

Controversial Voting Process for the GRAMMYs Awards

BACKGROUND

Due to the lack of transparency regarding the criteria of how winners and nominees are chosen, there has been controversy on the undemocratic voting system involving the anonymous review committee at the GRAMMYs, which is an issue that has also been raised by the former CEO of the GRAMMYs, Deborah Dugan.

RESEARCH QUESTIONS

1. Does the GRAMMYs consider audio features and popularity of the tracks when choosing its winners and nominees?
2. Are there any racial and gender discrimination of the nominated artists between the GRAMMYs Album of the Year and globally most streamed Albums of Spotify?

RESEARCH APPROACH

1. Compare the audio features of the top streaming songs from Spotify to the nomination for the GRAMMYs Record of the Year.
2. Compare the artists from the GRAMMYs Album of the Year to the artists that have the most streamed Albums of Spotify globally.

1st

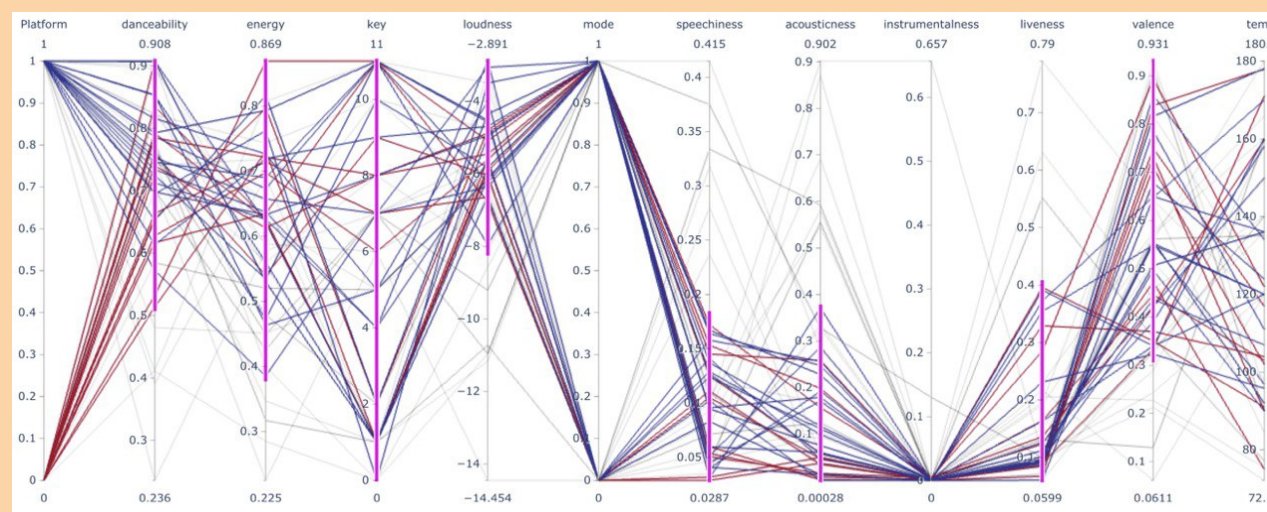
Using Python, unique song IDs for every listed song from 2016 to 2020 were gathered from Spotify Web API. A parallel coordinate plot is then generated based on 11 audio features of a song between the song nominations for the GRAMMYs Record of the Year and the Spotify globally most streamed songs.

METHODOLOGY

2nd

Using Python, an Alluvial graph is generated based on categorical features for gender and race between nominated artists for the Album of the Year and the artists of the globally most-streamed Album of Spotify.

Parallel Coordinate Plot



Each line represents a track.
Each column represents the different audio features of each track.

- Most of GRAMMYs songs are excluded
- Most of Spotify songs are included

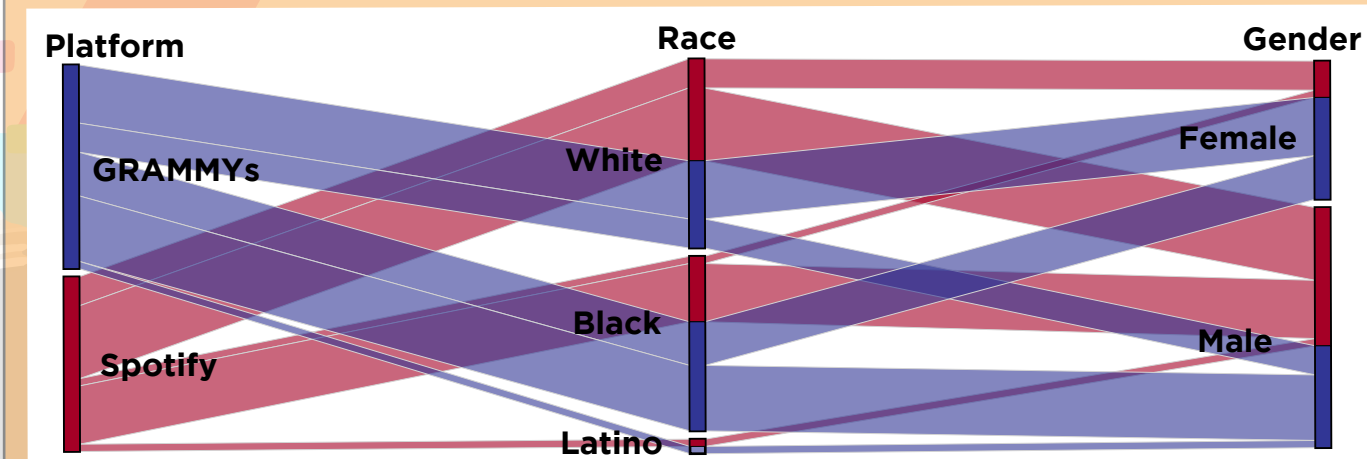
>> Audio features that correlate strongly with streaming count and popularity of songs for Spotify are not a significant consideration in the nomination of songs for the GRAMMYs Song of the Year Award.
>> Song popularity and audio features play a significant role in the nomination of songs is false statistically.
>> Insight to the controversy that biases do indeed exist in the nomination of songs, as common features like popularity and audio features do not play a large role in the voting process, and no concrete criteria has been established.

RESULT & ANALYSIS

Blue lines/ shapes:
artists and songs
from **GRAMMYs**

Red lines/ shapes:
artists and songs
from **Spotify**

Alluvial Graph



Each column represents gender and race categories

- RACE: Size of the White (White Americans) and Black (African American) categories are relatively the same
 - GENDER: Size of the Male and Female categories are relatively the same
 - However, a larger portion of female artists was nominated for the GRAMMYs as compared to Spotify
- >> No strong racial or gender discrimination based on the data, though GRAMMYs judges might be pushing for female empowerment in the music industry.

CONCLUSION

Even though our findings show no strong racial or gender discrimination in the voting process, we were still unable to find a trend or criteria on how exactly the GRAMMYs determine its winners and nominees. Thus, further research will need to be done in order to conclude whether the GRAMMYs voting system is biased in any other form.