



FINAL REPORT

SPRING 2022



ADPR 5750

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ORGANIZATION BACKGROUND

NPR Music is a **sub-brand of the nonprofit National Public Radio** (NPR) that produces music coverage. NPR Music writes album reviews and holds interviews with artists, as well as providing a platform for artists to get more exposure like their famous **Tiny Desk Concerts**, which are hosted in-office at NPR headquarters. In addition to radio coverage, NPR Music produces content in the form of YouTube videos, live streams, podcasts, and web-hosted articles.

STATEMENT OF BUSINESS PROBLEMS

While brand offerings like Tiny Desk Concerts and podcasts like World Cafe and All Songs Considered have a cult following, NPR Music does not yet have an **established brand voice** incorporated into their social media feeds. The overwhelming majority of Twitter posts from @nprmusic are links to articles, podcasts, or YouTube performances and are paired with a simple line of copy devoid of the informal syntax with which larger brands on Twitter have had success. A brand voice that takes a more subjective and unpretentious view of the music being reviewed would draw more engagement with users. The **limitation in genres** covered was also found to be a problem during analysis; this problem, however, could very easily be remedied by the organization and result in a **substantial influx** in both follower count and user engagement.



EXECUTIVE SUMMARY

Our Goals

Through the analysis of earned and owned data, our goals were to understand the pitfalls and obstacles that NPR Music was experiencing in the realm of social media, as well as any advantages off of which NPR Music had yet to capitalize. In addition to both organization data and comparable organization data, which consisted of data from competitors like Pitchfork and NME, we analyzed themes with filters and topic queries in conjunction with custom classifiers to get a better viewpoint on what our desired target market found to be engaging. Both Node XL and Brandwatch were software used to analyze significant amounts of data. After synthesizing this data, our goals turned to providing actionable insights and recommendations that NPR Music could feasibly enact with a limited budget and staffing.

Key Performance Indicators

Sentiment: In both platform and theme analysis as well as other datasets, sentiment was measured to better understand the general user viewpoint.

Share of Voice: Comparable organization data was analyzed to better understand how the competition garnered significant engagement.

Engagement: Retweets and replies were recorded to act as a measurement of Tweet success.





DATA OVERVIEW

Owned Organization Data: From September 1, 2021 to December 1, 2021 NPR Music posted 1,811 times on Twitter with an average engagement of 14.04. To figure out which type of their posts engaged audiences best we looked at a sample of 326 posts evenly dispersed across that time frame and made a coding schema to determine engagement patterns based on predictive analytics such as reach and retweets.

Earned Organization Data: For our organizational data set we were only used Twitter because the number of posts from other social media sites was too small to be significant. From September 1st to December 1st, 2021 there were 60.16K Twitter posts mentioning NPRmusic with 52% being male and 48% being female. The post with the highest engagement from this data was this post from Camilla Cabello with an engagement of 98.3.

Earned Competition Data: For our comparable organizational data set we used Twitter. From September 1st to December 1st, 2021 there were 2.86M total mentions with 50% being male and 50% being female. The tweet with the highest engagement was this retweet from Hunter Walker which had an engagement of 99.7.

Earned Topic Data: For our topic data set we only used Twitter because the number of posts from other social media sites was too small to be significant. From September 1st to December 1st, 2021 there were 292.13K Twitter posts mentioning the keywords from our topic query with 46% being male and 54% being female. The post with the highest engagement from this data was this post from @btschartdata with an engagement of 8,205.

Social Network Analysis: For this analysis, Twitter data was gathered through NodeXL on April 13th with our owned data boolean query to look at the influential users who are guiding the conversation surrounding NPR Music. The data used edges (tweets, retweets, mentions, mentions in retweets, and replies) and vertices (individual users in the network) to determine who the most influential users in the data set were. In our data, there were 2,435 total vertices and 3,933 total edges with 1299 being duplicates. We also looked at more key metrics to classify the data.

RECOMMENDATIONS

Develop and Use More Creative Hashtags



From September 15 to October 15, NPR Music celebrated Hispanic Heritage Month by hosting a limited edition live performance series, based off of their widely successful Tiny Desk Concerts, a series of performances by famous artists hosted in NPR's offices. *El Tiny* featured exclusively Hispanic artists, putting a spotlight on a marginalized community

The hashtag *#Eltiny* significantly outperformed any other hashtag utilized by NPR Music in terms of reach with an average engagement of 367 (Page 5). Moving forward, NPR Music should take special care to denote when artists they are profiling represent a marginalized community (e.g gender, sexuality, race). This is also the only hashtag used within our span of time that focused on specific, limited edition event rather than a traditional staple of NPR Music. Therefore, NPR Music should consider putting a spin on more classic offerings, and use clever hashtags like *#Eltiny* to encourage engagement.

Use images in tweets



When segmenting tweets from the NPR Music account by type of image content, it is immediately apparent by the bar graph on page 7 that tweets solely containing text performed the worst in terms of average engagement with a score of 5.45. One tweet containing no image has the following text: "Which buds should you buy? Tiny Desk audio engineer Josh Rogosin has some tips on the best wireless earbuds around!" This casual, upbeat brand voice is similar to most other tweets with accompanying graphics and images; therefore it can be recommended that an accompanying image could help to drive engagement, for example an image of the top brand of wireless earbuds.

Focus More on Live Music as a Theme



In terms of themes of tweets from the NPR Music account, tweets that reported on live music events outperformed tweets that centered around topics like interviews and music reviews with an average engagement of 51.35 (Page 6). The disparity is relatively significant; the theme with the next most engagement being Music History with an average engagement of 13.93. From this we can gather that those who engage with NPR Music's tweets are most interested in the here and now, in events that require a symbiotic relationship between entertainer and consumer, rather than passive engagement like listening to interviews or learning about past artists' discography.

Therefore, NPR Music should focus more of their efforts on live music events. Additionally when covering interviews or music history, NPR Music should devise a way to engage with the user, for example encouraging users to comment their favorite album from the 90s, or recommend the best live music venue that they saw a past artist perform at.

RECOMMENDATIONS

Collaborate With Fan Pages



While creating partnerships with celebrities and musical artists may take a significant amount of time and money, each of which NPR has limited amounts of as a public radio company, fan pages offer a unique opportunity, especially on Twitter. Depending on the success of a fan page, they can have millions of followers and garner hundreds of thousands to millions of impressions per tweet or retweet.

Therefore, NPR Music should attempt to create partnerships with these unique influencers to co-create content, especially when the musical group that NPR Music wants to feature is not necessarily within NPR Music's regular wheelhouse, for example BTS, a Korean pop group. Fan pages with cult followings are uniquely aware of the type of content and information fans are desperate to see.

Get Artists to Contribute



When artists repost/retweet the content NPR Music makes for them, more attention is brought to the brand. For example, in our earned organization data set we saw a huge spike in engagement when Camilla Cabello tagged NPR Music in her post promoting her new Tiny Desk Concert. The 2,816 retweets that came along with the post brought a lot of new eyes on NPR Music, and reopened some existing audiences eyes too. Thus, when NPR Music writes an article or makes a brand sponsored event for an artist, they should have the artist contribute by tagging NPR Music, allowing their audience to engage with NPR Music's content.

Join in on the Joke



We encourage NPR Music to join in on the jokes about the music industry and musicians in general. They can do this by making their own memes, replying or retweeting other peoples funny tweets, or referencing whatever event or person is being joked about in their articles. This recommendation comes from the insight from the country music theme analysis on page 13. Taylor Swift's fans began joking that the country/pop singer was an independent artist, even though she has won 11 Grammys and is clearly signed to a label. This topic caused a lot of engagement in the country theme and would be a good way for NPR Music to creatively insert themselves into a topic of conversation.



RECOMMENDATIONS

Feature More K-Pop News



We also encourage NPR Music to feature more K-Pop news in their social media. This can be done through writing more articles about the popular music genre, reposting articles from other reputable news sources, or by engaging with fan accounts of these popular musicians. This insight comes from the post that had the highest engagement of the data set which can be seen on page 4. The tweet from @btscharts was a link to an article from The Independent, discussing the popular K-Pop group BTS and accruing 8,083 retweets. This kind of engagement is rarely matched in other music genres, and would be a great way for NPR Music to reach a new audience.

Post More Lists and Ratings



From our comparable organization earned data it is clear that NPR Music has the chance to engage potential audiences by producing and featuring more lists and ratings on their social media. They should do this by curating many of the music reviews they've done in the past and promote the articles again on social media when news or an event surrounding an artist or genre is occurring. We saw in our spike analysis from our comparable organization data set that when Rolling Stone featured the BTS song "My Universe" in their top 100 songs chart it garnered a lot of engagement with 229,002 mentions on the day the article came out. It also wouldn't hurt to try rating and listing international artists such as BTS to help garner engagement from potential audiences.

Continue to Focus on Music News



Also from the comparable organization dataset we encourage NPR Music to stick strictly to music news. They should do this by steering away from political discourse unless it has to do directly with their organization or niche. We recommend this because the comparable organization spike analysis shows that the most talked about post from NPR Music's biggest competitor Rolling Stone had to do with the controversy surrounding the January 6th insurrection of the capital. While the conversation surrounding this post received a lot of attention, the sentiment surrounding the article was very negative due to arguments among Twitter users from differing political parties. Thus, NPR Music should stay away from those conversations to not induce negative sentiments around their brand.



RECOMMENDATIONS

Content Creation



Fan accounts often garner such substantial impressions for two reasons. One reason is because fan accounts often provide exclusive views into the lives of the celebrities in question like paparazzi photos and the location of their favorite restaurants in Manhattan and L.A. The second reason is because fan accounts often curate content dedicated to the celebrity to which the account is dedicated. This often includes projects like album redesigns and proposed merchandise for their upcoming tour. To increase engagement and impressions to match that of the popular fan accounts we came across time and time again throughout our analysis, NPR Music should consider producing their own content and designs in conjunction with positive music reviews and the retrospectives NPR Music often writes on the work of artists that have been actively building their body of work for decades.

Noteworthy Nostalgia



In the past decade there has been an explosion in the revitalization of modes of listening to music long past their prime, like cassette tapes and vinyl records. For Millennials and Generation Z, ephemera from the past has a glamour to it. Now Music! is a discography company that has since the 1980s produced cassettes, CDs, and vinyl records for each year, a compilation of songs that defined that year. While NPR Music has yet to produce physical merchandise such as this, the NPR Music Twitter account often promotes a curated On Rotation playlist each Friday comprised of the songs that have garnered significant attention of late. By producing physical merchandise like vinyl records and CDs of their On Rotation playlists or of the best songs of each year and promoting it on their Twitter feed with giveaways, NPR Music can increase engagement and increase their target market by capturing the attention of users belonging to generational cohorts like Generation Z and Millennials.

Casual Collabs



It was immediately apparent that content produced in collaboration with artists, for example interviews and Tiny Desk Concerts with artists from Camila Cabello to Lizzo, created the most engagement on the @nprmusic Twitter account. While it is not always viable to recommend more collaborations as budgets are limited, the casual tone that other brands with which other large brands have had success on Twitter could be achieved by collaborative content that focuses on the artist as an individual rather than the work that they produce. Vogue, for example, has had an immeasurable amount of success with their 73 Questions video series, in which an interviewer follows celebrities like Kim Kardashian or Anna Wintour around their private residences while asking them questions about their personal lives. Casual collaborations like this could be beneficial in both driving engagement as well as creating a more casual and accessible brand voice.





OWNED ORGANIZATION DATA



DATA DESCRIPTION

From September 1, 2021 to December 1, 2021 NPR Music posted 1,811 times on twitter with an average engagement of 14.04. To figure out which type of their posts engaged audiences best we looked at a sample of 326 posts evenly dispersed across that time frame and made a coding schema to determine engagement patterns based on predictive analytics such as reach and retweets

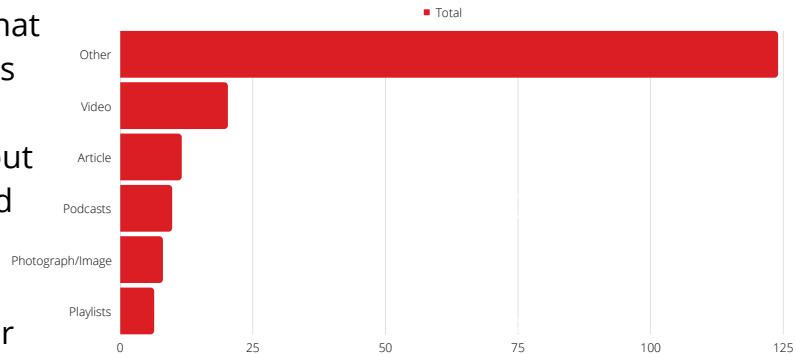


The tweet above was the post with the highest engagement in our data set which we refer to in the pages below. This tweet from NPR Music had an engagement of 367 and included the hashtag "#eltiny" and mentioned popular musical artists J Balvin, Prince Royce, and Camilla Cabello.

AVERAGE ENGAGEMENT BY TYPE OF MEDIA, HASHTAG, AND THEME

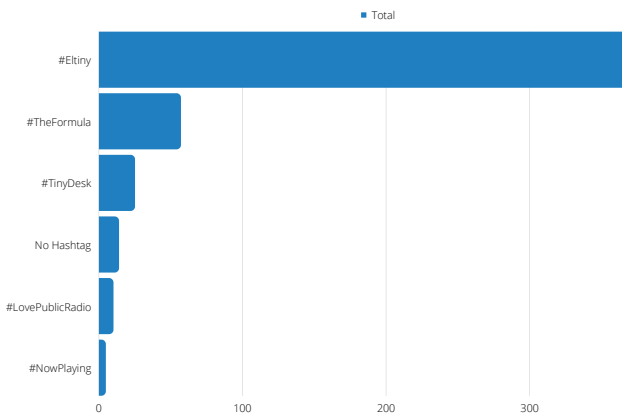
Media

Actionable Insight: From our data, we can see that the engagement within the media type category is fairly similar apart from the "other category". We note the "other" category in this graph because out of the three posts in this section, one of them had an engagement of 367 while the other two had engagements of 2 and 3 respectively. The post leveraged the celebrities that were performing for Tiny Desk concerts in the future and used the name recognition of the celebrities to garner more engagement to NPR Music



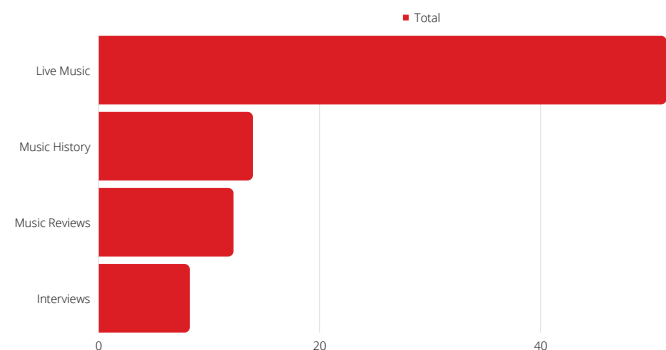
Hashtag

Actionable Insight: NPR Music uses hashtags that relate to their brand-sponsored content and are not very descriptive. However, we can see from this graph that one hashtag, #eltiny, had an engagement of 367 the one time it was used in the three-month period. While this is an outlier, it is important to note that this one tweet had other factors that impacted the engagement, including mentions, image content, media, and its use of name recognition from the celebrities mentioned in the post. This also goes for the second-highest hashtag engagement, #TheForumla, which featured popular musicians talking about how they made their music



Theme

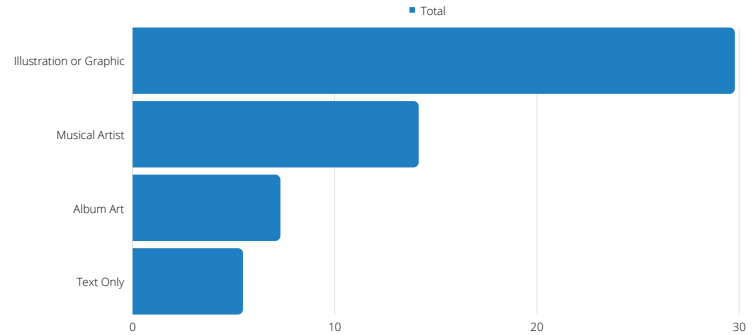
Actionable Insight: Our data shows that tweets from NPR Music with the theme Live Music (shows, concerts, and tiny desk events) showed more engagement than any other type of theme. This may be helped by the fact that the NPR Music Tiny Desk Concert series is so popular, and drives a lot of engagement anyway. However, it can be seen that tweets involving Music Reviews and Interviews had a much lower engagement than any other theme



AVERAGE ENGAGEMENT BY IMAGE CONTENT, URL, AND MENTION TYPE

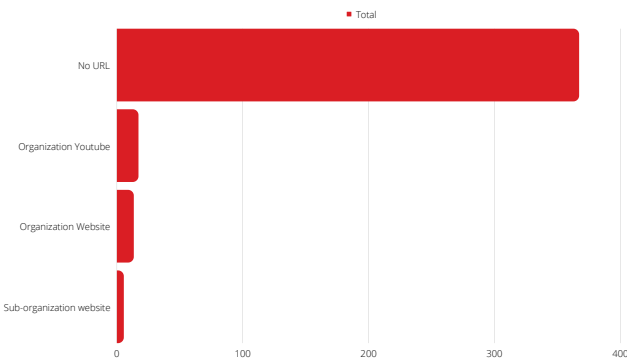
Image Content

Actionable Insight: As we can see from the graph, when NPR Music used an illustration or graphic in one of their tweets there was more engagement than any other type of image. This is helped by the fact that the post with the most engagement which featured the #eltiny was also a graphic poster promoting an event. This is substantial because many of the tweets posted by NPR Music used musical artists as the image for their tweets rather than graphics



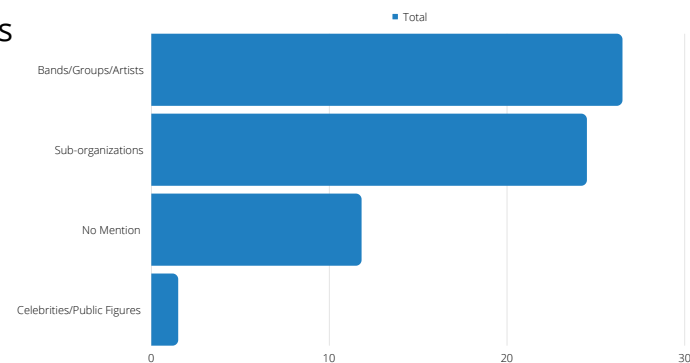
URL

Actionable Insight: There was only one post from our data set that did not include a URL. This was the outlier post that featured the #eltiny and promoted a brand event that received an extremely high amount of engagement. The lack of URL however did not contribute to the high engagement of the post, but factors such as mentions and image content played a more important role. It is also important to note that posts that linked to the NPR Music YouTube page received a higher amount of engagement than the other tweets that included URLs



Mention Type

Actionable Insight: From our data, we can see that posts that mentioned bands, groups, artists, and NPR organizations garnered the highest engagement for the brand. For the bands, groups, and artists category, it is evident from our data that when NPR Music tagged popular musicians in their tweets, those tweets would receive more engagement than if they weren't tagged. In that same vein, when NPR Music tagged a sub-organization of the brand such as a radio station or any other NPR branch, the post would receive more engagement too





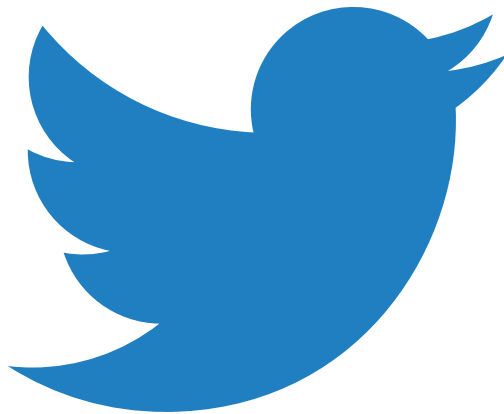
SOCIAL NETWORK ANALYSIS



NETWORK DATASET

Data Description

For this analysis, Twitter data was gathered through NodeXL with our owned data boolean query to look at the influential users who are guiding the conversation surrounding NPR Music. The data used edges (tweets, retweets, mentions, mentions in retweets, and replies) and vertices (individual users in the network) to determine who the most influential users in the data set were. In our data, there were 2,435 total vertices and 3,933 total edges with 1299 being duplicates. We also looked at more key metrics to classify the data



NODEXL  **GRAPH GALLERY**

A project from the  **socialmedia**
RESEARCH FOUNDATION

Key Metrics

Degreeness Centrality: The number of

- connections a node has in a network
- In-degree centrality: Number of users initiating conversations with one given user
- Out-degree centrality: Number of users one user has initiated conversations with

Betweenness Centrality: A number that signifies how much other users rely on them to connect them to other users. Form bridges and clusters

Reciprocity: Mutuality of links between users

Density: The extent to which a group of users is interconnected

Modularity: The extent to which clusters are far apart from one another

NETWORK DATASET

Single-Vertex Connected Components (Isolates): 210

This metric represents the number of vertices which were not connected to the conversation in any way. In our data, we had a very small number of isolates which means users were engaging other users they were related to in the conversations surrounding NPR Music



Density: .000675

This number signifies that our data is not very dense. This means that the users from our data do not rely on each other for information. This could be due to the nature of the conversations or users, or it could also be that we have a very large data set and that is conducive to low density

Modularity: .512

Modularity measures the extent to which clusters are far apart from each other. Because this number is in between the thresholds for high (.6) and medium (.4), we can determine that the modularity for this data is somewhat high and our clusters are somewhat connected and defined



CLUSTER ANALYSIS

NPR Music Cluster

Vertices: 838
Unique Edges: 967
Reciprocated vertex pair ratio: .011
Density: .001

Top Users

Highest In-Degree

Nprmusic: 1594
Annkpowers: 106
Johnprinemusic: 10

Highest betweenness

Nprmusic: 4185215.325
Eddie_31003: 64620.288
Nprextra: 20877.651

Top Hashtags

Nowplaying
Tinydeskcontest
Deskoftheday

Top Words

Album
Tiny
Desk

Top Domains

trib.al
npr.org
youtube.com

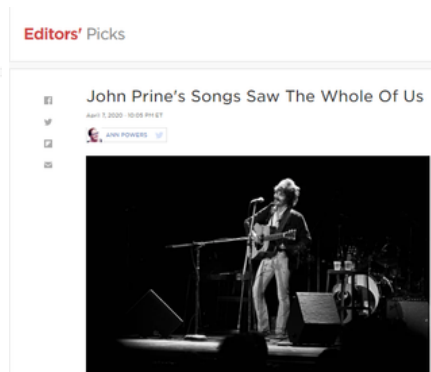
Top URLs

<https://trib.al/x1rLHXI>
<https://trib.al/q22VVI3>
<https://trib.al/LxabdHc>



Cluster Narrative

This clusters conversations revolve around two pieces of content. The first is Camilla Cabello's Tiny Desk concert and the tweets promoting/reacting to it. The second is Ann Powers article about John Prine remembering the artist two years after his death



Key Metrics

NPR Music's in-degree centrality of 1594 in this cluster shows that posts about Tiny Desk concerts engage the most number of people by having them mention NPR music in their own tweets, reaching more of NPR Music's current audience

CLUSTER ANALYSIS

The Linda Linda's Cluster

Vertices: 311
Unique Edges: 616
Reciprocated vertex pair ratio: .006
Density: .007

Top Users

Highest In-degree

Thelindalindas: 311
Lapubliclibrary: 300
Consequence: 10

Highest betweenness

Thelindalindas: 47455.630
Lapubliclibrary: 34373.156
Mrsslrs: 8462.629

Top Hashtags

estrenos
musica
novedades

Top Words

Tiny
Desk
Lapubliclibrary

Cluster Narrative

The conversations from this cluster come from two events too. The first is the NPR article about Roger Eno's Tiny Desk concert featuring a string quartet. The second is the many articles talking about the band The Linda Lindas and their Tiny Desk concert which they performed at the L.A. public library



Top Domains

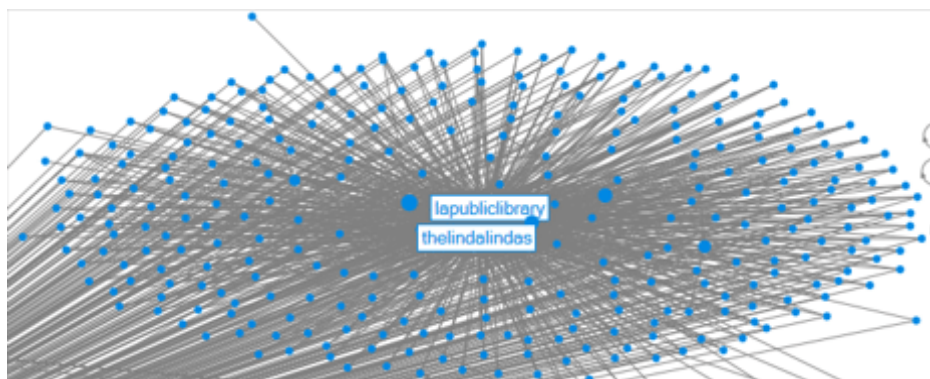
npr.org
trib.al
kqed.org

Top URLs

<https://www.npr.org/tinydesk>
<https://www.kqed.org/arts/13911761/the-linda-lindas-npr-tiny-desk-la-public-library-racist-sexist-boy>
<https://consequence.net/2022/04/the-linda-lindas-npr-tiny-desk-concert/>

Key Metrics

The key metric for this cluster is the Linda Lindas and LA Public Library's in-degree centrality of 311 and 300 respectively. When NPR Music does post about a Tiny Desk Concert, the artist or space of the concert incurs a lot of in-degree centrality too



CLUSTER ANALYSIS

Jazz Night Cluster

Vertices: 157
Unique Edges: 193
Reciprocated vertex pair ratio: .015
Density: .008

Top Users

Highest In-degree

Npr: 95
Jazznight: 57
Consequence: 9

Highest Betweenness

Npr: 28018.304
Thompsonmaggie: 7822.623
Guildtheatre: 4174.0

Top Hashtags

News
Grammys
Nprlife

Cluster Narrative

This clusters conversations revolves around two articles from NPR. The first is an interview with Herbie Hancock about his career and his upcoming North American tour. The second is an article from three NPR writers about the band Wet Leg and why they are being talked about so much

Top Words

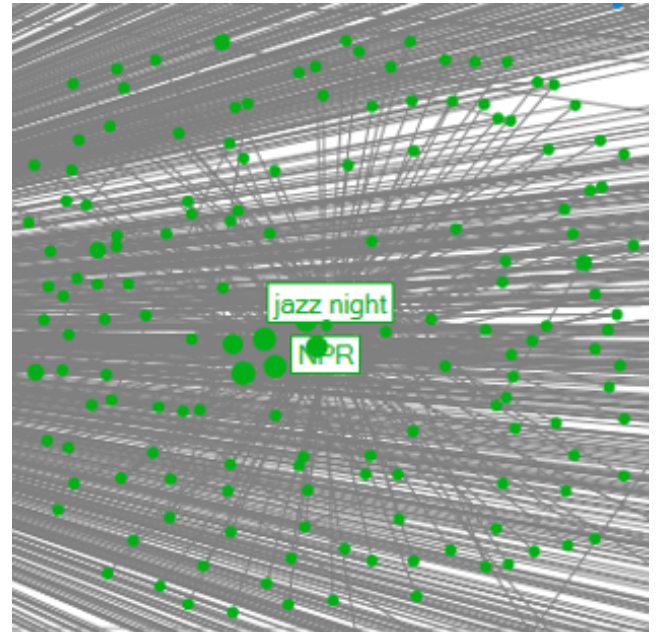
Nprmusic
Npr
Jazznight

Top Domains

tribal.al
npr.org
twitter.com

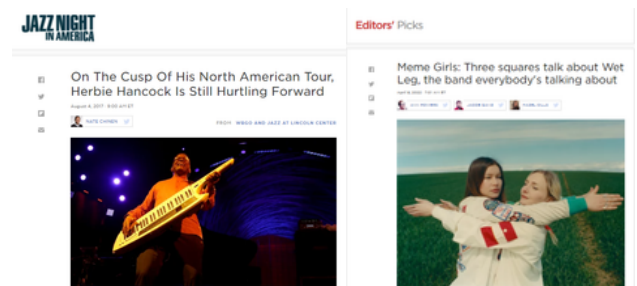
Top URLs

<https://trib.al/TzZLVyD>
<https://trib.al/rrCax6z>
<https://trib.al/nDB7zSq>



Key Metrics

The key metric for this cluster is the top URLs. When NPR posts NPR Music's articles it helps increase the conversation surrounding those articles. Ex. When NPR also posted Jazz Night's Herbie Hancock article, it increased the amount of conversation surrounding jazz night



CLUSTER ANALYSIS

Music Video Cluster

Vertices: 146
Unique Edges: 195
Reciprocated vertex pair ratio: .0131
Density: .009

Top Users

Highest In-degree

Youtube: 128
Baddcompani: 16
Lateshawrites: 5

Highest Betweenness

Youtube: 505026.225
Dichristine: 72624.672
Imsheart: 64166.248

Top Hashtags

Globalloveday
Georgeclinton
Eddiemurphy

Cluster Narrative

This clusters narrative surrounds two YouTube videos from NPR Music. The first is John Baptiste's tiny desk concert and the second is T-pain performing a cover of Sam Cooke's song "A Change is Gonna Come". The T-pain cover had so much conversation around it because of influential user @BaddCompani's retweet of the post. This user has 60.2k followers and seems to tweet about things that interest them with no one type of conversation

Top Words

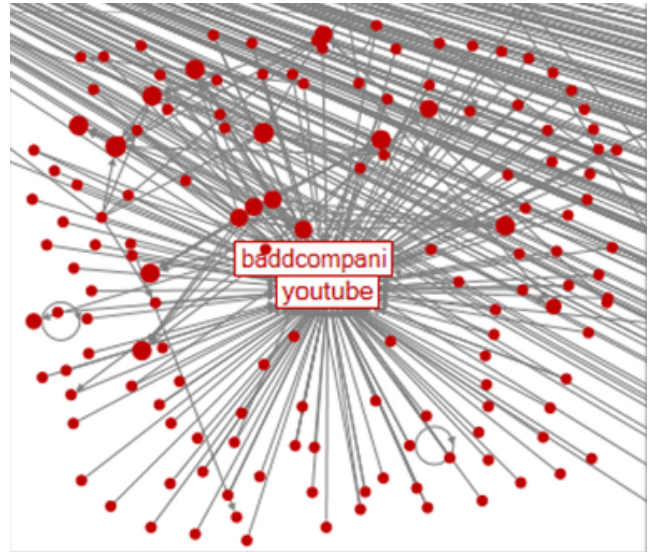
Music
Npr
Youtube

Top Domains

youtube.com
twitter.com

Top URLs

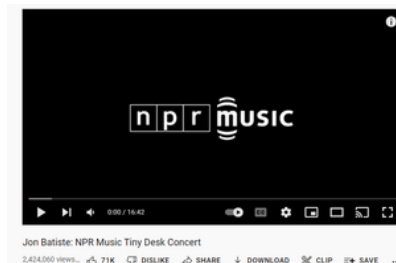
<https://www.youtube.com/watch?v=ze4xcmBFvE&feature=youtu.be>
<https://www.youtube.com/watch?v=gsRYciU3Y2g&feature=youtu.be>
https://www.youtube.com/watch?v=QrR_gm6RqCo&feature=youtu.be



Key Metrics

Key Metrics: Posting links to NPR Music videos on YouTube helps increase the conversation surrounding those videos.

We can see this through the 128 in-degree centrality of YouTube, meaning there were 128 edges that posted the YouTube link and mentioned NPR Music, It also helps when the links are reposted by influential users such as @baddcompani, who can help promote the videos





EARNED ORGANIZATION DATA



PLATFORM ANALYSIS

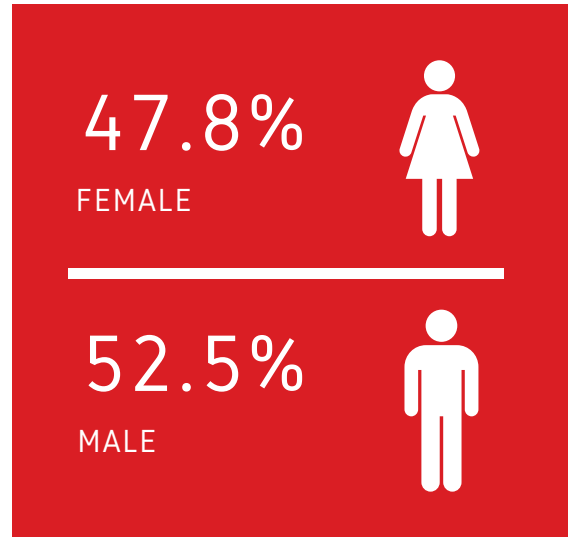
Data Description

Time Period: September 1st, 2021 - December 1st, 2021

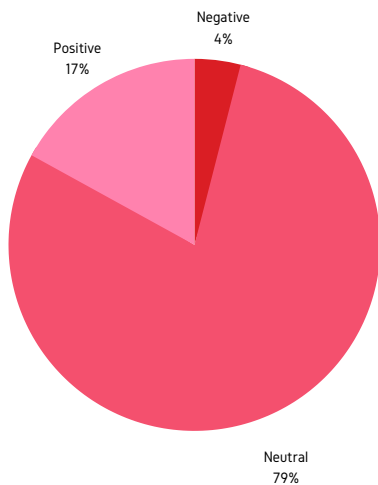
Volume: 58,240 mentions

Platforms: Twitter

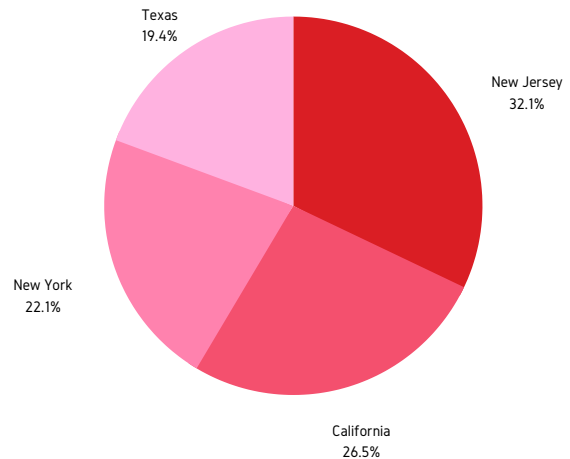
Most mentions from our organizational data were in the United States, with some from Japan and Brazil. In the United States, 58.6% of the mentions came from users in New Jersey and California. While the sentiments surrounding NPR were overwhelmingly neutral, there were still some positive mentions and a low number of negative ones. In terms of interest, Twitter users who were interested in music and books were more inclined to take part in the conversations surrounding NPR Music than people interested in Family & Parenting and Sports



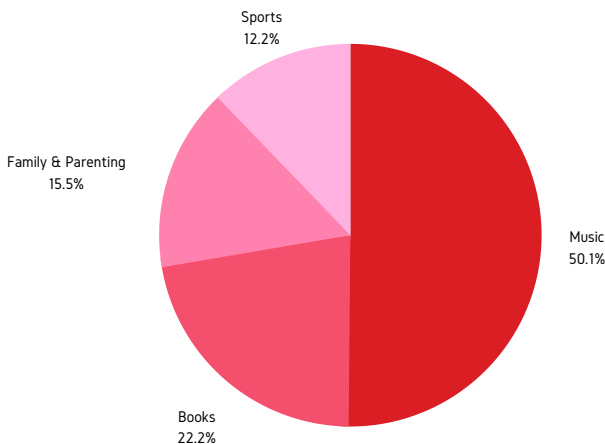
Sentiment Breakdown



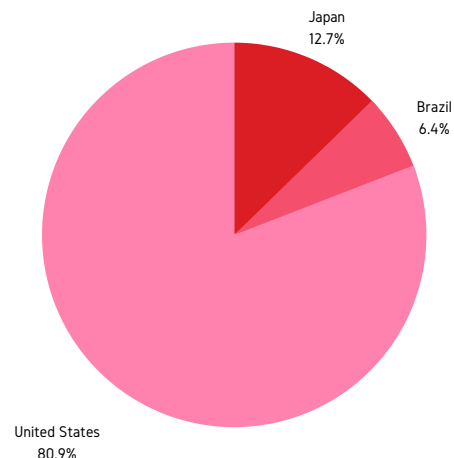
National Geography Breakdown



Interest Breakdown



International Geography Breakdown



PLATFORM ANALYSIS

Spike Analysis

A: Sep 21, 2021 - 8,014 mentions

One year anniversary of BTS tiny desk concert and the #nowplaying for the song "My Universe" by BTS and Coldplay

B: Oct 14, 2021 - 1,702 mentions

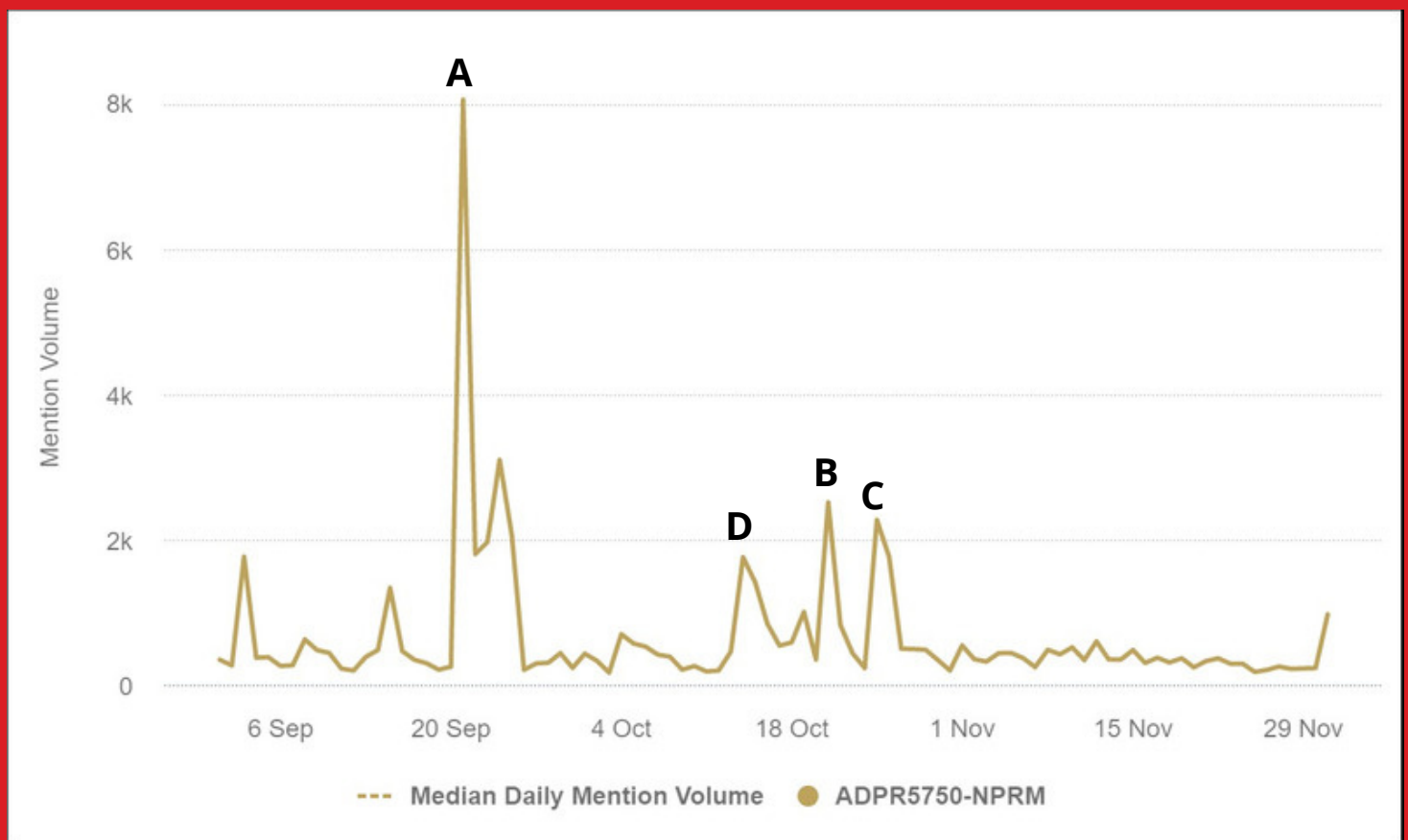
Camilla Cabello Tiny Desk Preview where she plays her song "Real Friends"

C: Oct 21, 2021 - 2,476 mentions

BTS Tiny Desk/At home concert as well as Ed Sheeran's Tiny Desk concert

D: Oct 25, 2021 - 2,237 mentions

Camilla Cabello Tiny Desk Home Concert premier announcement



PLATFORM ANALYSIS

Top Twitter Items

Top User



Top URL



Top Retweet



Top Hashtag



Key Influential Users



4727 followers
3,013 average reach
1,824 posts



4,378 followers
2,731 average reach
1,666 posts



2,485 followers
1,161 average reach
4 posts



A music news website who focuses on quirky music articles and reviews while retweeting articles from other music organizations



A mildly popular music micro influencer whose internet blog serves as a place to review and share some of his favorite music



A writer and employee for NPR music who helps spread the word about pop culture happenings in television and music by sharing their own and other people's articles

PLATFORM ANALYSIS

Narrative by Sentiment

What are the positive conversations about?

Many of the positive conversations from this data set have to do with announcing musical artists' new songs, albums, and heartwarming news stories



What are the negative conversations about?

The negative conversations' usually have articles linked talking about the death of a beloved musical artist, or a scandal within the music industry that is being reported on

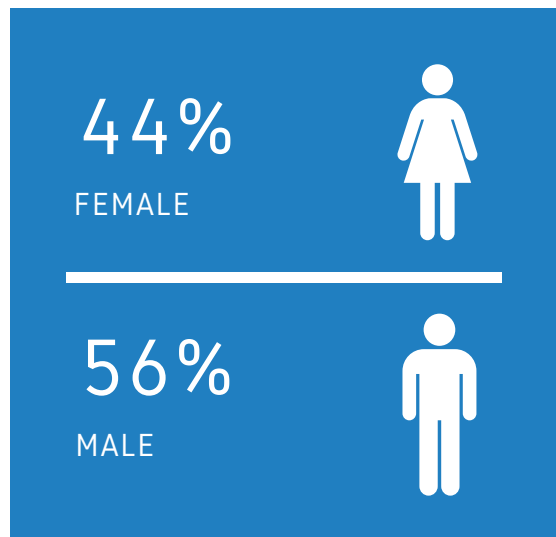


THEME: ARTIST

n=4,239 or 7.04% of the data set

Top professions of those involved in the conversation surrounding musicians include **artists** and **journalists**

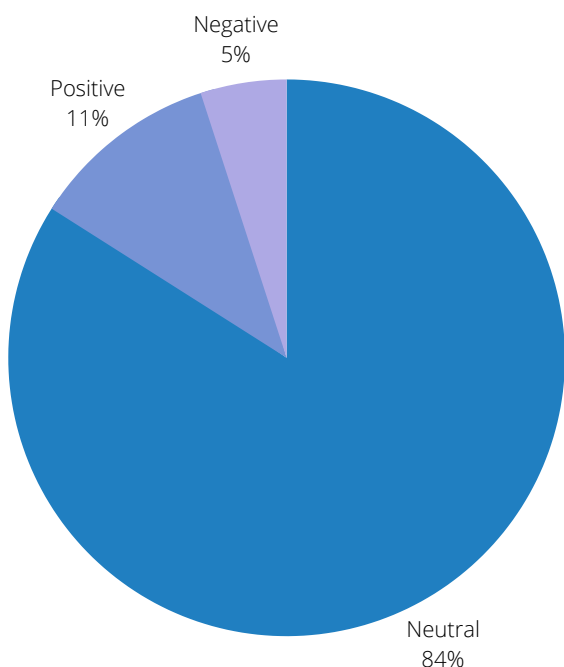
Top unique items include #camilacabello, #shattamovement, and #knowyouraudience, as well as a YouTube link to Rico Nasty's Tiny Desk performance (<https://www.youtube.com/watch?v=z3ZFoo4-TdU>) and links to NPR's site



Conversation

Conversation in this theme was primarily dominated by Rico Nasty's Tiny Desk performance. Rico Nasty is an American rapper known for her anger-fueled lyrical style and overwhelming stage presence. A single tweet about Rico's performance from her personal twitter account generated almost **four million impressions** (3,906,333). Subsequent retweets from accounts like her record label, Atlantic records, generated hundreds of thousands of impressions as well. Smaller peaks were the result of other artists' Tiny Desk performances, as well as interviews with artists hosted on NPR's World Cafe. September was Hispanic Heritage Month, and therefore lots of conversation centered around the Hispanic artists like Maye and Camila Cabello that were featured on NPR Music's limited edition Tiny Desk series, El Tiny, that exclusively featured Hispanic singers

Sentiment Breakdown



The **negative** sentiment conversation is based almost entirely around the passing of celebrated artists; negative sentiments aren't held towards NPR Music but rather are representative of mourning the passing of influential musicians

The **positive** conversation is primarily around Rico Nasty's Tiny Desk performance and specifically Rico Nasty's tweet about the event

THEME: PLAYLIST

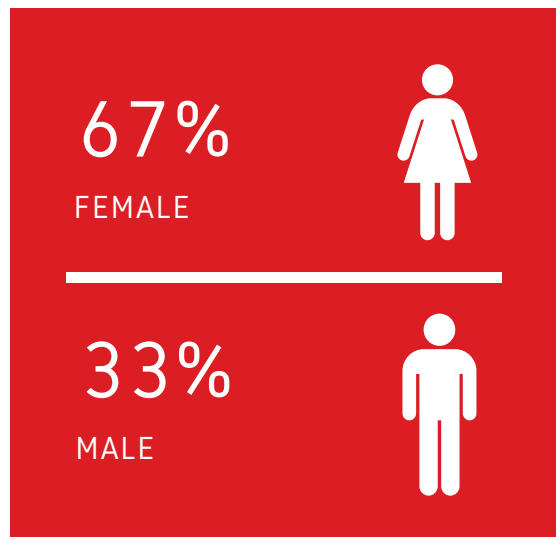
n=7,305 or 12.3% of the data set

Top professions of those involved in the conversation surrounding musicians include **artists** and **journalists**

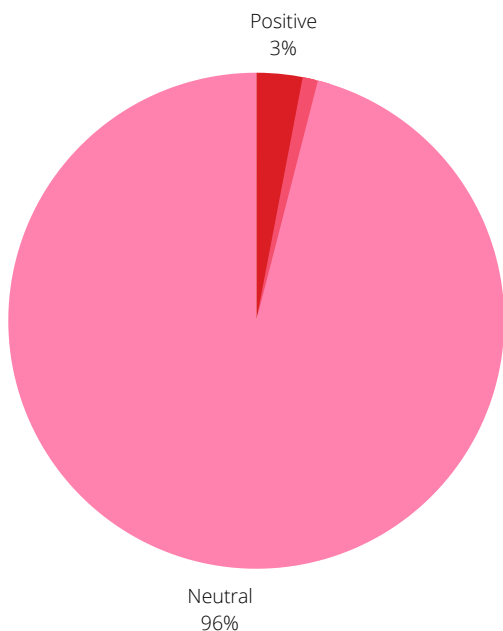
Top unique items include #nowplaying and #newmusicfriday, as well as NPR links to the subsection of their website that hosts their Now Playing playlists and native Spotify links

Conversation

Again the conversation was overwhelmingly dominated by a single topic; according to Brandwatch, the volume was **13,114 percent higher** than normal. BTS, a hyper-popular K-pop band, released a song on September 24. NPR Music tweeted it as the best new song for their Now Playing playlist, and the impressions generated from this were immense; dozens of fan accounts dedicated entirely to BTS retweeted @NPRmusic's tweet and each generated anywhere from tens of thousands to hundreds of thousands of impressions each. The next highest peak is again the result of NPR Music featuring the new release from BTS on their Now Playing playlist, more than a month later. Sorting the volume over time spike analysis by reach gives more distinctive, even peaks (though the BTS spike on September 24 is still much greater, proportionally). This reveals that the majority of conversation throughout the given time period is focused around NPR Music's Now Playing offerings, regardless of artist: BTS, Adele, Pays P, Maria Elena Silva



Sentiment Breakdown



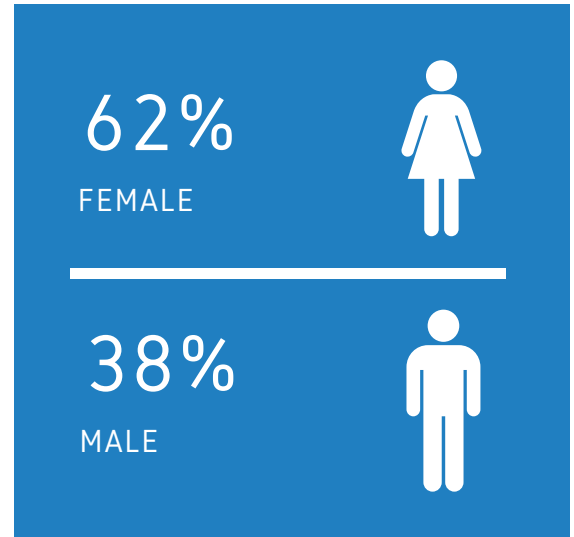
The largest peak is again because of the new single from BTS on September 24, the tweet from @NPRmusic, and the resultant retweets and impressions from accounts dedicated to BTS. This peak is denoted as neutral, however the tone is overall positive, celebrating the release of their new song. **Negative** sentiments are not harbored towards NPR Music but rather are largely about artists who are playing a vital role in creating protest songs or are subverting traditional spheres of music. **Positive** sentiments tended to be the most accurate, and centered around celebrating new releases from artists that NPR Music was featuring on their Now Playing playlist

THEME: TINY DESK

n=27,703 or 45.99% of the data set

Top professions of those involved in the conversation surrounding musicians include [artists](#) and [journalists](#)

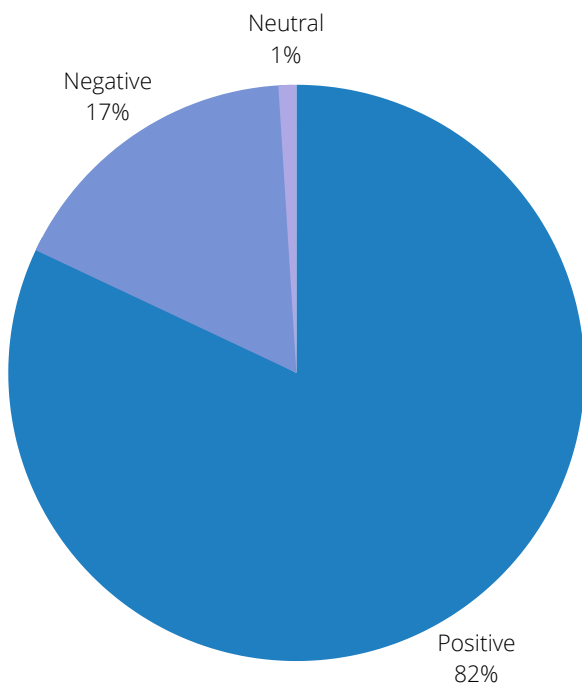
No relevant hashtags are specifically unique to the Tiny Desk theme, but [#tinydesk](#) and [#eltiny](#) are used significantly more in this data set than other themes. Unique URLs that garnered the most impressions are YouTube and NPR links to Tiny Desk performances, notably from BTS, Rico Nasty, Ed Sheeran, and Camila Cabello



Conversation

The conversation focuses on a variety of Tiny Desk performances, with notable spikes originating from the performances of BTS (which generated mention volume that was more than 8,000 percent higher than normal), Ed Sheeran, Camila Cabello, and YEBBA. Again filtering the spike analysis graph by reach creates more distinctive, better distributed peaks; conversation appears to be positive and celebratory, focusing on either pre-existing Tiny Desk concerts or users mentioning @NPRmusic asking for their favorite artists to be featured

Sentiment Breakdown



Negative sentiments are primarily sarcastic and therefore not sorted properly; examples include that it's "rude" that users' favorite artists haven't yet performed a Tiny Desk concert, or that a user's lack of attention is due to their thinking about how good Mac Miller's Tiny Desk performance was. **Positive** sentiment tweets include artists like Camila Cabello and Ed Sheeran thanking NPR Music for allowing them to perform a Tiny Desk concert and users looking back on past Tiny Desk performances in a celebratory way

ARTIST THEME GENDER ANALYSIS

Female: n=242 tweets

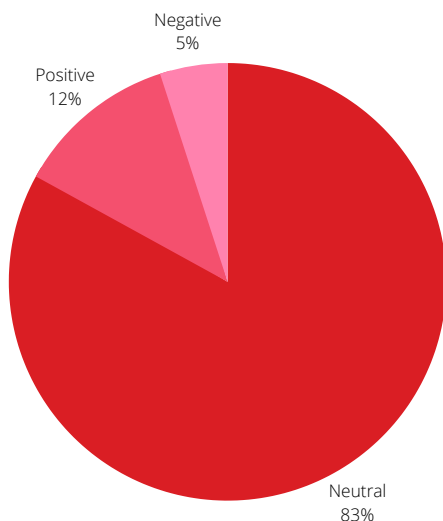
In regards to profession demographics, the overwhelming majority of females participating in the conversation identify as **artists** and **journalists**; no disparity in profession seems to be prevalent between the two genders

Top unique hashtags include #eltiny, #ghana, and #grammy, while unique URLs include a YouTube link to Rico Nasty's Tiny Desk performance and an NPR link to YEBBA's Tiny Desk performance; no difference in top URL exists between the two genders

Conversation

The conversation is primarily dominated by discussion around Rico Nasty's Tiny Desk performance, creating a noticeable uptick in mention volume on September 3 and a smaller peak focusing on YEBBA's Tiny Desk performance; this is also represented in the dataset that focuses on males. Present in the female dataset that isn't present in the male dataset are tweets celebrating the Tiny Desk contest winner, Neffy, who is a female singer from Virginia, as well as tweets about Camila Cabello

Sentiment Breakdown



Negative sentiment is not leveled at NPR Music but is instead focused on the passing of a significant artist in music history: Susan Anway of The Magnetic Fields

The two topics that generated the most **positive** sentiment originated from Josephine Baker receiving France's highest honor and Neffy, a female singer from Virginia, winning the Tiny Desk contest

Male: n=145 tweets

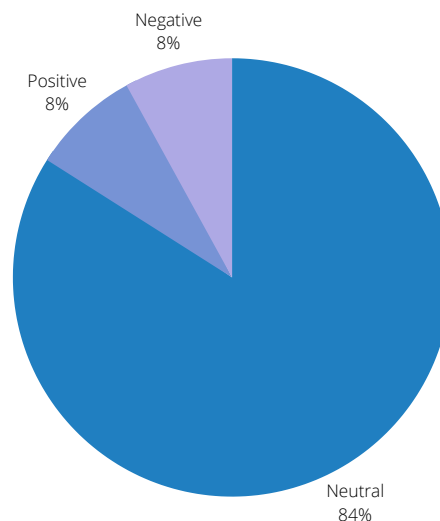
In regards to profession demographics, the overwhelming majority of males participating in the conversation identify as **artists**, with **teacher** and **lecturer** and **journalist** trailing behind

Top unique hashtags include #grammy, #ghana, and #hispanicheritagemoth, while unique URLs include a YouTube link to Rico Nasty's Tiny Desk performance and an NPR link to YEBBA's Tiny Desk performance

Conversation

The conversation is primarily dominated by discussion around Rico Nasty's Tiny Desk performance, creating a noticeable uptick in mention volume on September 3, as well as smaller peaks focusing on YEBBA's Tiny Desk performance, Alt Latino's Instagram Live spotlights on minority artists, and articles from NPR Music featuring interviews or current music events

Sentiment Breakdown



Negative sentiment is not leveled at NPR Music but is instead focused on the passing of a significant artist in music history: Susan Anway of The Magnetic Fields. The other negative sentiment stems from an NPR Music article about how the COVID 19 pandemic affected music education in elementary schools

Positive sentiment originated from especially spectacular past Tiny Desk performances and NPR Music features of specific artists like Patsy Cline and Jon Hopkins

PLAYLIST THEME GENDER ANALYSIS

Female: n=268 tweets

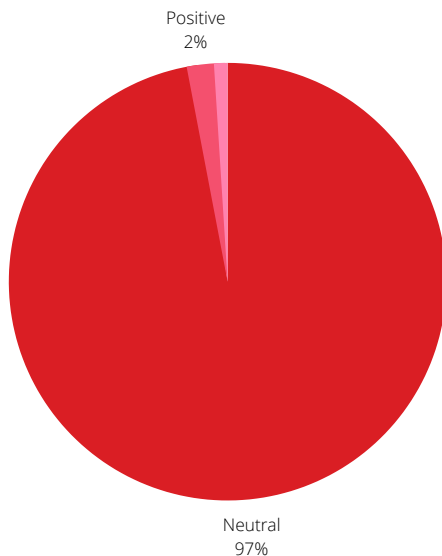
In regards to profession demographics, the overwhelming majority of females participating in the conversation identify as **artists**, **journalists**, and **students**; no relevant disparity in profession seems to be prevalent between the two genders

Top unique hashtags include #nowplaying and #thelostwordsblessing, while unique URLs include NPR links to the subsection of their website that hosts their Now Playing playlists and native Spotify links; no significant difference in URLs shared is apparent between the two genders

Conversation

The Now Playing playlist that NPR Music curates every couple of days primarily dominates the conversation that falls under the playlist theme. However, one marked difference between male and female users is that the female dataset includes a significant peak for NPR Music including a new single by BTS in their Now Playing playlist. One other significant peak is also a result of BTS, while the final peak is shared with the male dataset: Adele's new single, which was featured in NPR Music's Now Playing playlist

Sentiment Breakdown



Positive sentiment tweets include artists thanking @NPRmusic for including their music on the Now Playing and New Music Friday playlists and users sharing @NPRmusic tweets that advertise their playlist offerings for the week, specifically BTS being featured. No **negative** sentiment tweet was truly negative, nor relevant

Male: n=68 tweets

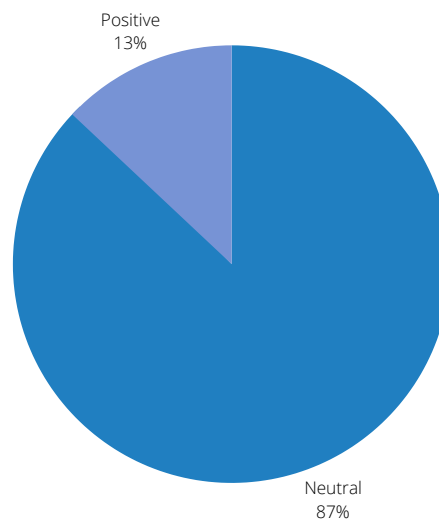
In regards to profession demographics, the overwhelming majority of males participating in the conversation identify as **artists**, with **student** and **journalist** with an equal split trailing behind

Top unique hashtags include #newmusicfriday, #nprmusic, and #thenational, while unique URLs include NPR links to the subsection of their website that hosts their Now Playing playlists and native Spotify links

Conversation

The Now Playing playlist that NPR Music curates every couple of days primarily dominates the conversation that falls under the playlist theme. Users mostly share pre-existing @NPRmusic tweets that put a focus on their favorite artist: one particular peak celebrates Adele's new single, Easy on Me, being featured on the Now Playing playlist

Sentiment Breakdown



There are no tweets that the algorithm on Brandwatch demarcates as **negative**. **Positive** sentiment tweets include artists thanking @NPRmusic for including their music on the Now Playing and New Music Friday playlists and users sharing @NPRmusic tweets that advertise their playlist offerings for the week

TINY DESK THEME GENDER ANALYSIS

Female: n=1,345 tweets

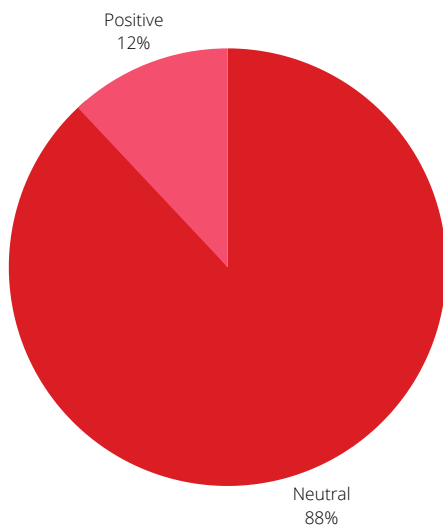
In regards to profession demographics, the overwhelming majority of females participating in the conversation identify as **artists**, with **journalists**, **teachers**, and **students** trailing behind; no relevant disparity in profession seems to be prevalent between the two genders

Top unique hashtags include #eltiny and #companybroadway, while unique URLs that garnered the most impressions are YouTube and NPR links to Tiny Desk performances, notably from BTS, Rico Nasty, Camila Cabello, and YEBBA

Conversation

The conversation focuses on a variety of Tiny Desk performances, with notable spikes originating from the performances of BTS (which generated mention volume that was more than 8,000 percent higher than normal), Rico Nasty, Camila Cabello, and YEBBA. Smaller peaks align with users talking about smaller artists' Tiny Desk performances, or past Tiny Desk performances that are no longer relevant. One significant difference is the conversation that surrounds Neffy, the female winner of the Tiny Desk contest; this conversation is not nearly as prevalent in the male dataset as it is in the female dataset

Sentiment Breakdown



Positive sentiment tweets include artists thanking @NPRmusic for hosting a Tiny Desk performance; this mirrors the sentiment found within the male dataset. No **negative** sentiment was found within the dataset

Male: n=335 tweets

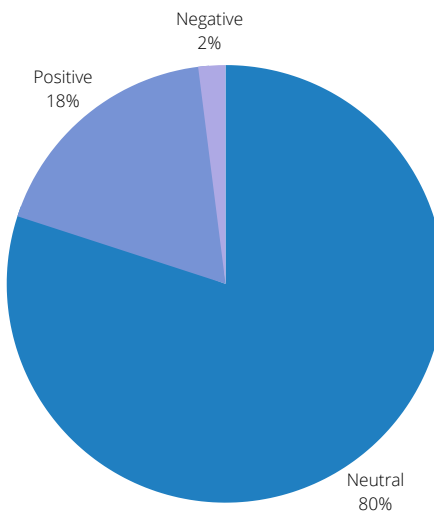
In regards to profession demographics, the overwhelming majority of males participating in the conversation identify as **artists**, with **journalist**, **legal**, and **teacher** trailing behind

Top unique hashtags include #eltiny, #21lawsongs, and #companybroadway, while unique URLs that garnered the most impressions are YouTube and NPR links to Tiny Desk performances, notably from BTS, Rico Nasty, War on Drugs, and YEBBA

Conversation

The conversation focuses on a variety of Tiny Desk performances, with notable spikes originating from the performances of BTS (which generated mention volume that was more than 8,000 percent higher than normal), Rico Nasty, Camila Cabello, and YEBBA. Smaller peaks align with users talking about smaller artists' Tiny Desk performances, or past Tiny Desk performances that are no longer relevant

Sentiment Breakdown



The tweets that are denoted as **negative** by Brandwatch's algorithm are users being sarcastic (e.g I have no attention span because I'm focused on how good Mac Miller's Tiny Desk performance is) or users who are discussing powerful emotions in response to Tiny Desk performances. **Positive** sentiment tweets include artists thanking @NPRmusic for hosting a Tiny Desk performance



EARNED TOPIC DATA



PLATFORM ANALYSIS

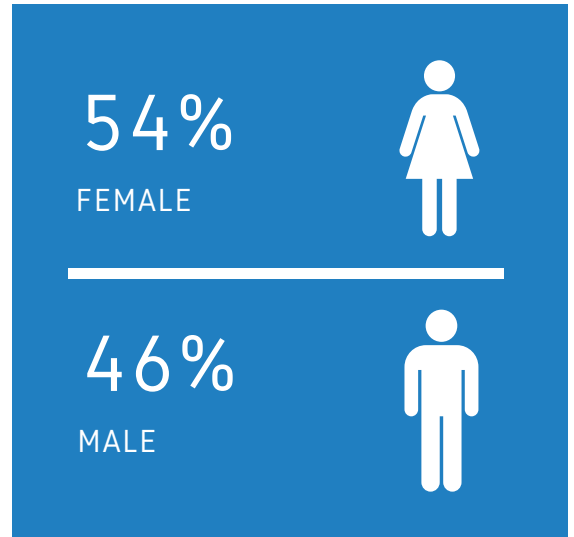
Data Description

Time Period: September 1st, 2021 - December 1st, 2021

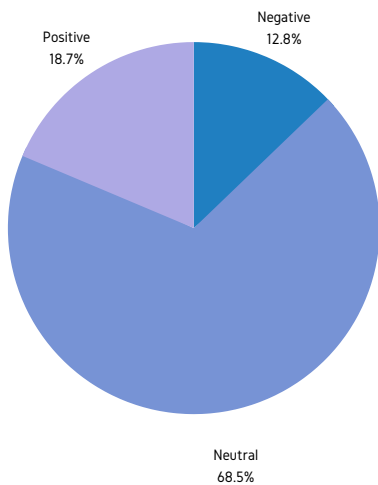
Volume: 292,130 mentions

Platforms: Twitter

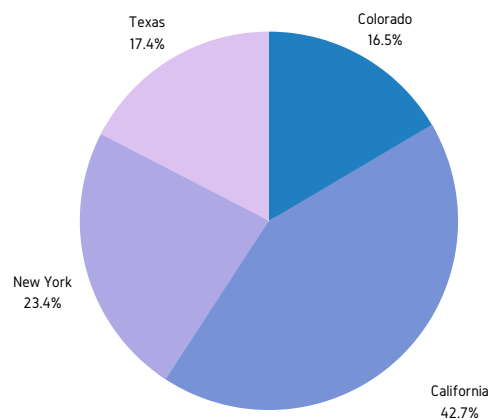
Most mentions from our organizational data were in the United States, with some from the United Kingdom, India, and China. In the United States, 42.7% of the mentions came from users in California. While the sentiments surrounding our topic were overwhelmingly neutral, there were still some positive and negative mentions regarding the topic. In terms of interest, Twitter users who were interested in music, fine arts, and books were more inclined to take part in our conversations than people interested in Family & Parenting



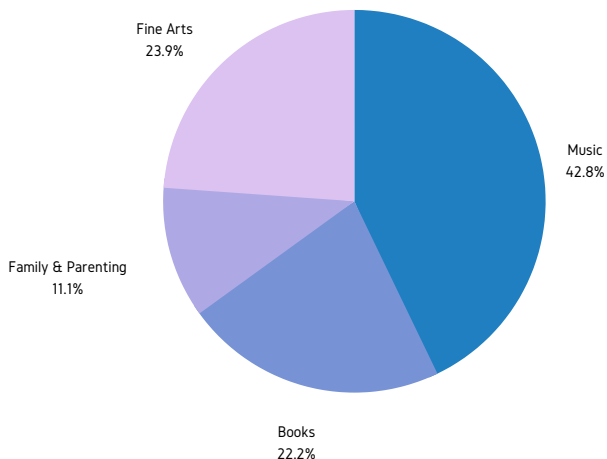
Sentiment Breakdown



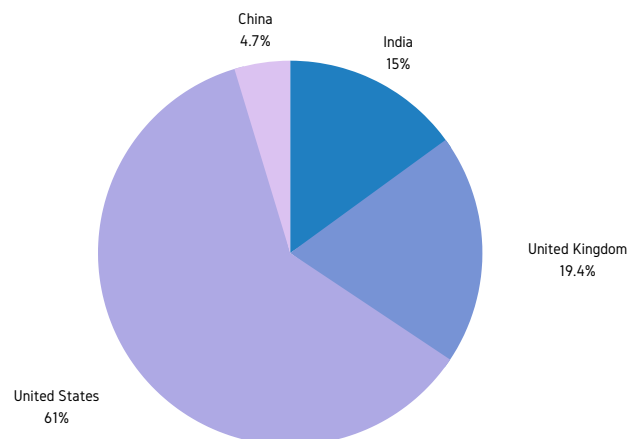
National Geography Breakdown



Interest Breakdown



International Geography Breakdown



PLATFORM ANALYSIS

Spike Analysis

A: Oct 1, 2021 - 4,767 mentions

On Nov 29, 2021 an article was posted by The Independent about BTS's live performance in Los Angeles. Influenced by popular fan accounts who tweeted about the article with 13,650 mentions

B: Oct 8, 2021 - 5,371 mentions

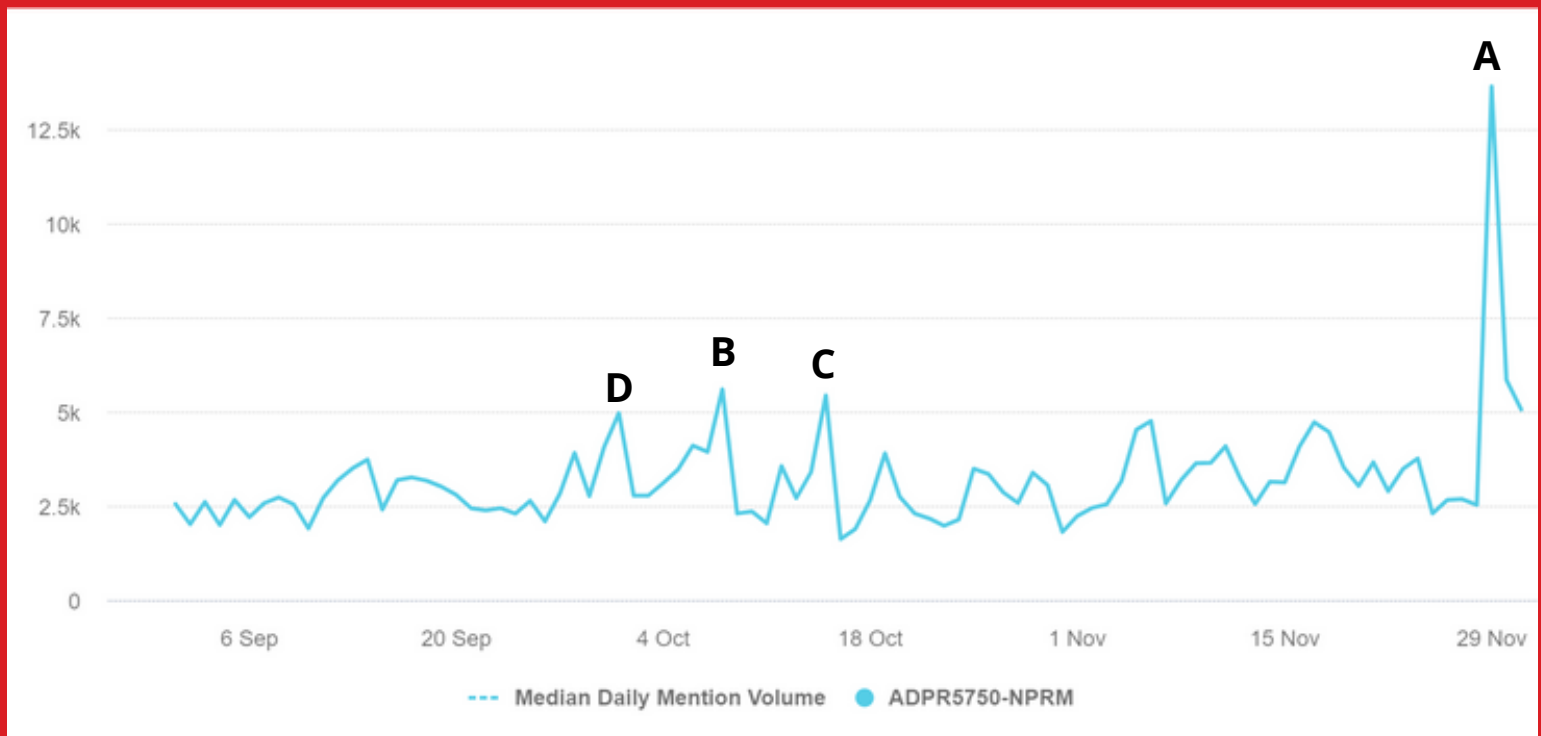
A lot of tweets in support of independent artists as well as promoting their music on October 8, 2021. Also an article from Bustle about Lauren Jauregui (former Fifth Harmony member) who is releasing her album independently. 5,600 mentions total

C: Oct 15, 2021 - 5155 mentions

Articles and promotional tweets about indie artists. No central artist around the issue. 5,438 mentions total.

D: Nov 29, 2021 - 12,826 mentions

A tweet from user @whoismonday who warns independent artists about sketchy job offers from people trying to make NFTs out of work they do not own. 4,965 mentions total



PLATFORM ANALYSIS

Top Twitter Items

Top User



btschartdata

Top URL



<https://t.co/bKEmYqNnZi>

Top Retweet



Top Hashtag



indie



Key Influential Users



ericnamofficial

1,640,048 followers
2,042,836 average reach
1 post



JonOxley777

27,420 followers
9,822 average reach
1,298 posts



BenjaminEnfield

1,045,446 followers
45,349 average reach
1,203 posts



American singer of Korean descent who released his project "I Don't Know You Anymore" as an independent artist for the first time



An individual free music promotional page on Twitter which helps to support independent artists and musicians from its large platform



A Hip-Hop news and media outlet with a large twitter following which also sponsors a company called "The Academy" which is a paid service for promoting Independent artists

PLATFORM ANALYSIS

Narrative by Sentiment

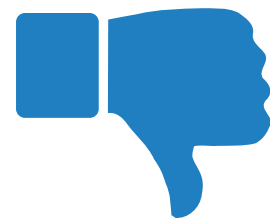
What are the positive conversations about?

The positive conversations are about independent artists releasing their new songs, and projects as well as hitting milestones or receiving awards in their career



What are the negative conversations about?

The negative conversations vary widely, but a lot of them have to do with independent artists being exploited by big music streaming companies and scammers. Because of this, a lot of the tweets are asking for support from more individuals by sharing the music from their favorite independent artist or supporting them financially through means such as buying their music or Patreon



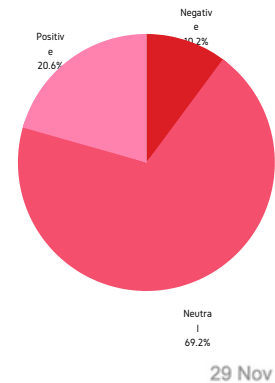
GENDER-BASED DIFFERENCES IN TOPIC CONVERSATIONS

157,750

TWEETS FROM FEMALES



The females in this topic are typically artists or executives that prefer Hip Hop/Rap. Influencers around this topic include @nisaaaaBTS who has an average reach of 1.3M and @chelsea_pastel who has an average reach of 650k



Much of the popular conversation for females is based upon making their followers/audience aware of the music they are listening to and promoting them to have a listen for themselves through multiple media outlets such as Spotify and Youtube



nisaaaaBTS (BE Nisa) @nisaaaaBTS

"if the performance makes one thing clear, it's that you don't become the world's biggest band by accident"

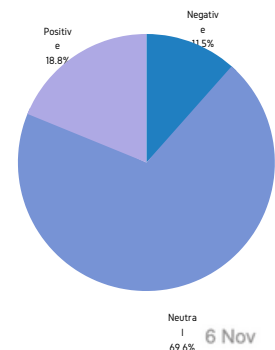
29 Nov

134,380

TWEETS FROM MALES



The males in this topic are also typically artists or executive but they prefer Jazz/R&B/Funk and Hip Hop/Rap. Influencers around this topic include @garyvee who has an average reach of 5M and @ericnamofficial who has an average reach of 2M



For the males, much of their popular conversation is based upon music review. They want their followers/audience to know how they felt about the music their favorite independent artists are releasing. With that said, the males are just as supportive as the females in this topic



garyvee (Gary Vaynerchuk) @garyvee

Are u a **independent artist**? Share your link in this post and let "us" discuss and discover you

♥♥♥ I'll be buying one piece in next 30 minutes and sharing what I chose ♥♥♥

<https://t.co/sOV8G0lbrl>

6 Nov

DATA SUMMARY - CUSTOM CLASSIFIERS

In this next theme analysis we broke up the data from our earned topic Boolean query into custom classifiers using Brandwatch AI. This was done by classifying tweets into different categories determined by our group that we believed would be beneficial to analyzing the data of NPR Music's Twitter. We decided to classify the independent music Boolean query into six custom classifiers: Hip/Hop and Rap, Pop, Rock, Country, Jazz/R & B/ Funk, and EDM/ Techno/House. We decided to use these custom classifiers because we thought it would be important to know which genres of music are most engaging to NPR Music's potential audiences. Once we gave the Brandwatch AI the example tweets, it then classified all of the tweets in the data set to what category they belonged to, giving us an idea of which genres NPR Music should talk about to attract new audiences.



THEME ANALYSIS

Category 1: Hip Hop / Rap

n=34,746 tweets

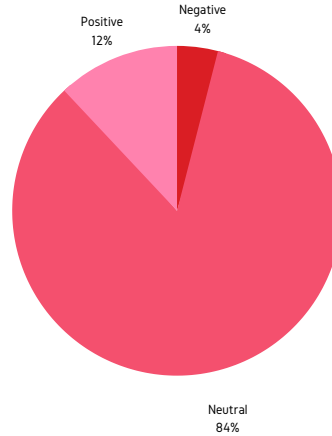
Top Unique Items

Indie, music, artist, musician, rap, hiphop

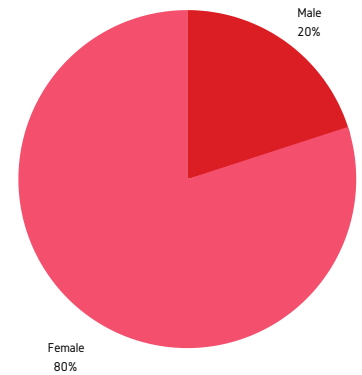


Music Video: Kiran Shine Almine - Now I Got

Sentiment



Demographics



Within the Hip Hop and Rap theme, conversation is primarily based around independent rappers and musicians promoting themselves and their work. Looking at a Volume over Time graph, various spikes can be attributed to individual accounts promoting a song or video. As independent artists do not have the advertising and monetary resources that those signed to record labels have, social media platforms like Twitter are their primary method of marketing themselves. Sifting through the promotions, other conversations center around the difficulties of being an independent rapper and accounts sharing playlists on streaming services, for example Spotify, of their favorite independent rap

Positive conversations include accounts discussing supporting independent rappers over those who are signed to traditional record labels, and independent rappers celebrating their new releases. Negative conversations tackle racism within the independent music community towards rappers and the death of independent rapper, Young Dolph

Category 2: Pop

n=6,180 tweets

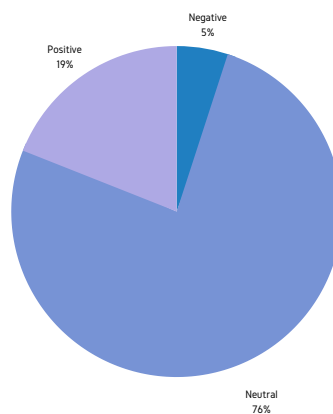
Top Unique Items

Indie, pop, dance, unsignedartist

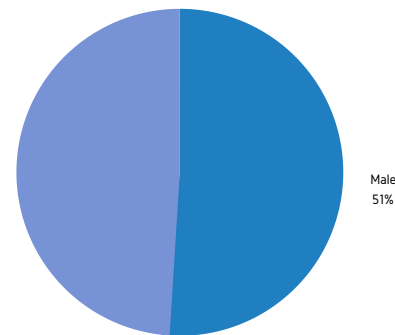


Link to Duggystone Radio Sign Up to have independent artist music played Spotify links to independent pop artists promoting their new work

Sentiment



Demographics



Within the Pop theme, the conversation is primarily dominated by pop artists promoting their new work ("My name is Mark Colety. I'm an independent musician in Los Angeles. Check out my newly released single "Together" feat. Sara Mann"). Other conversation peaks are the result of a magazine releasing a story or review about an independent pop artist. Twitter is a main mode of promotion for many independent artists, so many tweets are self-promotion as a result of this

Positive conversations include independent pop bands excitedly talking about tour dates, positive reviews of independent pop artists from news sources, and accounts discussing their favorite independent pop artists. Similarly to the Hip Hop theme, negative conversations tackle racism within the independent music community, specifically how black artists are labeled as R&B or Hip Hop instead of Pop based off of skin color alone. Other negative conversations include people talking about the difficulty of making it as an independent artist

THEME ANALYSIS

Category 3: Rock

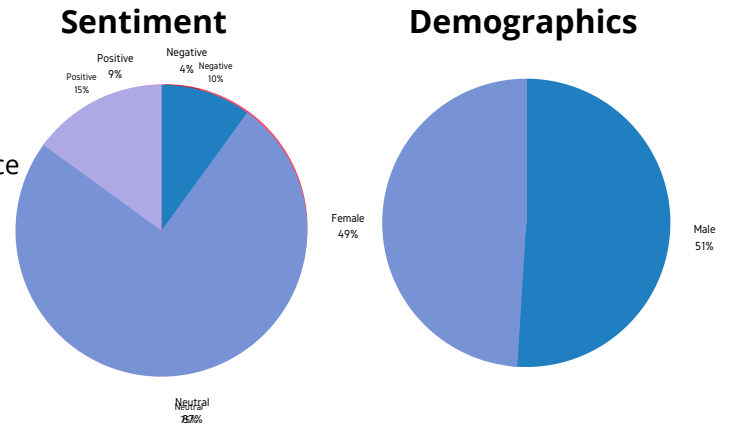
n=10,639 tweets

Top Unique Items

Wendy, indie, airportgoodbyes_wendy, theblackskirts



Bio and Interviews page of the Radio Indie Alliance
Genius lyric page to Airport Goodbyes by independent rock artists
The Black Skirts and Wendy



Within the Rock theme, the conversation experiences a dramatically significant peak on October 14; this is the result of famous independent rock musician, James Blake, releasing his fifth album. While most independent rock artists do not reach any level of fame, James Blake has worked with big names like Travis Scott and Beyoncé. Other peaks are the result of releases from other large independent rock artists like Vundabar. Throughout the conversation, accounts are posting about their favorite artists; notably, many jokes are made at the expense of the “indie rock” genre in a way that other independent genres are not made fun of

Positive conversations include hype around a New York Times article detailing independent rock group The Wrens releasing new music after an eighteen year hiatus, as well as excitement at new independent rock releases and jokes at the expense of the indie rock genre. This “poking fun” is rooted in many artists within the genre being viewed as taking themselves too seriously, or rooted in large artists like James Blake and Ezra Koenig still labeling themselves as independent even though they have considerable influence at their disposal due to fame. Negative conversations revolve around the murder of an eighteen year old girl by indie rock musician Cody James Ackland, as well as the general pretentiousness of the indie rock genre

Category 4: Country

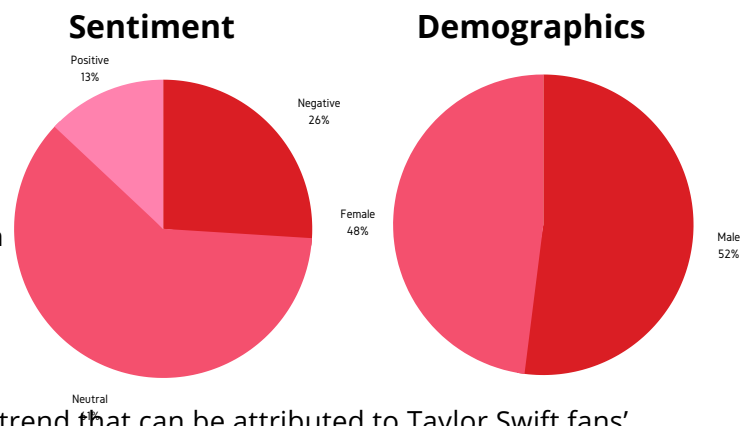
n=4,306 tweets

Top Unique Items

indiemusic, streaming, worship, christianartists



Christianindieradio.com
Spotify links to new releases from independent country artists



Within the Country theme, the conversation has an overall trend that can be attributed to Taylor Swift fans’ sense of humor. Many, many tweets paint Taylor Swift, hyper-famous country singer with eleven Grammys, as an independent artist for the sake of humor. Another tweet that creates a significant spike is from musician Father, who tweeted “we’ll shack up in a cabin this winter like an indie folk band,” resulting in almost one million impressions. While these jokes are a large portion of the mention data, other tweets focus on celebrating independent folk and country artists, as well

Positive conversations include independent folk and country artists self-promoting, often tagging larger accounts in the hopes of creating more engagement; Twitter has become a mainstay for independent artists with little to no marketing budget. Other accounts engage in the positive conversation by celebrating and uplifting their favorite independent folk and country releases from the past year. Negative conversations revolve around more Taylor Swift jokes; these are primarily fans being jokingly mad at her for not aligning with the classic ideals of an independent artist

THEME ANALYSIS

Category 5: Jazz / R&B / Funk

n=22,898 tweets

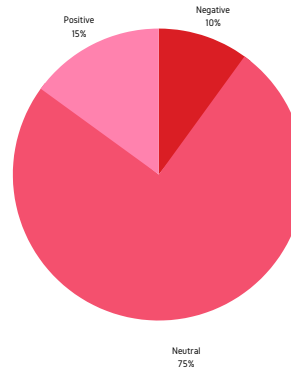
Top Unique Items

Indie, newmusic, spotify

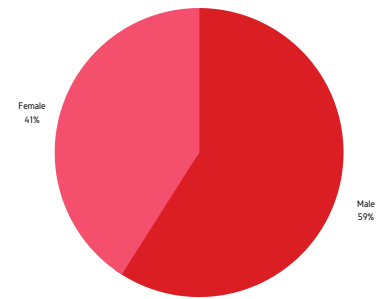


Hard Drive Net parody article about independent artists
Spotify links to new releases from independent R&B artists

Sentiment



Demographics



Within the Jazz and R&B theme, the conversation has one significant peak; one tweet within this peak with a high amount of engagement is more of a call-to-action: "What's the hardest part about being an indie artist?" from @MusicMarketingA. Independent artists are desperate for a platform to talk about the struggles and tribulations that must be overcome to make it in the music industry without the support of a powerful record label, which explains the high amount of engagement (over 125,000 impressions). Another thread of conversation includes accounts celebrating the release of a new music video from independent R&B artist Bianca Jade. One notable detail is that independent jazz is rarely mentioned in exclusivity but rather in conjunction with other genres

Positive conversations include users reminiscing about previous independent jazz concerts they attended and independent artists citing jazz musicians like Frank Sinatra as their muses. Other positive conversations come from accounts celebrating their favorite R&B artists, and their ability to mix multiple genres with R&B. Negative conversations focus on how "mainstream" R&B is dying and that independent R&B artists are where quality music is at. While this is quantified as negative, it is overall a positive sentiment towards independent R&B music. Many tweets reference independent R&B as a "hidden gem," and that those who aren't spending the time to find smaller, quality artists are missing out

Category 6: EDM / Techno / House

n=22,898

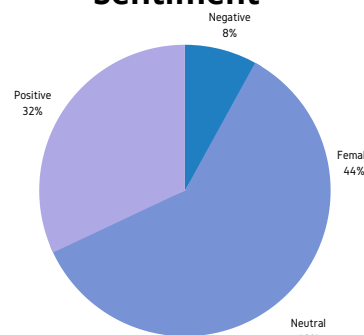
Top Unique Items

Indie, indiemusic, streaming

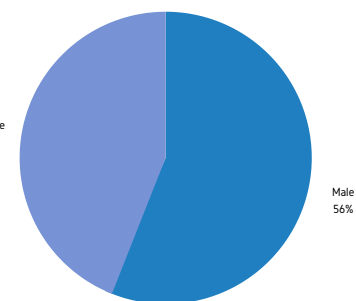


Spotify links to new releases from independent R&B artists

Sentiment



Demographics



The EDM, House, and Techno conversation features artists thanking other artists for collaborating with them, as well as promoting them. While self-promotion is a recurring subject within each theme, the EDM/Techno theme conversation seems to be more inclusive and supportive of other artists, as well. There also seems to be more inter-collaboration with other artists and genres; EDM appears in tweets with other genres like pop and rock

Positive conversations include users swapping recommendations for independent EDM and electronic artists, users bringing up hypothetical collaborations between artists, and the best concerts and festivals users have been to for EDM and electronic music. Negative conversations hone in on the difficulties independent EDM and electronic musicians face, especially in terms of being taken seriously

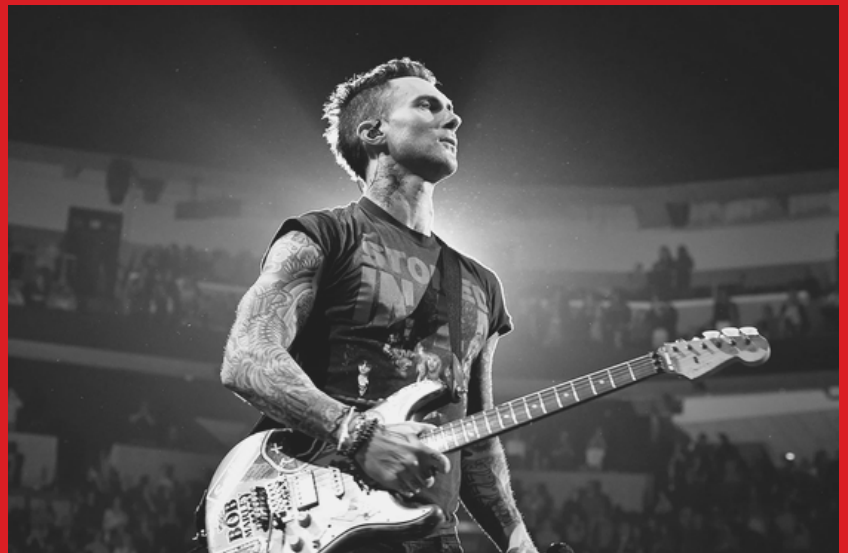
INFLUENTIAL USERS

Pop

One user that significantly influenced the conversation around independent pop artists is the Washington Post (@washingtonpost), which was able to garner over 18,000,000 impressions by tweeting about independent pop legend, Bleachers. News outlets covering the arts are able to generate so many impressions because of their significant follower count, which naturally generates conversation in the replies. Similarly, @Independent is an influential user, as well

Rock

Influential users include @nytimesarts, the New York Times Twitter account dedicated solely to reporting coverage of the arts. A single tweet promising new music from The Wrens, a prominent independent rock group, garnered over 53,000,000 impressions alone! They are also mutual followers of @NPRMusic, which could potentially be leveraged to garner more impressions for NPR Music's Twitter account





EARNED COMPETITION DATA



DATA DESCRIPTION

For our comparable organizational data set we used Twitter. From September 1st to December 1st, 2021 there were 2.86M total mentions with 50% being male and 50% being female. The tweet with the highest engagement was this retweet from Hunter Walker which had 22.4K retweets.

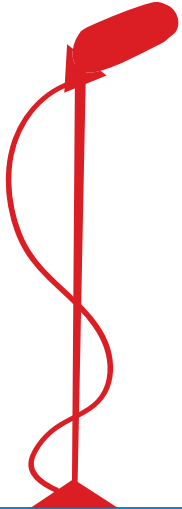


This tweet was a repost of an article from Rolling Stone magazine which caused a lot of controversy due to its polarizing political takes. Do to this, the article was retweeted a lot and there were lots of negative conversations surrounding the brand due to arguments between opposing political parties.

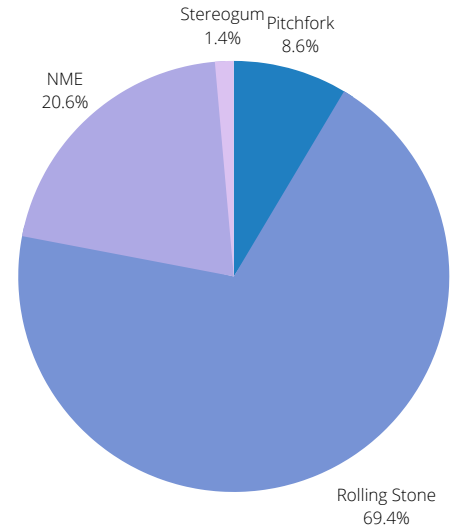


COMPARABLE ORGANIZATIONS

Share of Voice



1. Pitchfork
2. Rolling Stone
3. NME
4. Stereogum



Spike Analysis

A: Oct 25, 2021- 234,448 mentions

Rolling Stone article about Jan. 6 insurrection. NME gives 5 stars to BTS performance that a lot of people agree with

B: Oct 4, 2021- 229,002 mentions

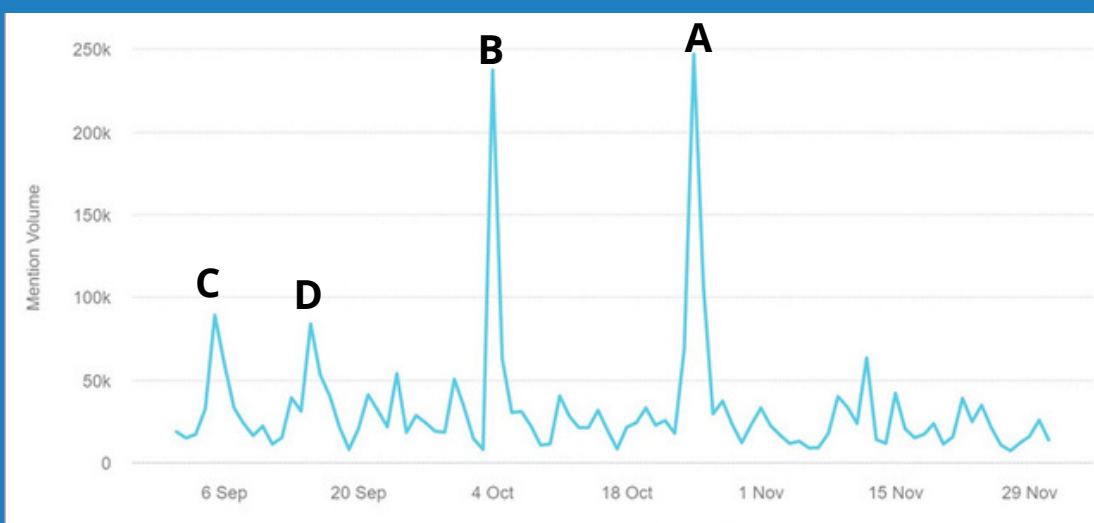
Rolling Stone top 100 songs chart; Coldplay and BTS song "My Universe" clocks in at number one. NME article reviewing K-pop group Tomorrow X Together's performance in Seoul

C: Sept 5, 2021 - 85,924 mentions

Rolling Stone article about Invermectin OD's was debunked and called fake news. Pitchfork article about K-pop group Twice's album "Taste of Love"

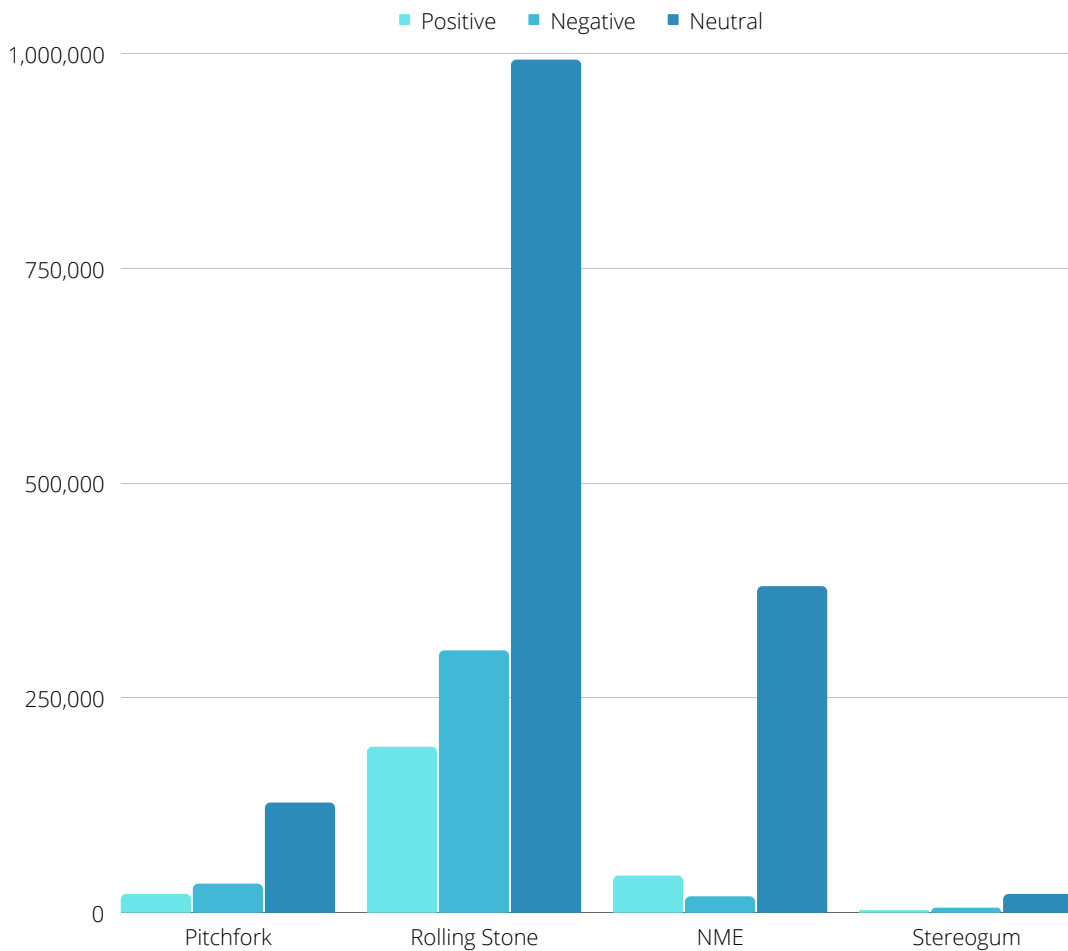
D: Sept 15, 2021 - 81,099 mentions

Rolling Stone re-released their 500 songs of all time, and there are a lot of tweets about artists who were children at the time of the first 500 songs list, and what new songs/artists were included



COMPARABLE ORGANIZATIONS

Sentiment Breakdown



In this graph we can see that while we did have different sentiments for each of the comparable organizations we looked at, it is clear that the sentiment is overwhelmingly neutral. However, it is important to note that Rolling Stone received a lot of negative sentiments surrounding their Twitter profile due to their engagement in conversations about politics, especially the January 6th insurrection at the capitol.

APPENDIX

ORGANIZATION OWNED DATA

NPRMusic OR "npr music" OR
@nprmusic OR #nprmusic NOT
(author:@nprmusic)

COMPETITION

@pitchfork OR "pitchfork.com" OR ("pitchfork" OR #pitchfork NOT (devil OR hay OR haystack OR farm OR farming OR barn OR gothic OR "American Gothic" OR hunt OR down OR mob OR tail OR economics OR "a pitchfork" OR "my pitchfork" OR "the pitchfork")) OR @rollingstone OR "rollingstone.com" OR #rollingstone OR ("rollingstone" OR "rolling stone") OR @NME OR "nme.com" OR #NME OR ("NME" OR "New Musical Express") OR @stereogum OR "stereogum.com" OR #stereogum OR ("stereogum" OR "stereo gum")

TOPIC DATA QUERY

(independent OR indie OR #independent OR #indie OR #selfmade OR "self made" OR "self-made") AND (artist OR artists OR musician OR "musical artist" OR band) NOT (author:@1063atl OR author:@blackettpromo OR author:@blackettmusic OR author:@reallistige OR author:@trendcityradio OR author:@barbwiresradio OR author:@rtsmallstreams OR author:@rtitbot OR author:@musiclegion OR 1063atl OR blackettpromo OR blackettmusic OR reallistige OR trendcityradio OR barbwiresradio OR rtsmallstreams OR rtitbot OR musiclegion OR author:@TMVCafe OR author:@indiebychoice OR author:UandIRadioHQ OR TMVcafe OR indiebychoice OR UandIRadioHQ OR author:@imusicbuzz OR author:@forcepromotion OR author:@chillspot OR author:@themradio OR imusicbuzz OR forcepromotion OR chillspot OR themradio OR "New Music History Today podcast" OR "Artist Promotion ♥")