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Exploring Popular Music's Affect on Popular Culture Through the Media Format of a Podcast

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EXPLORING POPULAR MUSIC'S AFFECT ON POPULAR CULTURE
THROUGH THE MEDIA FORMAT OF A PODCAST

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Honors Project

Submitted to the Honors College
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INTRODUCTION

The music industry is an ever-changing landscape. The way that music is created, released, promoted, and consumed can change from year to year. These changes can be related to several different factors. These factors include what genres and styles of music are popular and gaining the attention of audiences, social media, technology, the climate of society, and what is going on in the world. All these factors and more can affect the music industry. These can have an impact on what music is popular and promoted, what artists rise to stardom and what artists fall to the wayside, what music is released, and what becomes popular among the general public, specifically young adults.

These can be related back to popular culture and its effect on popular music. Popular culture and everything that can be talked about within it influences popular music. Under this umbrella elements like social media, rise of trends, streaming services, technology development, etc., can all be examined. Popular culture refers to the culture of the masses, culture that is associated with everyday life. When looking at popular culture, you are examining and understanding what is popular appealing to society at this moment in time. What is being consumed and promoted in music, movies, television, comic books, literature, clothing, social media, etc. It is a broad term that can be understood and looked at from several different angles. However, popular culture is a part of everyday lives, meaning it is bound to influence the music industry and popular music. This can also be looked at from the other way. Music is a major part of popular culture and the lives of many people, especially young adults. So, to understand popular culture, understanding how popular music has affected popular culture is another important step.

So, for this project the question that is looking to be answered is **“How has popular music evolved over the years and how has that affected popular culture?”** Now, that is a very broad question and can be approached from many different perspectives. Popular music is a large and broad category, that it must be broken into smaller categories in order to tackle this large idea. This project looked to answer the question in terms of popular music among young adults, focusing mainly on teenagers to those in their twenties. So those in high school to just out of college.

The goal would be to look at how popular music and how it is consumed, promoted, etc., has changed among young adults over the years. This will be looked at through not only those who consume music, but also those who create music, adding another level to the research. This is because not only has the consumer side of popular music changed over the years, but so has the creation side of popular music. In order to answer the question **“How has popular music evolved over the years and how has that fully affected popular culture?”**, understanding both of those elements is key.

Some may feel that popular culture and popular music are two separate ideas. That the two of those are not connected. You can study the music industry, the creation and promotion of music and how to become successful in the world of music without considering popular culture. However, understanding popular culture and how popular music affects it and how popular culture affects popular music will only make that understanding deeper and open doors for greater success and understanding. Young adults, social media, what is trending, and what is drawing in attention plays a huge role, today more than ever, in the music industry. If you want to work in the music industry, be a musician or just understand the world of music, understanding how popular music affects popular culture and vice versa is unavoidable.

However, these topics are one that lend well to having an open discussion. A way that would allow for feedback, examples, personal experiences and ever-changing information. So, to better delve into these topics, researching and discussing them in a format to would allow for open discussion would be beneficial.

In order to discuss this topic and appeal to the largest audience, especially those in the younger generation, it must be done so in an appealing format. In recent years, podcasts have become popular and are only growing in popularity. New podcasts are constantly being developed and released and range in topics, styles, lengths, audiences, etc. Which is why developing a podcast that would talk about popular culture and popular music would be beneficial for research.

It would allow for immediate sharing of information, research, and news. Which would then allow for the listeners to share their thoughts, research, experiences and more after they listen. This can then be taken and looked to help further the research into the topic. Plus, it brings the research into the space of social media, which social media plays a major role in the space of popular music and popular culture. In order to understand popular culture and popular music, understanding the main ways that the younger generations consume media, share information, and use social media is important.

LITERATURE REVIEW

While this project is looking to explore popular music's effect on popular culture and popular culture's effect on popular music, there is no shortage of research into music in several different areas. There is research on music's emotional affect, why people listen to music, how people listen to music, genres, how music is made and more. For years, music and its relationship to people has been researched to understand the draw and love for music that is had

by many. It has also been done to understand the history of music, the genre and how it has changed over time. Reading and understanding the research that has already been done into music and how it seen and understood in society already provides a foundation for further research. Those other areas include, why people listen to music, the emotional affect, stereotypes associated with music genres and how music has changed over the years.

Why People Listen to Music and the Decline of Genre

One of the main areas of research into music is why people are drawn to certain types of music and why people listen to music in general. The research done by Boyle looked at what factors influenced popular music preferences in young people. His research focused mainly on the music itself and what drew in young people. It focused on the musical elements and how it sounded. Which is a good place to start when looking at music. No one will listen to music if they do not enjoy listening to music. Similarly, in *Switched on Pop*, Harding and Sloan break down pop music and how it is created and why the genre has been a success. This breaks down hooks, lyric writing, etc. The book provides an understanding of popular music and why is so prominent in popular culture.

Now the study done by Boyle was done in 1981, however, the interest in why younger generations listen to music and what music they prefer has not gone down. For example, YPulse wrote an article about Generation Z's top music genre. In the article they talk about the rise in rap and hip hop as a top genre and a decrease in the pop as a favorite genre. It also talks about how many do not classify their music taste in the genre and how music is more commonly blending genres (YPulse).

When researching music and its effects on individuals, what is often focused on is the emotional affect. Studies like those done by Lundqvist, Ter Bogt, Wells, and Miranda all talk

music and its effect on emotions and mental health on individuals. These studies look at how people respond emotionally when they listen to music and how music is used as a source of comfort and way to process and deal with their emotions. They look at how music can bring about happy and excited emotions, calming emotions and as a form of comfort. People may also be drawn to certain artists because of the emotions they convey in the music and how they can relate to what is being talked about. Some people view music as having no value in researching emotion, however research like what is listed above, contradicts that fact.

Stereotypes

Another section that has a lot of research is looking into stereotypes that are associated with different types of music. Studies like those done by Fried and Rentfrow, look at the different stereotypes associated with different genres of music. For example, how rap is associated with violence and that those who listen to heavy metal will take part in self-destructive behaviors. Articles like those written by Pancare, which talks about parent's concern with what music their children are listening to, only further enforce those stereotypes. This concern for what music teenagers were consuming and how they were being affected has been a major point of discussion for decades. Parents were concerned with how their children were being affected and what the music was promoting. These stereotypes also affected how teenagers were viewed by their peers. Understanding these stereotypes and how they are seen in popular culture is key in understanding popular music and its effects on popular culture.

History of Music

Then there are works like those by Pearson, Szatmary, and Schreiber that all detail the history of music in different forms. Pearson talks about the history of punk rock in the 1990s, which is a key time for punk rock. Understanding punk rock from then, will help in

understanding punk and its affect today. Szatmary talks about the history of rock and roll and how they fit into society at the time that the different artists are popular. So how the popular culture affected the popular music. Schreiber talks about music in history that talked about social issues and social change that were prominent during the time that they were released.

Summary

Overall, there has been much research done into music and how it can be tied back into popular culture. Work has been done that can be used to help understand how the two are connected. There is information on why we listen to music, our emotional response, stereotypes, and the history of music. However, there are still new angles and ways to approach the subject to achieve a better understanding of how much popular music and popular culture affect one another. Which is what this project will hope to explore and provide an insight into those new angles and understanding of popular music and popular culture.

THE PROJECT

Choosing the Delivery Method

The goal of this project is to answer the question **“How has popular music evolved over the years and how has that affected popular culture?”**. This is the guiding question for the entire project. This question will be answered using the media format of a podcast. Podcasts having been rising in popularity for years. There are podcasts for almost every topic. They range from news, true crime, music, sports, etc. Podcasts have been around for decades, however, over the last five to ten years, podcasts have rose in popularity, leading to the rise in the number of podcasts available. There are podcasts for almost every interest that is someone could have.

The rise of podcasts makes creating a podcast centered around discussing popular culture and popular music a smart choice for answering the research question. However, developing a

successful podcast and understanding the history and rise of podcasts as form of storytelling and journalism would be key. Work by Goldberg, McHugh, Rebecca, and Tulley provide insight on how podcasting has become a powerful form of storytelling and journalism. The rise and change of technology have contributed to a change in how people consume media and how media is created. This led to a more storytelling format of journalism and podcasting fit that format. It caused a change in the way journalists write, report, and talk about news. The idea of keeping a storytelling and conversational format is key in developing a successful podcast. Works by Kiel and Quah talk about the rise and power of podcasts, allowing for a deeper look into how podcast rose in popularity and why they have become a go to method for consuming media and sharing information with a larger audience. For creating the actual podcast, articles like “Tips for Finding a Niche Idea for a Podcast” and “How to Develop a Successful Podcast” provide tips starting a podcast. For example, figuring out what story I am trying to tell, figuring out what the episodes will look like and deciding on what specific idea will be the focus of the podcast.

Developing the Podcast

After learning about the rise of podcasts and how to develop a successful podcast, the next step is developing the podcast to answer the question, **“How has popular music evolved over the years and how has that affected popular culture?”** In the development phase it must be decided, how the podcast would be recorded, where it would be uploaded to, how many episodes, how long each episode would be, what would be discussed in each episode and how the content for each episode would be found.

During the development phase, the podcast took several different forms. What the focus of each episode would be changed several times and the overall structure of the podcast changed several times. It had to be decided if there would be guests, if music would be featured in each

episode, if each episode would focus on a genre of music, an artist or time period in music. For the podcast to be successful, it had to have a narrow focus, a consistent structure, be conversational and present the information in a clear and organized manner. The goal is to grow a consistent listener base. In order to achieve that, listeners need to know what to expect when they tune into each episode. If they are unsure what to expect when they listen to each episode, they may be more reluctant to tune in to each episode. Which would prevent the podcast from growing further.

In the end the final form of the podcast was decided. The title of the podcast would be the “THE POPCAST” and a logo was created. The podcast would be recorded in the Falcon Radio Studio in the Kuhlin Center. There would be a total of ten different episodes, including an introduction episode and a conclusion episode. Each episode, minus the introduction and conclusion episode would be twenty to forty-five minutes in length, depending on the depth of the topic. Each episode would be uploaded to YouTube on my personal account, and it would also be cross posted onto the BG Falcon Media website. This would allow the podcast to reach not only people who found it through promotion on my personal accounts, but also those who check the BG Falcon Media website. An episode would also go live on Tuesday and Thursday until every episode was released.

Once the structure of the podcast was decided, next would be to decide what each episode would be. Popular music and popular culture are broad and large topics, so it would be difficult to narrow down the topics and decide what would be the best fit. However, upon during further research into the state of popular music today, especially among younger generations and in the age of the COVID-19 pandemic, what stood out was how music was being created, promoted and consumed by individuals. Those are the most prominent issues and topics in the ever-

changing music industry. While the music itself, style, lyrics, and individual genres are still important, looking at the how music has evolved in terms of technology, promotion, social media, etc., is an important angle that is lacking in research. Taking that into account, the podcast episode topics were decided to be the following:

- Genre and is it Still Relevant?
- TikTok and the Music Industry
- Independent versus Mainstream Labels
- Why We Listen to Music
- Why People go to Concerts
- The Rise in Vinyl
- The Rise in Music Streaming Services
- The Decline in the Idea of a Band

When developing the ideas for the podcast, much research had to be completed. First, reading and understanding what research was already available. That is when it was noted that there was already a great deal of research into the creation of music, emotional effects of music, stereotypes associated with music, and the history of genres. However, there is a lack of research into the how social media has affected the music industry, how genres are changing, staying independent, and just overall how the younger generation is shaping the future of the music industry.

So, in preparation for each episode, research was completed to have information for each episode. For example, news articles were found about genre, like the one in YPulse about generation Z's top genres and talking about people not categorizing the music they listen to. Also, several articles about TikTok and how it is changing the music industry, like ones by Whately and Riemer. There are also several articles about the rising sales in concerts after they came back following COVID-19, like the ones by Gensler and Whitten that mention the rise in ticket prices but there are still large increases in ticket sales compared to 2019.

There were news articles and studies done into these topics to provide a basis for each episode of the podcast. However, this information needed to be taken in, organized analyzed and applied to observations. The next part of the research was considering observations of the industry itself. This meant looking at TikTok and how music was being promoted and how people were finding music, looking at what music was released and if it would fall into typical genres or was it something that was genre less. This also meant taking the previous research into emotional effects of music, the history of music and more to see how that can be applied to the current data. Looking at emotional responses to concerts and looking at the history to understand maybe why bands aren't as popular in the mainstream music industry anymore.

The methods that were used for answering **“How has popular music evolved over the years and how has that affected popular culture?”** were a mixture of observation, application of already existing research and finding new and current information. However, the research also required understanding how the music industry has evolved with technology and how social media and generation Z are causing the evolution and changing of the music industry and popular music. While data and studies can give insight into popular culture and what society is enjoying and consuming, observing and taking note of what is happening in real time can often provide a better understanding. By looking and observing how people are listening to music, what they are listening and how music is being promoted, you can develop an idea and insight into what popular culture and society are creating and how it is affecting popular music and the music industry.

Data and research only provide a glimpse into popular culture since popular culture is about what is happening now. It is looking at what is being consumed and produced by the masses and everyday people. So, to understand popular music and popular culture of today,

observations are going to be the main way of research. You must look at TikTok itself, look at the music streaming services and look at what music is trendy. If you wait for studies to be published, what is popular may have changed three times already, that is how fast society moves. So, you must be on your toes and be observant.

RESULTS

What was found through the research lead to a better understanding of the state of the music industry and popular music today and how popular culture affects those topics and how they affect popular culture. To break down the results and what was found in the research, each episode of the “THE POPOCAST” is listed with what was discussed. Also included are the statistics on how many people listened to each episode. However, it is a brief description of what was found for each topic. To hear a more detailed description of each topic and its research, listen to each of the episodes on the topic. All data is as of March 19, 2022.

You can listen to all the episodes [here](#).

DATA AND RESEARCH FROM THE POPOCAST

THE POPOCAST Episode 1: What is Popular Culture and Popular Music?

Date uploaded: January 20, 2022

Views: 50

Length: 17 minutes and 11 seconds

This episode was an introduction to what the podcast would be, what the goals were and what popular culture is. This episode also introduced me, what music I enjoy listening to and why I wanted to do the podcast. It was more informal and shorter in length. No research was presented in this episode.

THE POPOCAST Episode 2: What is Genre?

Date uploaded: January 25, 2022

Views: 35

Length: 45 minutes and 37 seconds

In this episode the topic of what is genre and if music today should still be categorized into genres. There was research presented that talked about the idea that many people today are not calling the music taste one specific genre. It also provided data on how rap and hip hop are becoming a popular genre among generation Z (YPulse). It was also discussed that many artists today change up their style and do not fall into one specific style. Examples included Machine Gun Kelly moving towards rock and punk and the Lil Nas X hip hop/country cross over with “Old Town Road”. This episode discussed how sometimes genres can feel restrictive and how that can lead to less success. The idea of people still sticking to typical genres was also brought up and how there will always be artists who stick to their genre and people who prefer those genres so we may never be ever to completely get rid of the idea of genre. This episode also delved into how the genre of pop music is always changing and how there is not one sound that is pop. It all depends on what is popular (Harding and Sloan).

THE POPOCAST Episode 3: TikTok and the Music Industry

Date uploaded: January 27, 2022

Views: 28

Length: 46 minutes 44 seconds

The popular social media app TikTok is discussed in this episode. What was found through researching TikTok was that this app is great not only for finding music, but it is also a great way for music artists to promote themselves. A new music artist can post a TikTok talking about their new song, play a clip of it and they can get thousands of views, followers, likes, and shares in hours (Riemer). It is completely free, and they can get so much exposure instantly. It does not take a special skill set, so anyone can create a TikTok and become their own promotions team for no cost (Riemer). It was also discovered that there is no way to predict what will be a success, so each time an artist goes to promote their music, it is unclear if they will have

success (Whateley). Which means that artists with already established mainstream success may not get success on TikTok. Also, music labels can also have deals with TikTok to promote their music on the app, to try and help get exposure (Whately). They can put money towards trying to get their song or artists trending, which would put the song and artist on the music charts because songs that are popular on the app tend to trend on the charts, especially on Spotify. However, that does not always work.

On the listener side, many people find their next favorite song or artist because of TikTok. They find a song that is used in a trend, dance, or just someone talking about the song, and they can like it, add it on Spotify and share it (Whately). Which not only did they find a new song, but they are also giving that song or artists free promotion. If they have a large following, then that artist get more exposure, possibly gaining more listeners. TikTok users can also search for certain genres, or topics on TikTok to help find music, and TikTok has a music team (Whately). So, through the research into how the app works and how it is affecting the music industry, it became clear that if someone wants to have success as a music artist, they need to create a TikTok account. It is the future of music promotion and music success, at least at this point.

THE POPOCAST Episode 4: Sign with a Label or Go Independent?

Date uploaded: February 1, 2022

Views: 12

Length: 37 minutes and 10 seconds

This episode delved into the popular topic of whether an artist should sign with a major label or if they should remain independent. In this episode it is discussed how signing with a major label can lead to less creative control of music and look and how you are promoted. However, an artist would have more resources available to them. They would have nice studios, a team to help promote their music and resources to produce the best music. However, if an artist

remains independent, they will have more creative control, but less resources. With technology today they can make almost anything at home or rent a studio. However, it just may take more work to produce the music and see success. With social media like TikTok, they can promote themselves for free and reach just as many if not more people. And with technology and social media, more and more people are seeing success as independent artists and delaying or avoiding signing with a label. So, the music industry may be moving towards more and more artists staying independent and not signing with labels like Columbia Records.

THE POPOCAST Episode 5: Why We Listen To Music

Date uploaded: February 3, 2022

Views: 12

Length: 45 minutes and 10 seconds

This episode explores why people choose to listen to music and why they choose to listen to the music that they do. The episode focuses heavily on the emotional response associated with listening to music. The episode explores how there can be a sentimental or nostalgic feeling associated with certain music. When individuals listen to certain songs, they can associate a memory or feeling with that song. Even if the song itself does not necessarily address that emotion or memory, someone can still tie that memory or emotion with that song. For example, a happy song can be associated with a sad memory or emotion and vice versa. Music is versatile and can have different meanings and effects on everyone. Two people can experience a song in a completely different way. This episode also pulls in an article and a study that talks about why college students listen to music for emotional improvement and for enjoyment (Scoville). They can also listen to music that is similar as their peers (Scoville). So, college students can choose to listen to music to bond with their peers. Why someone listens to music is unique to each individual person.

THE POPCAST Episode 6: Why Go To Concerts?

Date uploaded: February 8, 2022

Views: 9

Length: 43 Minutes and 37 seconds

Episode six of The Popcast delves into the popular entertainment event that is concerts. Concerts have been a popular event for people to see their favorite musicians live for years. However, with the COVID-19 pandemic, concerts were not able to happen. However, in 2021 when concerts started happening again, ticket sales were at higher levels than they were in 2019 (Gensler). Tickets, especially ones for music festivals were at higher prices and they were still selling out quickly (Gensler). People missed the experience of concert and ticket sales were showing that. In this episode, the benefits of going to concerts are discussed. Concerts allow for people to express their emotions, experience hearing their favorite songs live, they can be around people who are all there for the same reason (Armao). They can experience music that has changed their life with people who also feel the same way. They can be themselves, let loose and have a good time. It can become like therapy for some (Armao). For some others, it is just a fun social event where they get to hear live music. Just like music itself, there is not one reason why people choose to go to a concert. Everyone gets something different from a concert. However, as discussed in the article that is mentioned in the episode, there are several benefits physically, emotionally, and mentally to going to concerts. Our brains cherish experiences more than physical objects, so paying the money for a concert is worth more buying an article of clothing or CD (Armao).

THE POPCAST Episode 7: The Rise of Vinyl

Date uploaded: February 10, 2022

Views: 11

Length: 29 minutes 24 seconds

In this episode, the trend of collecting vinyl that has been on the rise over the last five years or so. Vinyl sales have been increasing over the last few years according to the year Recording Industry Association of America or RIAA reports, even beating out CD sales (Pandey). Which is shocking since listening to vinyl is a more outdated method of listening to music and purchasing vinyl can be expensive. With some albums costing over fifty dollars or more. However, among younger generations, like generation Z, vinyl is becoming a popular collector's item (Pandey). New albums are being pressed onto vinyl and it is rare that new album by a major artists or band will not be released on vinyl as well. It can be tied to nostalgia, vinyl being viewed as art and just wanting to participate in a popular trend. Whatever the reason may be, the trend of buying and collecting vinyl records is not stopping. Artists are going to continue to release albums on vinyl and people are going to continue to buy them.

THE POPOCAST Episode 8: The Rise of Music Streaming Services

Date uploaded: February 15, 2022

Views: 8

Length: 39 minutes and 50 seconds

Episode eight of The Popcast explores the rise in music streaming services. There are many services for people to choose and pay a subscription service to have access to all the music they could want. There are services like Spotify, Apple Music, Pandora, Amazon Music, and more. The episode explores data from the RIAA annual report from 2020 that talked about how more people signed up for streaming services than in years prior (Millman). Using apps like Spotify are cheaper than having to pay for music. Songs used to cost over one dollar a piece and people can pay ten dollars a month and listen to all the music on Spotify advertisement free. They can take music with them on their phones and always have music available. The streaming services are taking over the world of music and are becoming the way that people listen to music all the time. No more paying for one song, music can be available as soon as it drops on Spotify

or Apple Music. They do not even have to pay for premium accounts, they can use the free version, listen to a few ads an hour and still have access to all the same music, create playlists, and take their music on the go.

THE POPOCAST Episode 9: The Decline of Bands?

Date uploaded: February 17, 2022

Views: 3

Length: 31 minutes and 28 seconds

Episode nine addresses the idea that the traditionally idea of a band, specifically in the world of pop music and the top radio hits. This idea spawned from a news article that mentioned the how over the last few years there have been a decline, almost disappearance of bands. Bands still exist in the genres like punk and pop punk, however, not in what is considered pop music. It is full of solo acts and artists collaborating, but not bands (Lynskey) This can be related back to the rise of technology. Someone can create music entirely by themselves with their laptop (Lynskey). There is no need to work with others. No need for compromising and needed others approval. It can be done solo, and they can get all the credit and fame. Of course, there are exceptions to this, but if you look at the overall charts and who college aged people are listening to and supporting, it all about solo artists (Lynskey). People like Arianna Grande, Doja Cat, and Post Malone. They want the whole package in one person, not a group of people.

THE POPOCAST Episode 10: The End...For Now

Date uploaded: February 22, 2022

Views: 8

Length: 17 minutes and 10 seconds

This is the conclusion episode to the ten-episode podcast series. This episode wraps and summarizes what was talked about over the course of the episodes. It also brings back the overall idea behind the podcast, exploring popular music and popular culture and how the two affect one another. This episode also talks about the possibility of more episodes in the future and how they

can delve into specific artists, review albums, go over new research and data. It concludes the series but still leaves the door open for future episodes.

FUTURE RESEARCH

The research area of popular music and how the two affect one another still has plenty potential to be explored further. The research done previously is only scratching the surface. Research can be done in several different ways and focused on in several different areas. The topics of popular music and popular are overarching and can be interpreted into several different areas of research. This opens the potential of future research even more. Also, with the music industry constantly changing as technology and social media evolves, the areas of research is only going to expand even more.

A good place to start would be to look at the RIAA year end reports from years prior. Looking back several years, even decades, as many are available, of the year end reports provide a foundation of understanding of the music industry. These reports have data on the industry revenue over the course of the year. Through these reports, a picture of how people are consuming music and how that has changed over the years can provide an understanding of where the music industry is going. An idea of when the shift to streaming started, when did vinyl start rising in popularity again, when did CD sales start to decline. The RIAA reports provide that information which can be valuable.

Another area of research that can be looked at further is through interviews with individuals. Interviews and conversations with people can provide valuable information. You can ask about their music listening habits, what kind of music do they prefer, thoughts on genres, music creation, music trends, how does social media affect their music listening habits. Sitting down and picking the brain of people who listen to music somewhat frequently in the age group

that you want to focus on can provide vital information to further or begin your research. They can steer you in a direction to explore and delve into or bring ideas that you may have not thought of before. However, it will be key to not let the information overwhelm or overcrowd the research. Picking one or two topics from the interviews will be key, do not take everything that is talked about and try to research everything. However, if you are interviewing people at a later stage of your research, make sure the interviews are focused in on what information you need. Do not ask questions that will steer away from the topics at hand. The interviewee can expand on other topics, but always come back to the main focus is important. You want to make sure you get the information that is needed to further your understanding popular music and popular culture.

For future research it may a good idea to look at what albums created a shift or change in the world of popular music. To look at the history of music from the perspective of albums can bring interesting perspective to the research. It would be especially beneficial to look at albums that may have not been a major success when they were first releases, but looking back at the time, they sent forth a possible change in the music that would be created and released in the future. They may have been doing something different and not what was being released and appreciated by the majority at the time. However, the music may have inspired many more musicians to do the same later that would become popular. Taking the time to look back at what music shaped the popular music and popular culture over the past decades.

Looking at what other elements of popular culture that could have affected the creation and appreciation of popular music. This research focused mainly on how social media and technology affected popular music. However, there are many other aspects of popular culture that can affect popular music. So, looking at current events, television shows, trends, anything

going on around people that could affect popular music. There is never just one main element that affects popular music. There can be something that affects it more, however, there are also many other small parts that could have an effect without even realizing it. Which is why taking a larger look at popular culture and how it is affecting popular music is important and can add an extra level into the already existing research.

On the podcast end of things, one element that could have been done differently would be to have guests on the podcast. It would be beneficial to talk those who are actively involved in the world of music. Those who are actively working in the industry would bring an interesting insight and outlook on the topics. They would offer opinions and ideas that you may have not thought of otherwise.

CONCLUSION

Overall, through the research it was discovered that popular music and popular culture influence one another. When studying popular culture and/or popular music you must look at the other one. What is going on in popular music can be linked to what is popular and relevant in popular culture. Social media, technology, and trends play a role in what types of music are produced and how people consume music. Also, what has been popular or relevant for a long period of time, may begin to fade in popularity. On the other end, what may have gone away in popularity or trends may make a resurgence. Also, you can never quite predict what may become popular, trend or become a number one hit. Popular music is always changing, so you must pay attention to what is going on in the world and constantly checking in on what is trending to understand the state of popular music.

However, this research showed that popular music today does have ties to research in the past. People today are still listening to music because of the emotional ties and nostalgic feelings

attached to music. People still attach some sort of emotional meaning to the music that they enjoy, even if the emotion that is attached to the song is not the same emotion expressed in the song. Also, concerts and vinyl records are still a major part of popular music today. However, elements like genre and the idea of band may be disappearing or adapting in the world of popular music. Those mixed with the everchanging world of social media and technology create an opportunity for new developments and expansions for both popular music and popular culture. So, only time will tell where all those elements combined will take the research areas of popular music and popular culture. However, it is certain that to understand the one, you must understand the other. They work together to create interesting and information full areas of research.

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