

The Most Influential Music Genre: How Hip Hop Has Shaped A Generation

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HYPOTHESES

1. The first hypothesis is that how much rap someone listens to directly influences how they dress.
2. The second hypothesis is that how much rap music a person listens to directly influences the friends that they make.



PARTICIPANTS

- ❖ 48 Students
- ❖ 38 Women/9 Men
- ❖ Average Age = 22
- ❖ Race
 - ❖ African American (44),
 - ❖ White, (N= 1),
 - ❖ Latino (N =1),
 - ❖ Asian (N =1),
 - ❖ Native American, and (N = 0) and
 - ❖ Remaining labeled themselves as multi-racial/bi-racial.



MEASURES

- ❖ Data was collected via a 12 closed question survey
- ❖ Answers were measured on a Likert Scale
- ❖ Questions varied in recording how much rap music the subject listened to, what clothes they purchased and who their friends were
- ❖ Answers varied on a scale from 'strongly agree' to 'strongly disagree'



RESULTS

1. Hip Hop Consumed (ABBREHIP) Vs. Clothing purchased (TOTRAPCLOTH)
 - ❖ Rap music & Fashion, $r = .395$, $p = .005$; Data is *significant*
2. Hip Hop Consumed (ABBREHIP) Vs. Friends (TOTRAPFRI)
 - ❖ Rap music & Friends, $r = .336$, $p = .020$

ABBREHIP Mean: 21.19

TOTRAPFRI Mean: 7.44

TOTRAPCLOTH Mean: 7.46

Major Reliability Scale for Total Hip Hop: .82



DISCUSSION

The results of this study suggest the following:

- ❖ Hip-hop and rap do influence how people dress
- ❖ Students who listen to hip-hop and rap pick up on slang or a specific vernacular.
- ❖ Hip-hop and rap influence ladies and gents to be innovative

