

ARE INDUSTRY PLANTS REAL?

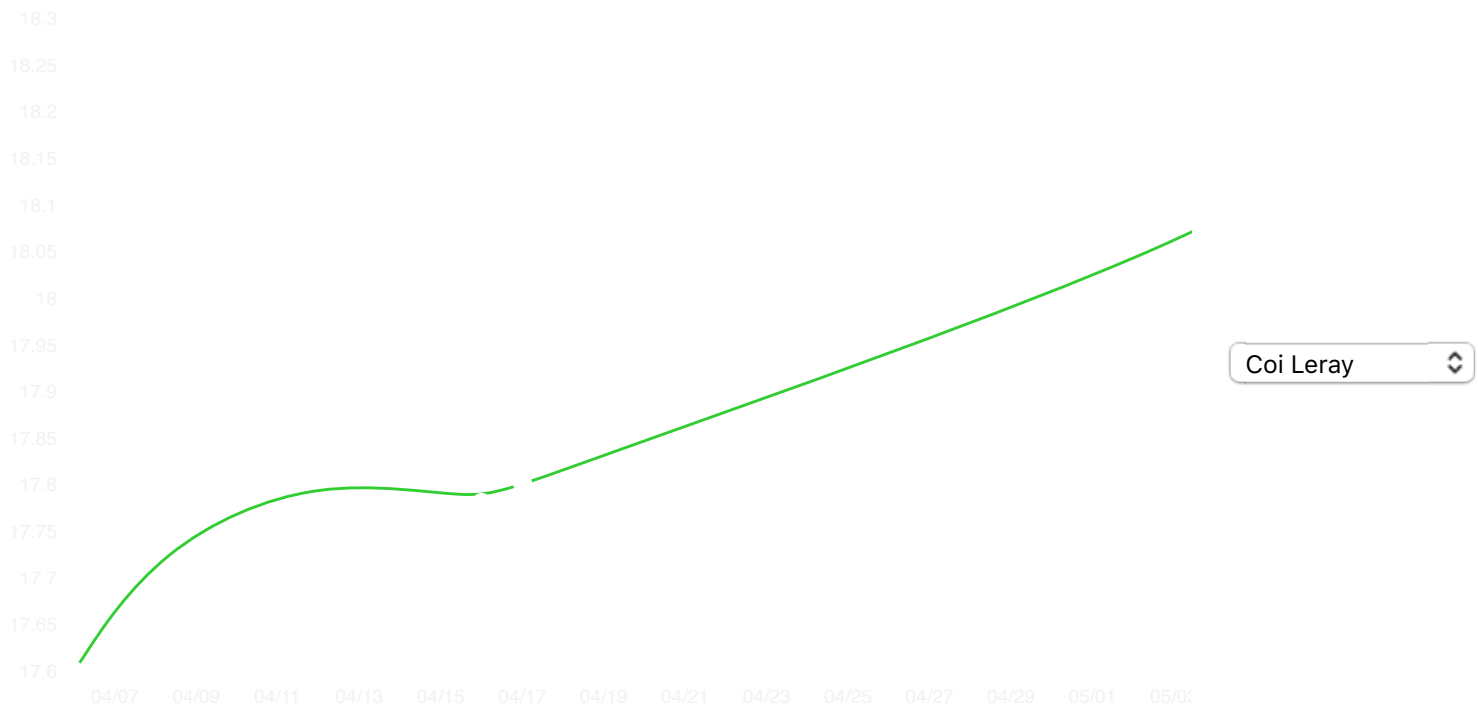
An Exploration into Spotify Featured Artists

PROJECT DEMO

This interactive website aims to explore whether the featured artists that Spotify promotes could fall under the category of the term "industry plant". To begin with, let us first define what an industry plant is. An industry plant in the music industry is an artist that becomes popular through means of connections, nepotism and wealth rather than their merits.

For this exploration, we will do it in two parts. First, we will look into the growth of featured artists on spotify. Specifically, the following visualization explores the growth of artists that are referred to as Industry plants currently.

Monthly Listeners for Industry Plants



About this chart:

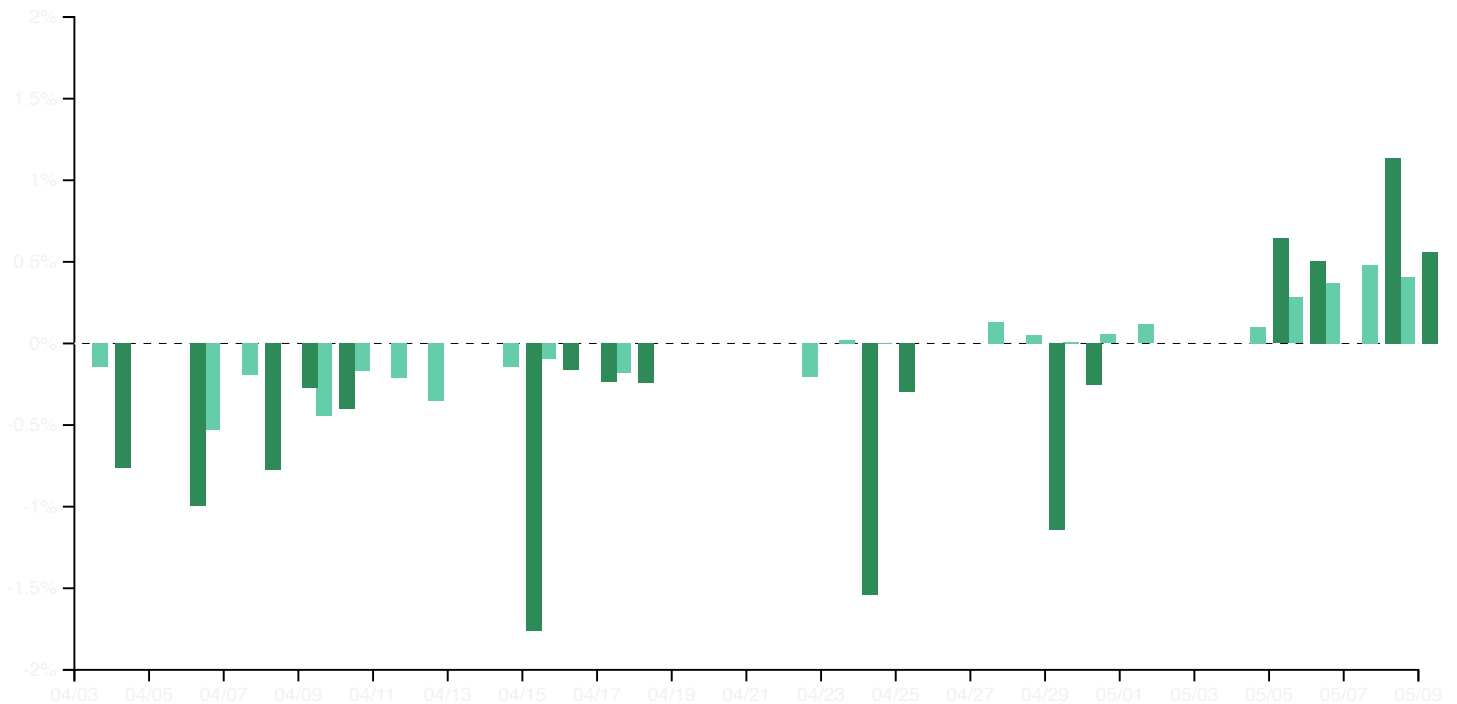
This chart displays the monthly listeners for artists many consider as "Industry Plants". It can be interacted with through the drop down bar on the side. In addition, readers can hover over the dots to get the numbers of monthly listeners. After looking at this visualization, we hope that readers understand that despite the label placed upon these artists, there growth compared to the amount of Spotify features they get does not indicate that pushing by the industry directly leads to growth and success.

Now just this chart purely might not convince a reader that the industry plant label can be misleading. That's why going forward, we want to visually compare the growths of two different categories of artists. Specifically, I have chosen Drake and Coi Leray, both posterchilds of there respective categories: the former, the talented artist and the latter, the "industry plant".

Monthly Listeners Percentage Change for Drake and The Kid Laroi

Drake

The Kid Laroi



About this chart:

This chart shows the percentage changes between each time the artist was featured for Drake and The Kid Laroi. The reason we chose these two artists was because they were both featured frequently in this timespan, and both fall into different categories of being an already established artist versus one being the "industry plant".

Readers can hover over the bars to see the specific monthly listeners between times where the artist was featured and the percentage change over this duration of time. After looking at this visualization, we hope that the reader can see that Spotify features are not correlated, purely being an industry plant, and that even if an artist has connections to be getting backing from Spotify through features, they don't correlate to success, at least through the metric of listeners.

What to takeaway:

Perhaps, industry plants may very well be real, present and thriving in the current music industry. Despite this, the volume at which the label gets thrown at upcoming artists is unfair and truly unrepresentative of the talent that leads to some of these artists' growth. Through our first visual, one understands that a lot of the common industry plants are not experiencing insane amounts of growth from

receiving many features from Spotify. With our second visualization, they can see that both mainstream artists and "industry plants" that get this backing from Spotify do not experience an insane amount of growth as a result. Even if one does not believe that Spotify data is representative of an artist's success, there are numerous articles online that also agree with our point of the industry plant label being dated and misused. The term takes away from artists who genuinely grew with their own merits. With that, we'd like to leave you with a quote from a Complex article.

"If it was so easy to pick a random artist and 'plant' them, the industry would be doing it all the time."

The below are the datasets and articles used to create this website:

[Spotify Metadata Dataset](#) (Kaggle)

[Complex Article](#) (Eric Skelton)