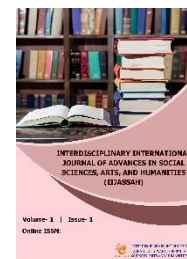


Interdisciplinary International Journal of Advances in Social Sciences, Arts and Humanities (IJJASSAH)

<https://ejournal.svgacademy.org/index.php/ijjassah/index>

Original Article



<https://doi.org/10.62674/ijjassah.2024.v1i1.002>

Published Date: 01-10-2024

PP: 12-25

MUSIC AND IDENTITY: THE INFLUENCE OF HIP-HOP ON THE FORMATION OF URBAN YOUTH CULTURE

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ABSTRACT

Introduction: Hip-hop, which emerged from the socio-economic hardships of African American, Afro-Caribbean, and Latino communities in the 1970s, has since become a global phenomenon that has a significant impact on the culture of urban adolescents worldwide. **Review Literature:** This investigation investigates the influence of hip-hop on the development of urban adolescent identity, examining its function as a platform for cultural engagement, social commentary, and self-expression. **Methodology:** This research examines the influence of hip-hop music, fashion, dance, and social media presence on the attitudes and behaviours of young people, utilizing a mixed-methods approach that includes a quantitative survey of 100 participants aged 16–35. **Result and Discussion:** Hip-hop's influence on fashion, language, and community is underscored by the findings, which also underscore its potential to inspire creativity and drive social change among urban youth. **Conclusion:** The study emphasizes the multifaceted influence of hip-hop, underscoring its significance in contemporary adolescent culture and its potential for future generations.

Keywords: *Hip-Hop Culture; Urban Youth Identity; Cultural Expression; Social Commentary; Fashion Influence*

INTRODUCTION

In the 1960s and early 1970s, poor African American, Afro-Caribbean, and Latino neighbourhoods were hit hard by drug abuse, gang violence, and the spread of hip-hop music culture among Jamaican Americans and Latino Americans. It grew out of opposition to standard, mostly white U.S. society. What started as "a set of cultural practices rooted in multicultural urban neighbourhoods throughout the U.S." has become popular and profitable all over the world. According to data from the music streaming service Spotify, hip hop is by far the most listened-to genre in the world. So, hip hop is now a multiracial, global movement that includes dance, music (like singing and MCing), DJing, and graffiti. Young people all over the world use hip-hop to create multiple, mixed identities. In fact, hip hop is full of language that shows how linked people are around the world. For example, the word "cypher" refers to events where people perform together physically or musically to shape the culture. This is a term used in breakdancing to describe a practice where people watch in a circle and dancers take turns performing and teaching others their moves. The global cypher has grown because acts and songs can be shared online these days (Lofton, 2021). Hip-hop, a powerful cultural

force that grew out of the cities of the 1970s, has become an important part of how urban kids figure out who they are. It has now spread around the world and has had an impact on the lives and identities of young people from all walks of life. Hip-hop has had a significant impact on urban youth culture over the last five years, forming identities via social critique and self-expression. It keeps addressing problems like economic disparity, police brutality, and racial injustice. Kendrick Lamar, J. Cole, and other artists have used their music to bring these issues to light. Young people connect with music because they can relate to the words (Faber, 2024). Through the promotion of resilience and personal development through culturally appropriate treatment, hip-hop has emerged as a potent instrument for social work, connecting urban youth and promoting mental health.

Social media plays a crucial role in spreading hip-hop, with platforms like Instagram, TikTok, and YouTube connecting artists globally and influencing youth culture and identities. (Mays, 2019). Also, hip-hop's effect on forming identities isn't limited to one group of people. The genre has usually been linked to African American and Latino groups, but its themes of struggle, resolve, and hope are global and appeal to a wide audience. Studies have shown that hip-hop is a favorite music across different races and ethnic groups, showing its broad attraction and effect (Anyiwo *et al.*, 2022). Hip-hop profoundly impacts urban youth, originating in marginalized African American and Latino communities in the 1970s and evolving into a global cultural movement. It serves as a vital means of self-expression, identity formation, and social commentary, connecting young people worldwide through music, dance, fashion, and art.

OBJECTIVE OF STUDY

- To look at how hip-hop has changed over time and what it means culturally in urban areas.
- To look into how hip-hop music and words affect how urban youth figure out who they are.
- To look into how hip-hop fashion and style affect the style and self-expression of young people in cities.
- To look at the political and social messages in hip-hop and how they affect the beliefs and actions of young people in cities.
- To look at how hip-hop dance and physical expression affect how young people in cities connect with each other.

LITERATURE REVIEW

Empowerment in hip-hop culture is not universal among young people; some rappers avoid socio-political topics or resist social justice efforts. Studies reveal that rap often promotes sexism and violence, negatively impacting Black youth. While rap can include empowering themes and sociological critiques, most research on Black adolescents focuses on the harmful effects of violent or sexist content. (Nguyen & Ferguson, 2019).

The Adolescent Media Practice Model delineates the mechanism via which young individuals engage with media in their daily existence. At the heart of this theory is the notion that the experiences of young people, including their cultural background, ideological convictions, and life experiences, influence how they choose, engage with, and use media information to create their identities and ideas. Considering that adolescents are exposed to rap music containing both empowering and illegal themes, their interpretation and understanding of the material in hip-hop might potentially influence the influence that hip-hop has on their attitudes and actions (Harakeh & Bogt, 2018).

Southeast Asian and Asian American teenagers find that hip-hop is a useful strategy for gaining peer acceptance and cultural recognition. To increase acceptability within their ethnic group and the mainstream culture, these teenagers may highlight their hip-hop identity when the cultural value (CV) is low. But listening to hip-hop too much might make them alienate from Asian communities and their parents. (Lutes *et al.*, 2021). Stereotypes conflating hip-hop with gangs and violence arise from the belief that it either encourages integration into the dominant society or is connected to Black/ African American culture. Nevertheless, our inquiry turned up no factual data to back up these assertions.

Young African Americans born between 1965 and 1984 are greatly influenced by hip-hop, a prevalent cultural movement that encompasses fashion, style, and music. This may be understood by thinking back to the mid-1970s and early 1980s, before rap became popular, and thinking about shows like “The Fresh Prince of Bel-Air”, MTV, and “BET’s Rap City.” The mainstream media at the time mainly ignored young Black people, usually featuring them solely in stories concerning urban violence.

Today, young individuals of African descent are prominently visible in media, including television, film, and the Internet, extending far beyond crime reports. For many, it’s hard to recall a time when this wasn’t the case. Rap has significantly elevated the presence of young Black individuals in American society, transcending barriers of location, social status, and finances, and has shaped their voices, images, style, attitude, and vocabulary. ([Anyiwo et al., 2022](#)).

The enduring presence of Calabar “Hip-hop” in the Nigerian Hip Hop Nation can be understood through the socio-cultural strategies that have sustained it. These strategies can be explained by the theory of electronic mediation and migration, which have played a significant role in shaping individual aspirations, collective imagination, and the politics of representation in the contemporary world. The combination of migration and media is not completely novel in human history. However, in what he calls the “post electronic world,” the way these two forces have come together has greatly transformed socio-cultural phenomena, the imagination, interpersonal relationships, and the concept of nationhood ([Navarro et al., 2019](#)).

Migration has had a significant role in the dissemination, encounter, and development of many manifestations of modernity. The migration of people from North America to the southern hemisphere and vice versa has resulted in the transmission of images, via audio-visual cassettes, periodicals, and oral tales, to formerly isolated areas. The convergence of electronic media (telephones, radio and television) and migration has not only made it easier for the modern era to spread and be experienced, but it has also created platforms through which people and organizations may redefine and portray themselves. Interestingly, the widespread use and accessibility of electronic media have not only made pictures from distant places accessible to diverse areas, but they have also significantly reduced the divide between diaspora/metropolis and home/localities. The socio-cultural tactics that have perpetuated Calabar Hip-hop in the Nigerian Hip-hop nation may be easily understood ([Jovino et al., 2023](#)).

LITERATURE GAP

The complicated link between hip-hop music and empowering young people, especially Black teens and young adults. While most studies on the effects of violent and sexist rap music are bad, not much is known about the positive effects of hip-hop, like how it can help solve social and political problems and make people stronger. Studies also don't always look at how young people understand and interact with hip-hop, which is affected by their personal and cultural backgrounds. This gap shows that society needs a fairer look at hip-hop's dual role in spreading harmful stereotypes, giving people a voice and working for social change.

METHODOLOGY

The purpose of this study was to ascertain how “hip-hop music” formation influences urban youth culture. For the same reason, the quantitative method was chosen.

Sampling

The participants in this study were people in the age group of 16–35 years old. Almost 100 people took part in this study. It's easy to judge the group of data because most of the people who answered the question were generous with their answers. The study form specifics are shown in Table 1.

Table 1: Questionnaire Details

No of question	14
Question Type	Voting Poll, Multiple Choice
How many numbers of people participate	100+
Participants Age range	16 - 35 Years
Communicating Platform	WhatsApp, Mail, Skype

Research Design

The scientific method was used to gather true information. For this approach, there were multiple choice questions and a poll where people could vote. For the study, a sample group of approximately 100 participants was chosen.

The test was sent to the respondents through a number of popular messaging apps, such as Mail, WhatsApp, Skype, and others. People between the ages of 16 and 35 have volunteered to take part in this poll. The following graphs show the visual review of each question and all the answers that participants gave to that question. For the analysis, “SPSS Software” was used.

RESULTS

The first question was “Do you listen to hip-hop music?” Table 2 depicted the analysis of this question.

Table 2: Listen to hip-hop music

		Frequency	Percent
Valid	No	14	13.7
	Rarely	23	22.5
	Sometimes	23	22.5
	Yes	42	41.2
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of table 2, it was observed that the maximum percentage 41.2% said they listen to hip-hop on a daily basis, which shows a lot of interest in the genre. On the other hand, 13.7% said they never listen to hip-hop. Also, 22.5% of those who answered said they don't listen to music very often, and another 22.5% said they do it sometimes.

This research indicates that hip-hop has a prominent position in listeners' everyday activities; nonetheless, a considerable section exhibits little or irregular music involvement. Recent research affirms hip-hop's increasing prominence in popular culture and everyday purchasing trends ([Richardson et al., 2022](#)).

The second question was “Has hip-hop influenced your fashion choices?” Table 3 depicted the analysis of this question.

Table 3: Hip-hop influence on fashion

		Frequency	Percent
Valid	A little	33	32.4
	No	29	28.4
	Not at all	10	9.8
	Yes	30	29.4
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of table 3, it was observed that the maximum percentage 2.4% acknowledged that hip-hop influenced their fashion "a little," while 29.4% stated it had a significant impact. Conversely, 28.4% reported no influence, and 9.8% indicated that hip-hop did not affect their fashion at all. This data reveals that a substantial portion of participants recognizes hip-hop's impact on their style, showcasing the genre's role in shaping cultural trends. Hip-hop has a prominent position in listeners' everyday activities; nonetheless, a considerable section exhibits little or irregular music involvement. Recent research affirms hip-hop's increasing prominence in popular culture and everyday purchasing trends ([Smith & Hattery, 2020](#)).

The third question was “Do you believe hip-hop addresses important social issues?” Table 4 depicted the analysis of this question.

Table 4: Hip-hop's important social issue

		Frequency	Percent
Valid	No	13	12.7
	Not sure	21	20.6
	Somewhat	27	26.5
	Yes	41	40.2
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of table 4, it was observed that the maximum percentage 40.2% said that hip-hop does talk about important social issues. Also, 26.5% thought it addressed these issues somewhat, which shows a moderate amount of engagement. 20.6%, on the other hand, were not sure, which shows they were not sure about the genre's importance to society. Lastly, 12.7% said they thought hip-hop had nothing to do with important social problems.

Signifying a minority viewpoint. Recent studies have highlighted hip-hop's expanding influence on activism, social critique, and community consciousness. Recent studies, such as those by ([Richardson et al., 2022](#)), have emphasised hip-hop's changing function in social discourse, notably with racism, inequality, and activism.

The fourth question was “Have you ever attended a hip-hop concert or event?” Table 5 depicted the analysis of this question.

Table 5: Attend hip-hop concert

		Frequency	Percent
Valid	No	27	26.5
	Not interested	8	7.8
	Plan to	35	34.3
	Yes	32	31.4
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 5 it was observed 34.3% plan to attend, while 31.4% have already attended. A notable 26.5% have no interest, and 7.8% have never attended without specifying future plans. This shows a significant overall interest in hip-hop events, with over two-thirds of respondents either having attended or planning to attend, reflecting the genre's strong cultural appeal. The examination of Table 5 illustrates hip-hop's persistent cultural allure, since more than two-thirds of participants indicate involvement via attendance or intentions to attend events. This corresponds with recent research, including [Smith & Hattery \(2020\)](#), which highlights hip-hop's increasing impact on popular culture and its contribution to contemporary music consumption patterns.

The fifth question was “Does hip-hop music help you express your identity?” Table 6 depicted the analysis of this question.

Table 6: Identity expresses by hip-hop music

		Frequency	Percent
Valid	No	27	26.5
	Not applicable	12	11.8
	Sometimes	38	37.3
	Yes	25	24.5
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 6, it was observed that the majority of young people 37.3% said that hip-hop sometimes helps them show who they are. Additionally, 24.5% said it makes a big difference in how they show themselves. On the other hand, 26.5% said that hip-hop doesn't help them show who they are, and 11.8% said that the question didn't apply to them. Recent research indicates that hip-hop significantly influences the establishment of young identity. ([Bostic, 2022](#)), assert that hip-hop culture provides youth with a medium for self-expression and community

development, particularly for those marginalised by mainstream media. It offers a means to express personal experiences and feelings.

The sixth question was “Do you follow hip-hop artists on social media?” Table 7 depicted the analysis of this question.

Table 7: Follow hip-hop artists on social media

		Frequency	Percent
Valid	A few	37	36.3
	No	14	13.7
	Not interested	11	10.8
	Yes	40	39.2
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of table 7, it was observed that 39% said they regularly follow hip-hop artists, which shows a strong connection to the genre's leaders. In addition, 36.3% said they were following a few acts, which shows a moderate interest. 13.7% said they don't follow any acts, and 10.8% said they weren't interested in doing so. 39.2% of respondents indicated that they follow hip-hop artists on social media, while 36.3% stated that they follow a few. The fact that only 24.5% of individuals are either uninterested or do not follow any. Table 7 illustrates a robust and expanding relationship between fans and hip-hop artists, with over 40% consistently engaging with them on social media platforms. Recent study indicates that hip-hop's impact on youth culture has strengthened over the last five years, propelled by social media platforms such as Instagram and TikTok ([BETZABE PULIDO, 2024](#)).

The seventh question was “Has hip-hop influenced the way you speak or the slang you use?” Table 8 depicted the analysis of this question.

Table 8: Hip-hop influenced the way of speaking.

		Frequency	Percent
Valid	Never	28	27.5
	No	33	32.4
	Occasionally	19	18.6
	Yes	22	21.6
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 8, it was observed that the speech or slang of 40.2% of respondents has been influenced by hip-hop, 32.4% said that hip-hop hasn't changed the way they talk, and 27.5% said that it has never changed them. Also, 21.6% said that hip-hop had an effect on the way they spoke, which shows that they knew it had an effect on language. Lastly, 18.6% said that hip-hop sometimes changes the way they use words. Hip-hop has a considerable

impact on language, particularly among the young. Studies indicate that hip-hop culture influences slang and speech patterns, especially via social media and music. [Griffith et al. \(2022\)](#) emphasises how hip-hop's linguistic innovation transforms vernacular speech worldwide.

The eighth question was “Do you think hip-hop culture is a positive influence on urban youth?” Table 9 depicted the analysis of this question.

Table 9: Hip-hop culture positive influence on urban youth

		Frequency	Percent
Valid	In some ways	36	35.3
	No	11	10.8
	Unsure	9	8.8
	Yes	46	45.1
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 9, it was observed 45.1% said they thought hip-hop music was good, which shows that a lot of people agree that it is. Also, 35.3% said they knew it had some effect on young people, which shows that people have a range of opinions about it. On the other hand, 10.8% said that hip-hop music doesn't have a good effect, and 8.8% were still not sure. Table 9 indicates that a substantial 45.1% of respondents have a favourable opinion of hip-hop music, although 35.3% acknowledge its impact on youngsters. Research indicates that hip-hop serves as a medium for self-expression and societal critique, impacting language and society ([Hall, 2023](#)).

The ninth question was “Have you ever tried breakdancing or any hip-hop dance style?” Table 10 depicted the analysis of this question.

Table 10: Trying of hip-hop dance step

		Frequency	Percent
Valid	No	30	29.4
	Not interested	7	6.9
	Want to	39	38.2
	Yes	26	25.5
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 10, it was observed that the maximum percentage 25.5% said they had tried hip-hop dance, which shows that they are genuinely interested in this part of the culture. In the meantime, 38.2% said they wanted to learn but haven't tried it yet. On the other hand, 29.4% said they had never tried hip-hop dance and 6.9% said they weren't interested. The study of Table 10 indicates that the significant interest in hip-hop dancing, with 38.2% indicating a wish to learn, underscores its increasing cultural impact, especially among younger demographics. This

corresponds with recent research, like [COPELAND PARKER \(2022\)](#), which emphasises hip-hop's transformative influence on contemporary youth culture and self-expression.

The tenth question was “Do you believe hip-hop can be a tool for social change?” Table 11 depicted the analysis of this question

Table 11: Social changes through hip-hop

		Frequency	Percent
Valid	Don't know	19	18.6
	No	14	17.6
	Possibly	45	44.1
	Yes	20	19.6
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 11, it was observed that 44.1% of those who answered (45 people) think it's possible, while 19.6% (20 people) said "Yes." It's interesting that 18.6% (19 respondents) weren't sure and chose "Don't know," and 17.6% (18 respondents) didn't think hip-hop could help change things in society. The examination of Table 11 indicates diverse perspectives on hip-hop's social influence. While 44.1% believe change is feasible, 19.6% assert this, and 18.6% express uncertainty. Research underscores hip-hop's impact in shaping societal perspectives, especially concerning racism and inequality ([Smith & Hattery, 2020](#)). This indicates that its transformational potential continues to elicit varied responses.

The eleventh question was “Has hip-hop inspired you to create your own music or art?” Table 12 depicted the analysis of this question.

Table 12: Hip-hop's inspiration to create own music and art

		Frequency	Percent
Valid	A Little	41	40.2
	No	13	12.7
	Not at all	14	13.7
	Yes	34	33.3
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 12, it was observed that hip-hop has a notable influence on creativity, with 40.2% (41 people) said hip-hop has moved them "a little," and t 33.3% (34 people) said "yes." Not as many people, 13.7% (14 participants), said that hip-hop hasn't changed them "at all," and 12.7% (13 participants) said "No." The examination of Table 11 indicates diverse perspectives on hip-hop's social influence. While 44.1% believe change is feasible, 19.6% assert this, and 18.6% express uncertainty. Research underscores hip-hop's impact in shaping societal perspectives,

especially concerning racism and inequality (Griffith *et al.*, 2022). This indicates that its transformational potential continues to elicit varied responses.

The twelfth question was "Do you discuss hip-hop themes with your friends?" Table 13 depicted the analysis of this question.

Table 13: Discussion about hip-hop

		Frequency	Percent
Valid	No	16	15.7
	Rarely	10	9.8
	Sometimes	36	35.3
	Yes	40	39.3
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 13, it was observed that the data indicates that a significant portion of respondents 39.3% of those who answered (40 people) said "Yes," which means they often talk about hip-hop topics. Also, 35.3% (36 people) said "Sometimes," which suggests that talks happen sometimes. A smaller group, 15.7% (16 participants), said they don't talk about hip-hop at all, and 9.8% (10 participants) said they do "rarely." Table 13 indicates significant involvement in hip-hop conversations among respondents, with 39.3% engaging regularly. This indicates hip-hop's cultural significance and its impact on linguistic expression. Studies indicate that such dialogues may improve vocabulary and communication abilities, illustrating hip-hop's influence on language expression (Smith & Hattery, 2020).

The thirteenth question was "Do you think hip-hop accurately represents your life experiences?" Table 14 depicted the analysis of this question.

Table 14: life experiences represent by hip-hop

		Frequency	Percent
Valid	No	26	25.5
	Not at all	12	11.8
	Somewhat	36	35.3
	Yes	28	27.5
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Table 14, it was observed that 35.3% of those who answered (36 people) said hip-hop "somewhat" reflects their lives, while 27.5% (28 people) said "Yes," which means there is a strong link. But 25.5% (26 people) said "No," and 11.8% (12 people) said it didn't reflect their lives "at all." The research indicates a substantial correlation between hip-hop and personal identity, with more than fifty percent of respondents recognising its

significance in their life. This corresponds with current research ([Smith & Hattery, 2020](#)) emphasising hip-hop's function in mirroring social realities and promoting community involvement, although some opposing views.

The fourteenth question was “Do you think hip-hop will continue to influence future generations?” Table 15 depicted the analysis of this question.

Table 15: Hip-hop's influence on future generation

		Frequency	Percent
Valid	Likely	28	27.5
	No	5	4.9
	Uncertain	8	7.8
	Yes	61	59.8
	Total	102	100.0

Source: Collected by author through SPSS

Based on the analysis of Figure 15, it was observed that Most people (59.8%, or 61 respondents) think that hip-hop will have a lasting effect, while 27.5% (or 28 respondents) say it is "Likely." 7.8% of those who answered (8 people) were not sure, and only 4.9% (5 people) did not think hip-hop would have an effect on future generations.

The results indicate that hip-hop's cultural importance is broadly acknowledged, with 59.8% affirming its enduring influence. Recent studies, such as those conducted by [Griffith et al. \(2022\)](#), underscore hip-hop's significance in influencing social movements and young identity, affirming that its impact will last throughout generations.

DISCUSSION

The poll results provide significant insights into the link between hip-hop culture and its many facets in modern society. The inquiry into consumers' consumption of hip-hop music indicates a profound involvement with the genre, implying its substantial influence in daily life. This corresponds with previous research that underscores hip-hop's increasing significance in popular culture and consumer behaviour ([Smith & Hattery, 2020](#)).

Furthermore, hip-hop's impact on fashion and language demonstrates its capacity to alter cultural trends and modes of communication. The recognition of hip-hop's influence in these domains underscores its position as a cultural powerhouse, shaping both aesthetics and the language spoken by young people ([Griffith et al., 2022](#)).

Many respondents assert that hip-hop tackles significant social concerns, a viewpoint corroborated by recent study highlighting hip-hop as a vehicle for activism and social criticism ([Hall, 2023](#)). This viewpoint posits that hip-hop musicians often address issues of inequity and injustice, making the genre a conduit for social transformation.

The enthusiasm for hip-hop events highlights the genre's cultural appeal, emphasizing that live performances are essential for cultivating community ties and cultural expression. This corresponds with ([BETZABE PULIDO, 2024](#)) results, which highlight hip-hop's function in fostering community among youngsters.

The acknowledgement of hip-hop as a medium for identity expression underscores its importance in the construction of both personal and community identity. This is especially pertinent for marginalized adolescents who may discover representation and affirmation via hip-hop ([BETZABE PULIDO, 2024](#)).

As hip-hop becomes more commercialized and popular around the world, there has been a lot of heated discussion about whether hip-hop acts and the style of music itself can still be seen as real. As life gets more complicated, artists may have to balance many personal, professional, and social roles every day. This means they have to deal with often opposing views and points of view. The variety of jobs affects how real these people's music is made. In a way similar to study in other cultures, this piece shows that authenticity in Chinese hip-hop isn't always claimed through the "traditional" problems of racial legitimacy, low socioeconomic backgrounds, or technical and creative skill ([Ladd, 2024](#)). For example, Chinese underground rappers can use the phrase "keep it real" as a useful tool by getting ideas from regular life and using hip-hop as a way to deal with the problems they face. This is what the article means by "everyday authenticity." "Keeping it real" through everyday realism means to rap about the rough realities of having multiple jobs or dealing with cocky bosses, your daily challenges without any extraneous details, and for the music (and the artist) to be accepted for what they are. Everyday Authenticity is about telling the daily stories of rappers who have to balance many jobs and deal with the issues that come with personal problems by letting out their anger and dissatisfaction. Everyday realism is meant to be used as a useful and practical tool, without any extraneous embellishments or appealing features. By drawing on rappers' everyday issues and problems and using music to express and ease those dissatisfactions, it lets them be honest and rude about their emotions and feelings ([Wang, 2024](#)).

LIMITATIONS

This survey was conducted with a sample of about 100 individuals using popular social media platforms. While it provides valuable initial insights, the sample size is relatively small and may not fully represent broader trends. Expanding future research to include a larger and more diverse global dataset would offer deeper understanding. By incorporating participants from different cultures, it would be possible to explore how cultural backgrounds influence music preferences. A broader study would also help identify variations in the way people from different regions react to hip hop music. Additionally, the study could consider how different tastes in music shape opinions on hip hop culture. This would allow for more nuanced findings and increase the accuracy of results. A larger dataset would improve the ability to generalize findings across various populations. Understanding the global reactions to hip hop music could also uncover new trends in listener preferences. Ultimately, a more comprehensive study would yield a richer, more reliable picture of hip hop's cultural impact.

CONCLUSION

Hip-hop has a big and varied effect on the society of young people in cities. Hip-hop began in the 1970s as a way for African American and Latino communities to deal with their social and economic problems. It has since grown into a worldwide cultural movement that shapes identity, self-expression, and social criticism. Hip-hop gives young people a strong way to talk about their lives and important social problems through its music, fashion, dance, and visual arts. The poll results show how popular the genre is and how it has a big effect on urban youth's sense of self, their relationships with others, and their participation in culture. There are some bad things about hip-hop, like how it can reinforce violence and sexism, but it can also strengthen and unite communities, work for social change, and spark creativity. As long as hip-hop keeps changing and appealing to new generations, it will likely continue to have a big impact on the society of urban kids.

Conflict of interest

The author declares that they have no conflict of interests.

ACKNOWLEDGEMENT

I am deeply grateful to my college, professors, and institution for their guidance, and to my family for their support throughout this journey.

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