Rappers and Cars: What economists were missing
Saqif Badruddin, Derrick Ho, Leah Ajmani

WORK DI�processBUTION
- ❖ Saqif
    - ➢ Set up the DOM
    - ➢ Styled charts in terms of alignment, coloring and aesthetics
    - ➢ Wrote code for interacting with chart legends
    - ➢ Designed visualization for maximum usability
- ❖ Leah
    - ➢ Found economy dataset
    - ➢ Cleaned up data
    - ➢ Wrote code for generating charts
    - ➢ Wrote code for interacting with charts
- ❖ Derrick
    - ➢ Found dataset for frequency of car mentions
    - ➢ Found dataset for rap lyrics

DATA

https://medium.com/cuepoint/riding-dirty-the-science-of-cars-and-rap-lyrics-21b8404a9c4d
https://rap.genius.com/
https://genius.com/Auto-genius-hip-hop-songs-about-cars-car-trips-annotated

Our main dataset contained frequency of brand mentions by year so we calculated the percent change with excel formulas and used that data.

STORY
We gained inspiration for our story from the following site:
https://medium.com/cuepoint/riding-dirty-the-science-of-cars-and-rap-lyrics-21b8404a9c4d

While we thought their hypothesis of using car brands in rap lyrics as an economic indicator was interesting, we wanted to prove it visually. What was most surprising to us was the accuracy of the hypothesis, especially around the great recession. While there are some brands that are medium price range, what was interesting is that the car brands that are widely known to be expensive (Ferrari, Lamborghini, etc.) really did follow trends of the economies.

Cars, especially expensive cars, have always been seen as a status symbol in rap music. When the economy is up, rappers rap about some the most expensive and gaudy cars. Known for their exotic designs and loud engines, Bentley, Ferrari and Lamborghini all get mentioned more when the economy is doing well.

In contrast, we found that rappers tend to write about cheaper cars when the economy is down. Audi, Porsche and Chevrolet were all rapped about more during the Great Recession. While these brands are still sporty, they all sell models that are below $50,000.