Politecnico di Torino — SmartData@PoliTO

SmartData

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On the dynamics of music virality and its relation with mainstream success

ABSTRACT

Songs going viral are not new. Still, this phenomenon has reached new heights with the popularization of the Web and social platforms, which allow songs to achieve worldwide hit status almost instantly. The goal of this research is to analyze the phenomenon of music virality and its relation to mainstream success from a computer science perspective.

We assess this goal through three distinct steps: characterization, causality analysis, and modeling. Artist-related and temporal features are among the most relevant indicators to differentiate hit and viral songs. Overall, this work reinforces the differences between the concepts of virality and success besides their symbiotic relationship driven by social platforms, contributing not only to the research in the intersection of computer science and music, but also to the music industry.

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