



The VIBE Archive

Chronicling the history of hip-hop and urban culture

Founded by legendary producer Quincy Jones, VIBE was the premier publication for US hip-hop for over two decades, serving as the authoritative source for hip-hop culture. VIBE was renowned for its groundbreaking contribution to the mainstream recognition and coverage of hip-hop culture, and for elevating the profiles of numerous influential hip-hop and R&B artists. This archive addresses the scarcity of digital primary sources for the study of hip-hop culture and is an essential resource for tracing the history and evolution of this musical genre and its associated cultural elements. In addition to its coverage of hip-hop and urban culture, this archive provides a different perspective on various aspects of popular culture and lifestyle, including film and television, fashion, style, food, beverages, health, beauty, travel, and technology.

VIBE provides a wealth of information for researchers interested in exploring...

- The art forms that emerged from hip-hop, such as break-dancing, scratching, and turntablism
- Efforts to challenge racism and stereotyping
- Ethnomusicology
- The history of music and its associated culture
- The impact of hip-hop culture on society and its role as an oppositional culture
- Material culture
- The role of media in shaping popular culture



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FEATURES

- Coverage spanning 1993 to 2014 – over 20 years of content
- Article-level metadata with color page images and searchable text
- Document-type indexing permits easy retrieval of specific content such as advertisements, photographs, and illustrations
- Cover-to-cover full-color digitization to maximize the rich visual content



USING VIBE

Example university programs and courses:

- Loyola University: Bachelor of Science in Hip-Hop and R&B
- NC Central University: History, Hip-Hop Concentration, B.A.
- University of West London: B.A. (Hons) Hip-Hop Production
- University of Arizona: Hip-Hop Studies (Minor)
- Columbia College Chicago: Hip-Hop Studies (Minor)
- Bowie State University: Hip-Hop Studies & Visual Culture (Minor)
- Boyer College of Music and Dance – Temple University: Hip-Hop Dance and Culture (Minor)
- Harvard University: Can't Stop Won't Stop: Understanding & Embracing Hip-Hop in Education (module)
- SOAS University of London: Global Hip-Hop (module)
- University of Warwick: From the Blues to Hip Hop (module)
- Columbia University: Listening to Hip-Hop (module)
- Duke University: The History of Hip-Hop (module)
- New York University: Hip-Hop Culture (module)
- University of Illinois Urbana-Champaign: Hip-Hop Music: History and Culture (module)

RELATED PRODUCTS

Entertainment Industry Magazine Archive covers the broad entertainment industry, including film, television, popular music, radio, theatre, video gaming, and performing arts. This archive includes VIBE as well as several other music periodicals including:

- *The Beat* (1988–2000)
- *Broadside* (1962–1988)
- *Hip-Hop Connection* (1988–2009)
- *HOT WIRE* (1984–1994)
- *Musician* (1976–1999)
- *New City Songster* (1968–1985)
- *Option* (1985–1998)

Also, take research deeper with other complementary resources from ProQuest, such as:

- The Artforum Archive
- Health & Fitness Magazine Archive
- The Rolling Stone Archive
- Underground and Independent Comics, Comix, and Graphic Novels, Volumes I-III
- The World of Archie Comics Archive
- Youth and Popular Culture Magazine Archive

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