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## **Sentiment Analysis of Contemporary Pop Musicians and Classical Music Composers**

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### **Abstract**

The power of music to awaken emotions in listeners has long been recognized and researchers found both positive physiological and perceptual responses to happy music. With respect to music, this raises questions about how people who are listening to music react to the music or musicians. Do symphonies by Brahms or Stravinsky evoke more positive sentiments? How do emotional responses to Jennifer Lopez and Justin Beaver compare? The researchers conducted a sentiment analysis of tweets about contemporary pop musicians and classical composers. Twitter is very well suited to analysis of sentiments evoked by musicians. Therefore, in this study, the researcher performed sentiment analysis of Twitter data to observe how tweets reflect perceptions of contemporary pop musicians and classical music composers. Music providers and listening platforms are starting to conduct sentiment analysis on music to recommend music to users. Machine-learning-based sentiment analysis techniques were used on recent tweets for the selected ten popular musicians and ten classical composers. Our results showed a high degree of 75% positive sentiments score for both. The most positive for pop musicians was Katy Perry and Shakira was the least positive. The most positive sentiments for classical composers was for Vivaldi and the least positive sentiments were for Beethoven. Moreover, on average, positive sentiments were higher for classical composers than for contemporary pop musicians. The results support the idea that people respond positively to music in general. Interestingly, there was recognition of classical composers as not only higher than for pop musicians but also showed more consistent responses in a narrower range than those for pop musicians. This was the first sentiment analysis comparing contemporary and classical musicians using big data.