

Singing in the Rain: A content analysis of hurricane evacuation playlists

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Research Question

With what prevalence are specific emotional themes present in songs on Hurricane Ian Spotify playlists?

Method

- **Content analysis**
- 2 human coders
- Applied both relevance and systemized sampling (Fall 2022)
- 20 playlists
- 190 songs
- Analysis vis SPSS

Findings

- Romance (found in 50.5% of the sample),
- Interest (37%),
- Adoration (28%),
- Sadness (27%),
- Pain (24%)



People who created Hurricane Ian playlists on Spotify expressed themes of:
romance, interest, adoration, sadness, and pain.



Playlists might be used for preparation, evacuation, sheltering in place, and/or recovery.



Do YOU have any weather playlists?
What do you use them for?



Context: Hurricane Ian was a Category 5 Atlantic storm that impacted the Caribbean and the southeastern U.S. in September 2002.

Additional Findings

- Male voices were twice as prevalent as female voices.
- Some emotions correlated significantly to the presumed gender of the singer. Expressions of desire and fear correlated to male voices, while romance correlated to female voices.

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As disasters impact more communities and with greater frequency, **music playlists may offer an opportunity to understand and affect human emotional response and trauma processing associated with these events.**

- **As artifacts**, playlists might help build a record of a community’s shared attitude(s) regarding a disaster.
- **As tools**, playlists might assist in disaster preparation and mental health initiatives.

Presenter Info

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