? Have they gotten progressively more negative or positive, or does it only depend on the album with no overall trend?

For the deliverable, produce a model that demonstrates your goal of examining how Taylor Swift's discography has changed in sentiment throughout her career. This deliverable will be judged on how well you are able to display the trend, if there is one, of her career's music. Show the sentiment for each album and then display an overall model of her entire career. Identify whether or not there is a trend and then analyze that trend. Lastly, create a presentation for your friends to show them the results. Introduce the topic, explain the reasoning for your model and then present your result of the trend of Taylor Swift's music throughout her

career. This presentation will be judged on how engaged your friends are and how well you explain your model and the results.

CS-Song Sentiments Rubric

Submission Format: Link to Github repository(in canvas) and presentation in class

Individual Assignment

General Description: Submit to canvas assignments a link to your Github repository for this case study and come to class prepared to present your presentation.

Preparatory Assignments- Classes on case studies and presentations.

Why am I doing this? This is a great opportunity to showcase your data science analysis skills. Working on a case study like this will develop your skills of solving a problem and researching a topic of interest for analysis. Creating a presentation will also allow you to be creative visually and also improve public speaking skills

What am I going to do? Start by reading the one-page introduction to this case study and then complete the deliverable listed. Read carefully and make sure to hit all the important points of what needs to be done. This is for you to show your data science skills, so make sure to think of ways to execute this task while reading through this. Once you create the model, work on the presentation to display and explain your results. Overall, what you need to do includes:
  - Create a model based on the deliverable
  - Create a presentation to display results

All of these will be submitted electronically.

Tips for success:
  ● Read carefully through the introduction page
  ● Make a list of what you need to complete
  ● Have fun! This case study was created to allow you to be creative and explore something new

How will I know I have succeeded? You will have met all the requirements of this case study, which are listed in this rubric below.

Spec Category	Spec Details
Formatting	- Github Repository - Submit a link to the repository onto Canvas - Should contain - A LICENSE folder - A SCRIPTS folder - Presentation - Submit this onto Canvas
SCRIPTS Folder	- Goal: This should contain all the code you use for your model - Include all of the code you used to create your model - These code files will be assessed on how well you were able to create a sentiment analysis of Taylor Swift's discography. Making sure to provide a trend across all of her albums. Also, name each script according to the order it needs to be executed to reproduce the results. - Include a references file that contains a list of all the references you used while creating your code in IEEE format.
LICENSE folder	- Goal: Explains to the viewer how to use and cite your repository - Select MIT license
Presentation	- Goal: Present results to the audience - Talk clearly and engage the audience - Maintain eye contact with the audience, not the presentation - Seven minute time limit