A Study on the Comfort Brought by Music on Youtube: Focusing on Generation Z

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The purpose of this study was to investigate the relationship between music consumption and the emotive interaction it has with the public by analyzing how YouTube users found comfort through music. In order to conduct the study, the researcher searched YouTube playlists for various keywords related to the topic of 'psychological struggles', collected both 'custom videos' and' related videos' as suggested by YouTube, and then selected and analyzed 118 playlists. In addition, the lyrics of 22 songs with a high frequency of appearance were analyzed to determine what messages they conveyed. Pop music was the most popular form of music in cheerful music playlists, according to the research. In addition, it was discovered that the "tired and exhausted" style was the most preferred form of comfort music playlist. 70 codes, 22 summary codes, 8 categories, and 4 themes were derived from inductive analysis of the lyrics of the songs with the highest frequency of use in the playlist, while deductive analysis of the lyrics of 22 songs revealed that the lyrics corresponding to 'relationship' occurred most frequently.

Keywords: YouTube playlists, Generation Z, pop music, comfort

1. Introduction

YouTube is the most influential platform of the new generation in the digital age based on its vast variety of content across many topics. Music, much like other contents, has a solid spot and playlist within the YouTube field. In addition to the artist's released albums and performance videos, various edited and recreated music contents, such as cover videos and reaction videos, also exist on YouTube. YouTube music content, as such, has its own branch of playlists. A playlist, which is a way of collecting favorites and preferences, has a social connection and meaning when it comes to sharing and consuming music [1]. In the past, music sharing was done only by individuals around them through mixtapes, recorded radio music, and audio CDs that were produced in-house as downloaded MP3 files. However, in the age of streaming, it has become easier for individuals to showcase their playlists publicly online. In addition, YouTube's playlist allows users to listen to the shared music and easily share their

thoughts in the comments. Most of the music playlists shared on YouTube are grouped by a group of tracks with a common theme or a similar vibe. Among the various themes, many music playlists that are aimed at comforting listeners' emotions are found.

Music is the art that is most deeply involved in human emotions and one of the most consumed cultural activities in life [2]. Therefore, the consumption and enjoyment of music, as well as the influence of music on emotions, have been continuously studied. The study of music and emotions focuses on examining the healing nature of music. In Korea, a lot of related research is carried out, mainly in the field of music therapy. However, most of the previous studies have been experiments for therapeutic purposes or analyses of the effects of music therapy rather than emotional interaction through music in daily life, which is disappointing. At the moment, the Republic of Korea (Korea hereafter) is in need of comfort. Despite its status as a developed country recognized by the international community, the highest suicide rate and the lowest life satisfaction indicators among OECD countries can be seen as a reflection of the emotional deficit in Korea [3][Figure 1].

Therefore, it is necessary to study how to fill the emotional deficiencies in our lives through music with the concept of culture, which is the most consumed in our daily lives, rather than music with a therapeutic concept. This deficiency encompasses all generations, but among them, the psychological and emotional difficulties of those in their 20s who are desperate due to the lack of employment are also an area that deserves social attention [5]. According to a recent study, the overall suicide rate in Korea has decreased slightly, but the suicide rate in the 20s has been increasing [6]. In addition, although the proportion of young people has risen to nearly 10% in the problem of lonely deaths, which has been considered a social phenomenon only for the middle-aged and elderly, young people are still excluded from the policy to deal with lonely deaths [7]. This social phenomenon allows us to feel the emotional difficulties of the 20s, who are called Generation Z. It also confirms that they are still emotionally outside the social sphere of concern, supporting the need to study the comforting function of music that can be applied to young people.
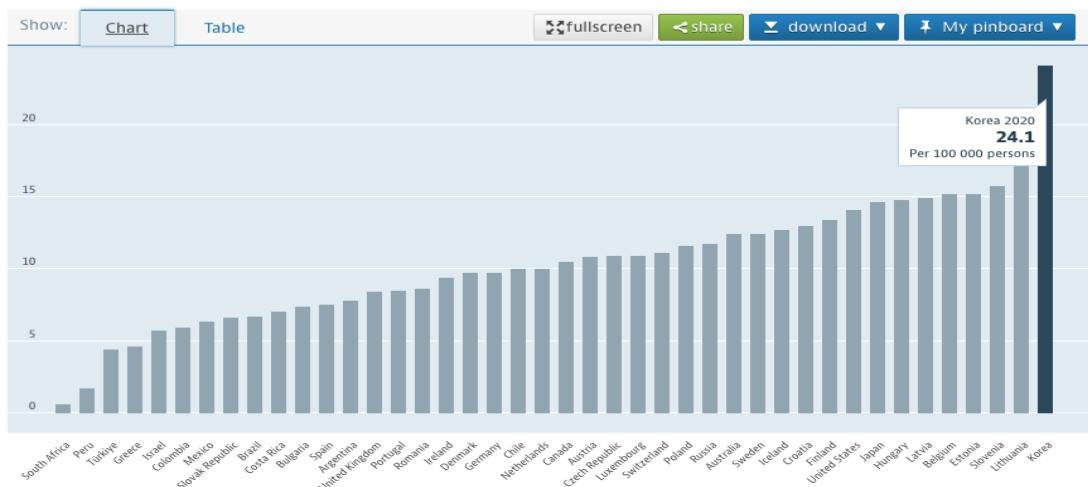

Figure 1: OECD Suicide rates [4]

In addition, research showing that these young people are the age group that listens to music the most also adds strength to the need [8]. When it comes to studying the enjoyment of music, analyzing YouTube is a natural thing to do in the digital age. Already, YouTube's music usage rate is higher than that of professional music streaming platforms such as Melon, and the sharing of emotions through comments is also becoming more active. Among them, the playlist has the advantage of having a fixed theme, so it is easy to grasp the listener's purpose. In addition, the 20-year-olds who are the focus of this study are the largest users of YouTube, along with teenagers [9], so it is also natural to look at the consumption and culture of the 20s through YouTube. Therefore, this study focuses on the music playlist of YouTube, a new music enjoyment platform, and analyzes the content and form of emotional messages shared through music and messages that bring comfort to listeners. Overall, the objective of this study is to reveal how music is shared and enjoyed by Generation Z, the 20-year-olds.

2. Theoretical Background

2.1. Enjoyment of Music through Sharing and YouTube Playlists

At a time when radio was almost the only way to listen to music, a selection of radio programs would be the beginning of sharing in the form of music playlists. Since the 1960s, disc jockeys have been commenting on the selection of songs and even operating the broadcasting equipment, and they have come to play the same role as the playlist makers of today [10]. At that time, listeners could not share their emotions in real time, so it was only one-way sharing in the first place. Later, cassette tapes dominated the music sales industry, and music began to be shared with the public more like a playlist. It became fashionable to record songs played on the radio on cassette tapes or to make compilation recordings by copying LPs, and many illegal industries were fostered [11]. Since then, the popular music industry and sharing in the form of playlists have entered the digital age through self-produced audio CDs and MP3s. Myspace's BGM on the Cyworld mini home page, which became popular in the early 2000s, can also be seen as an example of music playlist sharing. Myspace's BGM of Cyworld mini home page allows you to purchase one song at a time and create your own list, and when you visit Myspace, you can enjoy the list selected by the user. Ryu Jeong Seok stated that it is not merely the sharing of a music file but also sharing one's emotions when visiting another person's Myspace [11]. Park Sun Min pointed out that the development of digital technology has enabled cultural communication to be interactive, and the enjoyer is no longer just a consumer but has expanded to directly produce culture [12]. It can be said that YouTube has been at the forefront of the transition from consumers to producers. As YouTube, which can play the role of both consumer and producer, has become the dominant platform in the digital age, it has become the most influential in the sharing of music. Seo Young-ho, who has studied YouTube and popular music, has classified popular music contents on YouTube into nine types as follows: "live, "cover, 'UCC MV', "official MV', "audio-centric', "reaction, "playlist, "planning reportage," and "interpretation" [13]. Of the nine types, two are centered on listening to music: "audio-centric' and "playlist." The sharing of YouTube playlists, which is the focus of this study, extends beyond the one-way sharing of the past through content comments and into multi-directionality through mutual comments between enjoyers. In addition, beyond simply the emotional aspect of the music, the ability to share and extend further in various

ways is taking place as well. Since a playlist is a collection of emotional topics according to the intention of the sharer, it can be seen that the comment culture is different from that of other contents. This is because what resonates with listeners is the emotion that runs through the subject.

2.2. Interaction Between Music and Emotions

Since music is an art that has influence on human emotions, the amount of research on the interaction between music and emotions is vast, both domestic and abroad. A study by Myeong Bok that analyzed the healing properties of music suggests that music awakens the inner emotions of human beings, helps them process negative emotions, and reduces pain [14]. Schafer and colleagues' research confirmed that listening to music can reduce loneliness and make people feel socially supported by their friends [15]. It is noteworthy that their research found that, regardless of the mood of the listener or the strategic selection, simply listening to the music that the audience prefers can reduce loneliness and make them feel supported.

Lee Jung Yoon studied whether there is a difference in emotional regulation through listening to music according to individual characteristics or experiences [16]. The results showed that women more than men tended to use music to regulate their mood when it was functional. It was also interesting to note that calm music rather than cheerful music was more effective in improving mood when experiencing sadness. Ji Young Moon also conducted a study on musical emotional responses according to individual variables by using a continuous response digital interface (CRDI) device to quantitatively data participants in real-time while listening to music [17]. CRDI is a self-report measuring device for measuring the response to music and can continuously measure the listener's response in real-time during music listening. The results showed that women were more likely than men, teenagers in their age group, and groups without music experience to respond emotionally through music, revealing that factors outside music are also a major variable in the relationship between music and emotion.

In addition, there are many studies on the relationship between music and emotion, but in many cases, it is only to investigate emotional responses through music or to identify differences in the mediating of individual variables, so a new approach is needed. Therefore, this study will take a new approach by examining the use of music, emotional response, and cultural enjoyment from various angles.

2.3. Characteristics and Culture of Generation Z

Generation Z is a term used to describe people born between the mid-1990s and around 2005 and is classified globally on a similar basis, unlike other generations [18]. This may be because they are digital natives born after the development of digital and exhibit similar behaviors that are familiar with digital. Research on Generation Z in Korea coexists with studies that deal with Generation Z independently and studies that group Generation Z and the millennial generation, which is the generation above them, and look at them in terms of Generation MZ. It is safe to say that the recent research on 20-year-olds is the same as the study of Generation Z.

Research on Generation Z has focused mainly on their lifestyle and consumption characteristics. According to Park Hye Sook's research, Generation Z is familiar with the digital environment, so they are quick to adapt to new technologies and are more personal and

independent [19]. In addition, they are more familiar with images than text, have a tendency to move to new social media, and tend to create their own images rather than share images created by others. On the other hand, Kang Yeon Gon's study, which analyzed the consumption of popular music in the digital age focusing on college students in their 20s, revealed that the participants in their 20s tend to listen to popular music passively rather than resistively [20]. The tendency to listen to music passively can be seen in the same vein as listening to music through playlists that have already been selected and shared.

There are also studies that have raised concerns about the mental health of Generation Z. According to Lee Jung Hwan's research, the stronger the tendency to individualism, the higher the suicide rate [21]. Generation Z, which is characterized by a tendency to be personal and independent, needs more psychological and emotional social attention. Kwon Hye Jin and Shin Hyo Jung argued that in order to increase the psychological well-being of people in their 20s and 30s, it is necessary to find people around them to ask for help based on deep bonds and to receive advice and support [22]. It was suggested that through these efforts, it is possible to overcome the difficulties of finding a job and the depression of Generation Z in a mature way. Nam Eun Ah's research also showed the same result: social support can increase the psychological well-being of the MZ generation [23].

As a result of reviewing previous research, previous studies on Generation Z in Korea mainly focused on their characteristics and consumption. There are also concerns about their emotional and psychological well-being, but the limitation is that they only considered the psychological aspects of Generation Z rather than their cultural characteristics. The significance of this study is to look at the cultural consumption and emotions of Generation Z together and uncover their emotional interactions through their enjoyment of new cultures.

3. Research Problems and Research Methods

The purpose of this study is to analyze the form in which the message of comfort delivered to Generation Z is conveyed through music. Among the music contents of YouTube, 'playlist' videos are selected for analysis. In addition to music, there are also contents that deal with comfort on YouTube, such as famous drama lines and contents that are made into videos with comforting phrases. In this study, other contents were excluded based on the results of the study, which showed that music is the most popular genre type on YouTube [24] and that music is also the most consumed content for healing on YouTube [25]. A music playlist on YouTube is a single video content that connects multiple songs and is about an hour long. It's common for a single photo to match the subject to replace the entire video. The Korean translation of "playlist or "playlist on YouTube has a different meaning as it gathers multiple video contents into one category. Most of them have a single theme, and there are many different types of topics. Unless the content is produced under the name of a specific artist, it consists of various songs by different artists. Therefore, it is reasonable to assume that the enjoyers of the content sympathize with the theme of the content rather than approaching it as fans of a particular artist. In this study, the definition of comfort is the same as the dictionary meaning of relieving suffering or soothing sorrow. This is because it was judged that the use of the term comfort in a general way shows the direction of the research better than the use of the term in a psychological way.
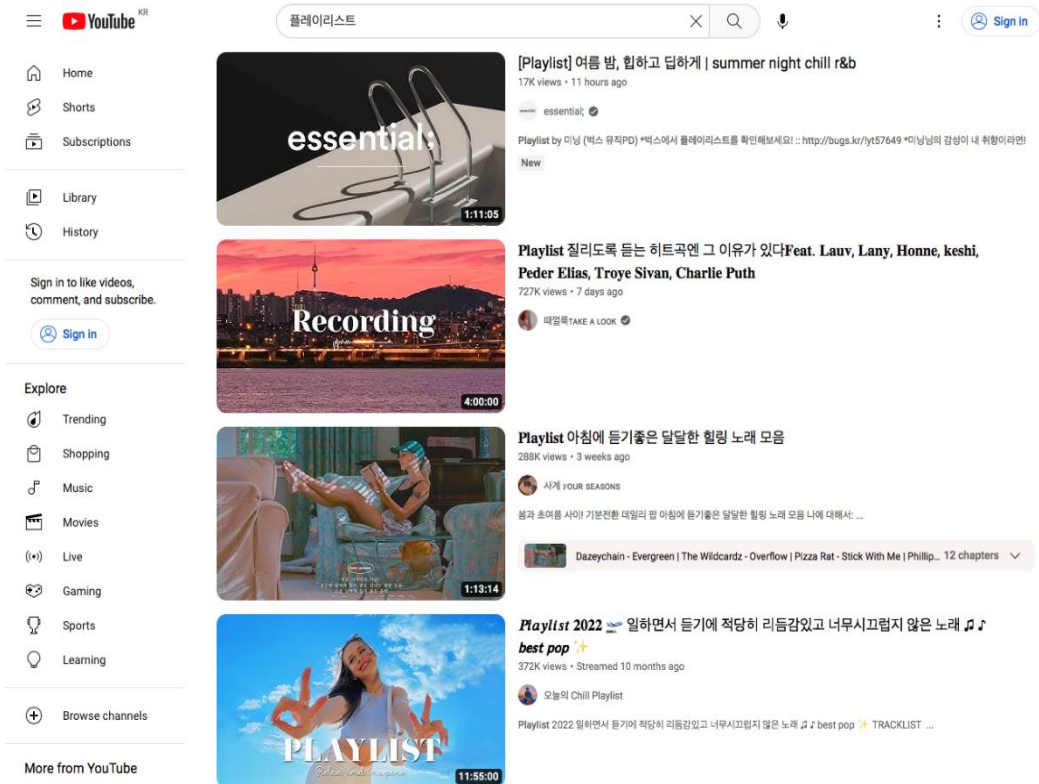
Figure 2: Example of playlist on YouTube

The research questions set up for the purpose of the study are as follows:

1)   What types and formats of comfort appear in YouTube music playlists?

2)   What kind of comfort does a YouTube music playlist contain?

The research subjects of this study were selected from the title to the contents for the purpose of psychological difficulties or comfort in psychology. In addition to the keyword 'comfort', various keywords within the big theme of psychological difficulties such as 'when life is hard', 'when people are tired', 'when people are depressed', and 'when they want to die' were used to select the appropriate 'target'. 'Related videos' and 'custom videos' that are presented according to search terms on YouTube were also included in the category of collection. Concerned that YouTube's algorithm would preempt the researcher's areas of interest when searching, the search was conducted without logging in on three PCs, a mobile phone, and a pad. Among the 132 playlists collected through keyword searches, a total of 118 playlists and their songs were selected for study, excluding those with less than 10,000 views based on the number of views, which can be said to be a measure of popularity.

In order to solve research question one, qualitative research methods were employed to analyze the data, derive keywords, and categorize them. In this study, the titles of 118 playlists are used as data for qualitative analysis. In general, when analyzing qualitative data, the constant comparative analysis method in grounded theory developed by Glaser and Strauss is often

used without the need for theoretical development [26]. Grounded theory is one of the qualitative research methods, and its purpose is to collect data on the complex experiences and phenomena of research participants, analyze them, and create a theory that can explain actual social phenomena based on them [27]. Although the text of this study is not long, the vocabulary expressed is sometimes unclear and has many different meanings, so it is necessary to carry out repeated comparisons and analyses. When it comes to the analysis of qualitative data, Merriam and Tisdell argue that the collection and analysis should be done simultaneously to ensure that the data are being collected for the purpose of the study [28]. In this study, as pointed out by Merriam and Tisdell, data collection and analysis are performed at the same time for coding and categorization.

To solve research question 2, the lyrics of the songs in the playlist were analyzed. Out of the 800 songs derived from the playlist classified as 'Korean popular music' out of 118 playlists, the lyrics of 22 songs that appeared more than six times were analyzed to derive the meaning that the songs wanted to convey. Since the number of songs in Korean popular music is so vast, it was judged that the songs that appeared more than six times are meaningful both from the standpoint of being comforted and from the standpoint of offering comfort. Lyrics can have a variety of meanings in a sentence, or they can have different meanings than what seems to be a metaphor. Based on these characteristics, this study tries to derive the code of the data song through a semantic approach rather than a commonality or semiotic approach to the text. The content analysis method is used for the analysis of lyrics. The content analysis method is an investigation method that analyzes the characteristics and contents of records for human communication to systematically organize phenomena and reveal causes, processes, and effects. It should have both qualitative analysis and quantification methods [29]. In this study, based on Braun and Clarke's thematic analysis process [30], Roberts and McFerran's mixed content analysis method used in their music therapy research was modified and utilized [31]. In their study, Roberts and McFerran defined codes as the emphasized part of the lyrics in the data, identifying the expression of an idea. They also explained that the code can be related to one or several words or lyrics and can include surrounding data if necessary. The sequence of mixed content analysis methods used in this study is as follows:

- With an inductive approach, the researcher reads the lyrics as they are, grasps the key thoughts, and derives codes.

- The derived codes are regrouped into similar and common things and summarized into Labelled Codes

- Categorization into categories according to the concepts represented by the summarized codes

- Construction of meaning for the entire lyric content by categorizing categories according to theme

- With a deductive approach, reading the lyrics as they are and performing line-by-line analysis to find clues in the sentence

- Assigning each sentence of appropriate content to the category derived by the inductive approach and refining it

- Quantifying the proportion and frequency of words and sentences assigned to each category

4. Research Results

4.1. Playlist Topics and Music Types

The results of the analysis of the playlists collected to solve research question 1 are as follows: Playlists with various detailed themes representing emotional difficulties were collected as data, and the types were divided into the types of music and the types of comfort that were delivered.

Table 1: Types of music Number of playlists Overall Percentage

No	Types of music	Number of playlists	Overall Percentage
1	Korean popular music	78	66.1%
2	Pop music	20	16.9%
3	Instrumental music	13	11.0%
4	Mixture	6	5.0%
5	Japanese music	1	0.8%

When the playlists were classified by type of music, the results were as follows: 'Korean popular music' (n = 78, 66.1%), "pop music' (n = 20, 16.9%), and 'instrumental songs' (n = 13, 11.0%). There weren't many playlists that consisted of instrumental and popular songs, a mix of pop and pop music, or playlists made up of Japanese music. When creating or searching for music playlists for the purpose of 'comfort', Korean popular music types are the most preferred [Table 1].

Table 2: Types of comfort Number of playlists Overall Percentage

No	Types of comfort	Number of playlists	Overall Percentage
1	Tired and exhausted	56	47.4%
2	Depressed and empty	29	24.5%
3	Suicidal thoughts	13	11.0%
4	Artist	8	6.7%
5	Unrequited love and breakup	6	5.0%
6	3rd year high school students and test takers	6	5.0%

Comfort types in playlists include 'tired and exhausted', 'depressed and empty', 'suicidal thoughts', 'unrequited love and breakup'. There were also types that specifically comforted '3rd year high school students' or 'Test takers'. The type with different personalities is a playlist of comforting songs sung by popular 'artists', such as 'a collection of IU songs to listen to when mind is complicated'. The type of comfort that accounted for the highest proportion was the type that comforted the 'tired and exhausted' (n = 56, 47.4%), and it can be seen that content that comforts the difficulties of life that anyone can relate to is more preferred. This was followed by playlists that comforted 'depressed and empty' (n = 29, 24.5%) and 'suicidal thoughts' (n = 13, 11.0%). This shows that there is a high percentage of people online who want to relieve emotional anxiety such as depression, emptiness, and suicidal thoughts, and there are also a lot of contents to comfort them [Table 2].

The titles of the playlists were not long sentences, and there were many things that specified the type of comfort in the title. On the other hand, there are titles that do not specify the type of comfort. Such titles were categorized and classified by qualitative coding through constant comparative analysis. For example, a playlist titled 'To All Those Who Want to Leave' was interpreted by the researcher as providing comfort to those who want to leave the world and classified as a type of 'suicidal thought'. Most of these vague titles were categorized under the category 'suicidal thoughts'. It is inferred that if a direct keyword such as 'suicide' or 'death' is used, a cautionary phrase about the content of the content will appear when the video is played, so it is inferred that the purpose is to divert it to a slightly more advantageous side for search or viewing when creating contents.

4.2. Analysis of the Lyrics of Playlist Songs

A total of 22 songs were collected for analysis, and the 'Korean popular music' type songs were selected with the highest frequency of occurrence more than 6 times out of the 800 songs in the playlist [Table 3].

Table 3. 22 songs were collected for analysis

No	Title	Singer	Frequency
1	Dear My Teen	Ball-red puberty	23
2	Adult	Sondia	13
3	Comfort	Jina Kwon	15
4	Sigh	Lee High	15
5	Don't worry	Lee Juk	13
6	Let's run away	Sun Woo Jung Ah	12
7	End of day	Jonghyun	12
8	Love Poem	IU	11
9	Good job, even today	Rooftop Moonlight	10
10	Don't think you're alone	Kim Bo-kyung	9
11	Today	O.When	8
12	To Name	IU	8
13	Knee	IU	8
14	Shall we walk together?	Lee Juk	8
15	It's okay if it's okay	D.O.	8
16	An exhausting day	Yoon Jong-shin with Kwak Jin-eon, Kim Pil	7
17	Road	Paul Kim	7
18	As they say	Drooping snail	7
19	Stars	Rothy	6
20	Together	Noeul	6
21	Uphill Road	Yoon Jong-shin, Jeong-in	6

| 22 | Dreams, books, powers, and walls | Jannabi | 6 |

As a result of analyzing 22 songs from the playlist performed to solve research question 2) through the inductive method, 70 codes and 22 summarized codes were derived, and 8 categories and 4 themes were derived. The analyzed lyrics were classified into four themes: 'emotion', 'relationship', 'life' and 'self'. The 'Emotion' theme included a total of 19 codes, including codes that represent emotional difficulties such as 'hopelessness' and 'anxiety' and codes that represent positive bonds such as 'love' and 'faith', while the 'Relationship' theme includes a total of 13 codes such as "desire to be accepted", "self-defense", and "cheer." The 'Life' theme included a total of 15 codes that represent life attitudes such as 'letting go' and 'accepting', as well as negative aspects of life such as 'adulthood' and 'reality awareness '. In the 'Self' theme, there are a total of 23 codes, including those related to one's inner self, such as 'wanting to restore self-love' and 'enlightenment', as well as dreaming of a better future, such as 'anticipation' and 'eagerness'.

The following is an example of code derivation. From the lyrics of the song 'Good job, even today' by Rooftop Moonlight, the central idea was grasped, and a total of five codes were derived.

Table 4: Code derivation from 'Good job, even today'

Phrase	Lyrics	Code
A	Does everyone in the world know the right answer? But why do hard things happen all at once?	hard
A-	A day of disappointed in me, I don't want to see tears, just look at the night sky without meaning	self-destruction
B	Even when loneliness greater than sadness comes through the crack in the small open door,	loneliness
C	You did a good job, even today (even today)	cheering
	even if no one cares about your sadness, I will always support you	
	you did a good job today	
B	Even the path that I believed there was light became blurred	despair
C	You did a good job, even today (even today)	cheering
	even if no one cares about your sadness, I will always support you	
	You did a good job, you did a good job, you a good job, even today	
C	You did a good job, even today (even today)	cheering
	even if no one cares about your sadness, I will always support you	
	you did a good job today	

Table 5: Inductive analysis results of 'Good job, even today'

Code	Category	Theme
hard	description of life	life
self-destruction	emotional difficulties	emotion
despair		
loneliness	negative emotions in interpersonal relationships	relationship
cheering	empathy and altruism	

Through the lyrics of the song, 'Why do hard things happen all at once?', the code of 'hard'

was derived by grasping the thoughts of the speaker, who is currently struggling. Through the lyrics of 'A day disappointed in me', the singer's thoughts of feeling self-defeating were identified, and through the lyrics 'Even if loneliness greater than sadness approaches', the thoughts of the narrator who feels lonely were grasped. Through this, the codes of 'self-destruction' and 'loneliness' were derived. Through the lyrics of the second verse, 'Even the path that I clearly believed to have the light is blurred', desperate thoughts of the narrator, who seemed to have betrayed his faith, was grasped and the code 'despair' was derived. Despite the fact that he expressed such a difficult feeling, the song tries to give strength to the listener through the lyrics of 'You did a good job, even if no one cares about your sadness today, I will always support you'. Thus, the code 'cheering' was derived [Table 4]. The codes derived from each song arrive at categories and themes according to common concepts. The themes of this song were derived as 'life', 'emotion', and 'relationship' [Table 5].

As a result of the deductive analysis of the lyrics of 22 songs, a total of 299 sentences were derived. The derived sentences were assigned to each code and category categorized through the inductive method, and the frequency of occurrence was calculated. The number and proportion of sentences corresponding to each theme were found to be 'self (n = 77, 25.7%), 'emotion " (n = 85, 28.4%), 'life' (n = 38, 12.7%), and 'relationship ' (n = 99, 33.1%). The lyrics corresponding to 'relationship' had the highest frequency of occurrence, followed by 'emotion' and 'ego'. The lyrics corresponding to 'life' had the lowest frequency [Pie chart 1]. As a result of the analysis by code, the frequency of the codes was found in the following order: "feeling together" (n = 26, 8.7%), 'cheering' (n = 24, 8.0%), 'comfort' (n = 18, 6.0%), 'anxiety' (n = 14, 4.7%), and 'expression of life' (n = 14, 4.7%) [Pie chart 2]. Looking at the frequency of codes by theme, in the case of the 'self' theme, 'will' (n = 12, 15.5%), 'hope' (n = 10, 12.9%), and 'regret' (n = 7, 9.0%) were in order. The 'emotion' theme was 'anxiety' (n = 14, 16.4%), 'feeling stuck' (n = 11, 12.9%), and 'love ' (n = 10, 11.7%). In the sub-distribution of 'life', 'expression of life' (n = 14, 36.8%) showed the highest frequency, but other than that, it showed no high frequency. When examining the sub-distribution of the 'relationship' theme, the frequency was in the order of 'feeling together' (n = 26, 26.2%), 'cheering' (n = 24, 24.2%), and 'comforting' (n = 18, 18.1%). Therefore, it is revealed that there are many lyrics that talk about the positive rather than the negative parts of the relationship, such as 'sadness' and 'loneliness'.

5. Conclusions and Suggestions

The purpose of this study was to analyze the comfort of music that can be found on YouTube to find out how new music consumption interacts emotionally with the public. In order to carry out the study, YouTube was searched for various keywords in the topic of' psychological difficulties' and collected all the 'customized videos' and 'related videos' presented on YouTube. Then the titles of 118 music playlists that were appropriately studied were analyzed. Among the songs on the record, 22 with a high frequency of occurrence were selected, the lyrics were analyzed, and the messages were conveyed. The findings of this research have shown that the most preferred type of music on YouTube's comfort music playlist is 'Korean popular music'. It can be seen that those who seek comfort through music on YouTube listen to 'Korean popular music' the most and seek comfort, and it can be seen that content creators

also try to win the hearts of listeners through 'Korean popular music'. It was also found that the most preferred type of comfort in YouTube's comfort music playlist is to comfort those who are 'tired and struggling'. Universally, the most popular titles dealt with the hardships of life. This is the comforting sentiment preferred by the producers, but it can also be said that the most produced is the most preferred by the public. There was also a high percentage of comforting playlists for feelings of depression, emptiness, and suicidal thoughts. It can also be said that people who live with this kind of emotional anxiety seek comfort online. The results of this study also confirm that there is a type specifically aimed at third-year high school students and test takers, which can support the results of previous studies that show that Generation Z has a high rate of using YouTube.
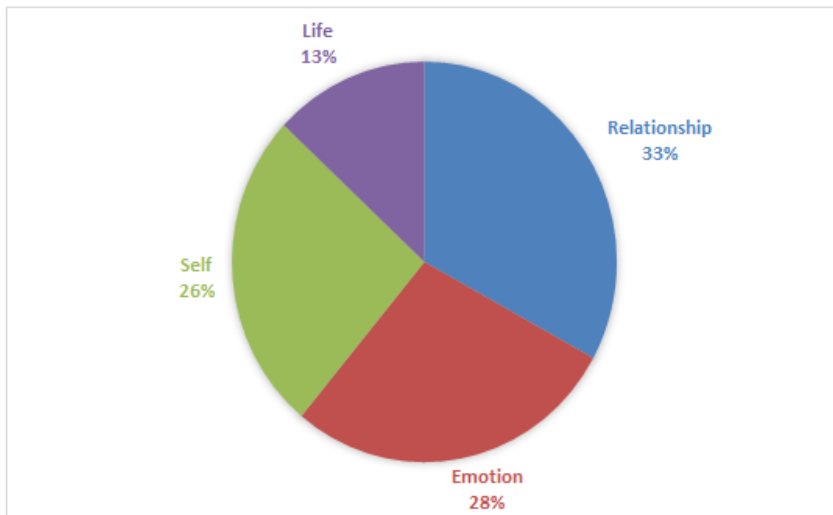
Pie chart 1: Deductive analysis results according to the theme
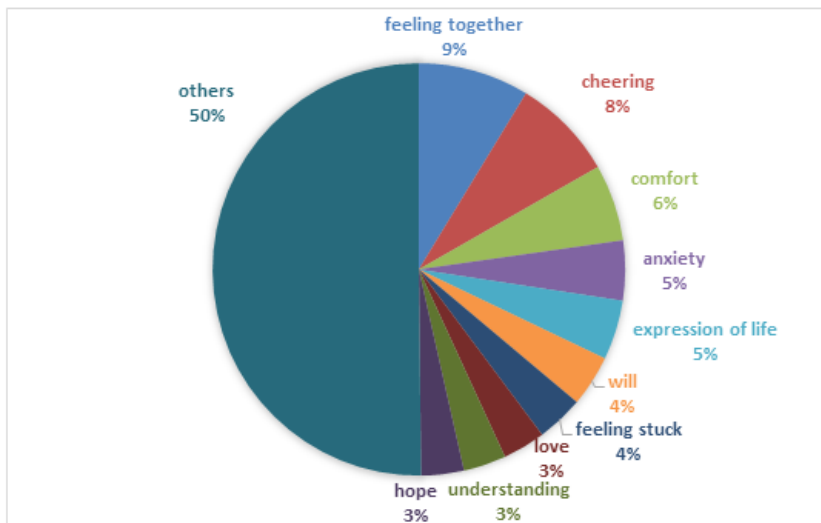
Pie chart 2: Deductive analysis results according to code

As a result of inductive analysis of the lyrics of 22 songs with a high frequency of occurrence

among the songs in the playlist, 70 codes, 22 summarized codes, 8 categories and 4 themes were derived. The four themes were 'emotion', 'self', 'life' and 'relationships'. The 'Emotions' theme includes 'Hopelessness', 'Insecurity', 'Love', 'Faith', and the 'Relationship' theme includes 'Desire to be accepted', 'Self-defense' and 'Support '. 'Life' theme includes 'Letting go', 'Acceptance', 'Adulthood', 'Reality awareness', and the 'Self' theme includes 'Wanting to restore self-love', 'Enlightenment', 'Expectation' ' and 'eagerness'. In addition, a total of 299 lyrics were derived out of 22 songs, and as a result of deductive analysis, the frequency of occurrence of lyrics corresponding to the theme of 'relationship' was the highest at 33.1%. As a result of analyzing the frequency of occurrence of codes the appearance rate was high in the, order of 'shared heart support' ',' and 'comfort'. The codes are all included in the 'relationship' theme, and the 'Korean popular music' type lyrics in the YouTube music playlist can be interpreted as having the most content about relationships. This was followed by a high proportion of topics related to 'emotion' and 'self'. Since comfort is in contact with emotions and the inner world of the individual, it can be interpreted that many of the lyrics of the theme are derived. The lyrics about 'life' didn't have such a high percentage. Since the generation that uses YouTube the most is the younger Generation Z, it can be said that they find more comfort through 'relationships' or 'self' with the people around them rather than the heavy topic of 'life'.

This study has the limitation of not being able to analyze more songs from YouTube's top music playlists. In the future, it will be necessary to increase the number of analysis songs to further increase the reliability of the data. In addition, since it is a YouTube content study, it has the limitation of not being able to keep up with the ever-changing pace of YouTube. Not much time has passed since the data for this study were collected, but there have been changes already. Therefore, regular follow-up studies on the topic are necessary. Finally, for a deeper understanding of the culture of comfort and music enjoyment through YouTube, it is necessary to look not only at the content but also at the comments of the enjoyers. Follow-up research, including comment analysis, is expected to determine how they are communicating emotionally.

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