GRAMMYs Assignment

alexander Gellert.

2019

Are posts relating to historical preservation of music or posts that ask questions to the audience more effective? The data analyzed are based on posts on Facebook and Twitter from six months before the Grammys in 2016.

Let us start by defining the characteristics of a post related to historical preservation. A historical post is defined as a post describing a past event at the Grammys or honoring a past artist. Following this definition, posts about the legacy of an artist, a past Grammy event, or condolences for a deceased artist are examples of posts related to the historical preservation of music. An effort was made to hard code out the false positives to ensure the integrity of our findings. A post about an album “Past Present,” was a false positive for a historical post, as the code believed the word past meant it should be categorized as historical.

We found that historical posts on average did much worse than their non-historical counterparts across both platforms. On Facebook, posts were analyzed based on the average likes, link clicks, comments, and shares as this is the best way to determine a post's success. **On average, historical posts on Facebook generated fewer likes, link clicks, and shares.** Historical posts generated about **10% more comments** however, historical posts also generated **21% more negative feedback**. It is possible that the negative feedback is what persuaded more people to comment, so I would advise the Grammys to search through archived historical posts to determine whether or not the comments are negative.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | |
|  | Historical | | Non Historical | | % Difference |
| **Average of Lifetime Negative feedback** | **65.61** | | **51.91** | | **20.7%** |

There is a similar story for Twitter users. The average lifetime retweets and favorites were used to determine the effectiveness of a Twitter post. **Both the average number of retweets and favorites were lower for historical posts compared to non-historical posts.**

Based on these findings, the Grammys **should not rely on historical posts to be more effective than non-historical posts** on both Facebook and Twitter**.** However, it is possible that these types of posts will still appeal to a specific demographic and should be used, but it is not as well received as non-historical posts.

**Posts that are questions are more effective than non-question posts on Facebook.** A post is categorized as a question if the post contains a question mark. There was an effort within the data to find the false positives and change the category manually. For example, songs that include a question mark would be categorized as a question when the post was not asking the audience a question.

**On average, Facebook users liked, commented, and shared more on posts that asked questions.** Facebook users, however, did have less link clicks on question posts.

Question posts on Twitter were not as effective as question posts on Facebook. **Twitter users both retweeted and favorited question posts less.**

It is **recommended to post questions on Facebook because users engage more with these types of posts.**

It is **not recommended to post questions on Twitte**r because Twitter users do not interact with question posts as much as non-question posts.

**Review of Recommendations**

* Do not rely on historical posts on Facebook or Twitter to be more effective than non-historical posts.
* Utilize Question posts on Facebook but not on Twitter