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SPOTIFY "TURKEY TOP 50" ANALYZING THE SONGS AND SINGERS ON THE LIST FROM VARIOUS PERSPECTIVES

Abstract

Listening to music has been a need throughout human history and the need to listen to music has become more easily met as the ages progressed. Starting from the invention of the phonograph to today's music listening technologies, many music listening platforms have emerged through the internet. Spotify is among the most preferred of these platforms, enabling the masses to access music faster. Since the music that societies listen to reflects certain traces of those societies, it is important to analyze the most listened songs at certain intervals. In this study, Spotify 2023 November "Turkey Top 50" Analyses of the songs on the list are included. The songs on the list throughout November were analyzed in terms of the duration of their inclusion on a daily basis, their appearance in terms of genre, tonality/modality/mode and rhythmic structure, the gender of the singers who performed the songs, the local/foreign status of the songs, the themes contained in the lyrics and the duration of the songs. The data obtained were tabulated and exhibited under the relevant headings.

Keywords: Spotify, Popular music, Music listening, Turkey Top 50

SPOTİFY "TÜRKİYE İLK 50" LİSTESİNDE YER ALAN ŞARKI VE ŞARKICILARIN ÇEŞİTLİ AÇILARDAN İNCELENMESİ

Öz

İnsanlık tarihi boyunca müzik dinlemek bir ihtiyaç olmuş ve müzik dinleme ihtiyacı çağlar ilerledikçe daha rahat karşılanabilir hale gelmiştir. Fonografın icadından başlayarak günümüz müzik dinleme teknolojilerine uzanan bu serüvende internet aracılığıyla pek çok müzik dinleme platformları ortaya çıkmıştır. Bu platformların başında en çok tercih edilenler arasında Spotify yer alarak kitlelerin müziğe daha hızlı ulaşabilmesini sağlamıştır. Toplumların dinlediği müziklerin o toplumların belirli izlerini yansıttığı için en çok dinlenilen şarkıların belirli aralıklarla incelenmesi önem kazanmaktadır. Bu çalışmada Spotify 2023 Kasım Ayı "Türkiye İlk 50" Listesinde yer alan şarkıların analizlerine yer verilmiştir. Kasım ayı boyunca listede yer alan şarkılar gün bazında yer alma süreleri, tür, tonalite/modalite/makam ve ritmik yapı bakımından görünümü, şarkıları seslendiren şarkıcıların cinsiyetleri ve şarkıların yerli/yabancı olma durumları, sözlerinin içerdiği temalar ve şarkıların süreleri bakımından incelenmiştir. Elde edilen veriler ilgili başlıklar altında tablolaştırılarak sergilenmiştir.

Anahtar kelimeler: Spotify, Popüler Müzik, Müzik Dinleme, Türkiye İlk 50

INTRODUCTION

Making and listening to music has been a necessity throughout human history. According to research, the first important documents in terms of music were found in the Neolithic-Calcolithic Age between 10,000-12,000/3,000 BC (10,000-12,000/3,000), and the first objects that produced music by striking two bones called "idiophone" were found in this age (Karaağaç, 2018). With the continuation of the Neolithic-Chalcolithic period, musical instruments and music continued to develop regularly. In the Hittites, it was observed that musical accompaniment was performed during the participation of the royal members in the festive ceremonies, while in the church, it was seen that church leaders under the leadership of Augustine wrote and composed various hymns for use in worship (Şahin, n.d.; Kizilabdullah, 2019). When we look at the Ottoman period, music education institutions named Enderûn-i Hümâyûn, Mehterhâne-i Hümâyûn, Mûsika-i Hümâyûn implemented music education in the palace with the "meşk" method, while there was also a military music team called "mehter" (Somakcı, 2017). In addition to making music in the palace, the Mehter team took part in the war during the conquest of Istanbul during the reign of Fatih Sultan Mehmet and it was seen that the war started with the rhythm beats of the mehter team (Çağlak & Filiz, 2018). Looking at the Republican period, it was seen that musicians trained in the West were sent to Anatolia on folk song compilation trips and certain studies were carried out for the progress of music (Usta, 2010). In line with this information, music has reached the present day as it continues its long adventure by developing and progressing, and with Edison's invention of the "phonograph" in 1877, it has now become recorded and can be listened to over and over again (Felek, 1979, p. 51). The phonograph was followed by devices such as gramophones, walkmans and MP3 players, and the process of listening to music continued its adventure by developing. Gündem and Antel (2015) mention that a new understanding of art emerged in the 20th century, which

developed in tandem with technological and scientific developments. In the 20th century, many music structures such as pop, hip-hop, rap, r&b, reggae, jazz, blues, rock, metal, electronic music, etc. have entered our lives and manifested themselves, while listening to this music is now provided by technological devices such as phones and computers. These technological devices have made music more accessible through certain music listening platforms. These platforms are Spotify, Youtube Music, SoundCloud, Shazam, Fizy, Deezer, Apple Music, Amazon Music etc. Among these music listening platforms, Spotify is one of the most preferred applications and has reached users from many parts of the world by incorporating all kinds of music. Spotify made its first broadcast in Sweden in 2008 (Kale, 2019). Through Spotify, the desired music can be accessed quickly and easily anywhere, and with the internet, this music can be listened to over and over again even when there is no internet after downloading them into the application.

Popular Culture and Music

Popular is defined as "known and recognized by everyone" (TDK, 2023). The meaning of the word comes from the French word populaire "belonging to the people, suitable for the people, loved by the people". The origin of this word is based on the Latin word "popularis" with the same meaning (Sarıgül, 2019, pp. 36-37).

The Turkish Language Association (2023) defines popular culture as "the whole of cultural elements that are valid for a certain period, produced and consumed quickly", while Coşgun (2012) defines it as "the culture that dominates everyday life".

Popular culture manifests itself in all areas of life. Popular culture is integrated into many areas such as fashion, media, sports, music, etc. Akar (2009) mentions that the fashionability of a style in society can be realized through the presentation of a style by fashion designers or the assimilation of new perspectives absorbed by celebrities in society by others. Looking at the field of media, Karakoç (2014) mentions that the media forms the basis for changes in society and that the media is influenced by culture and culture is influenced by the media. Therefore, the media has an important place in the fields of popular culture. Selvi and Altan (2014) state that sports and athletes are actively used in increasing the consumption culture, sportswear is promoted by famous athletes and many brands invest in sports and in this way a popular interest is created.

Popular music is one of the fields of popular culture. Çerezcioğlu (2014) mentions that popular music is mostly associated with young people. Popular music is music that has gained the favor of the majority and has come to the forefront. In today's conditions, almost everyone can access music with the help of the phone, which is the most widely used technological product, and various music platforms. In this way, the music that is liked by the majority is presented to the listeners as music suitable for the concept of "popular music". Efe and Sonsel (2019) argue that while people think that their tastes are popular, these tastes are actually shaped according to popularity. People prefer what is liked by the majority without realizing it, and in this way they involuntarily immerse themselves in what is popular. Since popular music is more prominent on music listening platforms due to the high number of listens, listeners access popular music as a priority. Since radios, venues and televisions prefer popular playlists, people unwittingly become more accustomed to and familiar with the popular one, thus increasing its popularity even more. Popular music also represents popular culture. In order to determine the popular culture of a society, it is necessary to examine the music listening habits and popular

music of the society at that time. Today, while the popularity of K-Pop groups such as BTS, EXO, TWICE has increased worldwide, Korean productions such as the movie Parazit and the TV series Squid Game have also come to the forefront, and in this way, Korean culture has come to the fore by popularizing all over the world (Keskin, 2022). Aslan (2019) mentions that Turkish TV series have had a great impact on the Arab world. This situation helps to instill popular music and culture in Turkey to the Arab world through the series. These situations show that various areas of popular culture are interrelated. Since music affects other areas of popular culture, it is important to measure the music listening habits of a society at certain intervals in order to determine the pulse of that society. Music listening habits, which used to be measured by record or cassette/cassette/cd sales, have now spread to various platforms with the development of technology. Therefore, these platforms show the music listening habits of the society. Since it is not possible to examine every platform simultaneously, this research is limited to Spotify data. Based on all this information, the problem statement of the research was determined as "What are the most popular songs listened to on Spotify in Turkey in November 2023?". In the light of this main problem, the sub-problems of the research;

1. How long do the most popular songs listened to on Spotify in Turkey in November 2023 lasted in Turkey's top 50?
2. How are the most popular songs listened to on Spotify in Turkey in November 2023 in terms of genre, tonality/modality/mode and rhythmic structure?
3. What are the gender of the singers who performed the most popular songs listened to on Spotify in Turkey in November 2023 and the local/foreign status of the songs?
4. What are the themes contained in the lyrics of the most popular songs listened to on Spotify Turkey in November 2023?
5. What is the duration of the most popular songs listened to on Spotify in Turkey in November 2023?

were determined as.

METHOD

In this section of the study, information on the model of the study, the population and sample, the data collection process and the analysis of the data obtained are presented.

Research Model

This research, which aims to examine the November 2023 data in the Spotify platform "Turkey top 50" list, is in the document analysis model, one of the qualitative research methods. Qualitative research is a type of research that focuses on qualities that are difficult to measure, such as words or observations, and is based on the interpretation and analysis of qualities (Glesne, 2013, p. 385). Document analysis, which is used as a data collection method in scientific research, is a detailed analysis of published written sources related to the targeted events. It is accepted as a stand-alone research method in cases where methods such as observation, testing and interview cannot be used. Document analysis is the analysis of documents produced in a certain period of time on a problem situation or documents produced by many sources and at different times about this problem situation based on a certain period of time (Yıldırım & Şimşek, 2008, p. 187).

Population and Sample

The universe is all the objects and individuals that fall within the field of any research or observation, and the sample is the work of selecting a part that can represent it from the existing universe (Kaplan, 1998, pp. 116-118). The population of this study consists of all songs and singers that were included in the "Turkey Top 50" list on the Spotify platform during November 2023. While determining the sample of the study, purposive sampling method, one of the random sampling methods, was used. Purposive sampling allows in-depth research by selecting information-rich situations depending on the purpose of the study (Büyüköztürk et al., 2017, p. 92). The researchers collected daily artist and song data of the "Turkey Top 50" list throughout November 2023, and at the end of the data collection process for 30 days, all songs and singers included in the list were included in the sample of the study. Since all songs and singers on the list were included in the scope of the research, the sample represents the universe.

Limitations

- In the digital age, data becomes outdated every second and the definition of truth is updated every minute. For this reason, research represents much more instantaneous measurements than in the past. Although this research aims to determine the most listened songs on the Spotify platform, it is limited to November data only.
- In the past, there were not many methods for listening to music. People could buy materials such as cassettes and CDs and listen to music. However, today there are many platforms where music can be listened to. Apple Music, Youtube and Youtube Music, Spotify, Fizy and many other platforms offer the opportunity to listen to high quality music. However, some of these platforms have high fees and some of them have less content or are limited to certain GSM operators. The data of the study was limited to Spotify since it is both the most economical student membership package and the most comprehensive in terms of content.

Data Collection Process and Analysis

The researchers identified the songs and singers in the "Turkey Top 50" list every day during November 2023 and collected these data for 30 days. At the end of 30 days, all songs and singers were included in the study, including songs and singers that appeared in the list for at least one day. A total of 82 songs were included in the list throughout November and these songs and singers were analyzed with the "Data Collection Form" created by the experts. The form includes the duration of the songs and singers on the list on a daily basis, genre, tonality/modality/mode, rhythmic structure, gender of the singers, local/foreign status of the songs, themes contained in the songs and song durations. The findings obtained from the songs analyzed according to the form are exhibited under the relevant headings. In the study, the names of the songs and singers are given as they appear on the platform.

FINDINGS

1. Findings and Interpretation Related to the Sub-Problem

Table 1

The duration of the most popular songs listened to on Spotify Turkey in November 2023 in Turkey's top 50 charts by day

Days	Singer and Song Name	*f*	%
30	Mert Demir – Ateşe Düştüm, BLOK3- aklına ben gelicem, Burak Bulut, Ebru Yaşar – Kehribar, Canozan – Ağlama ben ağlarım, Zerrin Özer – Basit Numaralar, Kibariye- Lafı mı Olur, Ezhel- Margiela, Emir Can İğrek- Can Dostum, Semicenk- Mesafe, Anıl Emre Daldal- B., Canbay & Wolker, Heijan, Muti – Bertaraf, Reynmen- Gitme, Russ Millions, UZI- International, Semicenk, Doğu Swag- Pişman Değilim, Burcu Güneş- Anıları Yak, Çağan Şengül- Çok Yazık, Aleyna Tilki- Başıma Belasın, Halodayı, Azer Bülbül- Aman Güzel Yavaş Yürü, UZI, Azer Bülbül- Caney, Yıldız Tilbe- Dizine Dursun BLOK3- N'aptığını bilmesem de Semicenk, Rast- Canın Sağ Olsun KÖFN- Al Aramızdan Derya Uluğ- Nefes Semicenk- Tanrım Reva Mı Dedublüman- Sakladığın Bir Şeyler Var	26	31,70
29	BLOK3- BAYBAY Sefo- IMPARATOR Yüzyüzeyken Konuşuruz- Tutun Sen Bana	3	3,70
28	Borqy- Sağlam Kalça INJI- BELLYDANCING	2	2,43

27	Burak Bulut, Kurtuluş Kuş- Manolya mor ve ötesi- Bir Derdim Var	2	2,43
25	Buray- Olmuşum Leyla	1	1,21
24	Alişan- Hele Bi Motive- RESTORAN Derya Bedavacı- Tövbe Melike Şahin- Diva Yorgun Amo988- Yüreğim Ağlar	5	6,09
23	M Lisa- ELLERİM BOŞ Sefo- ARABA Dedublüman, Mavzer Tabancas- Rüya Gibi	3	3,70
21	Ati242- Hoşça kal	1	1,21
20	Mabel Matiz, Melike Şahin- Düldül	1	1,21
19	Jeff Redd- MINI TERORISTA	1	1,21
18	Bengü- Sahici Semicenk- Geri Dönemedim	2	2,43
16	Kubilay Karça- Celladına Aşık	1	1,21
15	Silahsız Kuvvet- 2001	1	1,21
14	Halodayı- Özür	1	1,21
13	Selin- Yalancı Bahar- Nostalgia Sessions Simge- Aşkın Olayım Muti, Azer Bülbül- İlle de Sen	3	3,70
12	Ozan Doğulu, Gülden, Bahadır Tatlıöz- Uzun Lafın Kısası	1	1,21
11	Dolu Kadehi Ters Tut, Sedef Sebüktekin- Gitme Mavi Gri- Altüst Olmuşum	2	2,43
8	Mabel Matiz- Numaracı	1	1,21
7	Madrigal- Seni Dert Etmeler	1	1,21
6	UZI- DENE BLOK3- Salla Salla UZI, Baby Gang- SIMARIK KÖFN, Simge- Yakışıklı	4	4,85
5	Emir Can İğrek- Boşuna Nefes Tüketme	1	1,21
4	Rafat Hasanlı- Kısa Mesafe Derya Uluğ, Asil Gök- Yansıma	2	2,43
3	Semicenk- Fark Ettim Motive, Pango- LACIVERT UZI, Ufo361- MAGAZIN	3	3,70

	Norm Ender- Parla-100. Yıl Marşı		
2	ALIZADE- Trip attım	3	3,70
	cakal, Teoman- Beni Her Yerden Engellemiş		
	cakal- Cuma		
	Hadise- Feryat		
	cakal- Aşk Olsun		
	Mavi- Sen ve Yıldız		
	BLOK3- YAPTIRICAZ TIRNAKLARINI		
1	UZI, Heijan- 1 NUMARA	11	13,40
	UZI- MUFASA		
	UZI- GUCCI BAG		
	UZI- AGZI BOZUK		
	BLOK3- VUR		
	BLOK3- AFFETMEM		
Total		82	100

As seen in Table 1, 26 songs remained on the charts for 30 days, while 11 songs were on the charts for only 1 day. While INJI- BELLYDANCING held on to the charts due to the fact that the song entry was a trend on the Tiktok social media platform, the most surprising singer and song on the list was Mor ve Ötesi- Bir derdim var. Although this song is from 2004, it found a place in the list again in 2023 due to the fact that a new series with the same name of the song started and the music of the series was this song. Again, Bengü's song Sahici is on the list even though it was published in 2014. This situation is interpreted as staying on the agenda due to the fact that it is a song that is widely used on social media platforms.

2. Findings and Interpretation Related to the Sub-Problem

Table 2

The most popular songs listened to on Spotify in Turkey in November 2023 in terms of genre, tonality/modality/mode and rhythmic structure

Genre	*f*	Tonality/modality/maqam	*f*	Rhythmic Structure	*f*
Pop	26	Em	6	Four Time	82
Rap	33	Bbm	3		
Rock	4	Dm	8		
Alternative Rock	12	Am	13		
Acoustic	2	Abm	4		
Arabesque	4	Bm	9		
March	1	Gm	6		
		Fm	7		
		Dbm	6		
		Ebm	6		
		F#m	4		

Eb	2
E	2
Cm	2
F#	1
A	1
Db	1
Bb	1

As seen in Table 2, Rap and Pop were the most listened music genres. While pop music, the most preferred genre of the 90s, was still among the most listened to music genres in November 2023, Rap music, which increased its audience with Ezhel's album "Müptezhel" in 2017, came to the top in November 2023, leaving Pop music behind with a difference of 7 tracks. While most of the tracks in the Am [A minor] tone was found in the list, all of the tracks were seen in four time.

3. Findings and Interpretation Related to Sub-Problem

Table 3

The gender of the singers who performed the most popular songs listened to on Spotify Turkey in November 2023 and the local/foreign status of the songs

				f	*%*
Gender	Female			15	22,73
	Male			31	46,97
	Multi Singing	2 Person	17	20	30,30
		3 Person	2		
		4 Person	1		
Toplam				**66**	**100**
Local/Foreign	Local			81	98,79
	Foreign			1	1,21
Total				**82**	**100**

As seen in Table 3, 15 of the artists included in the list are women and 31 are men. While 17 pieces were sung by 2 people together, 2 songs were sung by 3 people and 1 song was sung by 4 people. All but one of the songs included in the list were seen as local songs.

4. Findings and Interpretation Related to Sub-Problem

Table 4

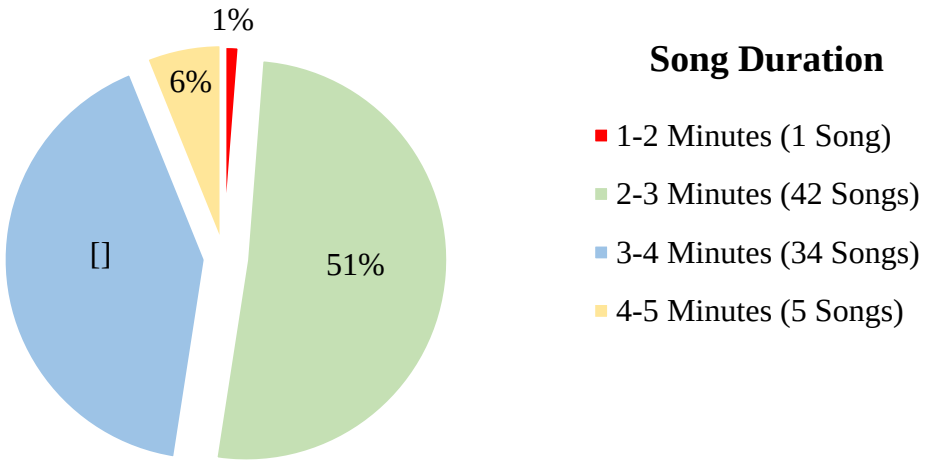
The themes contained in the lyrics of the most popular songs listened to on Spotify Turkey in November 2023

Themes Contained in The Songs	Number of Songs with Themes	Ratio to Total Songs
Love	17	%20,73
Love pain	22	%26,83
Separation	3	%3,65
Reproach	1	%1,22
Friendship	1	%1,22

Struggle	1	%1,22
No Theme	3	%3,65
Illegal	13	%15,85
Sadness	13	%15,85
Satire	4	%4,90
Burnout	1	%1,22
Entertainment	1	%1,22
Psychological Content	1	%1,22
Republic	1	%1,22

As seen in Table 4, the theme of love pain was the most common theme in the songs included in the list. The themes of love, sadness and illegality were found to be among the majority themes.

5. Findings and Interpretation Related to Sub-Problem



Graph 1. Duration of the most popular songs streamed on Spotify Turkey in November 2023

As can be seen in Graph 1, most of the songs between 2-3 minutes were included in the list. Since rap songs are shorter than pop music and rap music entered the list the most, songs between 2-3 minutes stood out in the list. After rap music, pop music is the second most common entry in the list and since pop music is longer than rap music in terms of duration, songs between 3-4 minutes are ranked 2nd in the chart.

CONCLUSION AND DISCUSSION

When the overall results of the research are analyzed, a total of 82 songs were included in the Turkey Top 50 during November 2023. While 26 of these songs were on the list for 30 days during November, 11 songs were on the list for only one day. One of the most surprising data of the research is that the songs released by singers such as Mor ve Ötesi and Bengü in the past years are still on the lists in 2023. It is thought that this situation may be due to the trends on social media platforms such as TikTok and Instagram. (Dizdar, 2020, p. 28) defines social media platforms as "creating the illusion that they have a liberating effect on individuals with the

opportunities to interact with others, to share, the feeling that millions of people can be reached and other usage facilities they offer". In the study, it was observed that rap songs and rappers were the most popular songs in the list during November 2023, while in the study of Karabiber and Karahasanoğlu (2023), 70% of the top 10 most listened songs in Spotify Turkey in 2022 were rap songs, and in this context, these two studies are parallel in terms of their aims and results. In the research, it was concluded that 31 singers were male and 15 singers were female, there were a total of 20 singing situations with two, three and four people, and a large majority of the songs were local. Yılmaz and Sazak (2023) analyzed Spotify 2021 data and concluded that the majority of the most listened singers were male, the level of singing together was relatively low compared to other songs, and all of the songs were local. These two studies are parallel in terms of their aims and results. In the study, it was observed that the songs on the list mostly dealt with the themes of love pain and love. In Efe and Sonsel's (2019) study, it was concluded that the songs that stayed the most in the 2019 Spotify Turkey top 50 lists were love themes. In this context, these two studies are parallel in terms of their aims and results. In the research, it was seen that the songs between 2-3 minutes were mostly on the list, and this situation was parallel to the fact that rap music was the most common type of song on the list. Taşbaşı (2023) concluded in his research that the shortening of song durations in the historical course is simultaneous with the shortening of song durations with Spotify becoming a more widespread platform. In this context, these two studies are parallel in terms of their aims and results. In line with these data, in the Spotify 2023 November Turkey Top 50 list, rap music was listened to the most, the am (la minor) tone was used the most, male artists and local music were at the forefront, and song durations were mostly in the 2-3 minute range.

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