

TALKING OVER A FOOTBALL GAME

The Taylor Swift Effect on Football Podcast Popularity
Ashley Mullan ● Vanderbilt University ● IDWSDS 2025



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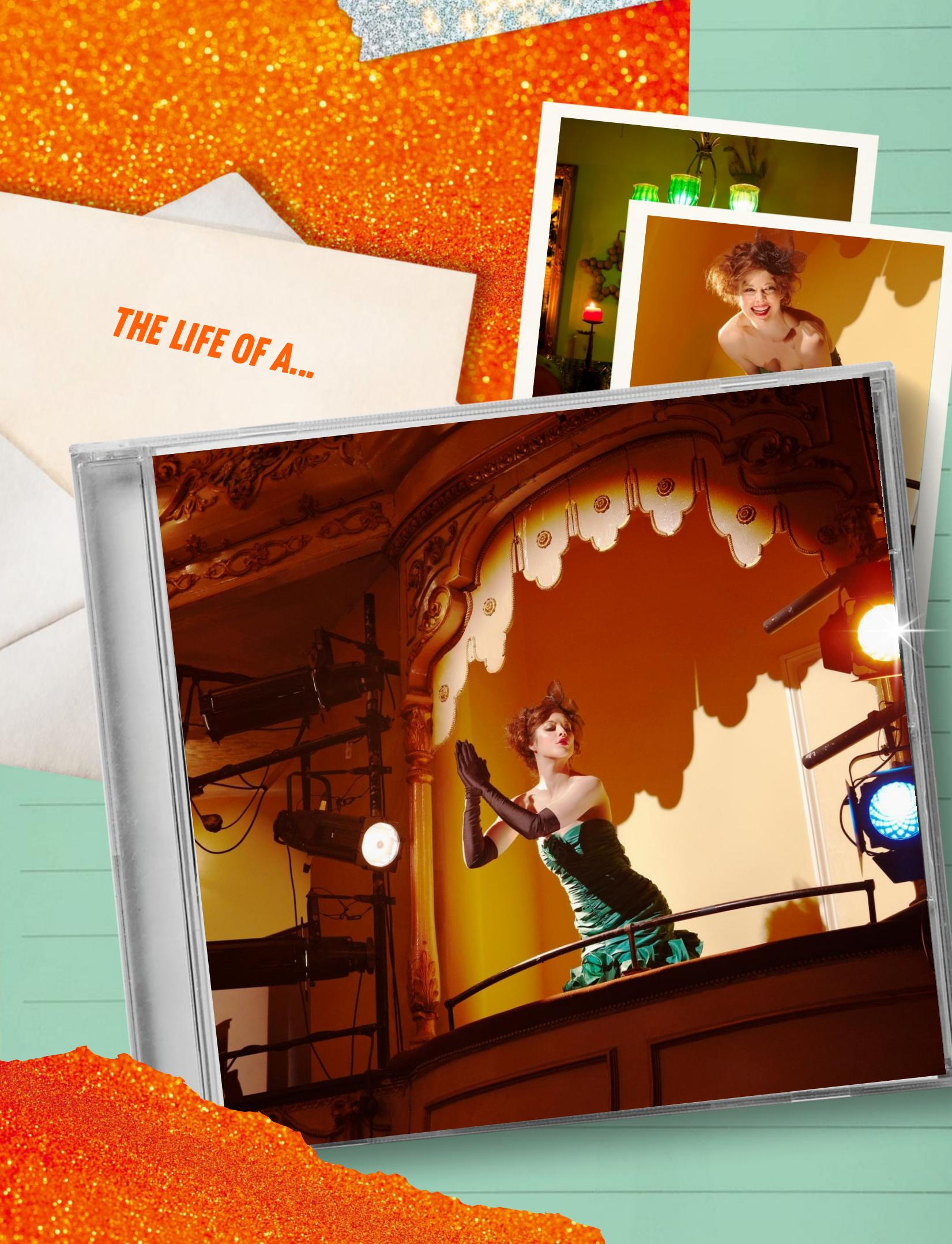
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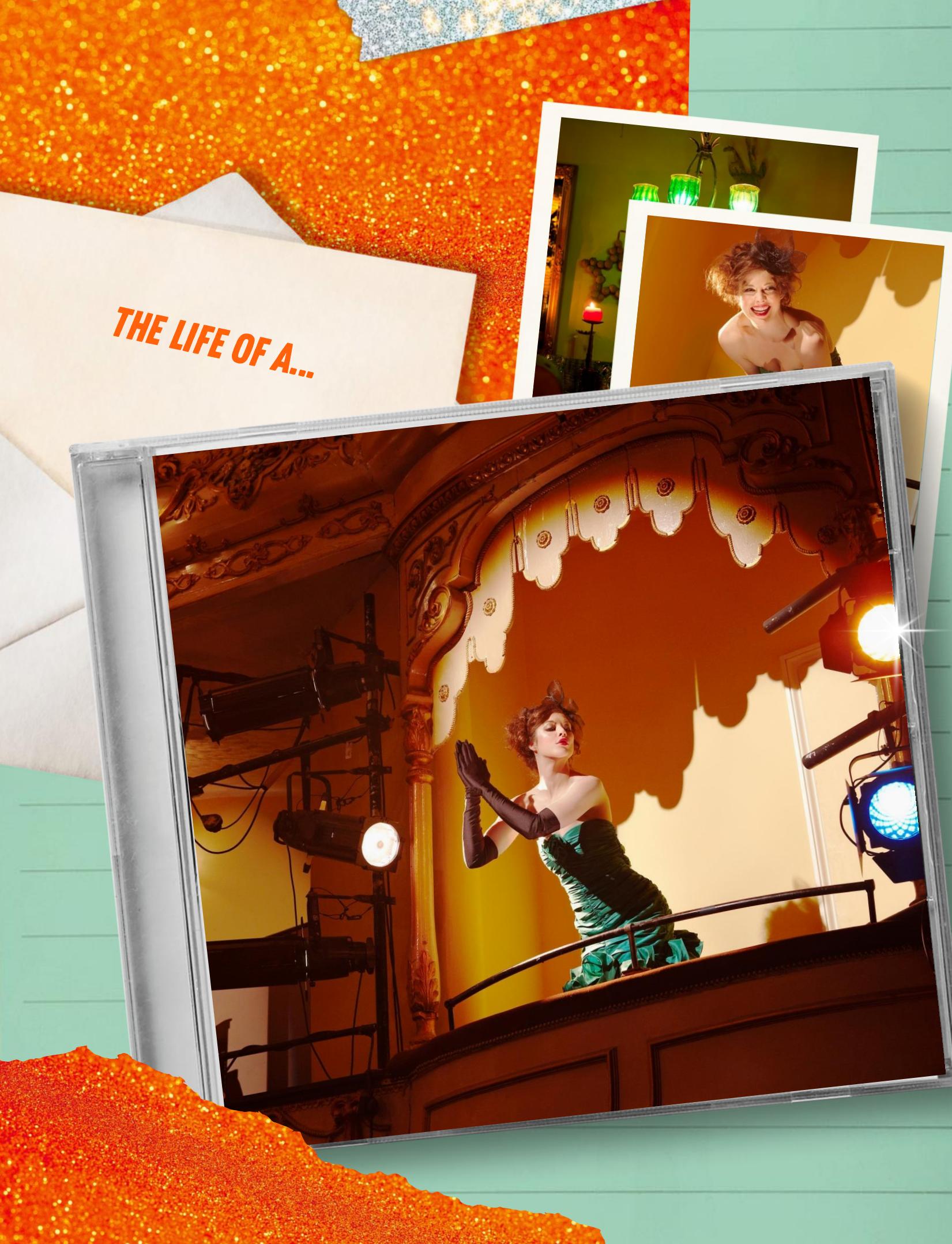
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Takeaways



TAYLOR SWIFT

- Taylor Swift began releasing songs **in 2006** on her self-titled album, *Taylor Swift*.
- As of 2022, she was the first artist to win four *Album of the Year* **Grammy awards**.
- Her 12th album, *The Life of a Showgirl*, was released on **October 3, 2025**.



TRAVIS KELCE

- Taylor Swift began **dating** Travis Kelce, a tight end for the Kansas City Chiefs, in 2023.
- Travis and his brother Jason, a retired center for the Philadelphia Eagles, began hosting their **sports podcast**, New Heights, in 2022.
- To **promote** her upcoming album, Taylor **appeared** on New Heights in **August 2025**.

Can I ask you a question?

1. How did Taylor's appearance affect the podcast popularity?
2. How did Taylor's appearance affect the album popularity?

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FADE INTO VIEWS

- We measure **popularity** with Google **Trend** scores, which are **standardized** and max out at 100.
- Daily searches of **keywords** “new heights” and “showgirl” in the United States were tracked for two months before and after Taylor’s **podcast appearance**.



BEAUTIFUL TIME LAPSE

- An **interrupted time series** (ITS) model is used to examine the impact of Taylor's New Heights episode (the interruption) on album and podcast **search trends**.
- The model quantifies the **altered trajectories** of the Google searches **after** vs. **before** the Taylor episode.
- **Newey-West** standard errors were used to generate 95% confidence intervals.



A DIFFERENT MEANING

- To address whether the search trends **change immediately** following the Taylor episode, we look at $\widehat{\beta}_2$
- To address how quickly the search trends **return to pre-Taylor levels** (if ever), we look at $\widehat{\beta}_3$.

↓ the Taylor jump

$$\widehat{\text{Trend}} = \widehat{\beta}_0 + \widehat{\beta}_1(\text{Days}) + \widehat{\beta}_2(\text{After?}) + \widehat{\beta}_3(\text{Days} \times \text{After?})$$

↑
pre-Taylor trend pattern

↑
adjustment to pre-Taylor trend pattern

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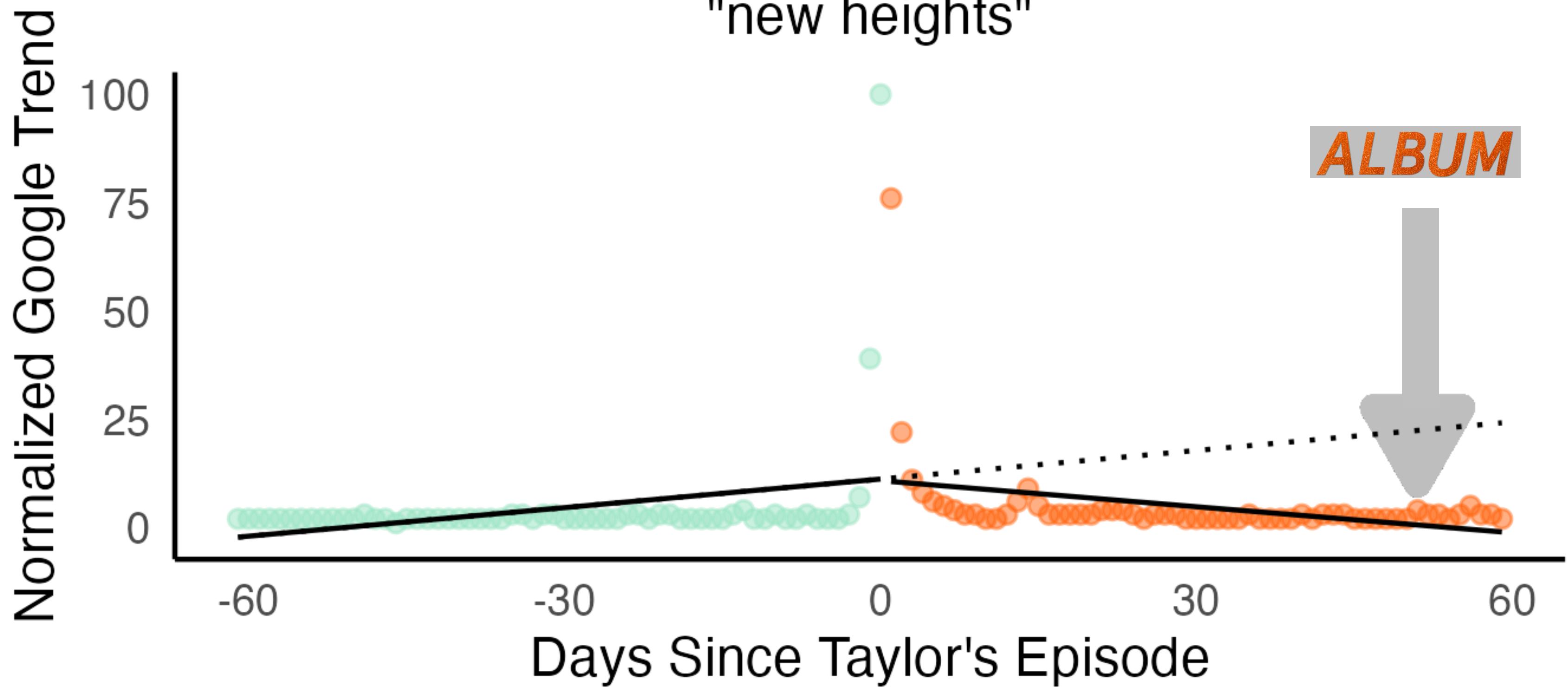
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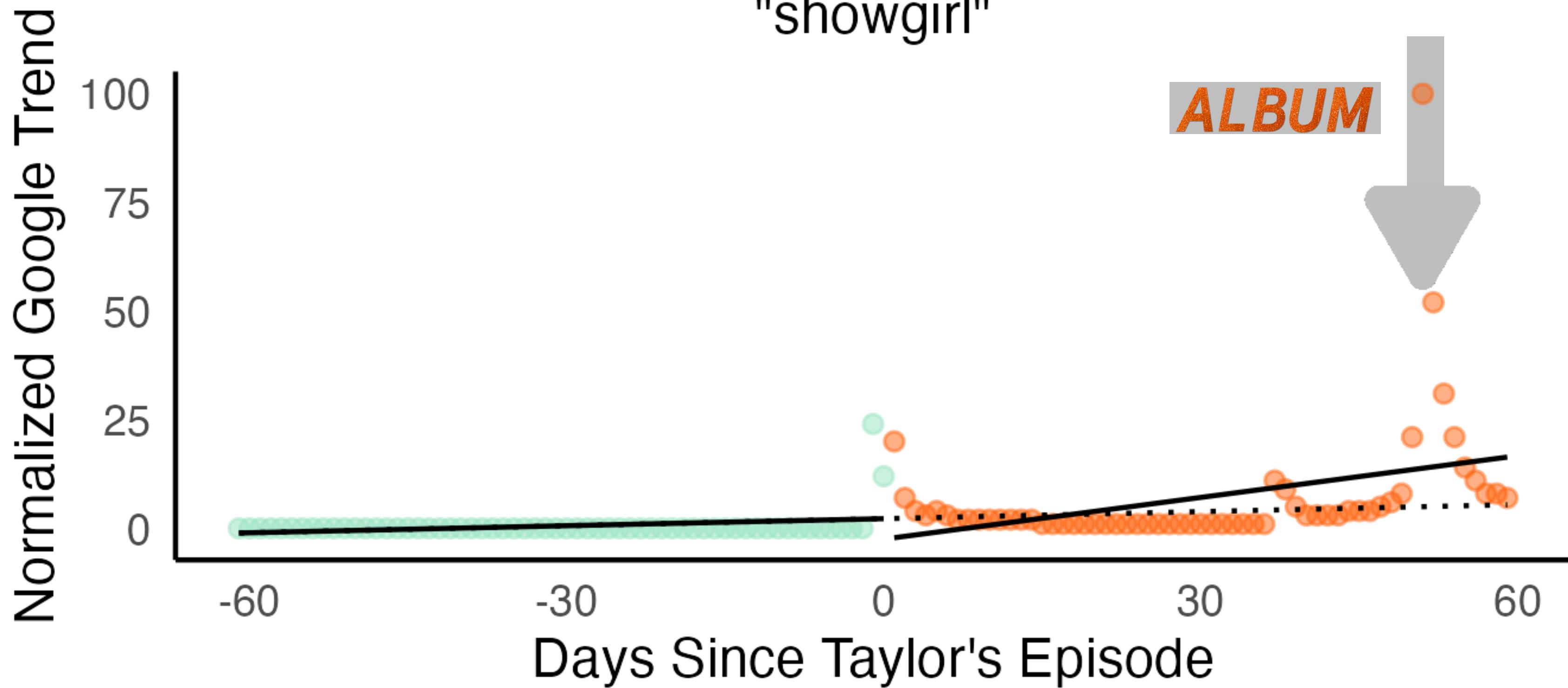
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Search Trends Before and After Taylor's Episode

"new heights"



Search Trends Before and After Taylor's Episode "showgirl"



NONE OF IT WAS ACCIDENTAL

<i>Coefficient</i>	“new heights”		“showgirl”	
	<i>Estimate</i>	<i>95% CI</i>	<i>Estimate</i>	<i>95% CI</i>
Baseline Trend	11.192	(-113.950, 136.334)	2.230	(-6.440, 10.901)
Trend Pattern	0.220	(0.150, 0.290)	0.054	(0.049, 0.059)
Taylor Jump	-0.376	(-34.965, 34.213)	-4.706	(-42.314, 32.901)
Adjustment to Trend Pattern	-0.421	(-0.659, -0.192)	0.266	(0.139, 0.393)

~~NAME OF IT WAS ACCIDENTAL~~ some

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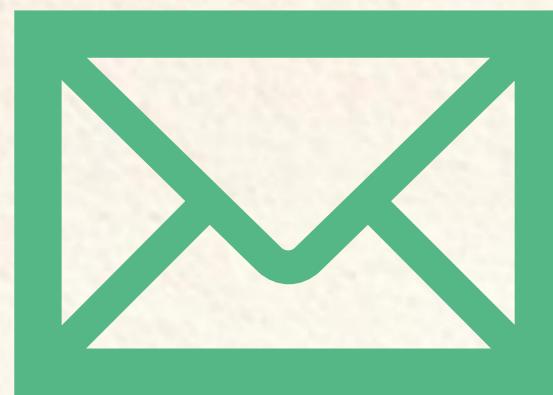
ALWAYS REMEMBER

- We observe **increasing trend scores** in the two months **before** Taylor's episode in Google searches for **both** the podcast and for the album.
- We observe **decreasing trend scores** after the episode for podcast searches, but trend scores **increase faster** after the episode for album searches.
- Taylor Swift is a woman of **INFLUENCE**.

References

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Thank you!



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Don't forget, don't forget about me!