Making waves through music

An investigation into how pop music has influenced and created group identities - altering the fabric of social norms, expectations, values and beliefs at ALL levels of society.

(A Generation X and Z comparison)

Contents

Introduction

Pop music has a significant influence on creating group identities - altering the fabric of social norms, expectations, values and beliefs at all levels of society. This research is of interest to me as I am one who has been impacted by music and the power artists and music holds in creating group identities as well as connecting me with my family and friends. Almost everyone has a music type they like for any particular reason, depending on how it makes them feel or if it reminds them of a particular moment in time. Whether you love music or not, everyone has some sort of connection with it, for example if you're listening to music while exercising or going to concerts with friends and family. Music has started to become more powerful in the sense of the artist 's voice putting ideas forward and writing about certain topics in their songs for people to be more aware of or to bring more attention to such as the Me Too movement[1] and Black Lives Matter[2].

This PIP will explore the following sub questions, as it answers the overall research question: Pop music has a significant influence on creating group identities - altering the fabric of social norms, expectations, values and beliefs at ALL levels of society. (generations - X and Z). 'How does music drive change or maintain continuity at a micro level?'How did the rise of boy bands impact and drive social norms and values on a macro level? And How has the subsequent rise of strong female musicians shifted the patriarchal western values of each generation? These are the focus questions as they talk about the continuity and change between the two generations as well as including how the different genders play different parts in influencing society. Through this exploration it will create a broad research into how music has influenced us on creating group identities.

The cross-cultural perspective through the generations displayed the similarities and differences between Generation x and Generation z and how the music industry has shifted their social norms, expectations, values and belief through the society's amongst the Generation x and Generation z. The findings of what continued with the influence on music

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[1] 'Me Too. Movement' (*me too. Movement* 2 April 2024) <https://metoomvmt.org/> accessed 24 July 2024.
[2] 'Home - Black Lives Matter' (*Black Lives Matter* 11 July 2024) <https://blacklivesmatter.com/> accessed 24 July 2024.

and what changed gave a deeper understanding into how powerful the music industry is in regards to creating group identity. The main key finding was that technology was the main change within the music industry and how people were receiving and listening to music between the two generations. But a continuity was the connection music has in bringing people together and uniting like minded individuals.

Both secondary and primary methods were used. Secondary data was drawn from the following sources: academic journals, news websites, documentaries, and professional websites. Primary research used were personal reflection, content analysis and questionnaire, all giving a range of different perspectives on how music affects society and the different ways people have personally been impacted. With the questionnaire it will give a deeper insight to personal opinions and experiences through a couple different generations and compare how each are influenced and impacted.

The importance of this research is to showcase the value music has in society and the power it holds within people within self identity and creating group identities. I was surprised to see the low connection individuals had with the artist themselves in Generation X, but also in Generation Z , though this was not as pronounced. Many stated that music artists don't shape their morals or beliefs but they enjoy their music and feel it connects them to friends and family through moments and experiences. Overall it is important for artist and people to understand the power music and artists have in influencing society in views and creating social identity amongst groups.

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For most of my life I have had a love for bands, including ABBA, Little Mix and One Direction. Listening to their music, watching live performances and music videos has always been a hobby of mine growing up. The memories and relationships I have built through these bands are some I value very closely. My twin sister and I loved talking about these bands and listening to their music which has brought us very close. My dad always likes to learn the names of artists and dance to their music which demonstrates the impact music had in my life at a micro level.

As a result of this passion, my intention was to uncover if all people have this same connection with music. Therefore, the influence and attraction of contemporary pop stars such as Taylor Swift became a key focus of my secondary research. On her latest tour "The Eras Tour" she was unstoppable. The influence and power she has had over millions of people at a macro level, regardless of age and ethnicity, was striking, and made me realise how the influence of a pop star really does have a huge impact on people. A particular insightful source that helped me consider cross generational was the Miss Americana Documentary[3] which showcased the personal and professional life as an artist and how they cross over with her beliefs and political views. Another insightful source was the One Direction Documentary: This is Us[4] documentary which made me think about the impact these artists had on young people and the influential power they had on them. Both these documentaries really humanised the artists and gave a different perspective on who they are.

I decided to use a personal reflection as one of my primary methods as it gave the PIP more authenticity and it gave ideas to branch into when creating my chapters and certain topics I considered to be impactful. Additionally I conducted a

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[3] L.Wilson (dir.), *Miss Americana* [film], (Tremolo productions, 2020).
[4] M.Spurlock (dir.), *One Direction: This is us* [film], (Syco Entertainment, 2013).

questionnaire for Generation X and Generation Z. This was very insightful to compare the answers between the two generations and figure out what has changed and what has remained the same within the influence music has on people. The primary research gave a deeper understanding into how people feel music has impacted them on a personal level and It was interesting to see what most thought about how they enjoyed music but finding that the actual artist did not have a personal impact to most people was very interesting.

In my secondary research I looked at a range of sources including journal articles, news media and documentaries. Two highly influential sources directed and focussed the final scope of my research.[5] [6]. Exploring and cataloguing the power music has on society and how music connects people together, helped support my overall PIP, as the secondary research validated my overarching thesis that music is the greatest driver of the creation of group identity, for all levels of society.

Time management was a bit of a struggle when writing and researching for the PIP. Pacing the PIP journey became tricky at times but doing bit by bit really helped to complete the PIP process.

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[5] L Peralta, 'Impact of Music on Society - Sociological Effects' (*Save The Music Foundation*3 November 2021) <https://www.savethemusic.org/blog/how-does-music-affect-society/> accessed 24 July 2024.
[6] Greater Good. 'How Music Bonds Us Together' (*Greater Good*2016) <https://greatergood.berkeley.edu/article/item/how_music_bonds_us_together> accessed 24 July 2024.

Chapter 1 - How does music drive change or maintain continuity at a micro level?"

Music is critical for us individually and for our overall well being and to the connection with others. At a micro level this is best seen as listening to music at home, screaming songs at the top of your lungs with friends. "the feeling of connection and belonging being able to sing along to lyrics with thousands of other people with the same love for the artist, music and belief." [7] This is particularly experienced by people who attend concerts. Through many years of music many changes and continuities have occurred such as advancements in technology and the concert culture. The emotions experienced by music listeners are very intense and can affect a person's mood. "Helps me relax. Friends/family - helps connections over likes, dislikes and shared experiences."[8] stated one respondent into the different ways music impacts their life at a micro level.

Music is a powerful way of connection, bringing people together. As people listen to music, dopamine is released, making it an addictive and enjoyable experience. The shared universal emotions and enjoyability felt when listening to music connects and brings people together. A sense of empathy is created as individuals share similar interests and emotions over songs, building bonds and a sense of belonging between people. Music also brings people together by allowing individuals to connect with like-minded people. Special reactions in the brain occur when people listen to their favourite music and hold personal significance and can remind people of memorable feelings, memories and emotions.[9] Music is like a social glue as it can bring together small groups and big groups through the bonding experience created when listening to music with other people. "Rhythm in music that helps us to sync up our brains and coordinate our body movements with others, and that's how the

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[7] Primary Method: Personal Reflection
[8] Primary Method: Questionnaire
[9] Laura Ferreri and others, 'Dopamine Modulates the Reward Experiences Elicited by Music' (2019) 116 Proceedings of the National Academy of Sciences of the United States of America 3793 <https://www.pnas.org/doi/full/10.1073/pnas.1811878116#sec-2> accessed 8 May 2024.

effects can be translated to a whole group."[10] Which helps enhance coordination in group tasks because of the feeling of closeness and cooperation. "Music has helped me connect closer with my dad as we love to dance to music together, also has made my bond with my sister stronger as we attend concerts together which are memories we'll cherish forever."[11] described in the personal reflection of the impact music has on connecting people to family members and bonding.

Universal emotions connect and bring people together. A sense of empathy is created as individuals share similar interests and emotions over songs, building bonds and a sense of belonging between people. Music also brings people together, allowing individuals to connect with like-minded people. For example, concerts: "There is such a beautiful feeling when going to concerts, the feeling of connection and belonging being able to sing along to lyrics with thousands of other people with the same love for the artist, music and belief"[12]. This evidence provides insight into how music can bring people together through the joint musical experience, wherein similar emotions are released that enhance the sense of empathy and connection amongst the audience. Alongside this universal connection, music also holds personal significance, reminding people of memorable feelings, memories and emotions. Both micro and macro connections occur when people go to a concert. On a micro level, the music holds personal significance, allowing individuals to relate to their personal memories, emotions and experiences. However, the large joint experience creates a sense of universality, connecting like minded people on a macro level. Through similar music tastes people have created friends as some stated through the questionnaire. "I hung out with the people who associated with this type of music"[13], "Allowed me to interact with friends at a deeper level due to the content in the lyrics."[14], "yes its helped me make friends because we have shared music taste"[15]

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[10] 'How Music Bonds Us Together' (*Greater Good* 2016) <https://greatergood.berkeley.edu/article/item/how_music_bonds_us_together> accessed 31 July 2024.

[11] Primary Method: Personal Reflection

[12] Primary Research: Personal reflection

[13] Primary Research: Questionnaire

[14] Primary Research: Questionnaire

[15] Primary Research: Questionnaire

Over the past 50 years, the way people stream music has drastically changed due to increased technological advancements. Cassette tapes, ipods and walkmen, were a common way of streaming music in the 70s-90s. Fast forward to the modern 2000s due to the massive increase of iphones. Through the use of apps such as apple music and spotify people have more access to different styles and genres of music. This shift in the way of streaming has had a significant impact on both consumers and the music industry. The artists have been affected as how many streams the song gets the money doesn't go straight to the artist. For listeners the use of ai in these apps suggests songs they might enjoy which creates a more personalised listening experience, as they discover new artists and genres tailored to their tastes. Since the introduction of Spotify wrapped in 2016 listeners have had a more personal link to what they listen to. In the way that people are having a personal message from creators they listen to, which is important in resting group identity. These personal messages are an internet source interacting at a macro level and speaking into peoples micro worlds. And encouraging people to maintain their identity as a swiftie or a directioner because they are participating in that global community. However, as consumers increasingly opt for the convenience and affordability of streaming online, traditional music formats have experienced a decline in sales and relevance.

Throughout many years of music and many changes there are still many things that remain the same. Music always had a power to unite people and bring them together. Concert culture has also remained one of the strong factors within the music industry to continue to bring people together and will continue to thrive in the future years. "Enjoying attending live concerts with family and friends - some of these are very special memories." [16] said one interviewee confirming that concert culture is very much alive with being able to connect with people due to common interest and share special memories together with friends, family or new people they just met. Through the questionnaire, the majority of people said music brings them closer to their family and friends due to the common interest of music taste and or just vibing

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[16] Primary Research-Questionnaire

together.

In conclusion, at a micro level music brings people together and holds special memories in people. At a biological level, music has an intensively positive impact on an individual's mood, sense of belonging and connection with others. Finally, music has importance through creating new concert cultures, which further build positive group identity. As a result, a further important concept in this investigation is how commodification is used in the music industry.

Chapter 2 - How did the rise of boy bands impact and drive social norms and values on a macro level?

Boy bands are generally pop groups who contain 4-5 young men who make music and create an image which targets young teenagers. The evolution of these boy bands started from the 1970's and ever since have grown to current to present day. The impact and drive they have created has increased over the years and they have become an integral part of social norms. The rise of boy bands from the Beatles to modern day K pop band BTS has created social norms and values at the macro level. Many pop groups gain popularity out of social and cultural events of the time E.g in The 1970's Woodstock. The wide spread in globalisation all across the world also made the expansion of boy bands even bigger as well as commercialisation is being used. Companies use boy bands as a promotional tool to help promote the band and make them part of modern culture for teenagers.

The rise of supergroups has been rapid since the late 1960's with the first well known band The Beatles. The world had never seen hysteria and obsession by the young teenage girls.This coincided with the change in society and values as the start of the 60's brought many changes to the way people viewed their life. The rise of boy bands was especially the first big group that made an influential impact on society and spread globally. The major events that were happening across the world influenced the creations of certain bands. In the 19670's Woodstock was a major festival which promoted freedom and equality within hippie culture as well as in bringing rock music to the people. The festival was powerful as it brought such diverse people together who were all protesting for social change and supported Independence and individualism. Artists like Jimi Hendrix were described as "A shining symbol of the countercultural movement, he represented this call to challenge mainstream norms and embrace individualism".[17] who was one of the many artists who really benefited from the Woodstock festival. Over the years as boy bands have gotten more popular so have the influential impact of these groups. Bands wanted countercultural to create change as well as being people's role models. They were doing this because it sold and was motivated by profit.

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[17] Maria Ntanika, 'Peace, Love, and Music: The Enduring Impact of Woodstock on Society and Culture' (*Mass Media and Culture*6 April 2023) accessed 28 July 2024.

Through the advancements of technology boys bands started to spread globally. In regards to fans as well as the trends of boy bands in general such as Korea who created K-pop which includes current and well-known bands such as BTS. The trend spread globally as music provoked people to do things that were new and different because the method worked. Creating fans all across the world meant the influence the bands had was even greater. Technology created a big change between how the spread of boy bands occurred from now and back then. Since the launch of twitter in 2006 it has made connection with the band and fans easier. Fans also love to make tweets about updates on bands and create a fan base online while connecting with like minded people. The use of modern technology such as social media or even just the internet made the popularity and love for these bands just rise. The connection between the artist and fans turned into a very parasocial relationship. "Designating a relationship characterised by the one-sided, unreciprocated sense of intimacy felt by a viewer, fan, or follower for a well-known or prominent figure (typically a media celebrity), in which the follower or fan comes to feel (falsely) that they know the celebrity as a friend."[18] Having the online connection with a celebrity that is only one sided can become an addictive relationship as it turns into a security blanket which then prevents the individual from finding real life relationships. Many young teenagers become very obsessed with these bands and think they know them at a personal level. When in reality its a false connection. When boy bands travel the world to perform and the fans see them in real life, they often get overwhelmed with emotions due to the psychological factors due to what false connection they have created. "I cried when I first saw Harry Styles up on the stage and to see him in the flesh was such a surreal moment I will never forget"[19].
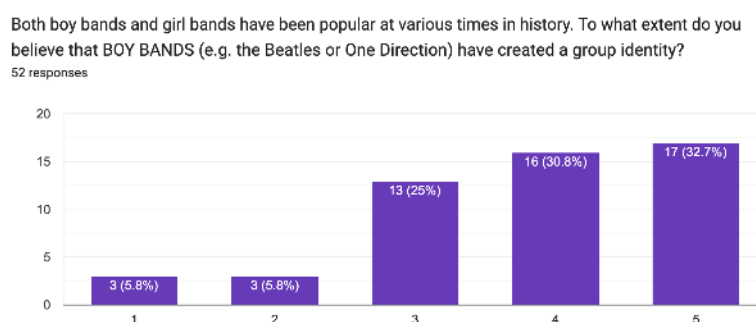
When the bands and music artists have a fandom the influence they have is even greater. People really like to have a role model and influence they can look up to idolise. Many of their songs can influence a person's emotions or link to a certain memory. Through the questionnaire a lot of respondents said similar things along the

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[18] 'Parasocial, Adj. Meanings, Etymology and More | Oxford English Dictionary' [2023] Oed.com <https://www.oed.com/dictionary/parasocial_adj?tab=meaning_and_use> accessed 30 July 2024.
[19] Primary Research Method: Personal Reflection

line. "influenced a mood at the time of listening to their music."[20], "I only have to hear one of their songs and memories of specific times in my life flood back."[21], "Makes me feel positive and has a good influence on me if having a bad day"[22]. These fandoms had influence within each other, people did certain things or wore merch to fit in. "Absolutely! For a really long time when I was younger I would closely follow the band members almost in a parasocial relationship as well as try to follow the trends within that community."[23]- described one respondent. Through the questionnaire it found that 32.7% of the respondents believe that boy bands have created group identity to a great extent. Most of the respondents replied from 3-5 of how impactful boy bands were in creating group identity. But the higher the respondents replied with were commonly generation x. Which shows Generation X had the biggest influence from boy bands.

Both boy bands and girl bands have been popular at various times in history. To what extent do you believe that BOY BANDS (e.g. the Beatles or One Direction) have created a group identity?
52 responses

Figure 1- Boy band impact on group identity.[24]

Commodification is described as "A social process by which an item is turned into a commodity in readiness to be traded. The process relies on marketing strategies with the aim of producing a perceived value in the item,"[25] This was a very

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[20] Primary Research Method: Questionnaire
[21] Primary Research Method: Questionnaire
[22] Primary Research Method: Questionnaire
[23] Primary Research Method: Questionnaire
[24] Primary Research Method: Questionnaire
[25] Alexander Moscovis, 'POPULAR CULTURE CONCEPT FOCUS: IDENTITY, VALUES, COMMODIFICATION and COMMERCIALISATION HSC Depth Study -Popular Culture' 119 Journal of the Society and Culture Association CultureScope 2020

powerful tool in getting the band's name out and creating a culture amongst people. For example One Direction turned into a huge commodity, their face was printed on everything, towels, lunchboxes, shirts, tooth brushes, you name it their face was on it. This meant all these teenagers were wearing and buying these products then the next person wanted to get on the train. This created a culture amongst their fan base which created a self identity amongst the teens. The use of commodification really helped One Direction as the fan base they had, was people they had influential power on which meant their values were influencing so many. Producers and organisations such as Simon Cowell, Billboard and X Factor all had a major influence on the commercialisation as they would identify a trend within the industry then find a band to match the brand. For example Simon Cowell was selling the product of One Direction and made heaps of money from them.

Overall Boy bands did have a massive impact on the drive of social norms and values on a macro level. The power they had on young teenagers across the world and the emotional effect they had on their choices and values was critical. The use of technology has contributed to the rise and globalisation of boy bands.

<https://sca.nsw.edu.au/wp-content/uploads/2020/12/11_Culturescope-Vol-119_Pop-Culture-concept-focus.pdf>.

Chapter 3 - How has the subsequent rise of strong female musicians shifted the patriarchal western values of each generation?

Boy bands lead to the rise of girls bands, having girls bands then helped solo artists to establish their own voices such as Beyonce or branched off from her original band Destiny's child. They launched the careers post band of very successful solo ventures. Female musicians' music very much challenged the patriarchal western values throughout the years. The idea of patriarchy is described as "upholds men's systemic dominance over women, justifying male superiority and rejecting equal structures in both public and private spheres of life." [26] which is something that needs to be changed and has been worked on throughout the generations. A big question asked in the questionnaire asked " To what extent do you believe that GIRL BANDS (e.g. Spice girls or Little Mix) have created a group identity?" with 48% replying to 4 as their choice out of 5 was quite surprising in comparison to the boy bands.[27]

Both boy bands and girl bands have been popular at various times in history. To what extent do you believe that GIRL BANDS (e.g. Spice girls or Little Mix) have created a group identity?
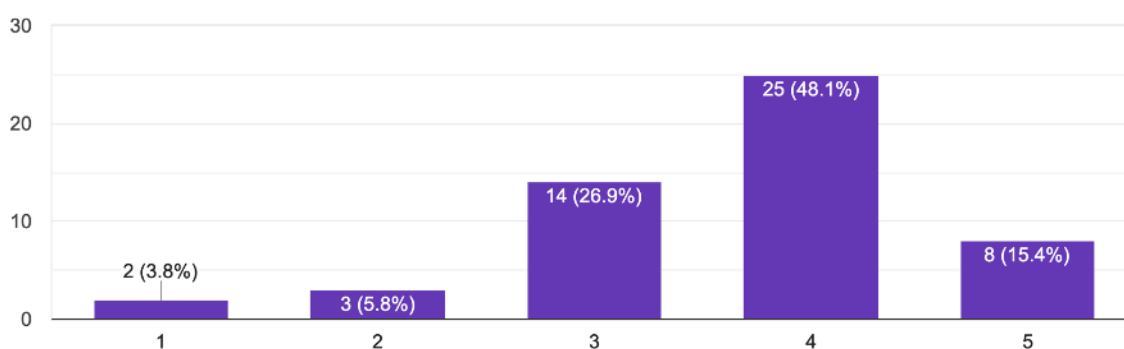52 responses

Figure 2- Girl band impact on group identity

The rise of strong female groups only came after the rise of boy bands. One of the first impactful girl groups was the Spice girls who formed in 1994 and split up in

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[26] Parveen Azam Ali and Paul B Naylor, 'Intimate Partner Violence: A Narrative Review of the Feminist, Social and Ecological Explanations for Its Causation' (2013) 18 Aggression and Violent Behavior 611
<https://www.sciencedirect.com/topics/social-sciences/patriarchy#:~:text=Patriarchy%20is%20defined%20as%20an,and%20private%20spheres%20of%20life.> accessed 4 August 2024.
[27] Primary Research Method: Questionnaire

2001. Having a collective group of girls all performing and singing together was very powerful for young girls to look up to. Especially regarding the Spice girls, all having their own stage names this meant each individual could relate to one and idolise them. Their songs very much promoted sisterhood, individuality and acceptance as well as inclusivity and empowerment.[28] These values really had an impactful change on how young girls viewed themselves and each other and united so many people together which is why the Spice girls were so successful. Over the years many other girl groups were formed to promote similar values. Such as Little Mix who were formed by X Factor in 2010 and recently broke up in 2021. Over those 11 years they created. Through the personal reflection it was stated the impact little mix hated on an individual. "For example, Little Mix is a strong female band I look up. Their music gives people confidence and empowerment through their lyrics and powerful performances. Another positive is the connection it brings between my sister and I. We love listening to their songs and each has a member we look up to."[29]

When girl groups got really popular in their own countries they started to spread on a global level, the fans started to spread globally as well as the trend of girl groups. For example Black Pink who are a well known K-pop group from Korea jumped on the trend of girls and have an impactful influence on not only people in Korea but at a global level too. Not only girl groups have shifted the patriarchal western values but individual female artists have had a huge impact of challenging society's expectations on women. Through the questionnaire it asked "Could you please explain who you think has been the most influential music artist over the last 10 years?" and about 60% of respondents stated that Taylor Swift was the most influential, which is a huge deal, in the amount of power she holds as a woman in the music industry.[30] Taylor Swift had Big Machine Records as she has no ownership of her own music. She needed to regain the power over her music, so she proceeded to re-record all her previous albums and label them as (Taylor's version) as it gave

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[28] Liz Marie, 'Amazing Personal Branding Examples: SPICE GIRLS' (*Liz Marie Strategy* 28 May 2021) <https://lizmariestrategy.com/personal-branding-examples-spice-girls/> accessed 2 August 2024.

[29] Primary Method: Personal Reflection
[30] Primary Research Method: Questionnaire

her ownership and control. Beyonce, another female icon created her own streaming platform to rival spotify and apple music by preventing the monopoly of the big companies and shifted patriarchal western views. This is a massive move by Beyonce as it is accessed globally by many and displays a strong women in the music industry.

Many of these female artists have a major influence on young teenagers, especially teenage girls. They are idolised and looked up to so it's important for these artists to acknowledge the power they have. Music has been a powerful source for women to have a voice and bring up political topics through lyrics. Little Mix are very well known for this, with songs such as, Joan of Arc, Women like me, Women's world, Power and many more, all talking about female empowerment and the struggles women face. Their song Salute is all about challenging those gender stereotypes of men being the stronger gender and the idea women should not be judged on how they look or dress.[31] This gives young girls empowerment and strong girl power when they sing this song. One of their hit singles 'Women like me' came from the idea of modern women and how they are more outspoken and are not limited in their voice and what they can do. ""Could you fall for a woman like me?" It's a striking question — could men accept women as their natural and powerful selves? Untainted by societal expectations and outdated values? Could men accept the idea of women being equally strong and powerful?"[32]- Stated from Genius talking about the power it holds. If men can't accept you for who you are then you're not the problem. In the same album Little Mix released a song called 'Women's World' talking about what it is like living as a woman day to day and how women are viewed as well as the inequality women have to face. This song was inspired by the 'Me too' movement which aims to stop sexual violence in ways of healing and leadership. Sexual violence is sadly a very common experience a lot of women face. Taylor swift has a massive sexual assault case which brought up a lot of issues and raised awareness to women to be careful as anything can happen. Taylor Swift says "It's

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[31] 'Little Mix – Salute' (*Genius*2014) <https://genius.com/Little-mix-salute-lyrics> accessed 4 August 2024.

[32] Protest How, 'Afterglow' (*afterglow*15 November 2018) <https://www.afterglowatx.com/blog/2018/11/15/songs-of-protest-how-little-mix-broke-the-looking-glass> accessed 4 August 2024.

my opinion that in cases of sexual assault, I believe the victim,"[33] then further talks about how demoralising the process was and wanted to talk about this topic to bring awareness into how important it is for young girls to step forward and not be afraid.

The role of commodities has started to play a huge factor amongst the artists and their marketing. Many celebrities now make their own separate brands or sell merchandise of different types of things. For example Rihanna created her own make-up brand to promote having fun with make-up but also allowing all women to feel included with all different skin types and colours. Many artists make perfumes so if people like the smell they identify it with the artist like Ariana Grande is very well known for her lovely smelling perfumes. Commodities play an important role in influencing people as people always want what other people have so the more one gets popular the more people will buy the product. Which then creates a group identity as people want to feel included.

Overall female artists/ bands have had more of an impact on individuals over the years in regards to self- empowerment and the fight against gender stereotypes and sexualisation.

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[33] 'Taylor Swift Discusses Sexual Assault Case and Says She Will Always "Believe the Victim"' *The Independent* (6 March 2019) <https://www.independent.co.uk/life-style/women/taylor-swift-sexual-assault-victim-case-ell e-magazine-a8810686.html> accessed 4 August 2024.

Conclusion

Overall through the research it was found that music definitely does have a big impact on creating group identities as well as altering the fabric of social norms, expectations, values and beliefs at ALL levels of society. But in more modern groups the influence directly with the artist was not as common found through the questionnaire. But in the past years when the bigger, more iconic group did have an impact on people at a more personal level.

Music is the key drive in change and maintaining continuity at a micro level as the experience music brings will always remain the same but as technology evolves so will the music but the impact on people's lives will forever stay the same. The power music has in bringing people together through shared experiences such as concerts or memories and interest is something so special and will forever continue. The importance it carries onto our well-being and helps to boost mood will always remain a great deal.

Boys bands have such a big impact and drive on social norms and values on a macro level through the use of technology and globalisation which helped them expand. The parasocial relationships created by the fans meant that these boy bands had a big influence on young teenage girls as these girls thought they had an emotional connection with these individual boys.

Through the rise of boy bands then came the rise of girl bands. This meant more of an idol for young girls to look up to and role models. The rise of strong female artists also came to rise, discussing political issues within their lyrics and standing up for women as well as shifting patriarchal views on women. Singing about sexual violence and gender equality to bring awareness to these social issue and to advocate change to them. The impact they have on girls and boys for self-identity and expression is something that is so needed in a world of social media.

The cross-cultural component of generation X and Z was very interesting to see who they grew up with and looked up to. As Well as seeing the difference in what level these artists were impactful for these individuals.

It was gathered that more through Generation X these bands had massive influence on memories and connection with other people through concert culture. Whereas in Generation X it was discovered that the bands didn't have as much of an impact at a personal valuable level compared to artists such as Taylor Swift who has made well known across the world and holds a huge influence on young people.

This PIP is necessary as people need to understand the impact artists have on people and how influential they can be. They can also shift views and perspectives on ideas that might not be known and help empower people.

Annotated reference list

Primary Research Methods

<u>Personal Reflection</u>

The Personal reflection gave a deeper understanding into this topic, to hear from someone who is a fan of a lot of artists and to understand the impacts these artists have at a micro level as well as the connections they bring at a macro level too. It was found that the power music brings to family, through concerts and watching live performances and interviews on Youtube. This method was useful throughout the PIP as it backed up a lot of secondary research that was found within all three chapters.

<u>Questionnaire</u>
The use of a questionnaire was very helpful in comparing both Generation X and Z and what their thoughts were on the impact both boy band and girl bands had as well as what impact they had on their lives. This method gave a deeper understanding into how people feel music has impacted them on a personal level and It was interesting to see what most thought about how they enjoyed music but finding that the actual artist did not have a personal impact to most people was very interesting. This method was used throughout all three chapter as many respondents talked on topics which linked to all parts of the PIP.

Secondary Research

Santero, N, *'Nobody Can #DragMeDown': An Analysis of the One Direction 'Nobody Can #DragMeDown': An Analysis of the One Direction Fandom's Ability to Influence and Dominate Worldwide Twitter Fandom's Ability to Influence and Dominate Worldwide Twitter Trends Trends Part of the Broadcast and Video Studies Commons, Communication Technology and New Media Commons, Journalism Studies Commons, Mass Communication Commons, and the Other Communication Commons Repository Citation Repository Citation*. , 2016, <https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=3731&context=thesesdissertations>.

The main ideas expressed were the dominance Directioners have on twitter and worldwide. The thesis focuses heavily on significant events in 2015 such as week-long tribute for the 5-year anniversary and the twitter trends associated with there world tour "On the Road Again". The writer's perspective is very strong on the view point and can see the impact Directioners have over twitter. There could be a bias in this article as the person might be a Directioner themselves or they have only looked at One Direction in twitter and not considered other fandoms that could be more powerful. This could be useful in my pip as it talks about globalisation and the power a certain culture group has on social media at a macro level.

'Taylor Swift and her fans are changing the rules of the game'. in *The Varsity*, 2023, <https://thevarsity.ca/2023/11/11/taylor-swift-and-her-fans-are-changing-the-rules-of-the-game/> [accessed 13 November 2023].

This article talks about the power both Taylor swift and fandom have on breaking down boundaries and revolution of fan culture. It touches on the regain in empowerment and the revolution of Taylor Swift ,as well as her music and her era's tour which cover songs in all of Taylor's albums. The perspective of the author is on the impact Taylor Swift and her fans have globally and the underestimated power of fangirling. There could be bias in this text as the author could be a fan of Taylor's and only looks at certain topics that she'll know a lot about rather than from a range of perspectives. This could be useful in my pip

when talking about globalisation and female influence and empowerment of female singers to break down female stereotypes.

Peralta, L, 'Impact of Music on Society - Sociological Effects'. in *Save The Music Foundation*, 2021, <https://www.savethemusic.org/blog/advocacy/how-does-music-affect-society/> [accessed 13 November 2023].

This article talks about the impact music has on society. It talks about how much it has the power to change one's mood and view on life. Music helps us connect, feel our feelings and cope with difficult times. The perspective is music is powerful and has influenced many generations, it can cause humans to feel certain emotions like happiness and sadness as well as changing one's behaviour. This could be a bias as they may have only gotten their research from people who love music and feel connected to it rather than people whose life doesn't necessarily revolve around music. This could be helpful in my pip as it talks about the power of music and how it can influence certain behaviours and encourage specific emotions.

'How Music Bonds Us Together'. in *Greater Good*, 2016, <https://greatergood.berkeley.edu/article/item/how_music_bonds_us_together> [accessed 13 November 2023].

This article talks about how music bonds us together, talking about how playing music together can create closeness as endorphins are being released. Music is everywhere at events, shops, cars etc, and there is a special part of our brain that processes music which supports the idea that music is an important function in our lives. The perspective is that we are designed to have music in our lives and it is one of the key features that help humans bond together. This could have bias as it could only go off what scientists are saying rather than a range of everyday people. This could be helpful in my pip as it discusses bonding which then creates social groups and talks about why music is so important to the human kind.

Ferreri L and others, 'Dopamine Modulates the Reward Experiences Elicited by Music' (2019) 116 Proceedings of the National Academy of Sciences of the United States of America 3793 <https://www.pnas.org/doi/full/10.1073/pnas.1811878116#sec-2> accessed 8 May 2024

This article talks about how music brings connection and can bring people together. As people listen to music, dopamine is released, making it an addictive and enjoyable experience. The shared universal emotions and enjoyability felt when listening to music connects and brings people together. A sense of empathy is created as individuals share similar interests and emotions over songs, building bonds and a sense of belonging between people. This source was useful in my first chapter talking about music at a micro level.

> Ntanika M, 'Peace, Love, and Music: The Enduring Impact of Woodstock on Society and Culture' (*Mass Media and Culture*6 April 2023) <https://massmediandculture.com/peace-love-and-music-the-enduring-impact-of-woodstock-on-society-and-culture/#:~:text=The%20impact%20of%20Woodstock%20didn,unity%20and%20peace%20asked%20for.> accessed 2 August 2024

This article talks about the Woodstock Musical festival which promoted freedom and equality within hippie culture as well as in bringing rock music to the people. The festival was powerful as it brought such diverse people together who were all protesting for social change and supported Independence and individualism. This source was useful in Chapter 2 as it discussed what came from the festival and how it impacted the rise of boy bands.

> Admin, 'Social Identity Theory and the Influence of Music on Identity-Formation | Cognitive-Liberty.online' (*Cognitive-Liberty.online | 'Disobedience is the true foundation of liberty. The obedient must be slaves.' ~Henry David Thoreau*21 May 2019) <https://cognitive-liberty.online/social-identity-theory/> accessed 2 August 2024

This article talks about Social Identity Theory and the Influence of Music on Identity. How people are connected through music and self identity is created. This source was useful for all Chapters in this PIP as Self identity can be influenced through girl bands and boy bands.

> Lipshutz J, 'Boy Band Timeline: The Major Moments, from the Osmonds to BSB to Zayn Malik | Billboard' (*Billboard*13 July 2015) <https://www.billboard.com/music/pop/boy-band-timeline-history-evolution-pop-6627366/> accessed 2 August 2024

This website talks about the evolution of boy bands and a brief summary of the impact the boy bands had. This source was useful in Chapter 2 when looking at the rise of boy bands.

Author, '6.2 the Evolution of Popular Music' (*Umn.edu*22 March 2016) <https://open.lib.umn.edu/mediaandculture/chapter/6-2-the-evolution-of-popular-music/> accessed 2 August 2024

This article is talking about the evolution of pop music and how it is big and the influence it has. This source was useful in gaining insight into the power pop music has in creating group identity and helped in writing all three chapters.

Moscovis A, 'POPULAR CULTURE CONCEPT FOCUS: IDENTITY, VALUES, COMMODIFICATION and COMMERCIALISATION HSC Depth Study -Popular Culture' 119 Journal of the Society and Culture Association CultureScope 2020 <https://sca.nsw.edu.au/wp-content/uploads/2020/12/11_Culturescope-Vol-119_Pop-Culture-concept-focus.pdf>

This article talks about the power of commercialisation and commodification in modern society and the impact it can have on artists as well as individuals in creating group identity. The way that commodification can enhance the popularity of an artist which then gives them a bigger influence amongst young people. This source was helpful through Chapter 2 and # when talking commodification in regards to Boy bands and Girl bands as well as popular strong female artists.

Marie L, 'Amazing Personal Branding Examples: SPICE GIRLS' (*Liz Marie Strategy*28 May 2021) <https://lizmariestrategy.com/personal-branding-examples-spice-girls/> accessed 2 August 2024

This article talks about the ways Spice girls managed to have their own personal branding through their own individual stage names. The Impact it had on young girls to have a list one person they can relate to the most made the Spice girls more impactful. This source was helpful through Chapter 3 in regards to Girls groups especially the Spice Girls.