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ORIGINAL

The Dissemination of Social Media and Pop Music: Influence and Trends

La difusión de las redes sociales y la música pop: influencia y tendencias

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ABSTRACT

Social media has emerged as a dominant force in reshaping pop music is circulated, dissemination, and popularized. Traditional models of music dissemination have shifted toward platform-driven dynamics, allowing rapid trend formation and widespread audience engagement. This research aims to analyze the role of social media platforms in the dissemination of pop music and to identify emerging trends and influence patterns that affect music popularity in the digital era. A quantitative approach is employed using data from 476 pop songs that appeared on the TikTok, Instagram, YouTube, Spotify, and Viral charts from 2018 to 2024. Metrics included are engagement rates (likes, shares, comments), streaming volumes, hashtag usage, platform of origin, and viral duration. Statistical techniques such as descriptive analysis, Pearson correlation, multiple linear regression, and time-series trend analysis are applied to examine relationships and predict dissemination behavior. Findings indicate a strong correlation between TikTok engagement and Spotify streaming volumes ($\beta = 0,33$, $p < 0,001$). Regression analysis showed that social media metrics explained 69% of the variance in streaming popularity. Time-series analysis revealed that viral songs peak earlier and fade faster than songs promoted by traditional media. Social media significantly influences the dissemination of pop music, accelerating exposure and shaping listener behavior. While it democratizes access to audience attention, it also introduces volatility and short-lived popularity cycles, suggesting a dual role in amplifying and destabilizing music trends.

Keywords: Pop Music; Social Media Dissemination; Music Streaming Platforms; Digital Music Trends; Music Popularity.

RESUMEN

Las redes sociales han surgido como una fuerza dominante en la reestructuración de la música pop que circula, la difusión y la popularización. Los modelos tradicionales de difusión musical se han desplazado hacia la dinámica de plataformas, lo que permite una rápida formación de tendencias y un amplio compromiso de la audiencia. Esta investigación tiene como objetivo analizar el papel de las plataformas de medios sociales en la difusión de la música pop e identificar tendencias emergentes y patrones de influencia que afectan la popularidad de la música en la era digital. Se emplea un enfoque cuantitativo utilizando datos de 476 canciones pop que aparecieron en las listas TikTok, Instagram, YouTube, Spotify y Viral de 2018 A 2024. Las métricas incluidas son las tasas de interés (me gusta, acciones, comentarios), los volúmenes de secuencias, el uso de etiquetas, la plataforma de origen y la duración del virus. Se aplican técnicas estadísticas como el análisis descriptivo, la correlación de Pearson, la regresión lineal múltiple y el análisis de tendencias de series de tiempo para examinar las relaciones y predecir el comportamiento de diseminación. Los hallazgos indican una fuerte correlación entre el engagement TikTok y los volúmenes de secuencias de Spotify ($\geq = 0,33$, $p < 0,001$). El análisis de regresión mostró que las métricas de las redes sociales explic 69% de la varianza en la popularidad de streaming. El análisis de series de tiempo reveló que las canciones virviraparecen antes y se desvanmás rápido que las canciones promovidas por los medios de comunicación tradicionales. Las

redes sociales influyen significativamente en la difusión de la música pop, acelerando la exposición y dando forma al comportamiento del oyente. Aunque democratiel acceso a la atención de la audiencia, también introduce volatiy ciclos de popularidad de corta duración, lo que sugiere un papel doble en la amplificación y desestabilice las tendencias musicales.

Palabras clave: La Música Pop; la Difusión de las Redes Sociales; las Plataformas de Streaming de Música; las Tendencias de la Música Digital; la Popularidad de la Música.

INTRODUCTION

Youth around the world have been significantly impacted by pop culture such as K-pop, which has shaped the language, clothes, lifestyle, and musical preferences. The different aspects of the societal trend and expressions of how it continues to impact young people's identities and performances.[1] The music preferences are shaped by factors such as age, gender, ethnicity, social class, and personality. Age is frequently a robust predictor, as younger people prefer pop and rock.[2] Similar to musical appropriations, current religious practices are significantly shared through popularsocial media platforms such as Facebook and Twitter. This reflects the way that cultural and meaning fragments are altered in contemporary popular music contexts.[3] Current problems include the social requirement of musical tastes, the struggle between spiritual depth and amusement, and the commercialization of children's worship music. Additionally, the reliability and developmental value of worship activities could be impacted by the tension between trendiness and theological content.[4] The important characteristics influencing artist influence are determined by examining in-genre and out-of-genre weights, and musical elements, such as pace and valence. The regression analysis and centrality measures are used to uncover feature-impact correlations on musical trends.[5] The changing character of artist networks as time passes by enchanting historical occurrences into account, and examining network metrics, such as path length, average degree, clustering, community size, and genre popularity, to show how societal modifications impact musical dynamics.[6] The drawback of its cross-sectional technique is the small sample size, which limits the capacity to draw conclude about correlation and generalization. The globally representative results require longer-term investigation and broader demographic coverage.[7] The significant drawback of the use of online samples could not fully show the variation of regional and cultural viewpoints of the people. Rural and non-digital users are still under-represented, which could influence perceptions of how popular pop culture is worldwide.[8]

The way how pop music is popular and is distributed by social media platforms is examined. To determine important trends, predicting factors, and the influence of digital platforms on music consumption habits, the research analyses metrics of engagement and data on streaming from 476 songs.

Related works

The regression analyses of 289 musicians[9] were conducted to examine the achievement of K-pop artists in channels. It examines video activity, artist characteristics, and support from channels and entertainment firms. The findings indicate that platform support and regular uploads increased engagement. The drawback was emphasis on a particular platform, leaving out more general social media trends and performances.The Spotify's Twitter advertisements were analyzed from 2012 to 2018 to show whether the company fosters egalitarianism or perpetuates label hierarchies.[10] The results showed a consistent preference for larger labels, which affected how the music industry was organized and how people found music. However, the results were limited by the use of Twitter data alone, which could not accurately represented Spotify's wider promotional strategies across the platform and media. The 300 Disney song covers were analyzed[11] using statistical tests, analysis of social networks, and grounded theory to investigate transmedia music on YouTube. The findings indicate that YouTubers used audiovisual mechanisms such as sets and costumes to enhance their own stories. A paradigm shift towards sustainable transmedia was taking shape. However, the concentration on YouTube and Disney covers restricted the applicability to platforms and genres. The Live Music Motivation Scale (LMMS) was created by surveying 1131 adults to determine whether they attend live music events using component analysis.[12] The results showed that although concerts were largely motivated by artistic appreciation, festivals appeal to both individual and collective motivations. The dependence on self-reported data, posed a problem that limited the applicability of the findings. 32 participants ages 18 to 23, participated in a qualitative framework[13] to investigate the reasons, college students join TikTok challenges. Entertainment, communication, social interaction, support, information sharing, and escapism were the motivations found in the investigation. Potential strategies to combat the detrimental trends connected to online difficulties were provided by the observations. However, findings could not be applied to larger and more diverse groups due to the small, age-specific sample size.

K-pop's music supported mental wellness, as carried out by measuring 1190 fans using the Dynamic Music

Engagement Model.[14] The songs were influenced by lyrics, context, and fan interaction to regulate people's emotions by encouraging self-reflection, emotional solace, and a sense of community. It demonstrated that accordance with the music enhanced mental health by encouraging mood management, reflection, and emotional connection. Its exclusive stress on a particular fan base, however, restricts the findings' applicability to other audiences. The data from 260 fans were analyzed and financing in K-pop communities was observed based on quantitative analysis.[15] The findings indicated that perceived idol value, loyalty, and trust all strongly influence crowdfunding involvement. The limitation was to restrict its applicability to crowdfunding situations that could not be fan-driven or to different types of music. 100 TikTok postings and 8877 comments were examined to investigate[16] how music empowered under-represented communities on the platform. Analysis of sentiment and content identified themes of racial resistance, sexuality, and gender. Activism and inclusivity were promoted by TikTok. However, deeper contextual and emotional subtleties in user involvement were missed due to the small number of samples and dependence on AI sentiment analysis.

The generalizability of existing research was limited since it concentrated on certain platforms, genres, or fan bases. Numerous studies used small samples or self-reported data. Large-scale, cross-platform analysis that incorporated indicators such as hashtags, interaction, and streaming over time was lacking. This difference highlights the necessity of investigating how social media as a whole propels spread and virality of pop music in the digital age.

METHOD

The section analyses 476 popular songs from Instagram, TikTok, YouTube, and viral charts, Spotify between 2018 and 2024, using quantitative methodology. Hashtag usage, engagement rates, streaming volumes, platform of origin, and virtual durationare important measures. Descriptive statistics, multiple linear regression, Pearson correlation, and time series of trends are used for the data analysis. The purpose of the investigation is to examine how social media engagement and music popularity are related. Python and IBM SPSS are two statistical applications that are employed to ensure precise modelling and visualization of distribution patterns across platforms. The methodology workflow is shown in figure 1.

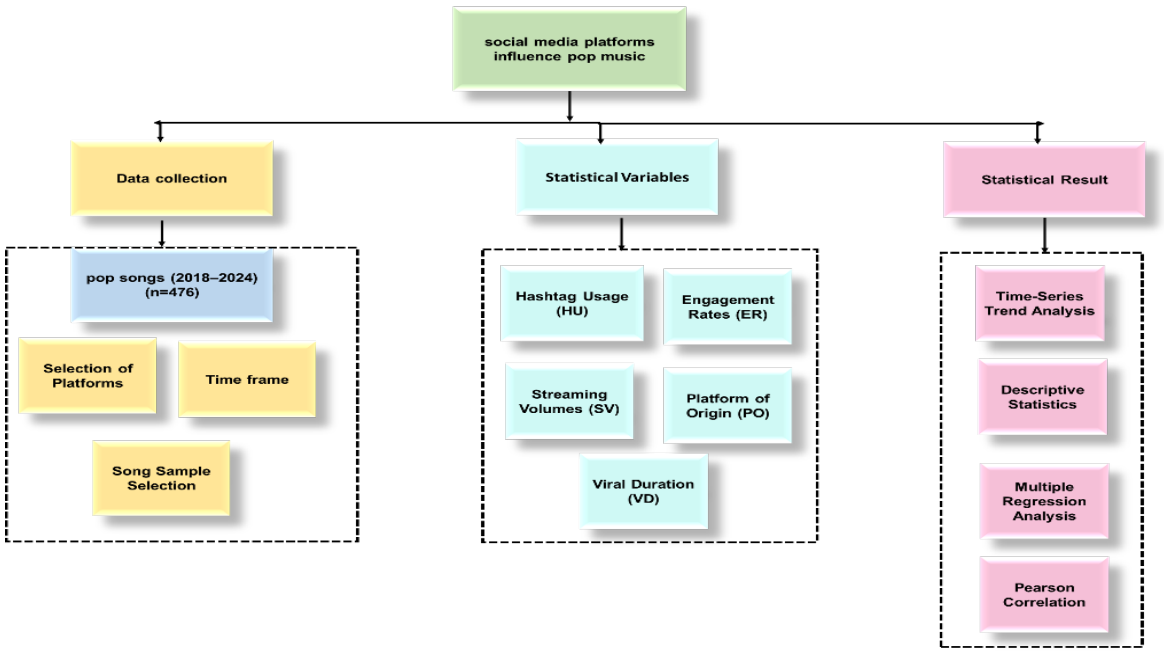


Figure 1. Framework for Pop Music in Social Media

Data collection

The dataset contains 476 popular songs that gained importance on YouTube, Spotify, Instagram, and TikTok between 2018 and 2024 is used. Songs are selected based on engagement and viral chart presence. Streaming volumes, hashtag usage, likes, shares, and comments are the analytics collected. Web scraping, manual graph tracking across platforms, and public Application Programming Interface (API) are used to collect the data.

Selection of Platforms

The platforms that are essential to pop music promotion and virality highlight the contributions to audience engagement.

- TikTok: it is an effective music detection in short-form video style and algorithm, which regularly turns underrated songs into viral blockbusters, particularly among younger internet audiences.
- Instagram: it increases and enhances music trends that are started on other social networks or that naturally developed inside its ecosystem, with features, such as reels and stories.
- YouTube: it increases the popularity of music with official videos and user-generated substance, which enables constant audience engagement and promotion across international platforms.
- Spotify: it is essential for popularity, since it uses data from viral charts, stream counts and playlist features to monitor the durability of music success.
- viral charts: tracks with significant cultural and audience influence are highlighted in viral charts, such as Billboard Social 50and Spotify Viral 50, which show cross-platform popularity.

These platforms create a huge digital environment that smooths the promotion, dissemination, and popularization of pop music.

Timeframe for Data Collection

The information has been collected between 2018 and 2024, including a seven-year duration of changing trends in digital music. TikTok's increase, the development of music features on YouTube, Instagram, and shifting audience engagement are reflected in the timeline, enabling continuous examination of how digital platforms are transforming the distribution and influence ofpop music.

Song Sample Selection

The dataset of 476 songsis collected, which attained popularity or viral on Spotify, YouTube, Instagram, or TikTok. The selection provides an illustration experience of how social media and streaming platforms influenced pop music's popularity and spread from 2018 to 2024 by selecting songs with measurable high levels of digital engagement.

Statistical Variables

The Statistical variables such as platform of origin, hashtag usage, engagement Rates (likes, shares, and comments), streaming volumeand viral duration are used. The variables performance affects music popularity by evaluating exposure, audience engagement, trend initiation, and cross-platform durability. To evaluate the effect of social media on the spread of pop music, these were examined using correlation, regression, and time-series techniques.

- Engagement Rates (ER): user engagement with music content on platforms such as YouTube, TikTok, and Instagram is measured through likes, shares, and comments, which enhances exposure, expands cross-platform reach, and indicates strong audience interest.
- Streaming Volumes (SV): it shows how many times a song has been played on music websites such as YouTube and Spotify. It acts as a clear indicator of a song's level of appeal and audience. The streaming volume evaluates the social media influence real world music consumption.
- Hashtag Usage (HU): it measures the frequency with song-related hashtags are employed on social media, particularly Instagram and TikTok. A frequent use of particular hashtags indicates active user involvement in issues or trends and is essential for enhancing viral growth and improving information accessibility.
- Platform of Origin (PO): it involves the social media site that initially aided the music in becoming develop popular, impacting its publicity and early audience access during the distribution process.
- Viral Duration (VD): it indicates the duration of a song's popularity or trend on social media, indicating the durability of its online interaction and impact on current streaming activity.

Statistical Analysis

It included time-series trend analysis, Pearson correlation, multiple linear regression, and descriptive statistics to assess the impact of social media metrics on the popularity and distribution of pop music. The

findings are validated by data from other platforms, establishing that platform of origin, hashtag usage, and engagement rates are the important variables of streaming performance.

Pearson correlation: it measured the liner relationship between social media engagement and streaming volume, to identify a robust correlation between increasing Spotify streams and higher TikTok communication as shown in equation (1).

$$r = \frac{m(\sum \quad wz) - (\sum \quad w).(\sum \quad z)}{\sqrt{m(\sum \quad w^2) - (\sum \quad w)^2}\sqrt{m(\sum \quad z^2) - (\sum \quad z)^2}} \quad (1)$$

The correlation coefficient calculates the relationship between m songs' streaming volume z and social media involvement w.

Multiple linear regression: it determines the factors of music popularity by examining the effects of social media parameters, including hashtag usage, engagement rates, platform of origin, and viral duration, on the dependent variable, streaming volume, using equation (2).

$$\hat{Y}_0 = \beta_1 Y_1 + \beta_2 Y_2 + \beta_3 Y_3 + \ldots\ldots\ldots + \beta_n Y_n + \alpha \quad (2)$$

It is affected by error α, platform origin β_3, hashtag usage β_1, engagement rates β_2, and viral duration β_4 to quantify the social media metrics influence on streaming outcomes.

Descriptive Statistics: it illustrates the important tendencies in the spread of music, taking into view factors such as hashtag usage, interaction, platform of origin, viral duration, and rates, for a total of 476 pop songs, which is given in equations (3) to (5).

Mean value:

$$\underline{y} = \frac{\sum_{j=1}^{m} \quad x_j}{m} \quad (3)$$

Variance calculated:

$$\omega^2 = \frac{1}{m}\sum_{j=1}^{m} \quad (x_j - \underline{x})^2 \quad (4)$$

Standard Deviation evaluated:

$$\omega = \sqrt{\frac{1}{m}\sum_{j=1}^{m} \quad (x_j - \underline{x})^2} \quad (5)$$

Data dispersion and stability across 476 observations are measured by deviation ω^2 and average deviation ω, the mean y of streaming capacity.

Time-Series Trend Analysis: it investigates how streaming volume varies over time and predicts future trends in music popularity by utilizing platform trends, hashtag usage, viral duration, and historical interaction in equation (6).

$$X_{s_0:S} = \left[X_{s_0}, X_{s_{0+1}}, \ldots\ldots\ldots X_{s_{0+S}}\right] \quad (6)$$

Predicted from previous interactions are represent as Xs0, Xs0+1, the streaming volume denotes as Xs0:S in the overtime.

RESULTS

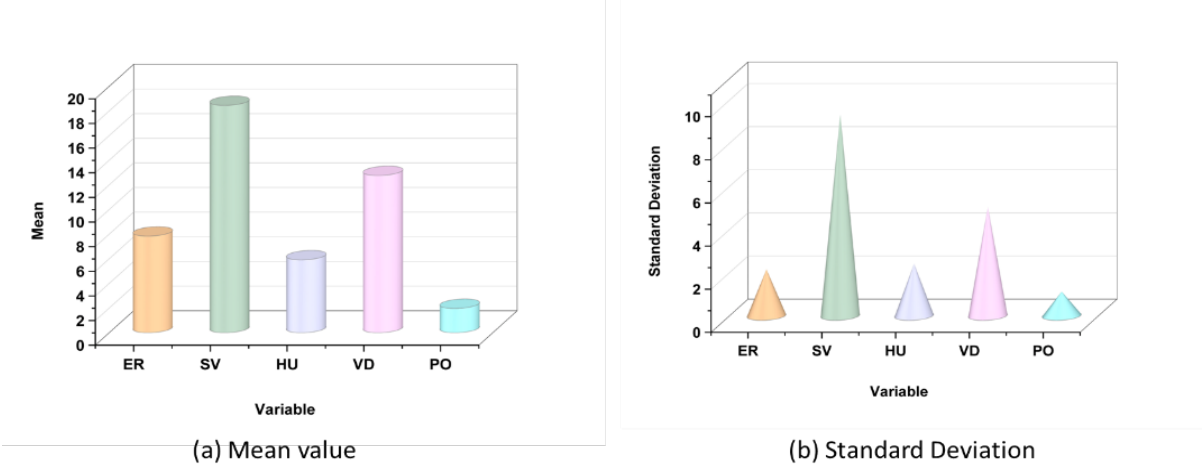
The impact of social networking on pop music was examined using IBM SPSS version 26. Time-series evaluated TikTok's impact, descriptive statistics examined data trends, regression found important predictors, and Pearson correlation examined the connections between factors affecting music distribution and streaming performance.

Descriptive Statistics

To identify trends in the popularity of music driven by social media, table 1 shows statistical information for six variables of 476 pop songs (2018–2024), demonstrating averages, variability, and value ranges. The significant variation between streaming success and social media engagement is shown in figure 2.

Table 1. Descriptive Statistics analysis of social media

Variable	Mean	Standard Deviation	Minimum	Maximum
ER	7,84	2,15	2,10	15,60
SV	18,45	9,32	2,20	54,70
HU	5,91	2,41	1,00	14,00
VD	12,76	5,04	3,00	29,00
PO	1,97	1,12	1,00	4,00



(a) Mean value (b) Standard Deviation

Figure 2. Outcome of Descriptive Statistics

Songs had 18,45 million streams and an average of 7,84 engagements per 1000 views, with multiple songs significantly outperforming these numbers. The average number of hashtags used per song was six, indicating a variety of advertising techniques. A large number of songs remained popular for around 13 days. Instagram and TikTok were identified as important platforms of origin, highlighting their function in initiating trends. The digital music landscape, platform-specific visibility, and increased engagement have significantly increased song popularity.

Multiple Linear Regression

The multiple linear regression evaluates the predictive power of several social media metrics for 476 pop songs' streaming volumes between 2018 and 2024, as shown in table 2. Figure 3 shows the standard coefficient of the multiple regression model.

Table 2. Multiple Linear Regression of Pop Music in Social Media

Predictor Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	p-value
Constant	1,85	1,22	—	1,52	0,130
ER	1,42	0,18	0,36	7,89	<0,001
SV	0,96	0,15	0,33	6,40	<0,001
HU	0,65	0,16	0,24	4,06	<0,001
PO	0,38	0,19	0,12	2,00	0,046
VD	0,29	0,07	0,19	4,14	<0,001
$R = 0,83$ $R^2 = 0,69$ Adjusted $R^2 = 0,68$ F-statistic (df = 5, 470) = 103,5 Significance: $p < 0,001$					

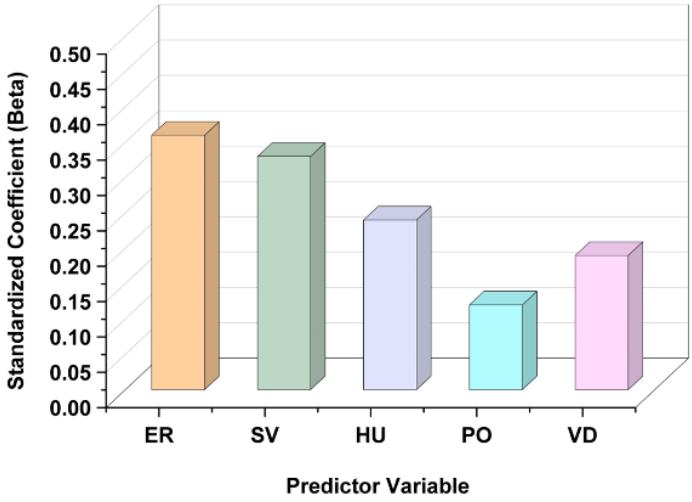


Figure 3. Outcome of Multiple Linear Regression

The multiple regression model is highly significant, with an $R^2$of 0,69 and an Adjusted $R^2$of 0,68, meaning that the predictors account for 69% of the modification in the variable that is dependent (F (5, 470) = 103,5, p < 0,001). Streaming media volumes (B = 0,96, ß = 0,33) and percentages of viewers (B = 1,42, ß = 0,36) were the most effective predictors, followed by PO, VD, and HU. These findings validate the idea that internet interactions have a significant impact on music popularity.

Time-Series Trend Analysis

The effect of TikTok's ascent on the spread of pop music is assessed in this time-series analysis (2018–2024). The findings demonstrate TikTok's revolutionary role in speeding up the exposure of viral music, demonstrated by a significant increase in interaction and streaming trends as shown in table 3.

Table 3. Time-Series Trend Analysis of Social Media Pop Music

Series	Estimate	S.E.	t	P-value
Intercept	6,425	1,122	5,726	<0,001
Pre-TikTok Trend	0,87	0,29	3,000	0,015
TikTok Launch Effect	3,842	960	4,002	0,003
Post-TikTok Trend	1,56	0,42	3,714	0,005

The examination of the time series shows significant changes in the distribution of pop music from 2018 to 2024. The baseline average of engagement metrics and SV before TikTok's emergence was represented by the intercept value (6425). Pre-TikTok trend (0,87) shows a slight but constant increase in the popularity of digital music. The TikTok launching effect (3842) indicates a dramatic increase in streaming and virality, demonstrating the platform's disruptive impact beginning in 2019 and 2020. Additionally, the trend of post-TikTok (1,56) has an increasing, consistent, and progressive trend, indicating that short-form video material and TikTok significantly accelerated and maintained trends in music dissemination.

Pearson correlation

Table 4. Pearson correlation Matrix of Engagement Variables in social media

Variable	ER	SV	HU	PO	VD
ER	1,00	0,76	0,61	0,34	0,43
SV	0,76	1,00	0,58	0,31	0,39
HU	0,61	0,58	1,00	0,28	0,36
PO	0,34	0,31	0,28	1,00	0,27
VD	0,43	0,39	0,36	0,27	1,00

The Pearson correlation matrix illustrates how engagement, hashtags, and PO affect SV and VD in digital music trends by exhibiting the direction and strength of linear relationships among factors from 476 pop songs (2018–2024) in the table 4. The degree and direction of the association between variable pairs are indicated by each value, which varies from -1 to +1.The correlation shown in figure 4 illustrates that the important factors in the success of digital music have significant correlations with related variables.

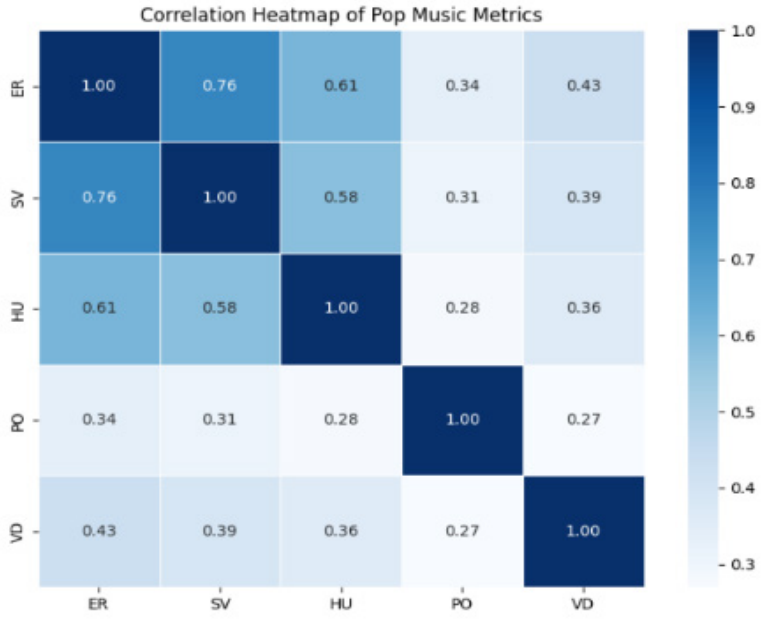


Figure 4. The outcome of the correlation Matrix

A strong positive connection (r = 0,76) between streaming volumes and engagement rates suggests that more social media activity results in more streaming. The SV (r = 0,58) and ER (r = 0,61) have a moderate correlation with HU, indicating its significance for discoverability. PO highlights TikTok's role by displaying a moderate relationship with Interaction (r = 0,34). With a moderate correlation (r = 0,27–0,43) with all variables, VD indicates that more visibility increases impact. In the digital age, music distribution is largely influenced by platform dynamics and interaction.

DISCUSSION

The impact of social media on the spread of pop music from 2018 to 2024 was investigated, using an analysis of 476 popular songs. The examination focused on hashtags, engagement, platform origin, and popularity as indicators of streaming success. The findings show that the descriptive data, songs had an average of 18,45 million streams, 7,84 engagements per view of 1000, and 13-day popularity. Regression analysis(R^2 = 0,69) identified engagement (β = 0,36) and streaming (β = 0,33) as the primary factors. The TikTok effect accounted for 3842 streams, with a statistically significant resultp = 0,003. However, the previous applicability to other platforms and genres was limited by the focus on YouTube and Disney covers[11] and was limited to crowdfunding scenarios that were not fan-driven and to certain genres of music.[15] To overcome this limitation, the research examined 476 popular songs from YouTube, Spotify, TikTok, and Instagramacross a variety of genres and platforms outside fan-driven financing or specialized content.

CONCLUSIONS

The influence of social media platforms on Pop music's popularity and distribution is examined between 2018 and 2024. Data from 476 songs on TikTok, Instagram, YouTube, and Spotify were examined through time-series trend analysis, multiple regression, descriptive statistics, and Pearson correlation. The findings indicated that the model showed variance (R^2 = 0,69), with Engagement Rates (β = 0,36, p < 0,001) being the best predictor of Streaming media Volume (β = 0,33, p < 0,001). Thus, with the release of TikTok, streaming became more popular, demonstrating its impact on audience engagement and viral music trends. The marketers, artists,and platform producers hoping to use online ecosystems for music promotion could benefit from these insights. The limitations include that the rapidity of popularity creates instability, as songs could quickly peak and then decline. Further research on digital music trends should include user attitudes, content categories, genre, and geographical variations.

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FINANCING

None.

CONFLICT OF INTEREST

None.

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