Music and Pop Culture: Charting Connections—Past & Present, and Future

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This Presentation...

• Establishes how pop culture can act as a driver to influence music trends.
• Reviews the resources available to you to help gauge pop culture trends.
• Utilizes some of these resources to briefly examine a few current trends.
Music and Pop Culture in The Modern US: A Brief History

• The “British Invasion” (late 1963)
• The Beatles, Donovan, Herman's Hermits, the Hollies, the Rolling Stones, and the Who, among others.
• British television shows such as The Saint, The Avengers, and Secret Agent (Danger Man).
• British fashion: mod suits, thigh-length boots, min-skirts, etc.
• British sex symbols: Twiggy, Sean Connery
• British cinema: Mary Poppins became the (highest-grossing film of 1964) and My Fair Lady (eight Academy Awards).
• British-inspired consumer products: the rise of the “sports car”.

THE BRITISH INVASION

THE MUSIC THE TIMES THE ERA
Music and Pop Culture in The 20th Century: Examples

Disco
• A music-inspired trend that grew out of avant-garde night clubs.
• Music began the development of this trend in the late 1960’s/early 1970’s: Parliament Funkadelic, MFSB, the Love Unlimited Orchestra, Sly and The Family Stone.
• Inspired fashion: flared clothing, polyester, platform shoes. Saturday Night Fever (1977)
• The pop culture trend that defined the late 1970’s.

Grunge
• Another music-inspired trend that grew out of rock clubs in the Pacific Northwest.
• Music began the development of this trend in the late 1980’s: Sub Pop “Sub Pop 200” – Nirvana, Soundgarden, Mudhoney; Mother Love Bone, Green River.
• Mainstream acceptance by 1992.
• Inspired fashion: flannel shirts, ripped clothing, combat boots, “thrifting".
• The pop culture trend that defined the early 1990’s.
Music has been a power driver of pop culture trends throughout the 20th Century. What happens when the inverse is true? Can music trends be ushered in by other elements of pop culture? Yes.
When Pop Culture Leads Music

The “Urban Cowboy” Phenomena

• 1973 Oil Embargo; epic Texas oil wealth in the 1970’s.
• April 1978: Dallas TV show airs on CBS, prime time.
• September 1978 Esquire magazine article: “The Ballad of The Urban Cowboy: The Search For America’s True Grit.”
• “authentic and all-American alternative (to Disco)” – Rolling Stone.
• 1978 Billboard Hot 100: one country artist, Dolly Parton “Here You Come Again” (#60).
• Fashion: designer jeans, Ralph Lauren,
• A pop culture movement that lacked musical accompaniment.
Music Responds

- June 1980: *Urban Cowboy* released
  - Produced by Irving Azoff (REO Speedwagon, Dan Fogelberg, the Eagles).
  - Music-centric: Spawned hits and lofted the careers of many country artists.
- Charlie Daniels "The Devil Went Down to Georgia“: #3 on the *Billboard* Hot 100.
- Dolly Parton: catapults into the mainstream.
  - Transition to film (*9 to 5*, December 1980), wider popular audience.
  - “9 to 5”, #1 *Billboard* Hot 100 hit.
- 1981 *Billboard* Hot 100 hits: Kenny Rogers “Lady” (#1), “I Don't Need You”, “What Are We Doin' in Love”; The Oak Ridge Boys “Elvira”; Rosanne Cash “Seven Year Ache”; Ronnie Milsap “(There's) No Gettin' Over Me” and “Smoky Mountain Rain”, Alabama “Feels So Right”, and more.
- Pop Mainstream Crossover: Juice Newton
- Urban Cowboy soundtrack: certified triple platinum.
Irving Azoff Had It Easy

- Azoff: capitalizes on west coast surfer culture with *Fast Times at Ridgemont High* (1982); introduces artists such as Jackson Browne, Joe Walsh, Sammy Hagar to a younger audience.
- Beatlemania, Disco, the Urban Cowboy movement, 80’s Surfer Culture, Grunge: all popular culture movements with long leads (months or years).
- Movements in culture during a pre-internet/age of hyper-communication era much easier to spot and respond to.
- Today’s trend move with lightning quickness: harder to spit yet equally, if not more, potent.
Example: The “Yeehaw Agenda”

- Lil Nas X, “Old Town Road” (December 2018)– did this hit really come out of nowhere?
- Young Thug, “Family Don't Matter” (2017) see video: https://www.youtube.com/watch?v=ANMcqkLEKmk
- Cardi B, Solange Knowles, Megan Thee Stallion.
- The “Yeehaw Agenda”: Deep roots in online culture: “howdy, I’m the sheriff of...” and “what in tarnation” memes, cowboy hat emoji (Twitter).
- Social culture element: “Yeehaw” “look” mixed with “agenda”, borrowed from “gay agenda” memes.
- Internet culture converged with a burgeoning musical subculture to produce a popular culture movement.
- This confluence will continue to repeat.
The “Yeehaw Agenda”: Internet Culture Roots
Why This Is Important

• "Old Town Road" topped the Hot 100 for nineteen consecutive weeks (April 13 to August 17, 2019)—the longest chart run in the last 30 years.

• Nas X's "Old Town Road," remix (featuring Billy Ray Cyrus) has more than 2.9 billion on-demand streams (March 2021)—the most streamed song in history.

• October 2019; "Old Town Road" became the fastest single in RIAA history to receive diamond certification in the United States.

• If you don’t understand the underlying popular cultural context, you won’t fully understand why this happened, or how it may happen again.
So How Do We Spot These Popular Culture Trends?

• The majority of contemporary popular culture is reflected in online media habits.
• Most major popular culture shifts can therefore be identified by analyzing media consumption and social media trends.
• Several popular media portals publish periodic trend reports.
• Trend reports are also published by a plethora of commercial marketing and advertising firms.
• Let’s examine six easy and free-to-use sources.
Six Easy Trend Sources

1. TrendHunter
2. YouTube Culture & Trends
3. The Conversation: Twitter Trends
4. Facebook IQ
5. Instagram Trend Report
6. TikTok Creative Center

Other platforms: Twitch, Reddit, Picsart.
TrendHunter

https://www.trendhunter.com/

- “The world’s #1 trend-spotting website”
- 50+ research employees actively “hunting” trends.
- Supported trend-spotting AI software.
- Performs trend spotting research for over 500 brands.
- Free trend report with signup: 234 pages, mostly consumer insights but also useful trend-spotting.
- Utilizes big data from 249,783,752 people and 3,360,302,512 views around the world.
- Trend Hunter combines “the power of human researchers with Artificial Intelligence to provide the freshest, most-relevant, data-driven insights for the world's smartest innovators”.
- Background Info: https://www.youtube.com/watch?v=RLf44_IF2KU
Discover Global YouTube Trends & Stories

DATA
Videos related to Free Fire have been viewed over 100 billion times.

DATA
The yoga community continues to grow

DATA
2021 YouTube Top 10: Methodologies and Assets

DATA
> 85M
In 2020, there were more than 85M views of videos with "30 day" in the title from creators in the yoga community.

YouTube Culture & Trends
YouTube Culture & Trends

https://www.youtube.com/trends/discover/

• All about content: provides an overview of the most popular videos and creators of the year.

• “YouTube’s Culture & Trends site is intended as a public repository for useful YouTube data, explanations of current trends, and accurate statistics that help you better understand the next generation of creators and artists.

• The top 10 listings are available for 17 specific regions and have several different categories including trending videos, breakout creators, top creators, and music videos.

• YouTube data and statistics — Verified information about creators, artists, videos, and trends.

• Explainers and spotlights — Stories that connect the dots between data points and larger trends.

• Deep dives — YouTube data storytelling that brings the numbers to life through visualizations and context.

• Data derived from 2.291 billion monthly active users worldwide.
The world is changing. Fast. But how fast? And where is it all going? Discover how the talk on Twitter can tell us what's on people's minds and how brands can stay ahead of what's happening.
The Conversation: Twitter Trends


• Free 33-page Twitter trend report.
• Mostly examines macro-trends.
• “Billions of Tweets. Limitless insight”.
• Data derived from 396 million monthly active users worldwide.
• “Stan Twitter” phenomena: a passionate community of Twitter users that post opinions related to music, celebrities, TV shows, movies, and social media.
Culture Rising: 2022 Trends Report

What just happened? What’s next? Discover a foresight-driven framework for understanding our changing culture.
Facebook IQ Hot Topics

• A monthly list of highlighted topics that showed significant growth on Facebook and Instagram.
• Explore topics by country, platform and month.
• Data derived from 2.91 billion monthly active users.
Welcome to the 2022 Instagram Trend Report! This report is your look ahead guide to the upcoming next-gen trends defined by Gen-Z that will shape culture in the next year.

Next-gen audiences are consistently creating the future and defining trends on Instagram. Instagram is where teens, creators, tastemakers, and niche communities are key to the creation of new trends. Almost 50% of young people view individuals like themselves or influencers with smaller, loyal audiences as key for creating trends.

We tapped into the minds of Gen-Z to learn more about the Instagram trends across categories including music, fashion, creators, beauty, social justice, and more that are on the rise.* This report was created in tandem with a next-gen video in which cultural reporter and Darian Symoné Harvin (@darian) sat down with a handful of influential Gen-Zers themselves to talk about all things trends. See the video here.

*In October 2021, YPulse - the leading authority on Gen-Zers and Millennials - conducted a survey among 1,200 weekly social media users, ages 13-24, in the US.
Instagram Trend Report

https://about.instagram.com/blog/announcements/instagram-trends-2022

• User polling data:
  – up to 70% of teens expect to discover new songs or artists through social media in 2022.
  – 24% of users are more likely to be excited about visual musical experiences in 2022 (enhanced album art, NFT album art?).
  – 1 out of 4 teens and young adults expect to stream live music concerts or music release events in 2022.
  – 41% of 13-24 year olds are members of a music fan club.
  – 1 in 3 teens are excited to see more music-focused dance challenges (the “dance challenge” phenomena will continue to be strong in 2022).

• Data derived from 1.2 billion billion monthly active users worldwide.
TikTok Creative Center

Creative Center

Discover what’s popular on TikTok right now, learn how to create TikToks like a pro, and find out what’s making other brands successful on our platform.

Create now

Top Ads

Audio Library

What’s popular on TikTok right now?

Check out the hashtags and TikToks that are hot in your region.

Trend Discovery

Explore now
TikTok Creative Center

- [Link](https://ads.tiktok.com/business/creativecenter(pc/en?rid=ddponry7jr7&from=005014)
- Two informative sections:
  - Trend Discovery: Go to “Insights” and then “Trend Discovery”
    - Ranked trend data: “Hot”, Likes, “Comments”, “Shares”.
    - Covers a 7-day span.
  - What's Next (menu tab)
    - 35-page overview of trending user interests and trend case study examples.
- Data derived from 732 million monthly active users worldwide.
What’s Trending Now? (Micro Trends)

1. Gathering Space Phenomena: “Streams of lo-fi hip-hop beats have become gathering places for people looking to focus or relax together” Lo-fi girl (this stream has over 930 million views).
   https://www.youtube.com/watch?v=5qap5aO4i9A

2. In Another Room: video that makes you feel like you’re in another place. Example: Montero (Call Me By Your Name) by Lil Nas X “but ur in the bathroom of hell while lil nas is giving satan a lap dance in the other room.”
   https://www.youtube.com/watch?v=54K1B1Fp9Ww

   https://schedule.sxsw.com/2022/events/PP1141452
   https://www.youtube.com/trends/articles/minecraft-1t-global/
What’s Trending Now?  
(Macro Trends)

2. Wellness (escapism)  
[https://open.spotify.com/track/66h6PLPbW0bD5R0CalRaqV?autoplay=true](https://open.spotify.com/track/66h6PLPbW0bD5R0CalRaqV?autoplay=true)
3. Micro-Influencers (1 in 4 13-24 year olds believe that micro-influencers are important in creating new trends)  
Trend Studies: Introduction Into The Music Business Classroom

• Popular Culture will continue to influence music trends well into the future.
• Preparing the next generation of music industry professionals for the increased metabolic pace of cultural shifts.
• An opportunity to introduce students to the inner workings of popular social media platforms.
• Perhaps consider a guest speaker from an advertising or marketing agency who specializes in popular culture trend analysis.
• This presents a chance for lively discussion among subject matter experts (your students).
Conclusion

• This has been a small sample of the emerging trend data environment.

• We hope that this starts a conversation regarding integrating trend analysis into the music & entertainment education programs.

Thank You For Viewing!