

Spotify Wrapped Unraveling

By: Annika Morschauser

For music lovers everywhere, the most wonderful time of the year, other than winter and the holidays, is upon us. Spotify Wrapped flooded everyone's social media on Wednesday, Dec.

4. With the ever so anticipated accumulation of people's music for the year came some disappointment from users. Spotify Wrapped seemed shorter, less personalized, and not as creative or full of charm as previous years. There have been speculations spreading across social media blaming the layoffs Spotify has had over the past year and the increase of their reliance on AI. Both of these factors could be the leading causes behind Spotify Wrapped lacking its usual excitement and luster.

Thinking back to previous years, Spotify Wrapped has included stats on users' top genres, their listening auras, top song from their top artist, what city matches their music taste, and so many more unique and sometimes silly connections to users' music. This year it seemed that the bare minimum was done, especially with the graphics. Just about the same exact graphic style was present throughout the entire thing, which was not as engaging as it has been in the past. In my opinion, the best part of Spotify Wrapped this year was the Music Revolution Playlist that combines your three interestingly named genres of the year into one playlist that you can filter through for each genre. I found that to be the most intriguing part as there wasn't much else to choose from.

My hope is that Spotify hears the comments from users and improves their Spotify Wrapped for next year. There is a possibility that if the quality of Spotify continues to decrease while the price of premium increases, users could choose to cancel their plan and create accounts on Amazon Music or Apple Music. Users don't want the sterility of AI to create their Spotify Wrapped and playlists; they want creative humans to craft something that will be remembered for more than a week, bringing life back to Spotify Wrapped.

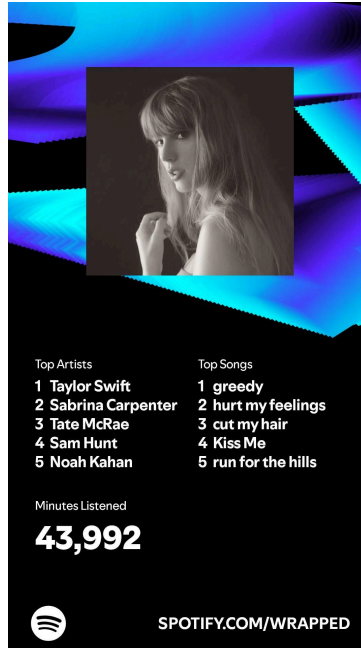


Photo: My Spotify Wrapped