DECIPHERING TAYLOR SWIFT

A TEXT ANALYSIS APPROACH ON TAYLOR SWIFT´S DISCOGRAPHY

UNIVERSITÄT BAYREUTH

MOTIVATION

Taylor Swift's lyrics have become anthems for millions, charting her transformation from country sweetheart to pop legend. With the help of different text analysis methods, this project hopes to uncover the emotional layers of her songwriting and to decode the transformation in her music, unveiling the artistry behind her massive impact.
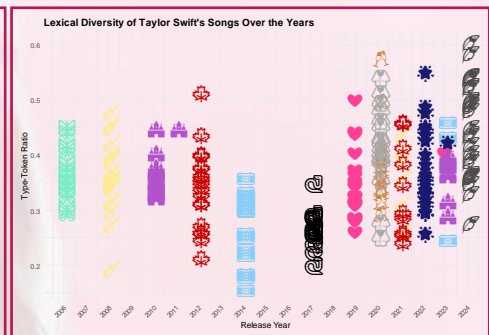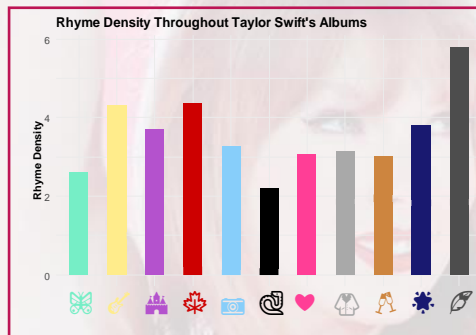
RESEARCH QUESTIONS

Taylor Swift
Fearless (TV)
Speak Now (TV)
Red (TV)
1989 (TV)
reputation
Lover
folklore
evermore
Midnights
The Tortured Poets Department

1. **How have Taylor Swift's lyrics changed over time in terms of structure and complexity?**
2. **What are the main emotions displayed in Taylor Swift's song lyrics, and how do they vary across albums?**
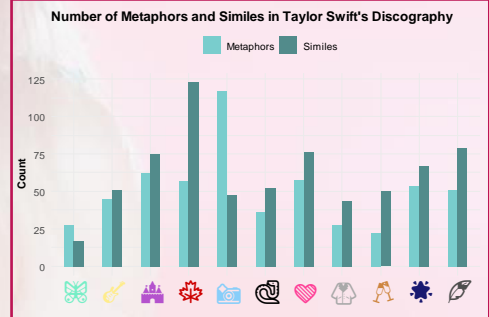
ANALYSIS & RESULTS

Research Question 1:

- Taylor Swift's lyricism is consistent throughout all her eleven albums

- Slight increase in Lexical Diversity and Rhyme Density in her later albums

- Her latest album seems to be the most complex one (while also being the saddest)

Rhyme Density Throughout Taylor Swift's Albums

Lexical Diversity of Taylor Swift's Songs Over the Years

Research Question 2:

- Sentiment and Emotion Analysis show that Taylor conveys a lot of different emotions in all of her albums

- In her first five albums the predominant emotion is joy, from her 6th album on, other, mostly negative, emotions are coming to the front

Number of Metaphors and Similes in Taylor Swift's Discography

Average Sentiment Score per Taylor Swift Album

Distribution of Emotions Across Taylor Swift's Albums

emotion: anger, disgust, joy, surprise, anticipation, fear, sadness, trust

Most Common Emotion in Each Album

emotion: anticipation, fear, joy, sadness, trust

Dataset:

- Includes song title, lyrics and release year for each song on an actual album (in between releases are ignored)

- For a better timeline depiction, the original release year of the album is used for all Taylor's Version (TV) albums

- However for „From The Vault" tracks, the release year of the re-recording (if already out) is used

Rebekka Koch
Economics M.Sc. + „Data Literacy"
bt710829@uni-bayreuth.de

Mirco Schönfeld
Junior Chair of Data Modelling and
Interdisciplinary Knowledge Generation