

Tik Tok's Toxic Influence on Music Trends

In Speech 3, I plan on talking about the influence Tik Tok has on music culture such as its promotion of artists, and mainstream music. The 3 solutions I have to help resolve these issues are to promote a culture that encourages artists to use diverse platforms for exposure, use musical platforms that create curated playlists for users, and emphasize young adults should become more interested in live music.

Question 1) How does Tik Tok impact the discovery and promotion of new artists?

Tik Tok has become overwhelmingly powerful during our generation, and it is used as a key platform to promote artists and their brand. The algorithm on Tik Tok promotes content from influencers by making it engaging and curating a feed that is similar to the user's known interests. In this way, artists have been able to create short clips of their music that appeal to users and can go viral in minutes. This causes music to become "mainstream" and often overplayed. Many record labels use Tik Tok as a way of discovering new artist and offering them labels. Apart from this, because Tik Tok allows users to cover their videos with sound, many older songs have been "revived" and once again have gone viral. Although this is positive promotion for these artists, mainstream promotion puts many others at a disadvantage if they do not become viral through Tik Tok.

Source: <https://www.openchordmusic.com/ocmweekly/the-rise-of-tiktok-in-the-music-industry-how-its-changing-the-way-artists-promote-their-music>

Question 2) How do curated playlists on musical platforms enhance user experience and artist exposure?

Music platforms have become an increasingly popular way for users to listen to music daily, whether it be on the go or at home. Many of these platforms, like Spotify, have produced curated playlists and suggestions for the user in order for them to discover new artists and music. One example is Spotify Discovery Weekly, which is a weekly curated playlist with 25 recommended songs that the user has not listened to but may enjoy. Discover Weekly creates about 2 billion personalized playlists every Monday and targets the user's music taste. By using platforms other than Tik Tok, you are more likely to become more engaged with music that is less mainstream and more personalized to your taste. Spotify allows various artists, with different levels of monthly listeners, to get exposure.

Source: <https://www.wired.com/story/tastemakers-spotify-edward-newett/>

Question 3: What are the different benefits of diverse platforms for musical exposure?

The rise of streaming platforms in the past two decades has changed the way music is distributed and consumed. Platforms such as Spotify, Apple Music, and others have maximized music on the go and at the touch of a finger. These services have eliminated barriers such as geographic location, availability, and price. By purchasing a plan, your access to music is nearly unlimited and always downloadable no

matter your location. Many artists have found exposure through this mechanism of streaming without having to rely on the sell of concert tickets, DVDs, or merchandise. On demand listening allows for users to listen to thousands of minutes worth of music a week and allows emerging artists the democracy of finding a following.

Source: <https://illustratemagazine.com/the-impact-of-streaming-platforms-on-the-music-industry-how-spotify-apple-music-and-others-have-changed-the-game/>

Question 4) How can young adults become more emersed in live music?

The biggest factor that allows our generation to appreciate live music more is to take advantage of festivals and live performances. The opportunity to go to these events is far and wide and can often be found in a range of prices. Actively seeking our concerts of small artists you enjoy on streaming apps, attending large musical festivals like ACL, or even strolling through a city and enjoying venues with live music will allow you to be more emersed in a variety of music. Following musician social media and prioritizing live music opportunities will allow our current generation to begin a following for smaller artists rather than mainstream radio songs. Music, especially live performances, has been directly related to mental well-being and piquing the interest of young people. Making it a priority to leisurely listen to music is easy and can be done on your free time instead of scrolling Tik Tok.

Source: <https://www.tandfonline.com/doi/full/10.1080/13676261.2015.1020935>

Question 5) Is there a way to find new music on Tik Tok that isn't mainstream?

Typically, Tik Tok sounds are what cause music or artists to become mainstream as they are highly used and shared with hashtags or trending video content. The times I have used the app to find new music, I typically use the search bar to discover more niche songs. Sometimes I search for different musical genres apart from what I typically listen to, or I try to find underrated songs and artists. Although Tik Tok plays an instrumental role over popularizing songs and artists, if you use it wisely it can help you discover lesser publicized areas of music. The algorithm of the app will eventually gear you to a page that gives your results similar to what you have been searching for.

Sources: <https://www.flick.social/learn/blog/post/trending-tiktok-sounds>

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