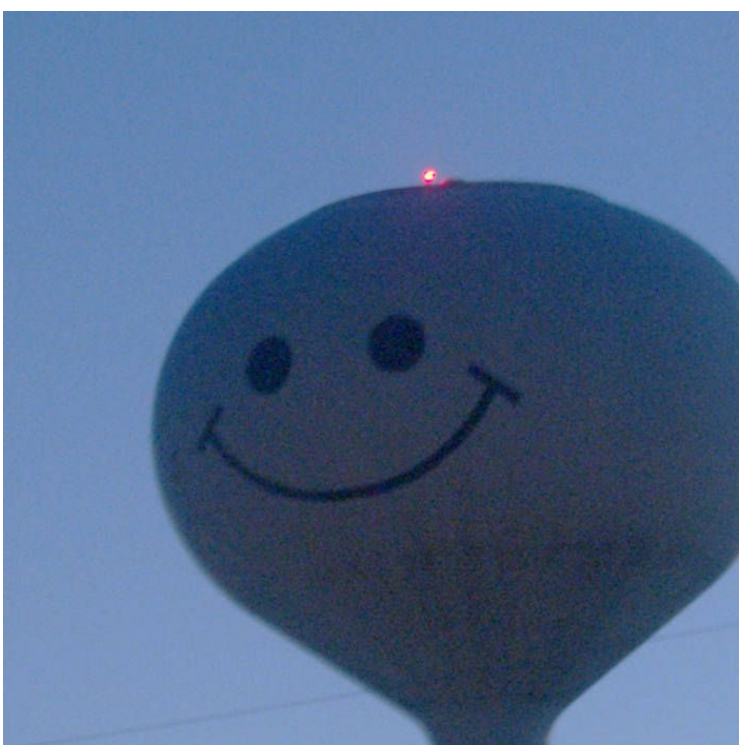




An NLP Analysis of Hyperpop Discourse and Music Trends in Reddit Communities

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INTRODUCTION

Hyperpop is an experimental music genre known for heavy digital manipulation, and pushing boundaries within the context of pop music.

Often associated with **transgender** and **LGBTQ artists**

The Hyperpop playlist created by Spotify in 2019 around the success of duo 100 geecs led to the previously **underground** genre’s huge **spike in popularity during the pandemic** (Dandridge-Lemco 2020)

Commercialization: Artists complained about a loss of the genre’s identity due to new bedroom producers trying to rush to **SoundCloud** to capitalize on the genre’s virality:

“For Glaive, one of hyperpop’s poster boys, the packaging of his organic online community felt suffocating. He also believed it led to bad music, claiming that as **the genre became algorithm-driven** and popular on platforms like TikTok, many artists **chased trends for money**,” which he called a “cardinal sin” (Barshad 2023).

Recent popularity of **Charli xcx**’s album, **Brat**, has pushed hyperpop into the mainstream

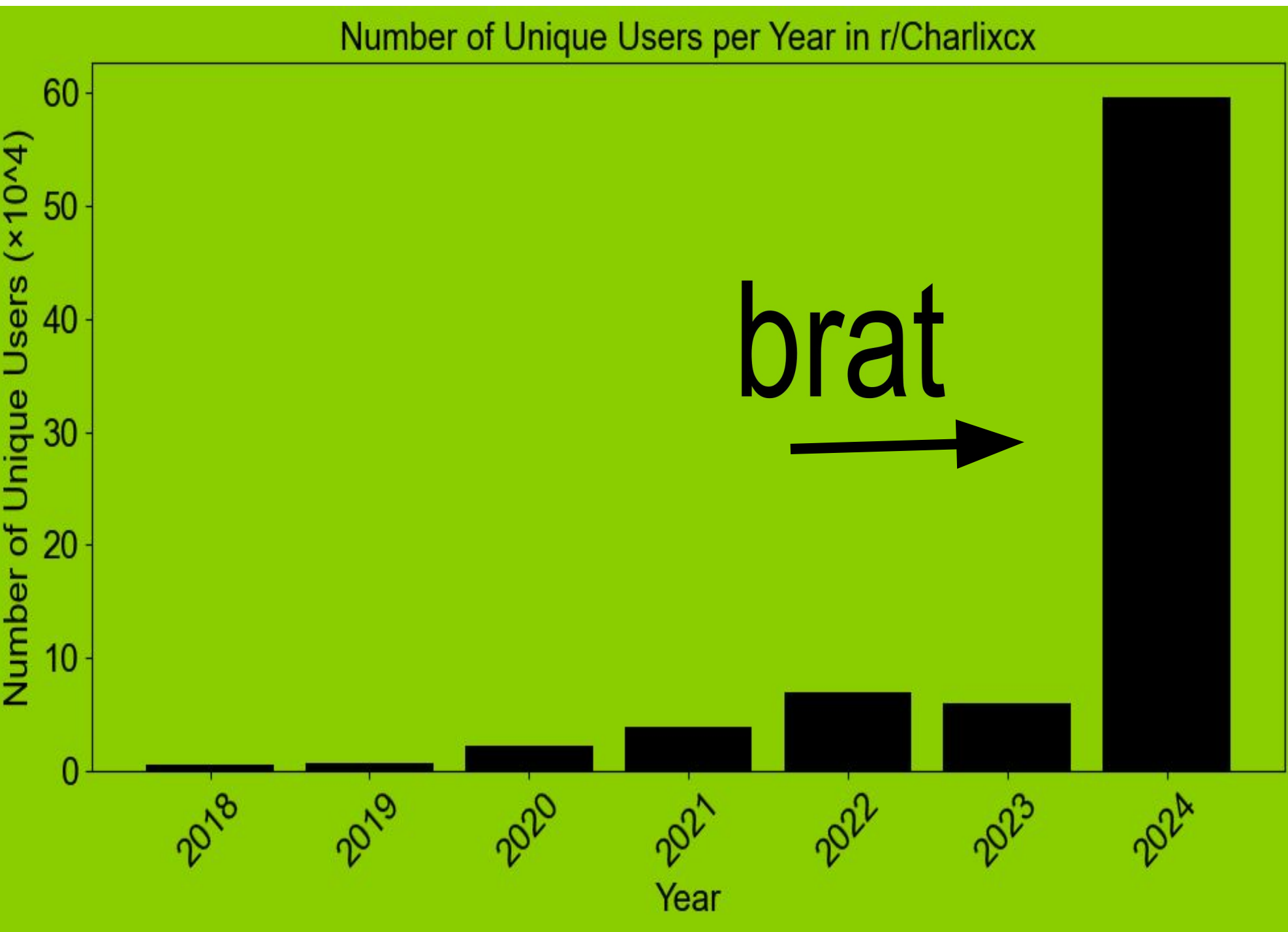


Figure 1 # of Users in r/charlixcx per year

HYPOTHESIS

Hyperop has gone shifted away from its transgender origins due to commercialization around the time of the pandemic in 2020 and from the mainstream success of Charli xcx’s *Brat* in 2024

METHODS

Corpus: Subreddit comment data from r/HYPERPOP, r/charlixcx, /asktransgender, and r/soundcloud accessed from pushshift

Filtered out a set of yearly commenters on r/charlixcx that have on commented on r/asktransgender (see Figure 2)

BERTopic for topic modeling of subreddit comments and **VADER** for sentiment analysis of topics of interest

Sentiment distribution based on comments with keywords related to hyperpop on r/soundcloud

RESULTS

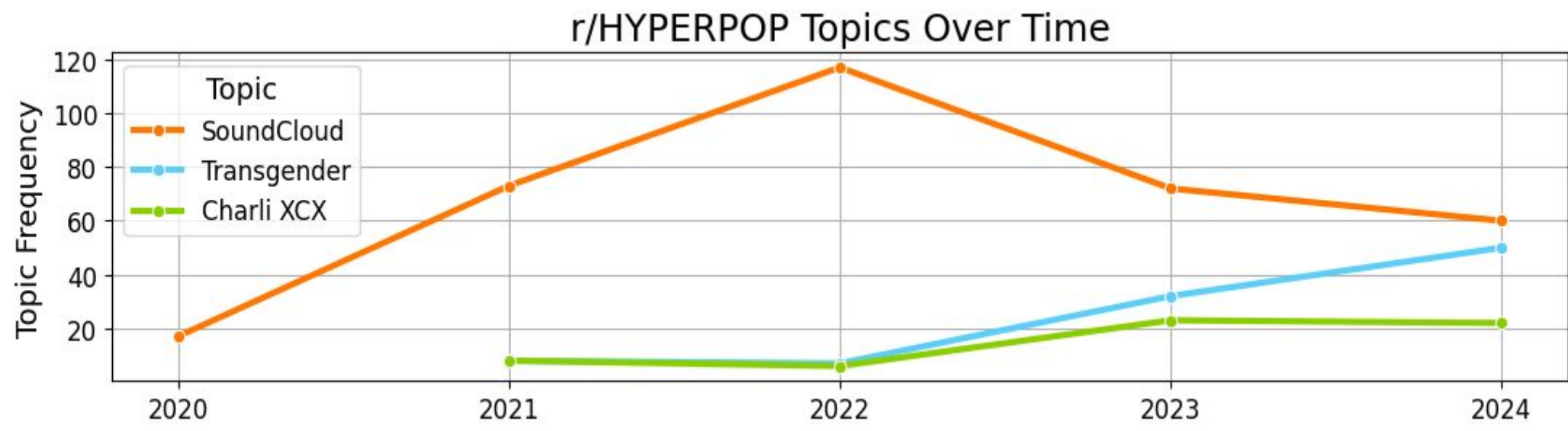


Figure 4. Yearly Topic Frequency of SoundCloud, Transgender, and Charli xcx on r/HYPERPOP

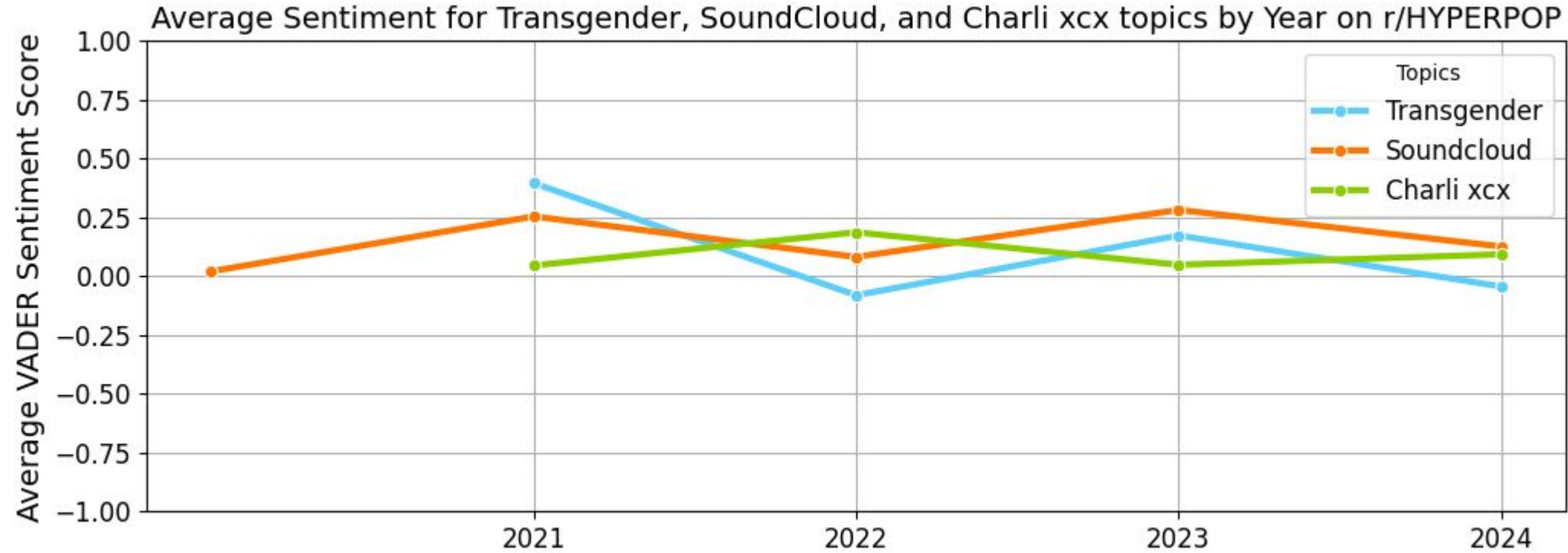


Figure 5. Yearly Sentiment of the topics from Figure 4

r/HYPERPOP shows peak in SoundCloud-related topics in 2022 with the transgender topic dropping into slightly negative ranges. Rise in frequency of transgender topics towards 2024

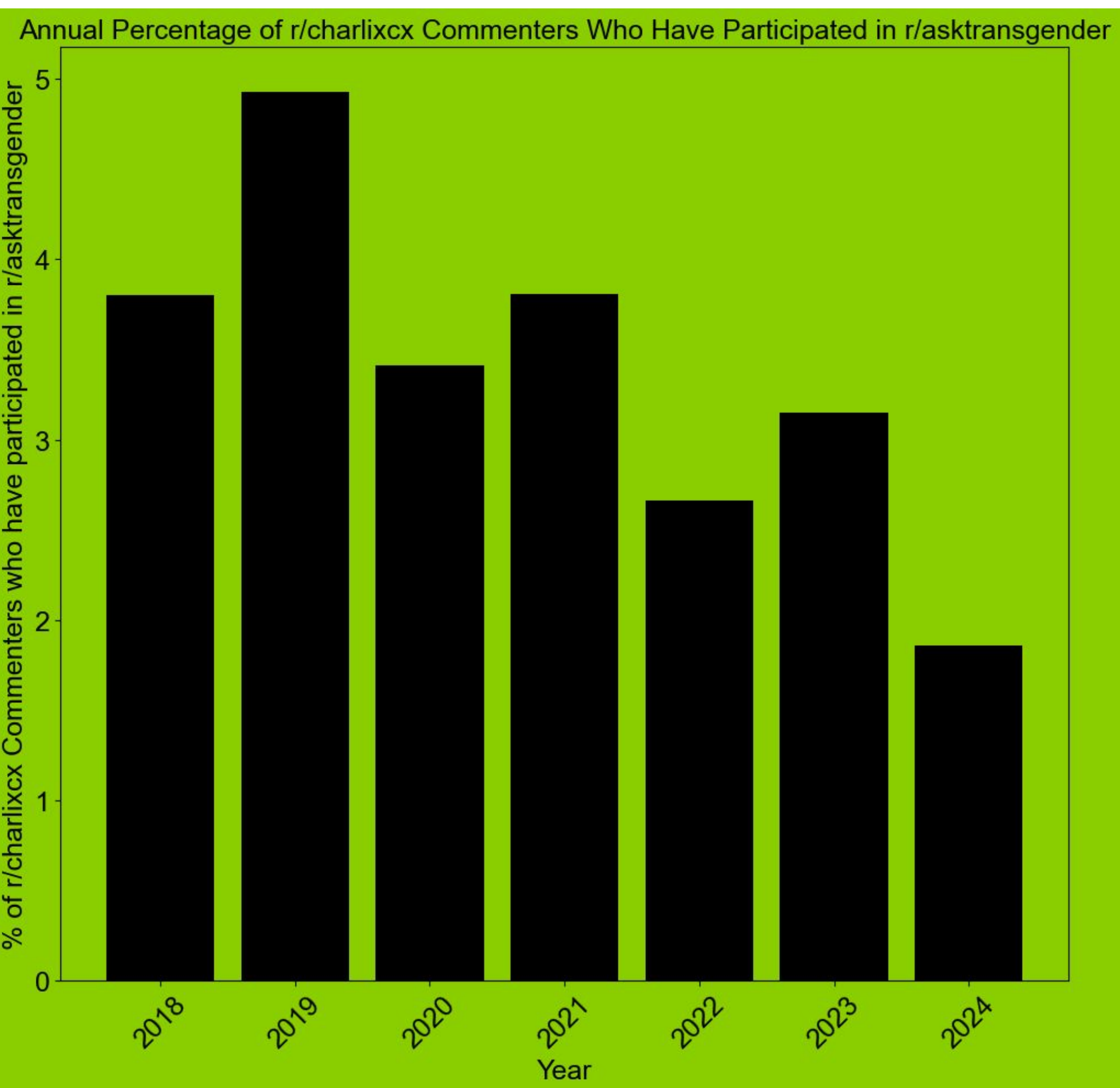


Figure 6. % of r/charlixcx users who have ever participated in r/asktransgender

As r/charlixcx gains users, a lower percentage of yearly users have participated in r/asktransgender

The top topics on r/asktransgender from those users have shown most notable spikes in 2020 for the topic of suicide, contact, suicide prevention, prevention and a in 2023 for gender, gender strong, ones, secondary sex

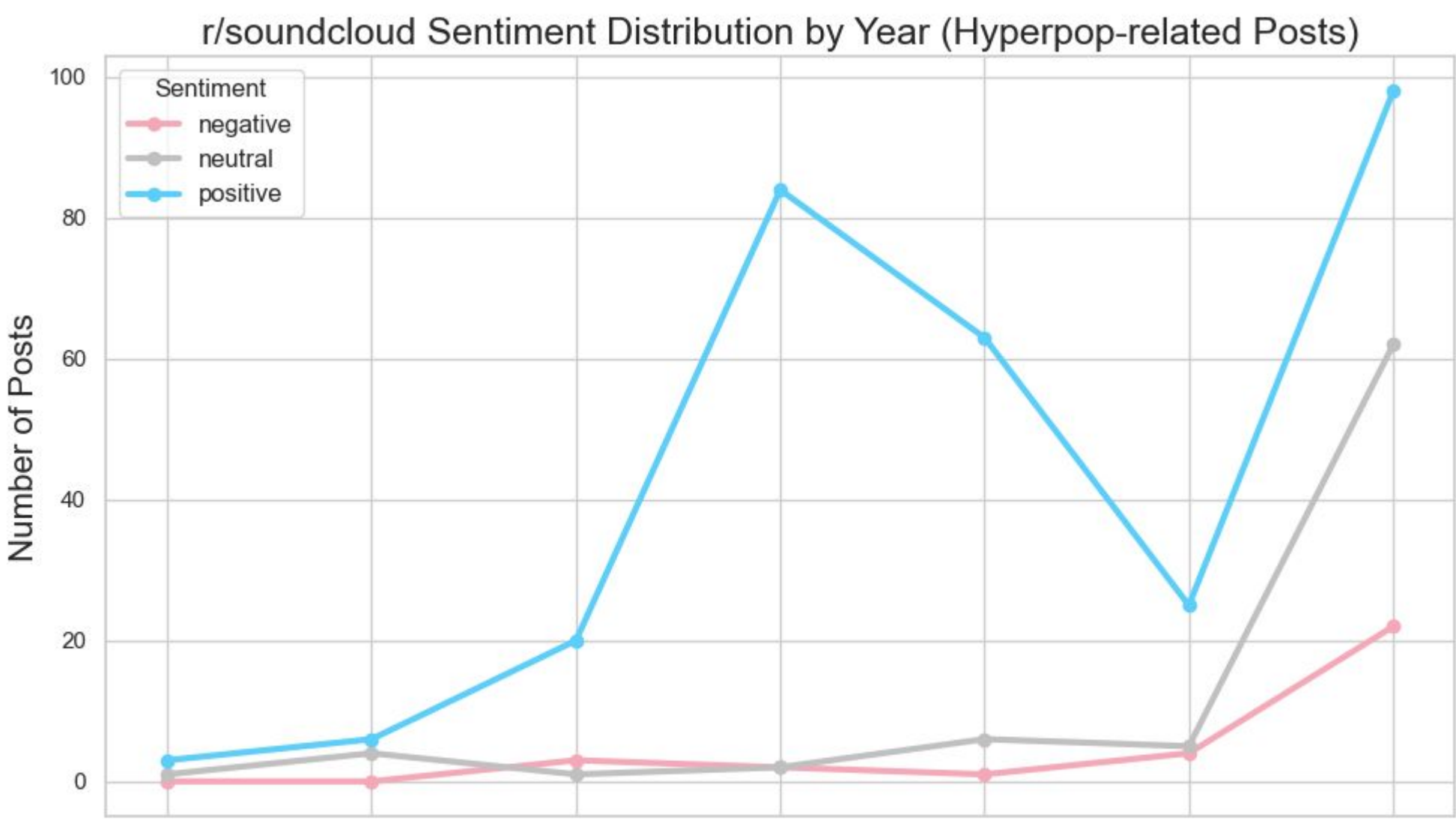
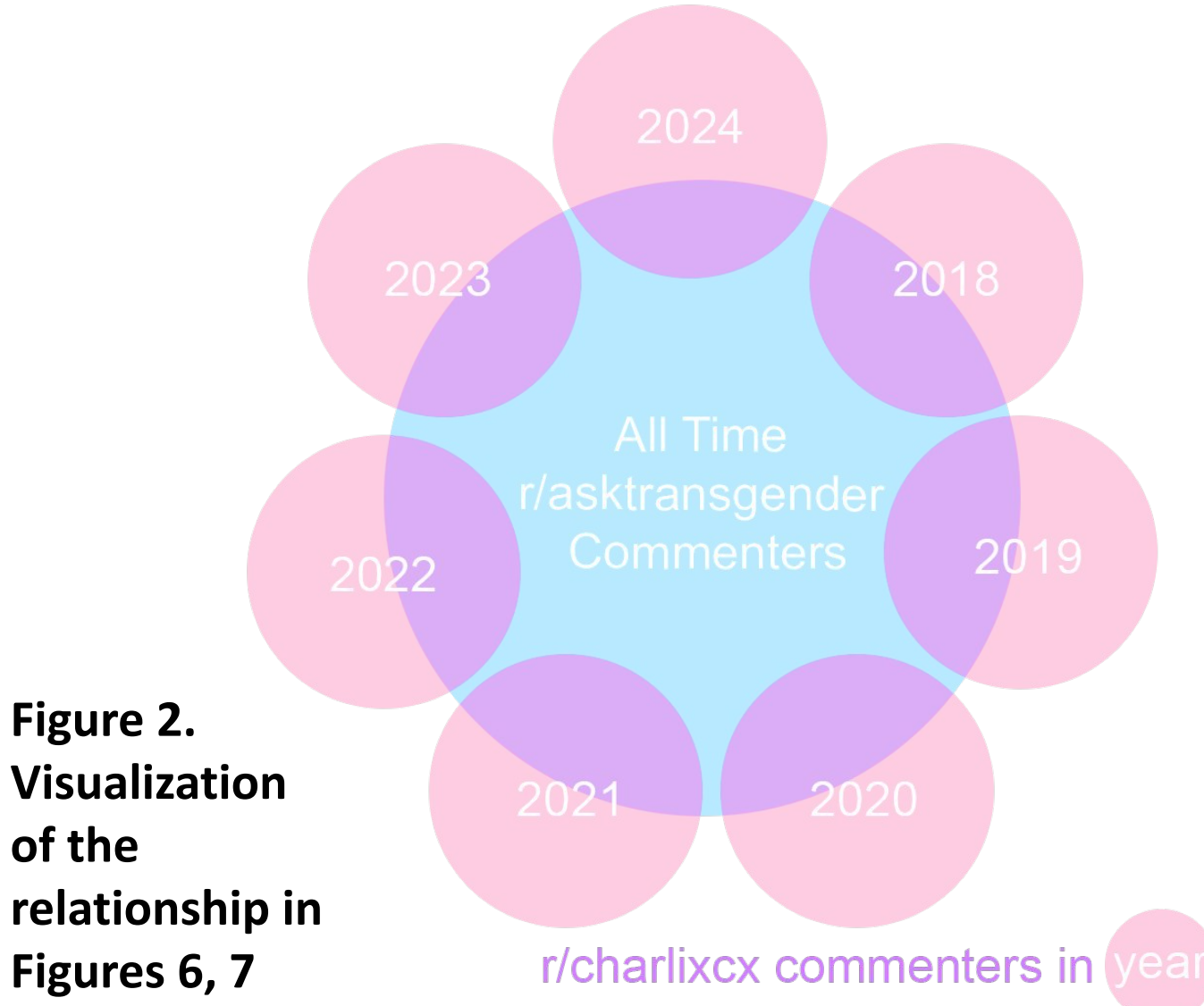


Figure 3. Sentiment distribution of Hyperpop-Related Posts on r/SoundCloud

On r/soundcloud, Hyperpop-related posts saw a rise in positive reception in 2020 which peaked in 2021

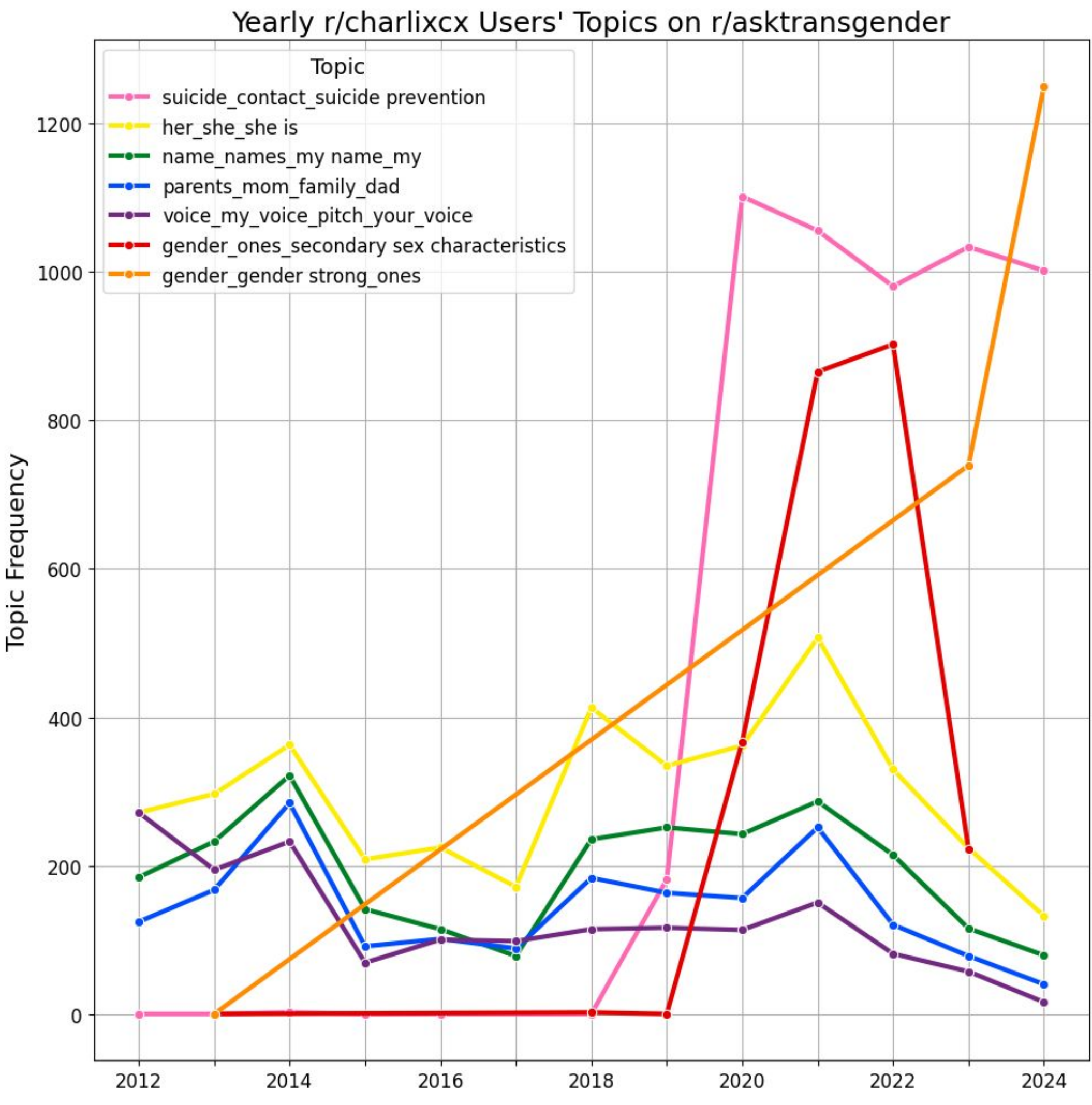


Figure 7. Topic trends of Yearly r/charlixcx users' comments' on r/asktransgender

DISCUSSION

We see as topics are popularized, the percentage of people participating in transgender communities diminishes. This is perhaps due to their to the minority group’s smaller population, however, it is still important to consider how popularization of topics may dilute minority spaces.

While the sentiment trends support the hypothesis, there is not enough significant evidence to form a conclusion. There is also an inexplicable rise towards 2024 in trans topics in r/HYPERPOP

Data analysis using topic modeling and sentiment analysis of reddit data may be a useful way asses the trends of different community groups. It differs from other forms of research (interviews, surveys) due to its offering of a candid zeitgeist based on a large body of people within a community while also allowing for interesting analyses of cross-community interactions

FUTURE WORK

While the data supports the hypothesis that popularization of the genre shifted it away from its queer origins, more specific observations must be done to form a more supported conclusion of the causality of trends (e.g topic modelling and sentiment analysis of r/soundcloud and r/charlixcx as well as the users that interact between each combination of r/soundcloud, r/charlixcx, r/HYPERPOP, r/asktransgender)

Topic modeling requires a lot of computational power (especially for r/soundcloud); further research may dedicate more consideration, time, and resources to the large corpus provided within and between reddit communities.

The methods used in this project could be used to analyze more popular topics within communities

Future research could analyze more niche categories of user archetypes based on their activity across many different communities.

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