

Taylor Swift

**Ten Year Longitudinal Analysis & Benchmark
Comparison for Tortured Poets Department &
Life of a Show Girl Album Releases**

ISABEL JARVIS

Background

- **Full name & origin:** Taylor Alison Swift was born on December 13, 1989 in West Reading, Pennsylvania, USA.
- **Early life:** She grew up on a Christmas-tree farm near Wyomissing, Pennsylvania, and showed an early interest in music and performance.
- **Start of career:** Her family moved toward Nashville when she was a teenager to support her pursuit of country music. At age 14 she moved to the Nashville area to focus on her career.
- **Breakthrough:** She signed with Big Machine Records and released her self-titled debut album in 2006, initially as a country singer-songwriter.
- **Genre evolution:** Over time she has expanded into pop, folk, and other styles—known for her storytelling in songwriting and for reinventing her sound across eras.
- **Achievements & impact:** She is widely regarded as one of the best-selling artists of all time, with major cultural impact.

Content Sources

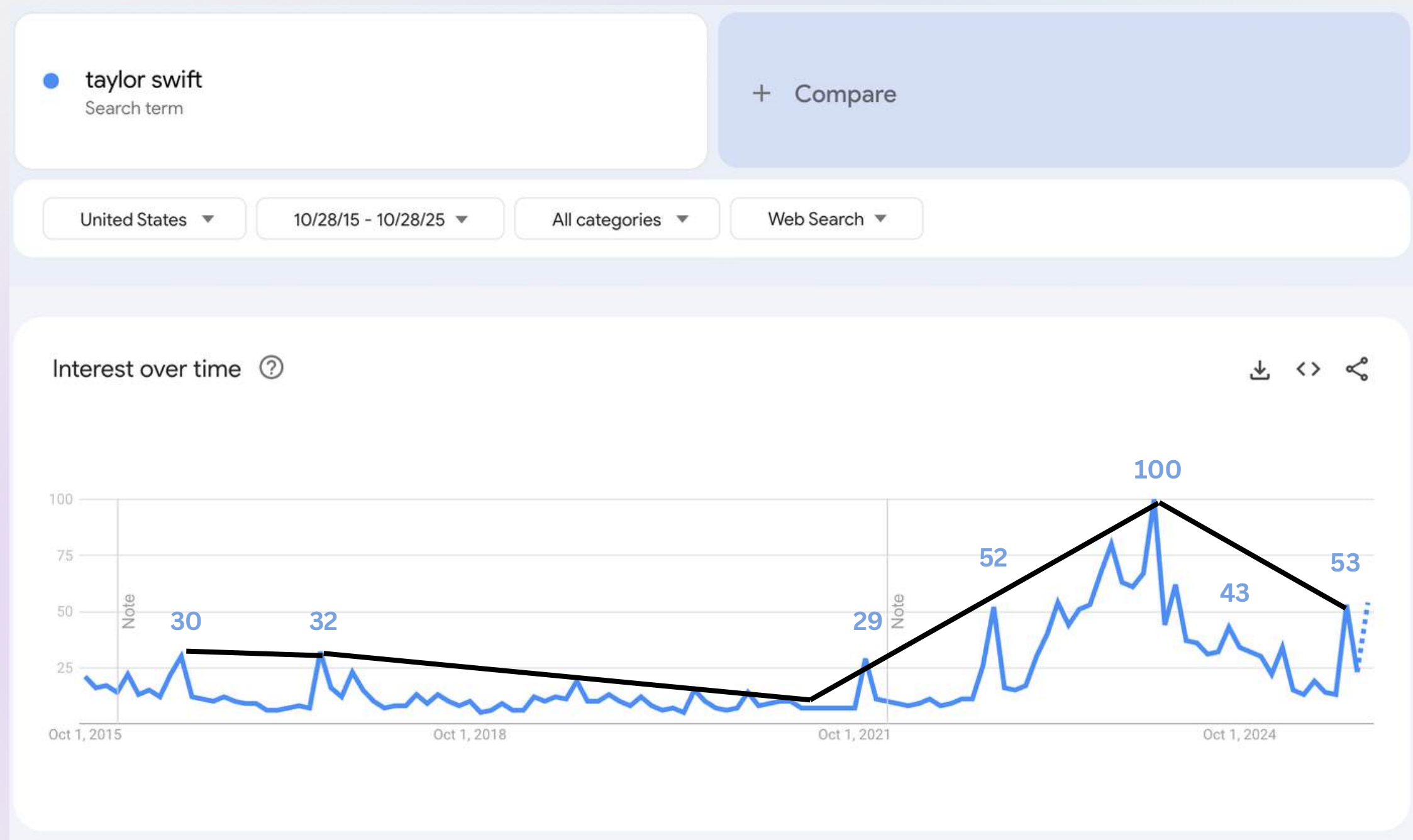
- Google Trends - we examined the level of search interest over time for search term Taylor Swift. Google Trends data will reflect the relative interest scale (1-100) of users searching this term.
- Wikipedia Page Views - we examined the number of page views or clicks on the corresponding “Taylor Swift” wikipedia page.
- Brand Watch - we collected all posts from Reddit, Online News, and Twitter/X that contained any of the following Boolean phrase "taylor swift" OR #taylorswift OR (#Swifties OR #TSwift OR #TaylorSwiftMusic OR #TaylorSwiftConcert OR #TaylorNation OR #TaylorSwiftFan OR #SwiftieLove) OR (#TaylorSwiftMusic OR #TaylorSwiftTour OR #SwiftieLove) OR (#TeamTaylor). They were collected worldwide and in English.

CHAPTER 1

Ten Year Longitudinal Analysis

2015-2025

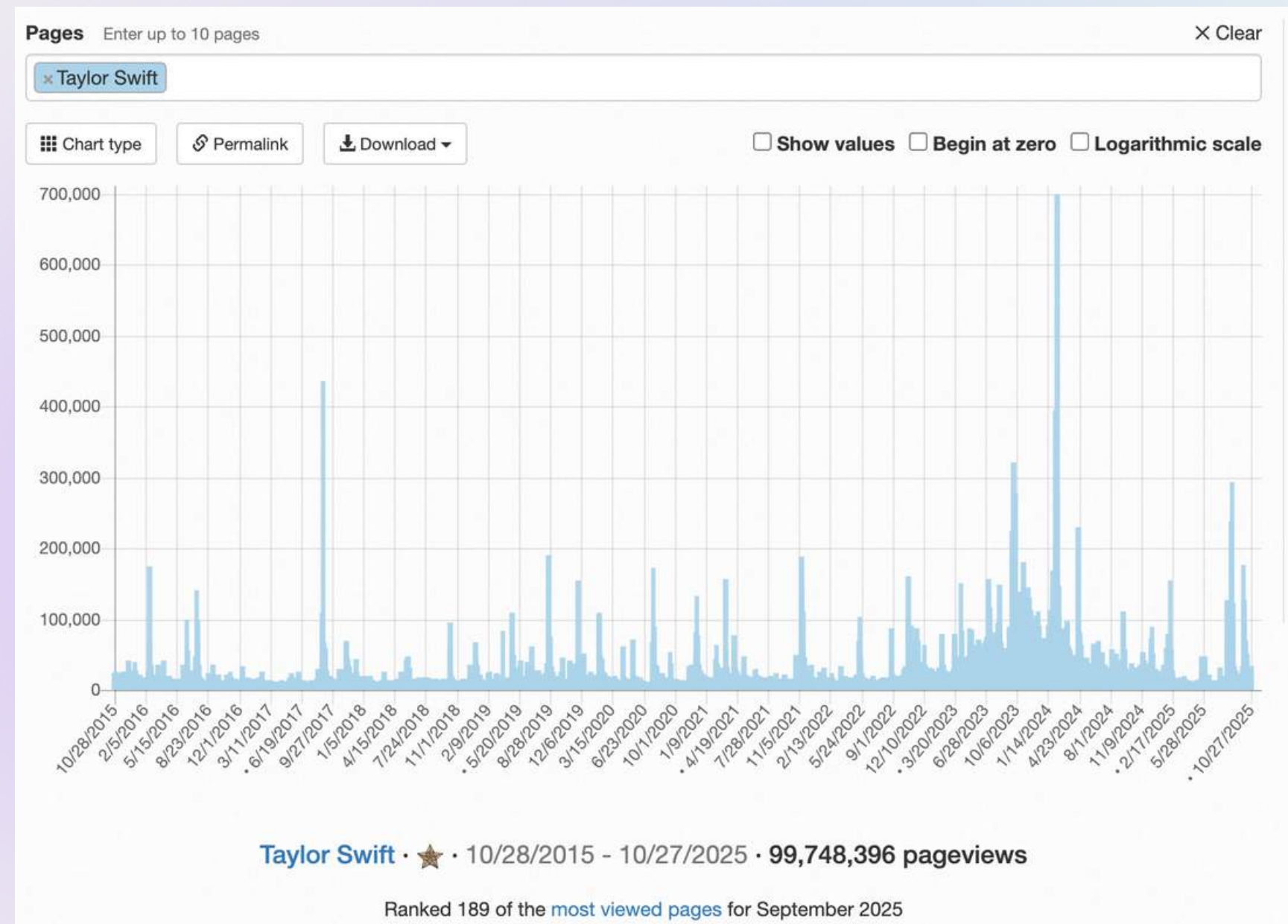
Google Trends over time 2015-2025



- 2015–2020: Search interest remained steady at moderate levels, showing consistent visibility without major spikes.
- 2021–2024: Sharp rise in interest driven by re-recordings, The Eras Tour, and heightened cultural impact, peaking at 100, her highest point ever.
- 2024–2025: Interest declines from the peak but stabilizes at a much higher baseline than previous years, signaling lasting cultural relevance.

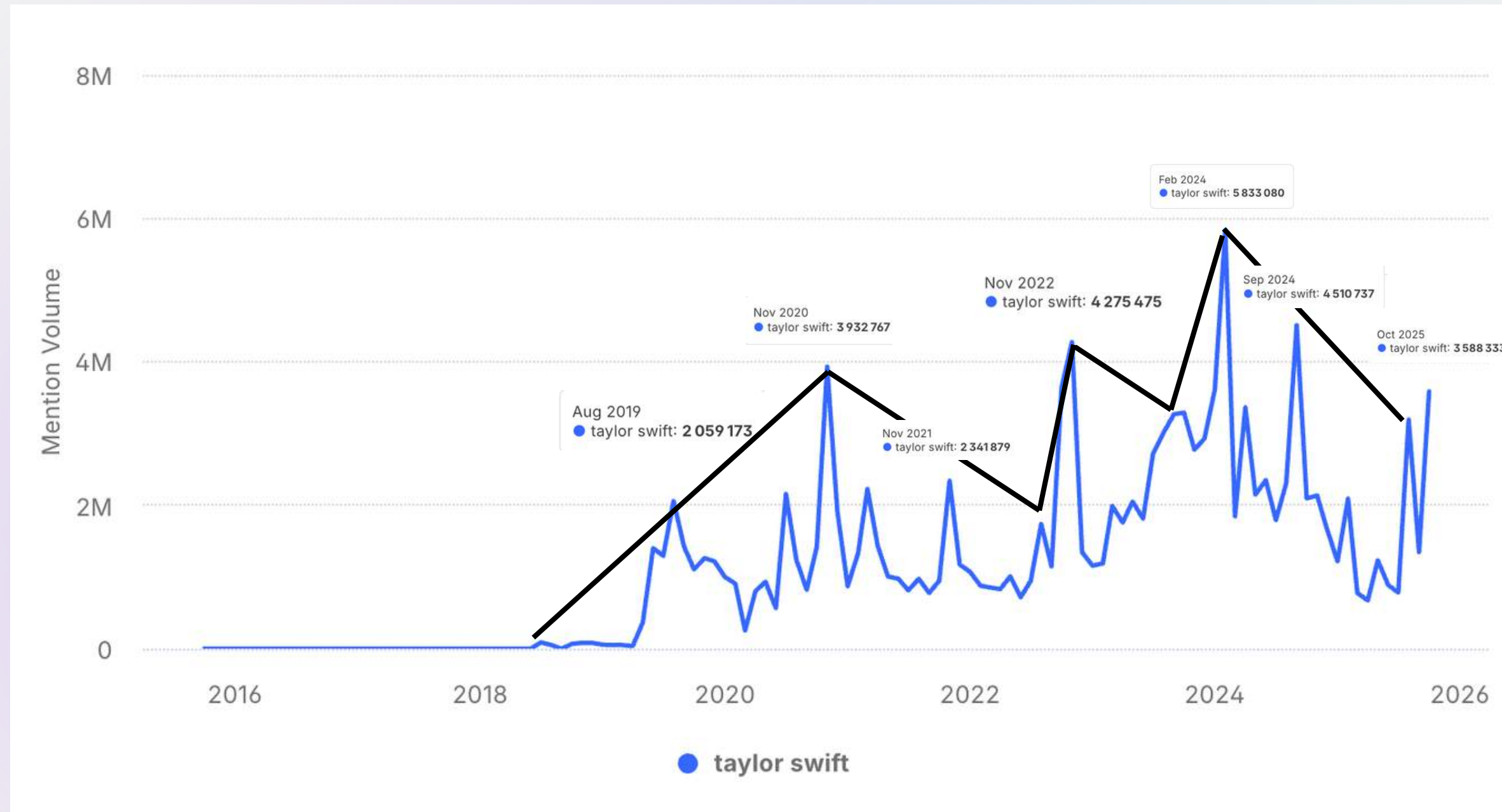
Wikipedia Page Views

Number of Clicks over time 2015–2025



- Wikipedia page views for Taylor Swift show recurring spikes tied to major cultural moments such as album releases, award show appearances, and public controversies highlighting her consistent relevance throughout the decade.
- Beginning around 2021, page views rise sharply and spikes become more frequent, reflecting the influence of The Eras Tour, re-recorded albums, and increased media coverage, with peak daily views nearing ~700,000 in 2023–2024.
- Despite fluctuations, the sustained increase in page traffic underscores Swift’s expanding global impact and her ability to drive massive public curiosity, solidifying her status as one of the most searched and culturally dominant figures of the 2020s.

Brandwatch: Volume of Posts over Time



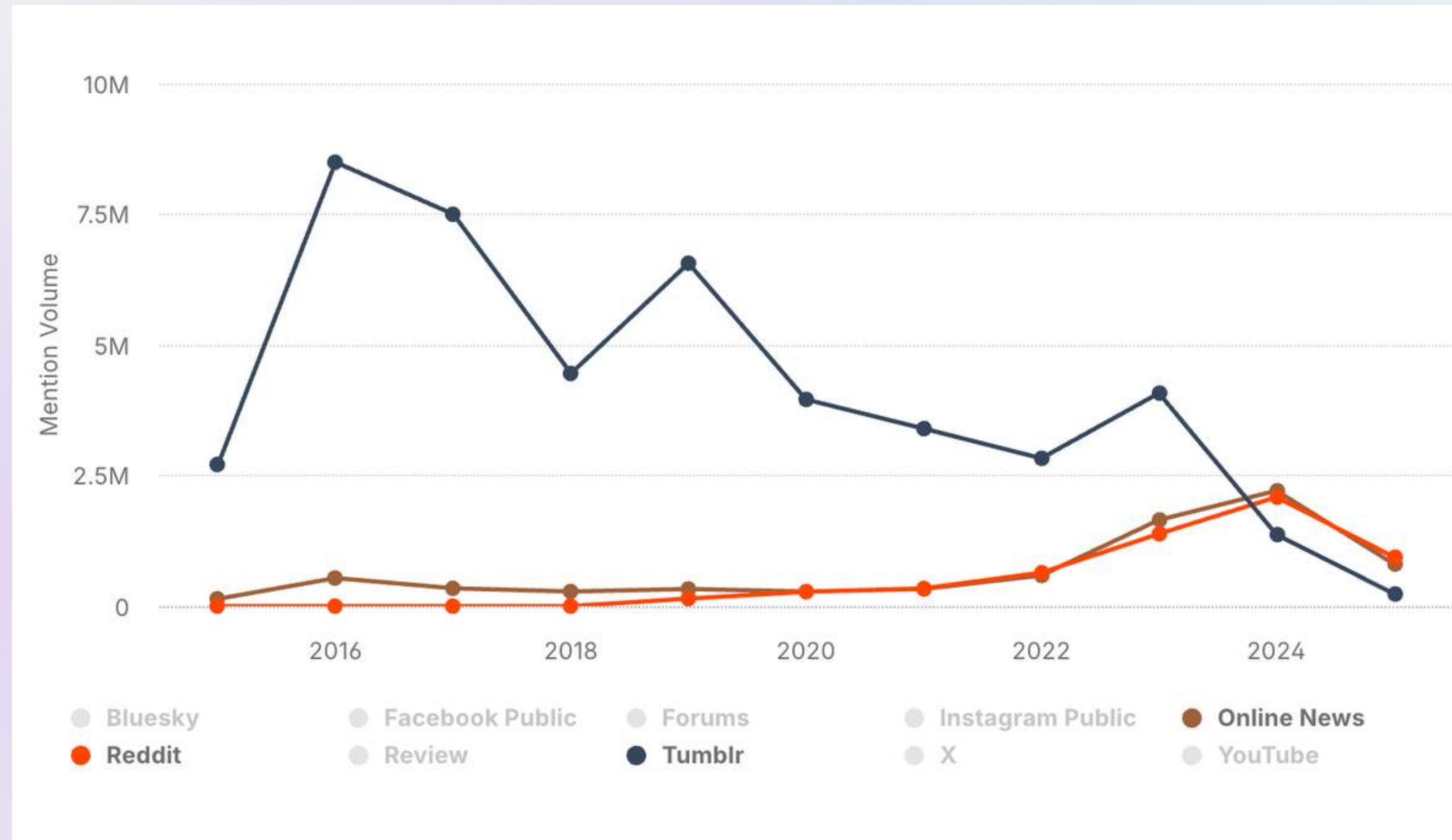
- Brandwatch data shows a clear upward trajectory in Taylor Swift–related posts beginning in 2019, with major spikes aligning with album releases, public appearances, and tour announcements. Mention volume more than doubles during peak cultural moments, reaching over 5–8 million posts at its highest points (2020, 2022, 2024).
- The most significant surge occurs in early 2024 coinciding with The Eras Tour expansion, Grammy wins, and heightened global media coverage demonstrating Swift’s capacity to dominate the social conversation worldwide.
- Although volume declines slightly after peak periods, the sustained high baseline through 2025 shows that Swift remains one of the most consistently talked-about public figures, reinforcing her cultural staying power and relevance across news, fandom, and social media ecosystems.

Content Sources with Tumblr, X, Online News, Reddit



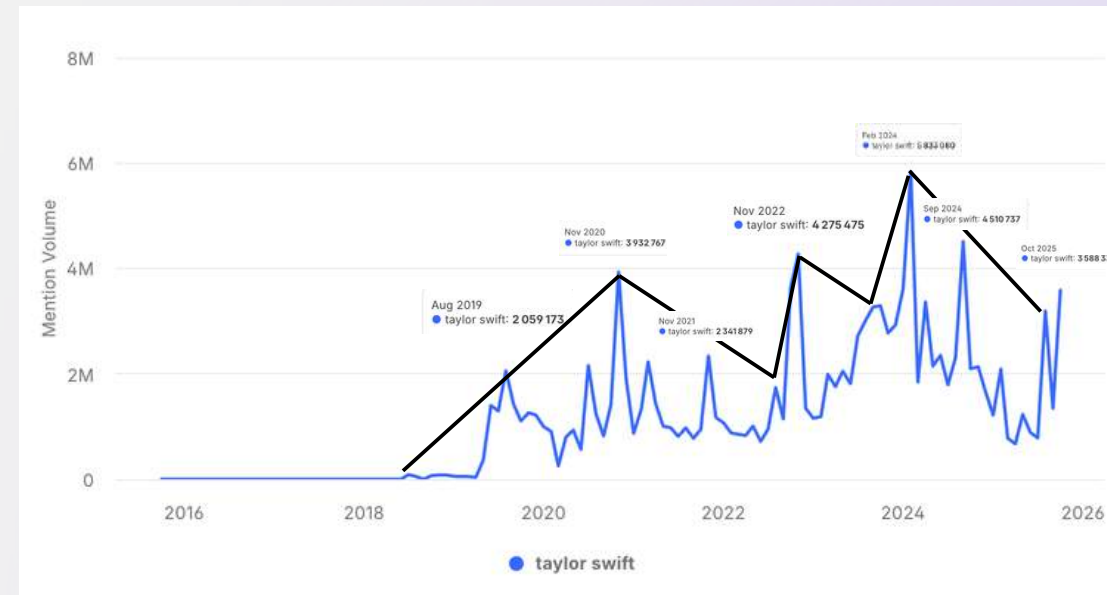
- X (Twitter) drives the majority of conversation, with mention volume rising sharply and peaking in 2024, showing Swift's dominance on fast-moving, viral platforms.
- Tumblr steadily declines over time but remains a hub for deeper fan conversations, while Reddit and Online News show lower, more stable engagement.
- The widening gap between X and other sources highlights where Swift's real-time cultural momentum lives, with secondary platforms supporting longer-form analysis and fandom activity.

Content Sources: Reddit, Tumblr, Online News

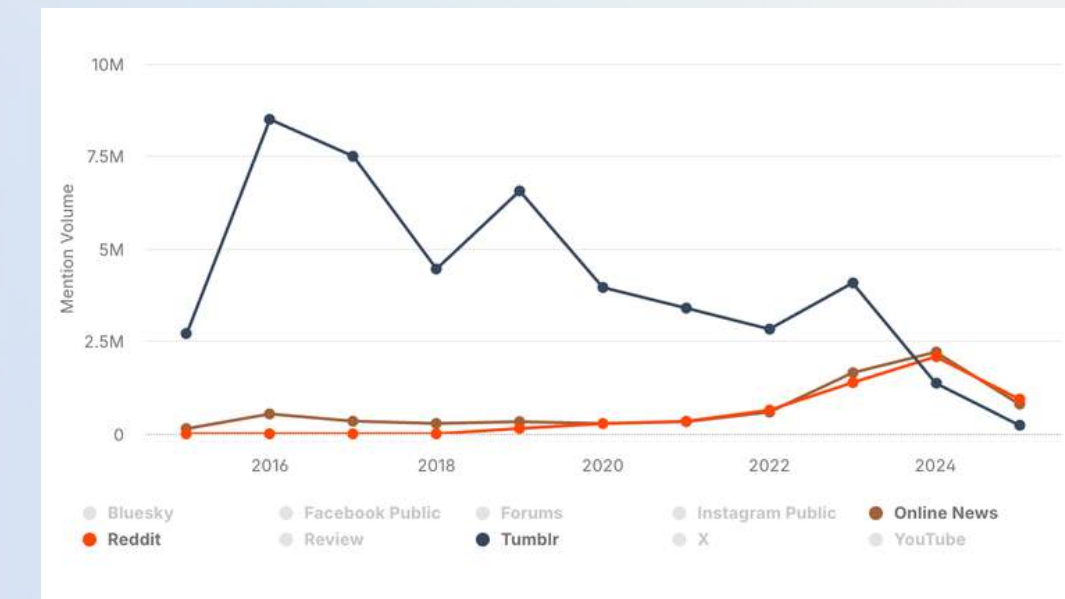


- Tumblr shows the highest early engagement but declines steadily over the decade, indicating a shift away from long-form fandom platforms.
- Reddit and Online News remain lower-volume but show gradual growth, reflecting increased discussion and media coverage tied to major cultural moments.
- Together, these trends show that conversation has redistributed from older fandom hubs (Tumblr) toward broader public forums and news sources.

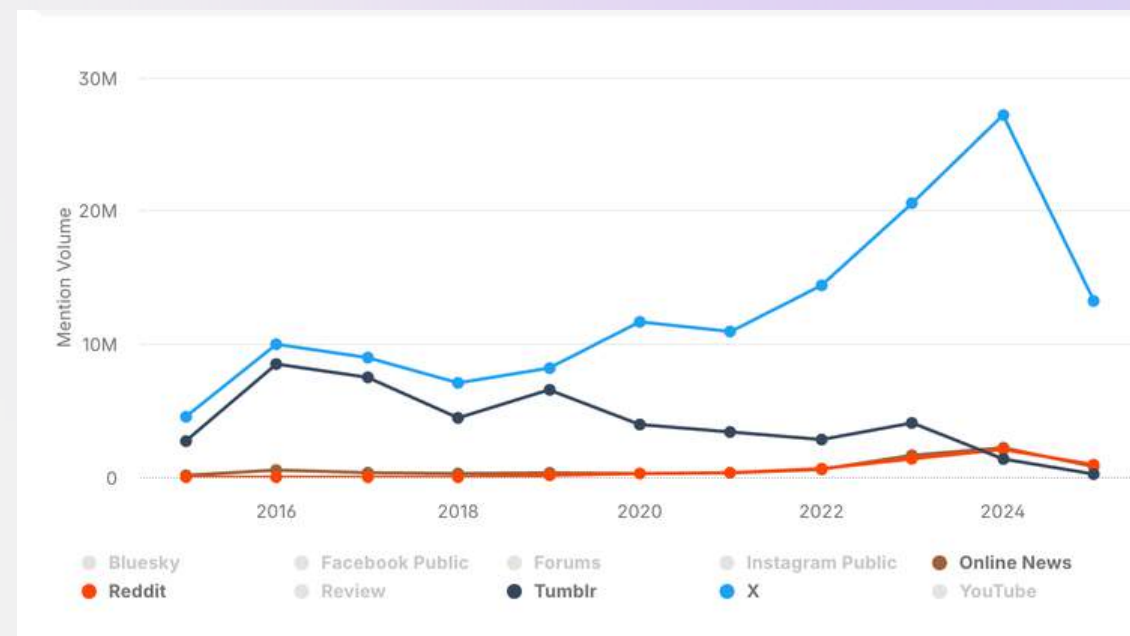
All Three Graphs: Volume of Posts over time X Content Sources



Brand Watch: Volume of Posts over Time



Content Sources: Reddit, Tumblr, Online News



Content Sources with all Media Outlets

- Across all three graphs, overall mention volume rises sharply from 2019–2024, with multiple peaks driven by album releases, award moments, and The Eras Tour—showing a clear upward trend in Taylor Swift’s cultural visibility.
- X (Twitter) consistently carries the highest share of conversation, while Tumblr, Reddit, and Online News contribute smaller but steady streams of discussion, reflecting different audience behaviors across platforms.
- Together, the charts show that Swift’s cultural footprint expanded across every content source, with real-time social platforms driving spikes and secondary outlets sustaining ongoing engagement.

CHAPTER 2

Benchmark Comparison

Feb 4th – April 19th 2024

VS

Aug 13th – Oct 10th 2025

Why these benchmarks?

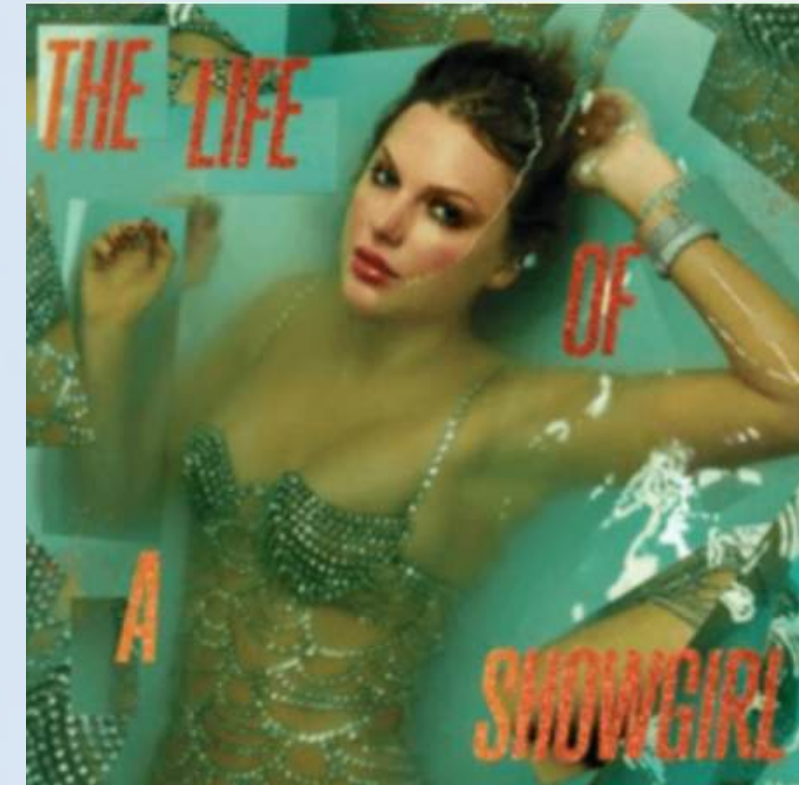


The Tortured Poets Department (TTPD)

February 4, 2024 Album Announcement

April 19th, 2024 Album Release Day

April 26th, 2024 Press Week



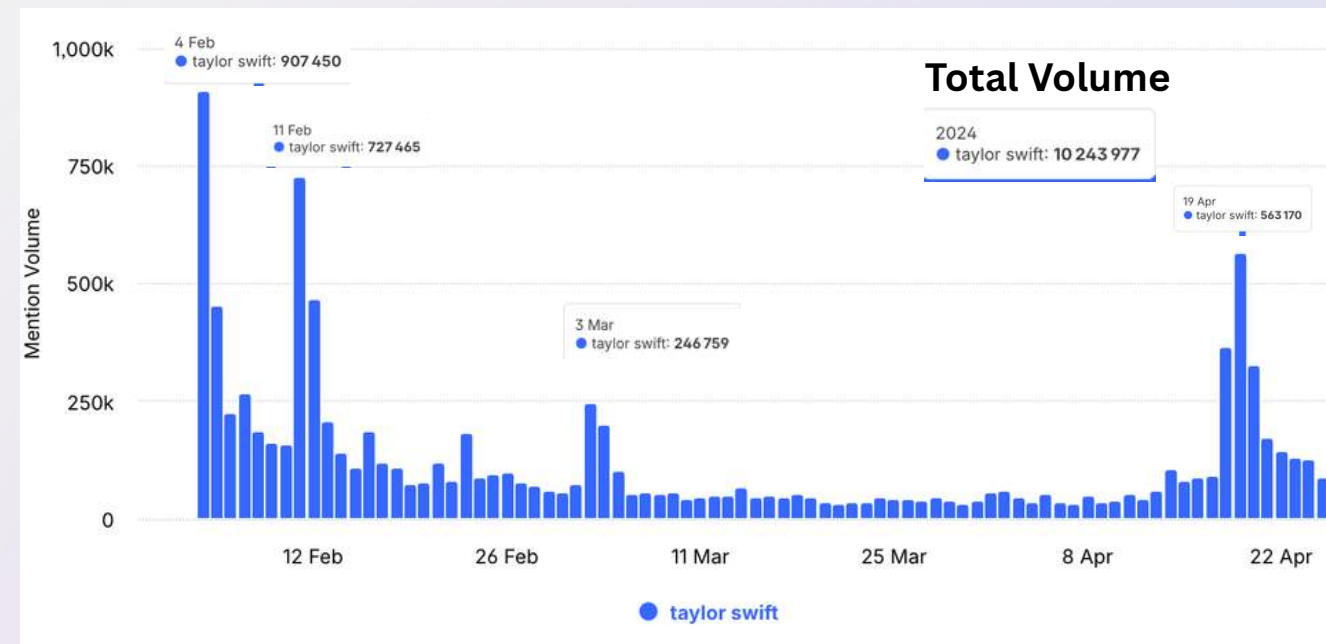
The Life of a Showgirl (TLOAS)

August 13th, 2025 Album Announcement

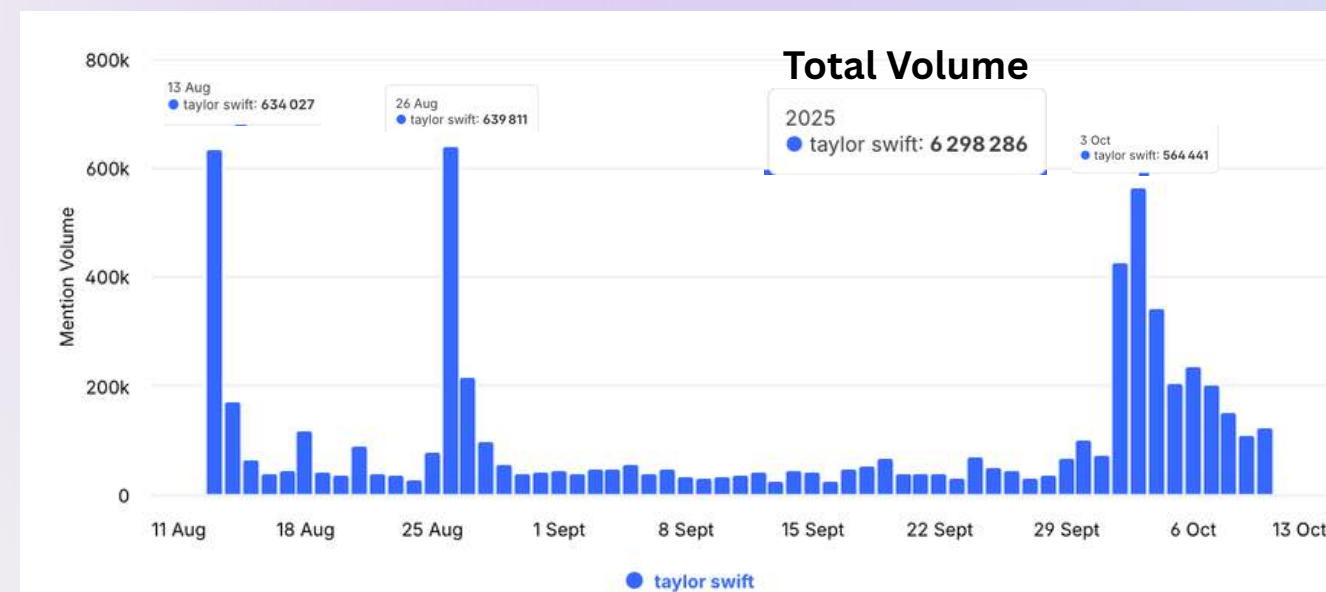
October 3rd, 2025 Album Release

October 10th, 2025 Press Week

Benchmark Comparison: Volume Over Time



TTPD



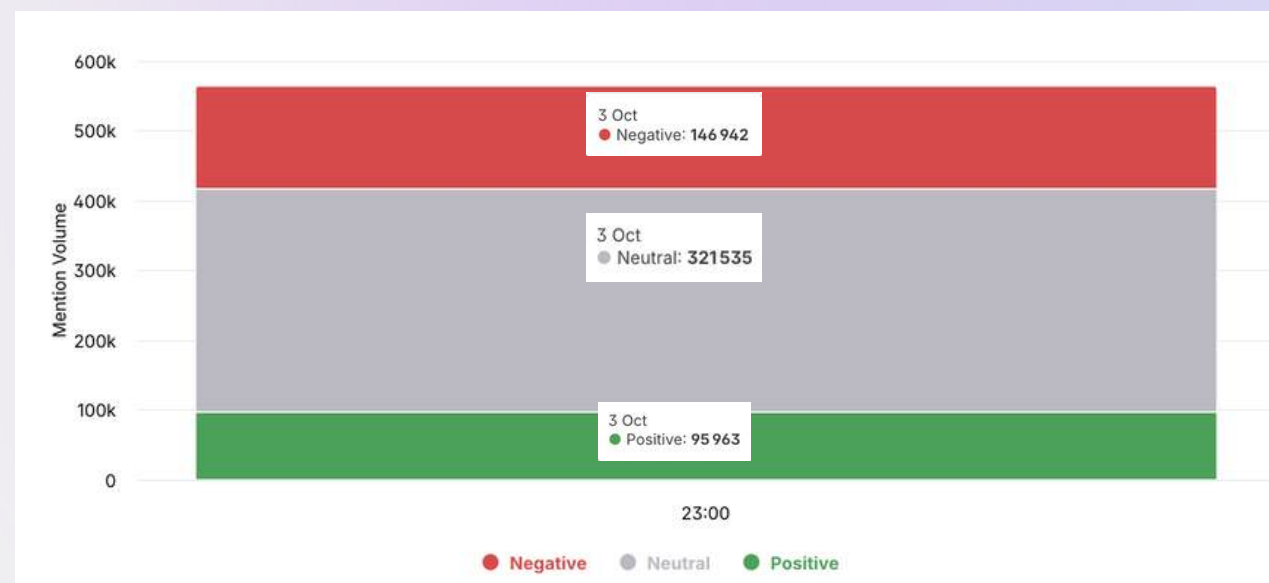
TLOAS

- TTPD (2024) generated significantly higher overall volume, with multiple spikes above 700k–900k mentions, showing a stronger and more immediate cultural reaction at launch.
- TLOAS (2025) shows a smaller total volume and fewer extreme peaks, indicating a steadier but less explosive level of conversation compared to TTPD's surge-driven cycle.
- The contrast suggests that while both releases sparked major engagement, TTPD produced a much larger initial social footprint, positioning it as the more dominant cultural moment.

Release Day: Sentiment



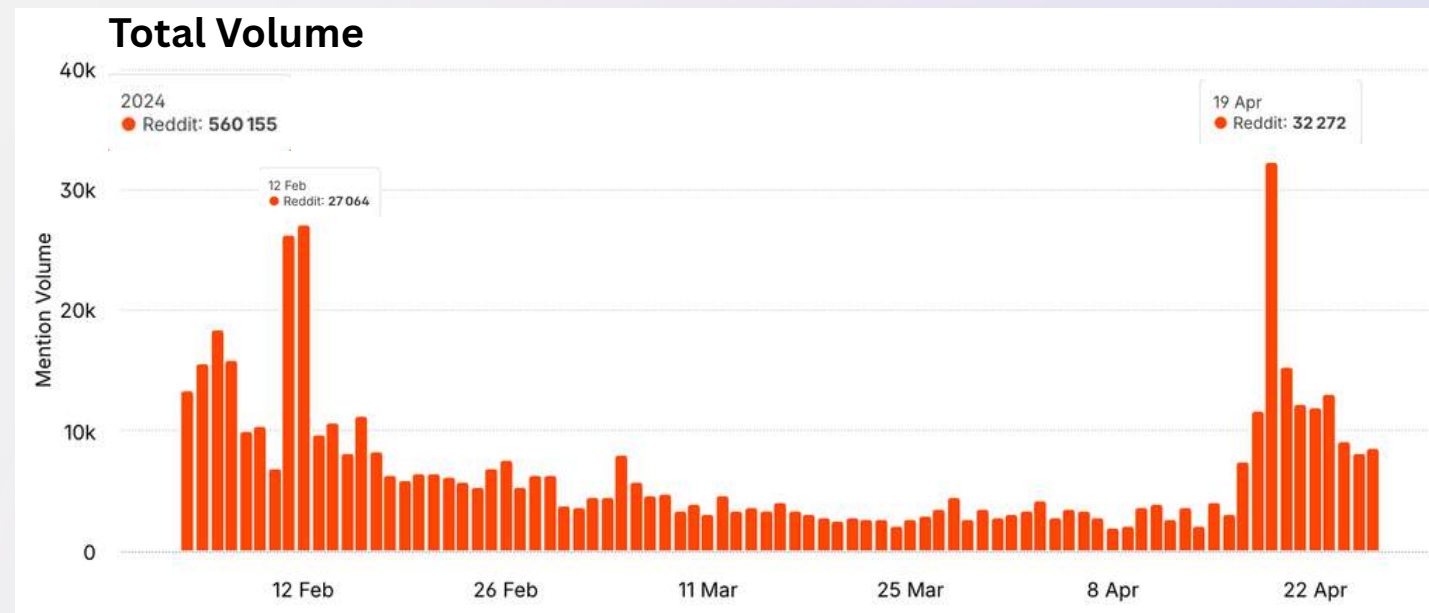
TTPD



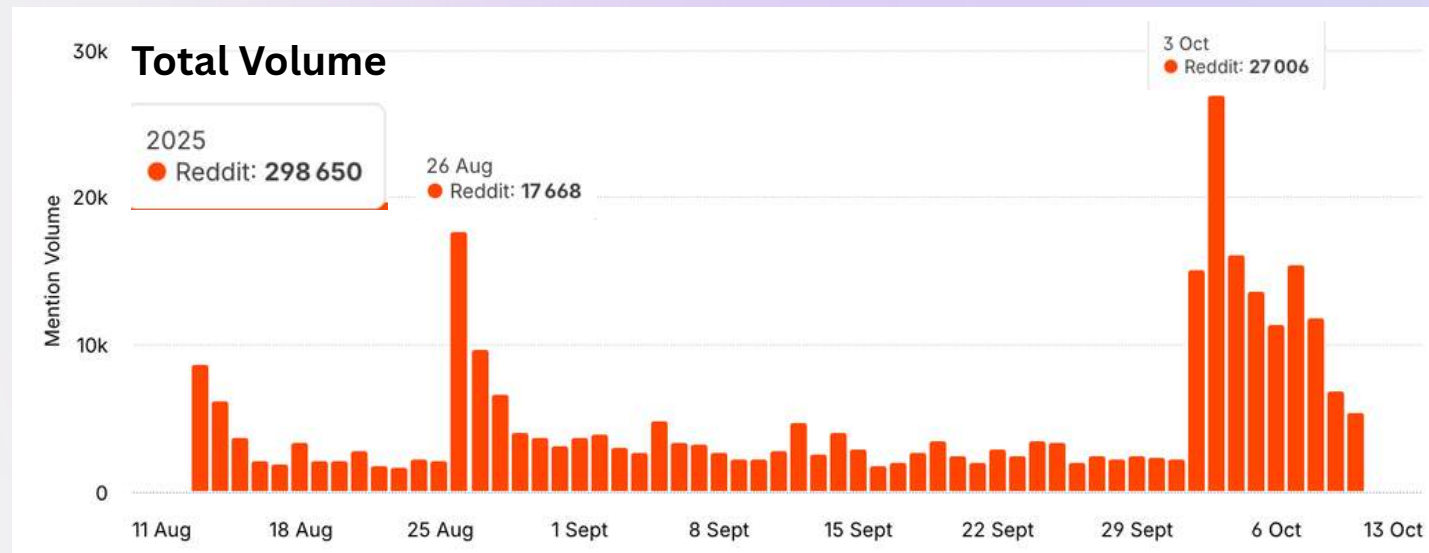
TLOAS

- Both releases show a similar sentiment split, with the majority of conversations falling into the neutral category as people reacted, reviewed, and processed the albums in real time.
- TTPD has a slightly higher share of negative sentiment on release day, reflecting stronger debate, mixed first impressions, and the album's heavier thematic content.
- TLOAS shows more positive sentiment overall, suggesting a warmer initial reception and less polarized conversation compared to TTPD.

Volume Over Time: Reddit



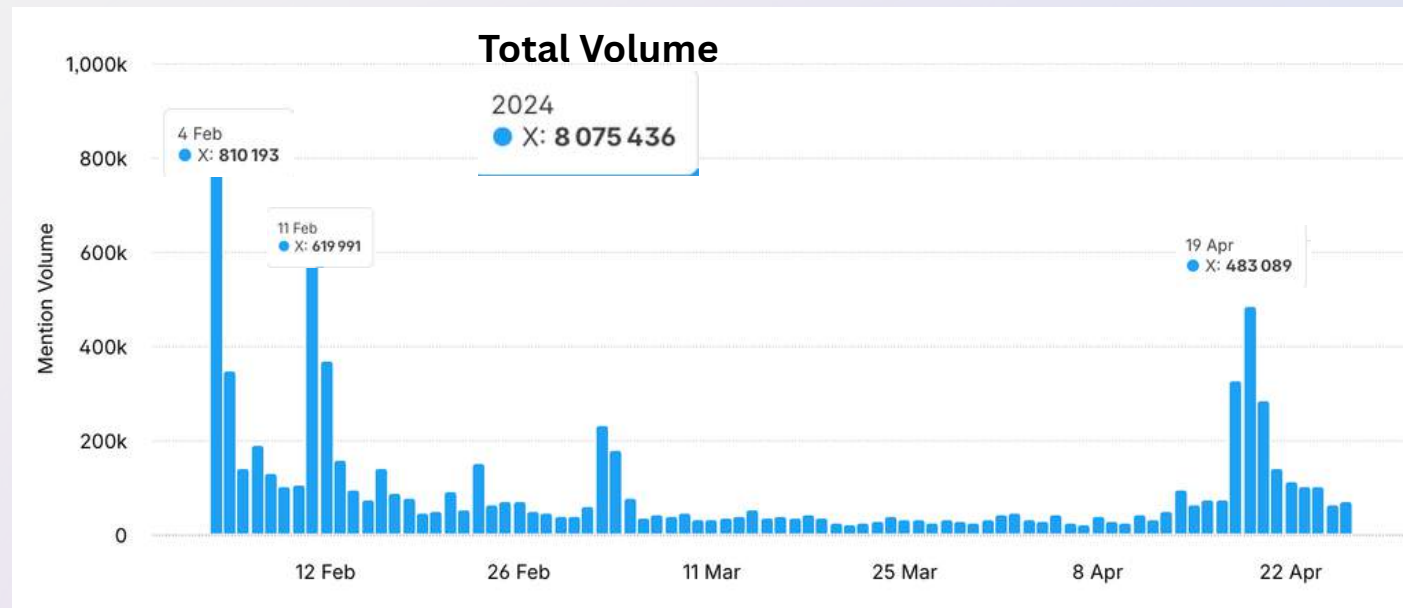
TTPD



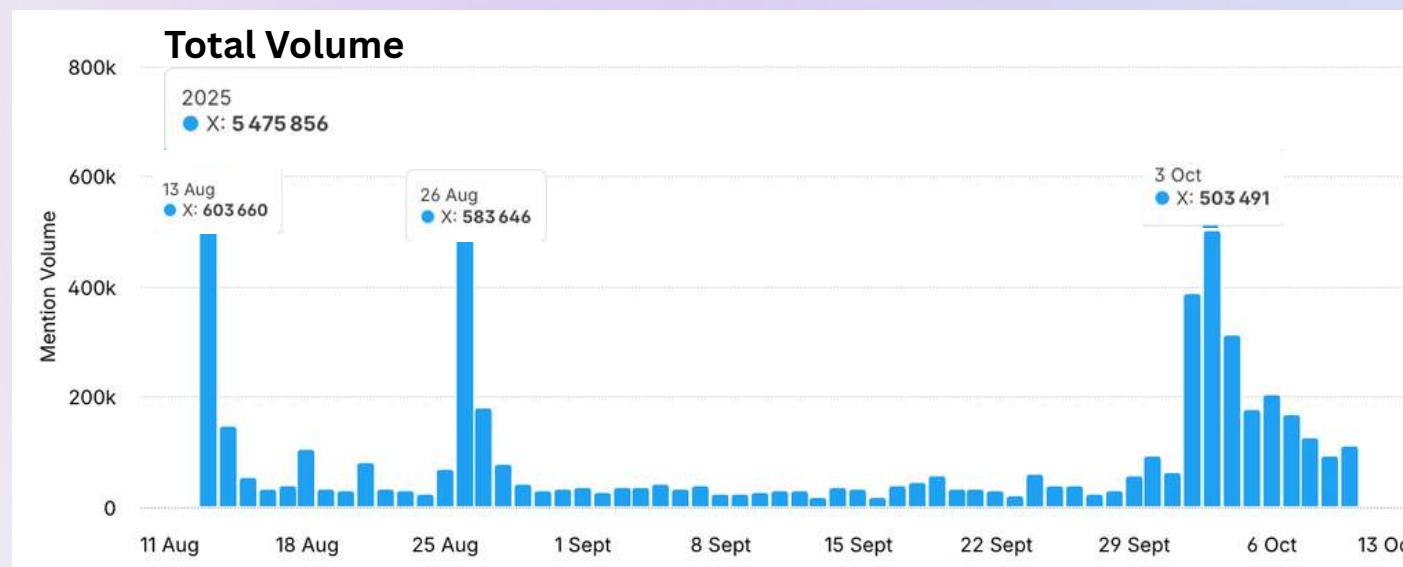
TLOAS

- TTPD shows noticeably higher Reddit activity, with multiple spikes above 20k–30k posts, reflecting strong fan discussion, theory-building, and early reactions.
- TLOAS generates fewer and smaller spikes, indicating a more moderate level of Reddit engagement compared to the intense discourse around TTPD.
- Overall, Reddit data suggests TTPD inspired deeper and more sustained conversation, while TLOAS prompted interest but at a smaller scale.

Volume Over Time: X



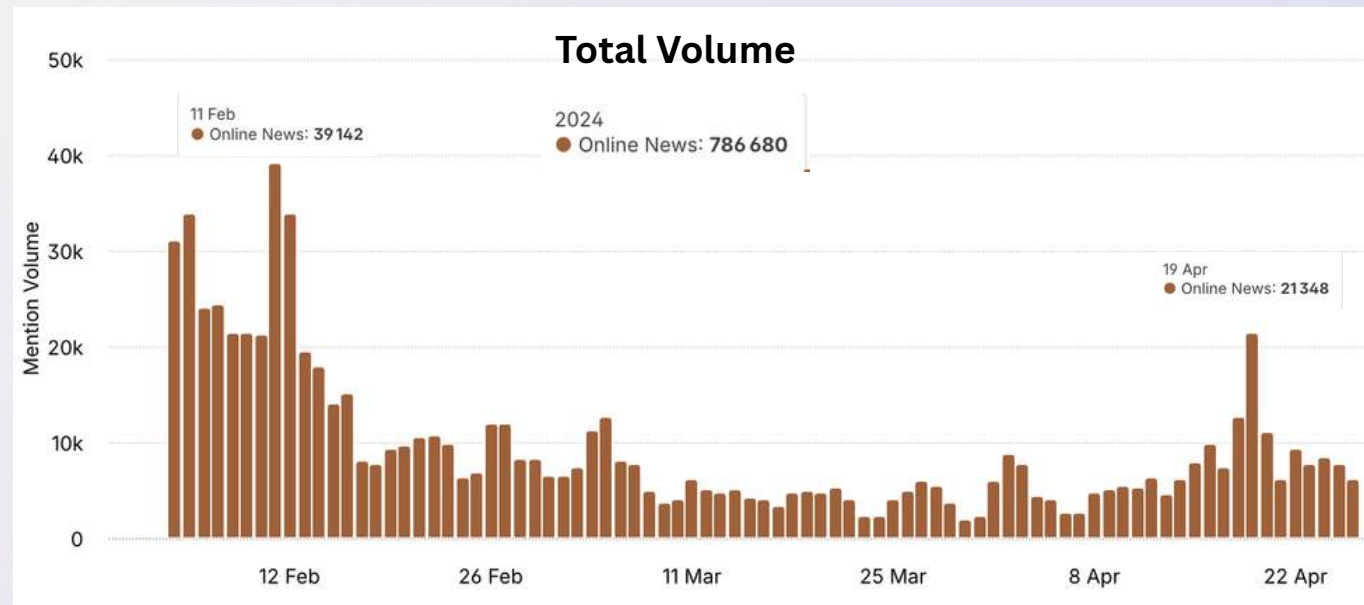
TTPD



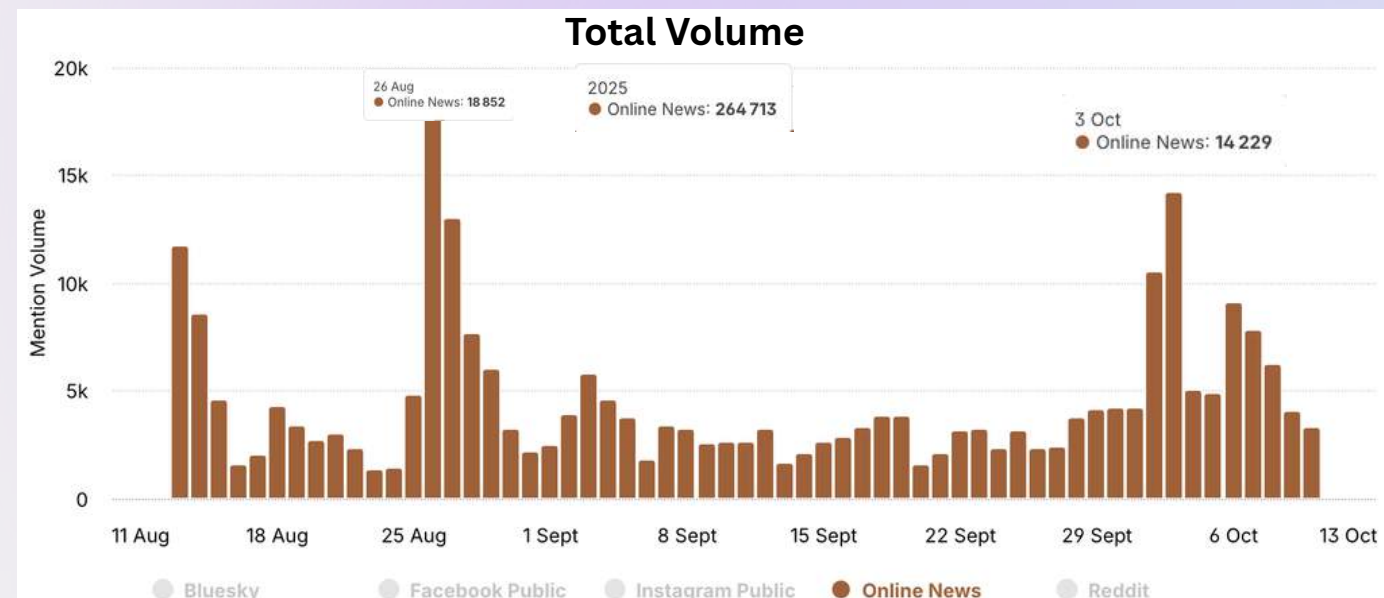
TLOAS

- TTPD shows significantly higher activity on X, with multiple spikes between 600k–800k mentions, indicating intense real-time reaction and viral conversation around key release moments.
- TLOAS also drives large spikes, but at a slightly lower scale overall, suggesting strong engagement but less explosive volume compared to TTPD.
- Overall, X data reinforces that TTPD generated a larger and more immediate social footprint, while TLOAS sustained high engagement but with fewer high-velocity peaks.

Volume Over Time: Online News



TTPD



TLOAS

- TTPD generated substantially higher online-news coverage, with multiple early spikes between 30k–40k mentions, reflecting intense media interest immediately surrounding the release.
- TLOAS shows fewer and smaller peaks, indicating more moderate media coverage overall, though still drawing notable attention during key announcement and release moments.
- Overall, online-news volume suggests TTPD was the more dominant media event, driving broader and more sustained press coverage compared to TLOAS.

Brandwatch: Volume by Country TTPD X TLOAS

TTPD

Country	Taylor Swift	Percentage
United States of America	2197510	54%
United Kingdom	242382	6%
Canada	153749	4%
Australia	132037	3%
Brazil	142632	3%
Philippines	101243	3%
India	92934	2%
Mexico	97186	2%
Indonesia	79217	2%
Argentina	75908	2%

TLOAS

Country	Taylor Swift	Percentage
United States of America	978672	49%
United Kingdom	116587	6%
Brazil	113971	6%
Mexico	65116	3%
Canada	58416	3%
Philippines	58519	3%
Argentina	56925	3%
Indonesia	53105	3%
India	48217	3%
Spain	42943	2%

KEY

The Americas

EUROPE

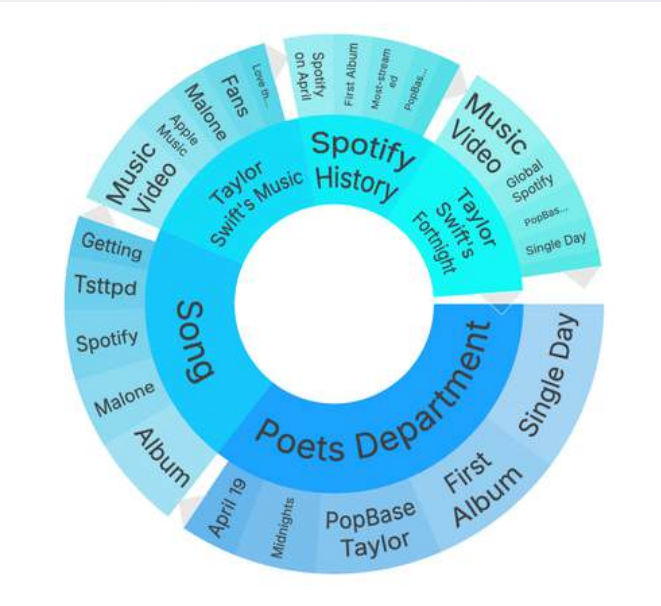
AFRICA

ASIA

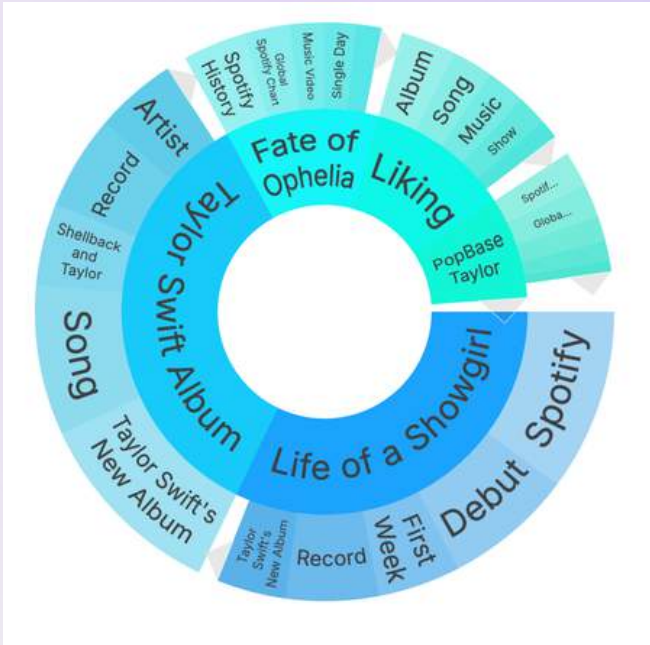
OCEANA

- TTPD shows significantly higher global volume overall, with the United States dominating over half (54%) of total conversation and strong engagement across major English-speaking markets like the UK, Canada, and Australia.
- TLOAS is more geographically distributed, with the U.S. share dropping to 49% and slightly higher proportions coming from international markets such as Brazil, Mexico, the Philippines, and Indonesia.
- The comparison suggests that TTPD generated a larger, U.S.-led surge, while TLOAS saw more balanced global engagement, indicating broader international conversation even at a slightly smaller scale.

Topic Wheel: Press Weeks Comparison



TTPD
APRIL 19TH-26TH



TLOAS
OCT 3RD-10TH

- TTPD’s press week centers heavily on album themes (“Poets Department,” “Song,” “History,” “Spotify”), showing strong interest in the project’s narrative, tracklist, and artistic direction.
- TLOAS shows a more diversified topic spread, with conversation extending into story elements (“Life of a Showgirl,” “Fate of Ophelia”), album rollout themes, and fan reactions, reflecting broader narrative curiosity.
- Overall, TTPD coverage is more album-focused, while TLOAS prompts more storyline-driven and interpretive discussions, indicating slightly different media and fan engagement patterns.

Benchmark Comparison: Top Shared URLs

TTPD

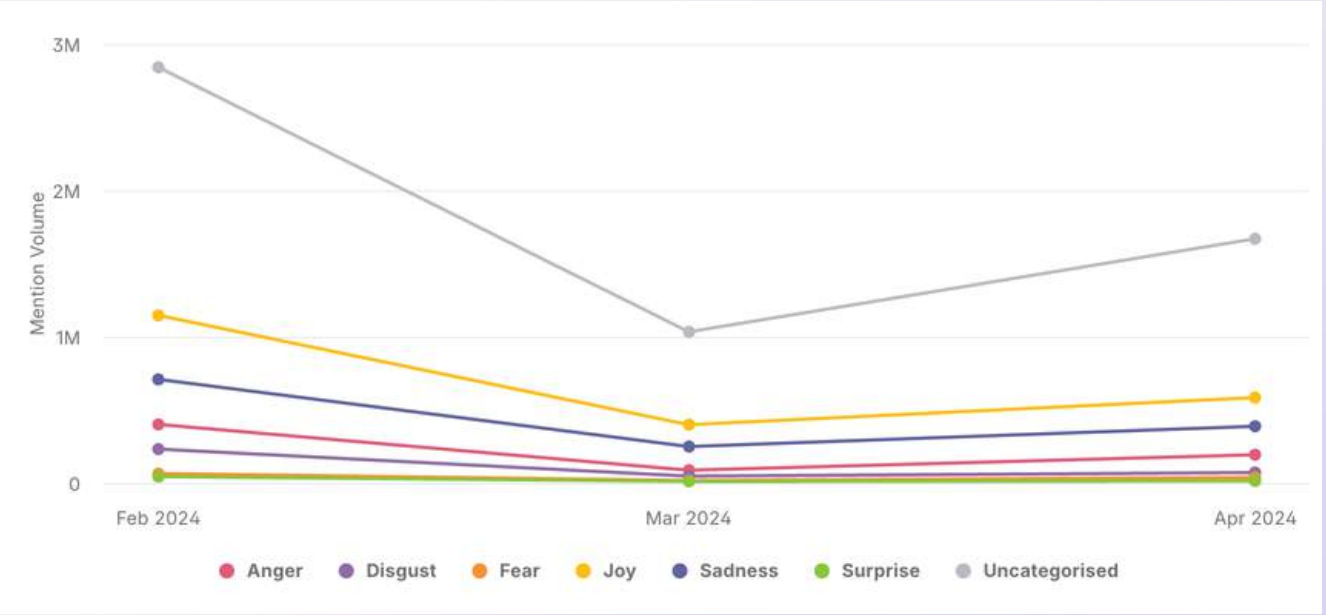
Top Shared URLs	taylor swift	Feb 04, 2024 - Apr 26, 2024
Top Shared URLs		▼ Volume
https://www.target.com/c/taylor-swift/-...		28628
https://www.disneyplus.com/movies/ta...		17434
https://inews.co.uk/culture/music/taylo...		12547
https://www.independent.co.uk/arts-en...		11507
https://www.billboard.com/music/pop/t...		8149
https://people.com/kim-kardashian-ov...		6628
https://www.npr.org/2024/04/19/12456...		6452
http://spotify.link/TTPD		5391
https://apnews.com/article/taylor-swift...		5308
https://www.rollingstone.com/music/m...		5265

TLOAS

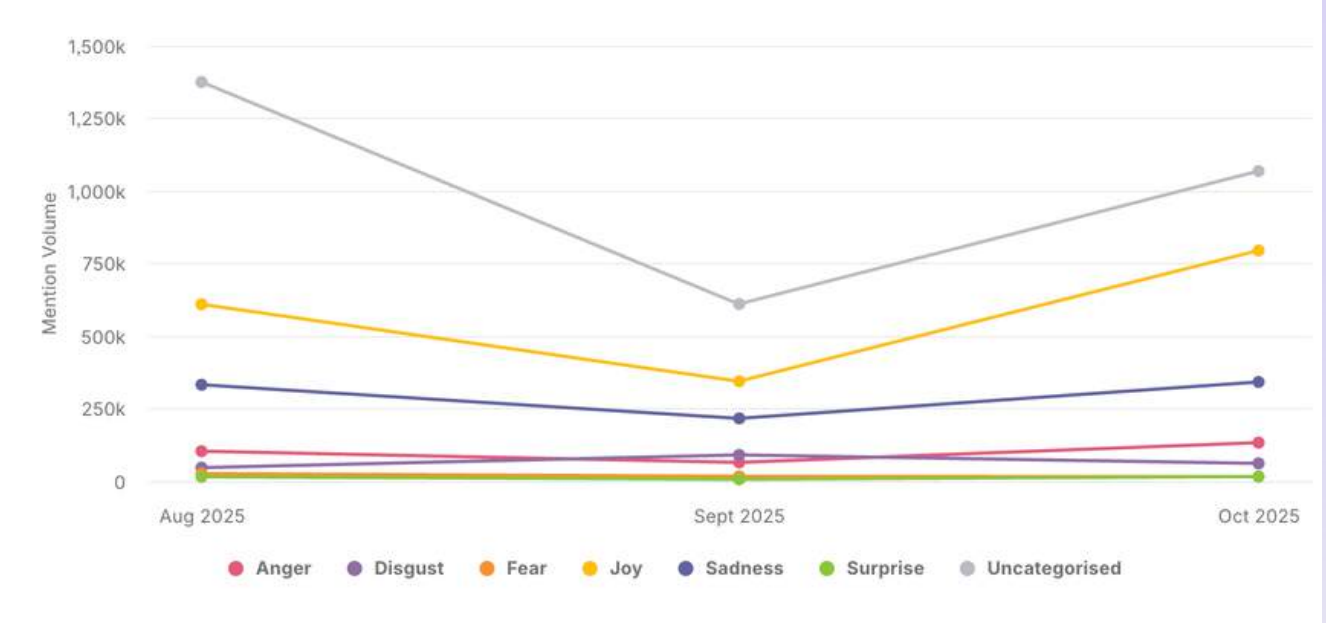
Top Shared URLs	taylor swift	Aug 13, 2025 - Oct 10, 2025
Top Shared URLs		▼ Volume
https://taylor.lnk.to/TSTheLifeofaShow...		245810
https://x.com/taylorswift13/status/1955...		123164
https://x.com/taylorswift13/status/1973...		88727
https://x.com/PopBase/status/1960387...		63192
https://store.taylorswift.com/		53147
https://taylorswift.lnk.to/store		41753
https://x.com/taylorswift13/status/1957...		41723
https://x.com/taylorswift13/status/1955...		37327
https://x.com/PopCrave/status/196038...		29944
https://x.com/taylorswift13/status/1974...		29529

- TTPD’s top shared links are dominated by traditional media outlets (Target, Disney+, iNews, Independent, Billboard, People, Rolling Stone), indicating heavy news-driven coverage and strong editorial amplification during release week.
- TLOAS, in contrast, is driven almost entirely by official Taylor Swift links and X posts, showing a more fandom-driven sharing pattern with direct engagement from Taylor’s own content and fan accounts.
- Overall, TTPD generated broader media-led distribution, while TLOAS shows higher reliance on social platforms and official channels, reflecting different promotional and conversation dynamics between the two releases.

Benchmark Comparison: Emotions



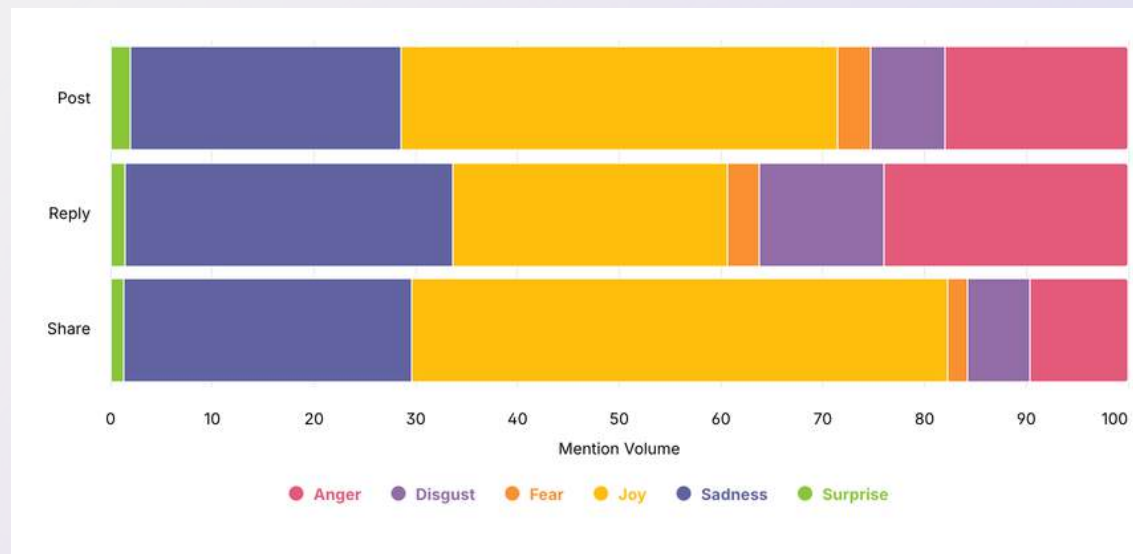
TTPD



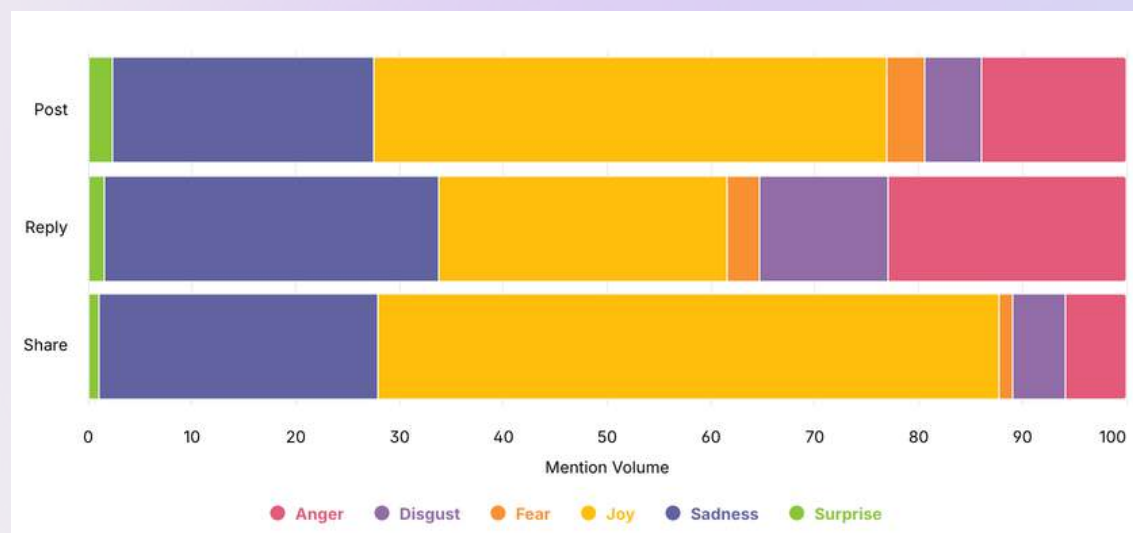
TLOAS

- TTPD shows higher emotional volume across categories, especially joy, sadness, and anger, reflecting a stronger, more immediate emotional response from listeners during its release cycle.
- TLOAS has lower overall emotional volume but displays a similar emotional pattern, with joy and sadness consistently leading, suggesting parallel fan reactions at a smaller scale.
- Overall, the data indicates that TTPD triggered more intense emotional engagement, while TLOAS elicited comparable reactions but with reduced magnitude.

Brandwatch: Mention Type by Emotion



TTPD

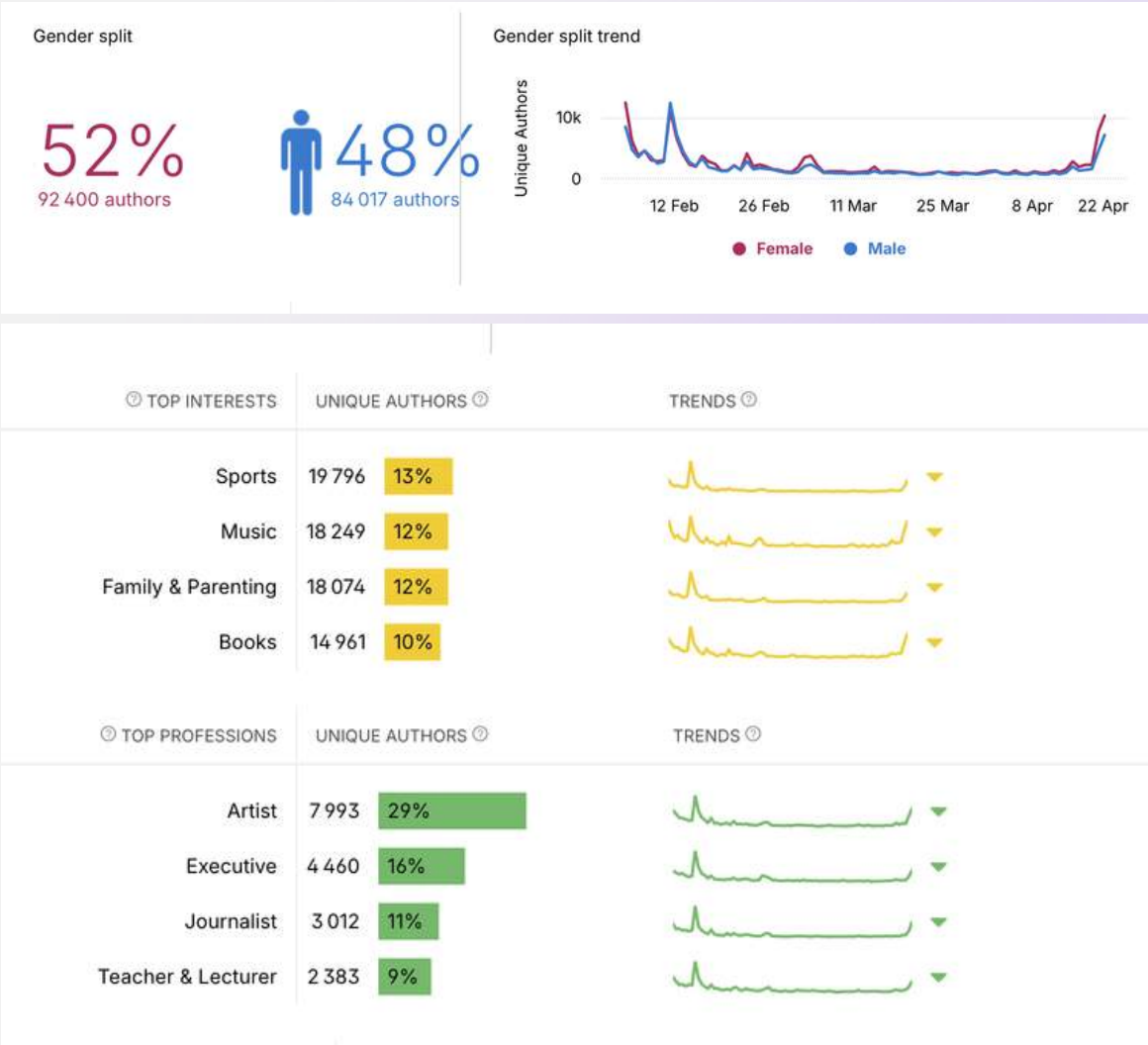


TLOAS

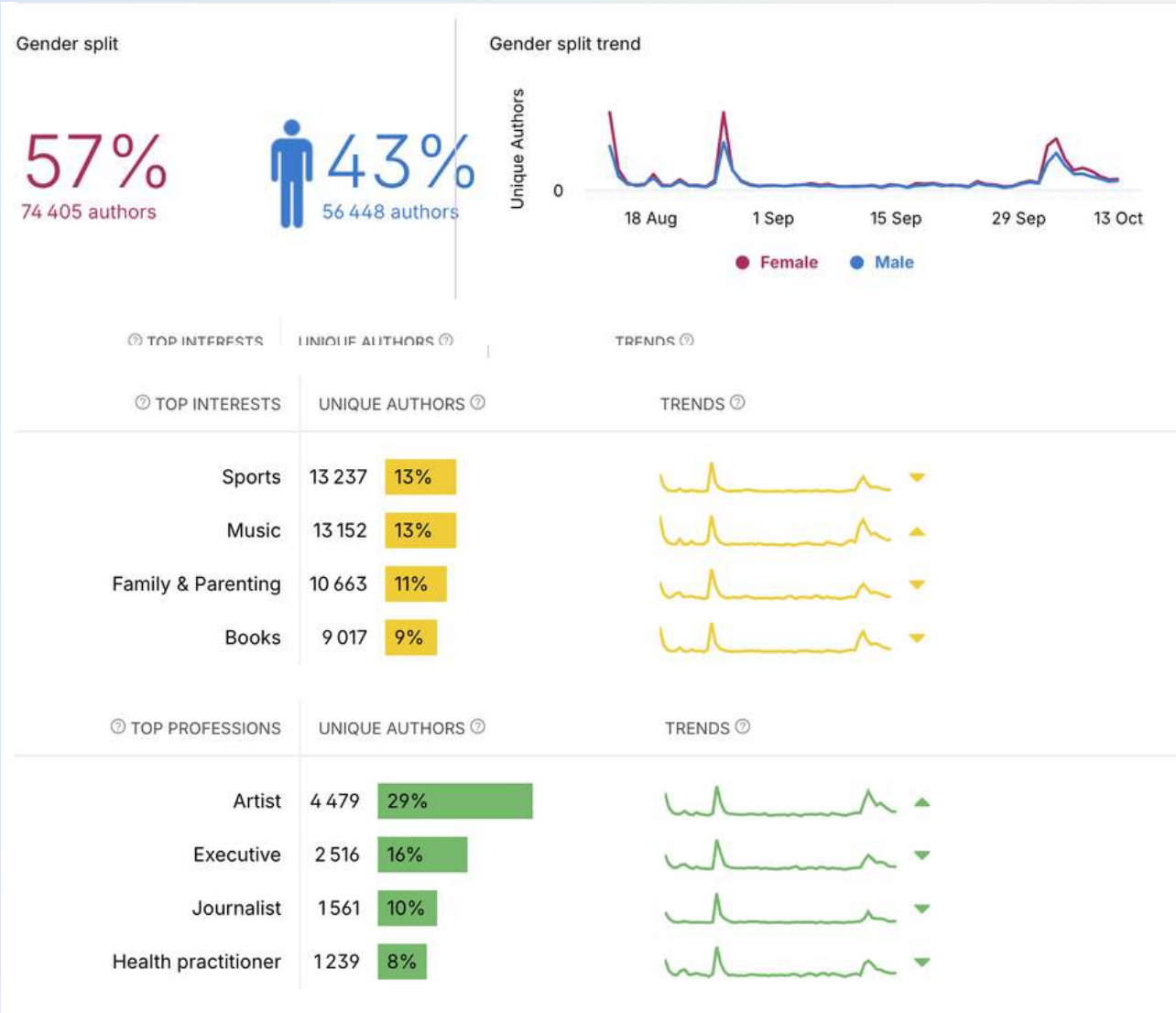
- Both albums show similar emotional distributions across posts, replies, and shares, with joy and sadness dominating overall conversation.
- TTPD shows slightly higher proportions of anger and sadness in replies and shares, suggesting more debate and emotionally charged reactions during engagement.
- TLOAS maintains a more balanced emotional mix, with marginally higher joy proportions in posts and shares, reflecting a warmer overall tone.

Demographics: TTPD X TLOAS

TTPD



TLOAS



- TTPD shows a nearly even gender split (52% female / 48% male), while TLOAS skews more female (57% / 43%), suggesting a slightly more female-leaning audience during the second release cycle.
- Top interests remain consistent across both albums (Sports, Music, Family & Parenting, Books), indicating a stable cross-interest audience base engaging with Taylor Swift content.
- Among professions, Artists, Executives, and Journalists consistently lead engagement for both releases, though TLOAS shows a small rise in health practitioners—reflecting a similarly professional, culturally engaged demographic across cycles.

Release Day: Google News TTDP

www.glamour.com

Taylor Swift Really Hates Matty Healy, and Also Maybe Us

Taylor Swift really hates Matty Healy, and also maybe us. In her 11th studio album, Swift grapples with the consequences of the monoculture she's built around...

Apr 19, 2024



The State News

REVIEW: Taylor Swift's 'The Tortured Poets Department' needs more than one listen to be fully appreciated

This album takes the crown of Swift's saddest album (a competitive title) and a body of work with punching lyrics, strong vocals and devastating themes.

Apr 19, 2024

PureWow

I'm a Widow. Here Are 3 Things Taylor Swift Gets Right About Grief on 'Tortured Poets'

I'm a Widow. Here Are 3 Things Taylor Swift Gets Right About Grief on 'Tortured Poets' · 1. There's a Lot of Anger · 2. The Stages of Grief Shuffle Like Cards.

Apr 19, 2024



Slate

I Am a Skeptical Swiftie. Taylor Deserves More of Us.

That's because being a true Swiftie, according to some, requires an almost complete suspension of disbelief. Every album rollout is peppered with clues and...

Apr 19, 2024



Parents

Is Taylor Swift's New Album Appropriate for Tweens? Well, It's Complicated

Taylor Swift's 'The Tortured Poets Department' dropped, but is it appropriate for tweens? There's profanity and overt references to sex. Should kids listen to...



National News

Local News

National News

National News

National News

The Ringer

Why Did Taylor Swift Want to Live in the 1830s?

Taylor Swift, at one point in her life, wished she could live in the 1830s (but without all the racists or dowries, to be clear).

Apr 19, 2024



GO Magazine

A Queer Reading Of Taylor Swift's 'The Tortured Poet's Department'

Although Taylor has shot down gay rumors, her songs take on a life of their own and the gays can't help but take on our own readings.

Apr 19, 2024



Literary Hub

"Pale Fire" (Tavi's Version): Notes on Taylor Swift and the Literature of Obsessive Fandom

The 27-year-old writer/actress Tavi Gevinson has released a gender-swapped pastiche of Pale Fire, about one writer's obsession with arguably the most popular...

Apr 19, 2024



CNN

Opinion: This album brings 'Taylor math' to a whole new level

Friday's midnight release of "The Tortured Poets Department," Taylor Swift's 11th album, means that yet another era has begun — and a record-breaking one at...

Apr 19, 2024



WJBQ

Watch: Taylor Swift Raves About How Much She Adores Portland, Maine

Remember when Barstool's Portnov finally came to Maine to do some pizza reviews.



National News

National News

National News

International News

National News

Amanda Matta | Substack

'The Tortured Poets Department' is Taylor Swift's 'Spare'

TTPD is Swift's most piercing, vulnerable, and personal album to date. It is definitely her most mesmerizing—even if musically, it's Nothing New...

Apr 19, 2024



NPR

Album Review: Taylor Swift's 'The Tortured Poets Department' is written in blood

In this main story arc, Swift writes about erotic desire as she never has before: She's "fresh out the slammer" (ouch, the rhetoric) and her bedsheets are on...

Apr 19, 2024



ELLE

What Taylor Swift's Eras Tour Taught Me About Infertility

Missing out on the Eras Tour underscored the importance of finding joy amid uncertainty. Kids or no kids, tickets or no tickets, life will be wonderful.

Apr 19, 2024



Time Magazine

Why Taylor Swift's Music Makes Us So Emotional

Research suggests that music activates the brain's reward system, triggering the release of the neurotransmitter dopamine.

Apr 19, 2024



Her Campus

'The Tortured Poets Department' Is So Lana Del Rey-Coded That It's Frustrating

On April 19, Taylor Swift released 'The Tortured Poets Department,' which draws glaring similarities to Lana Del Rey.

Apr 19, 2024



National News

National News

National News

National News

National News

Release Day: Google News TLOAS

 Hung Up | Hunter Harris

"The Life of a Showgirl" and Taylor Swift on Screen

"The Life of a Showgirl" and Taylor Swift on Screen. Thoughts on Taylor Swift and "The Life of a Showgirl" with The Ankler. ... The Ankler. to talk about how...

1 month ago



 The Everymom

I Don't Need Taylor Swift's 'Showgirl' Era to Be Kid-Friendly—Here's Why

I Don't Need Taylor Swift's 'Showgirl' Era to Be Kid-Friendly—Here's Why ... When Taylor Swift appeared on the New Heights podcast to announce her new album's...

1 month ago



 Facebook

Review: Taylor Swift's "The Life of a Showgirl" wants to feel good, but other feelings keep getting in the way. Also, is this not the superstar who once encouraged all of humanity to...

1 month ago



 The Alternative

Album Review: Taylor Swift – 'The Life of a Showgirl'

It is disappointing in a way that sparks frustration beyond the apathy that I felt after hearing Midnights, beyond the dejectedness I felt after hearing The...

1 month ago



 The Ankler.

Taylor Swift Has Everything. But the Oscar She Wants

But Swift's new album also features one of her most industry-focused tracks yet ("Elizabeth Taylor," which name-drops not just the screen legend but also Musso...

1 month ago



National News

National News

International News

National News

National News

 PureWow

The Taylor Swift 'Showgirl' Song I Dreaded Most Wound Up Being Her Best

Early speculation is that the song is a defense of Blake Lively, who fell under intense scrutiny during her It Ends With Us press tour and following her sexual...

1 month ago



 Ghost Cult Magazine

FEATURE: A Curious Outsider's Guide to Taylor Swift's "Life of a Showgirl"

Taylor Swift · 1. The Fate of Ophelia. Taylor Swift. 03:46 · 2. Elizabeth Taylor. Taylor Swift. 03:28 · 3. Opalite. Taylor Swift. 03:55 · 4. Father Figure. E...

1 month ago



 Starbucks

Starbucks celebrates the release of Taylor Swift's 'The Life of a Showgirl' album

As part of the collaboration, fans could order "Taylor's Latte" — a grande caramel nonfat latte, which is Swift's favorite drink. The drink was accompanied by...

1 month ago



 GO Magazine

A Queer Reading of "The Life Of A Showgirl"

An unapologetic Swiftie explores the longing, the romance and all things queer in Taylor Swift's latest era.

1 month ago



National News

National News

National News

National News

 The Everygirl

'The Life of a Showgirl' Song You Are, Based on Your Zodiac Sign

Taylor Swift's new album has 12 songs, perfect for the 12 zodiac signs. Here's your 'The Life of a Showgirl' song, based on your zodiac sign.

1 month ago



 UC San Diego Today

What a Class on Taylor Swift Reveals About Us

Find courses like the one about Taylor Swift in the Music Humanities major. The study of music history and literature is infused with ideas spanning philosophy,...

1 month ago



 Betches

Who Is Taylor Swift's "Father Figure" About? Unpacking The Olivia Rodrigo & Scott Borchetta Theories

There are a few different interpretations of the lyrics going around right now — some fans and critics are convinced that "Father Figure" is written from the...

1 month ago



 USA Today

Taylor Swift dares to release new album after Trump declares her 'NO LONGER HOT' | Opinion

In 2024, our Xtreme President Donald Trump wrote "I HATE TAYLOR SWIFT!" on Truth Social. And in August, he called Swift a "Woke singer" and wrote: "Ever since I...

1 month ago



 Teen Vogue

The Life of a Showgirl Album Review: A Taylor Swift Who Is Unafraid to Fail

Music that is giddy, lovestruck, and playful. Swift has long been an expert at gripping, resonating, and making us feel like we're living in the moment. The Life of a Showgirl...



National News

Local News

National News

National News

National News

Google News Comparison

News Type	TTPD	TLOAS	Increase/Decrease
Local News	1	1	0
National News	12	12	0
International News	1	1	0

Thank you!