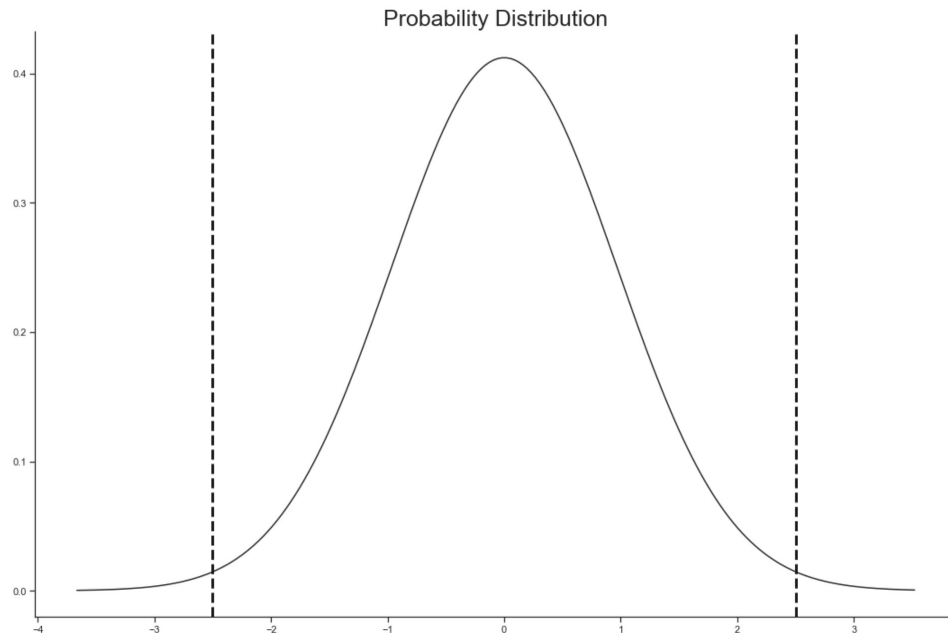


# Improve your Pitchfork profile



# Methodology

- **18,393** Pitchfork Reviews
- **1999 – 2017**
- **pSQL** database
- 2-tailed 2 sample **Welch's t-test**
- 1-tailed 1 sample **t-test**
- **Bootstrapping**



artists:  
reviewid  
artist (Name of the  
recording artist)  
**id (primary key)**

content:  
reviewid  
content (Text of the  
review)  
**id (primary key)**

genres:  
reviewid  
genre  
**id (primary key)**

labels:  
reviewid  
label publisher of the  
release)  
**id (primary key)**

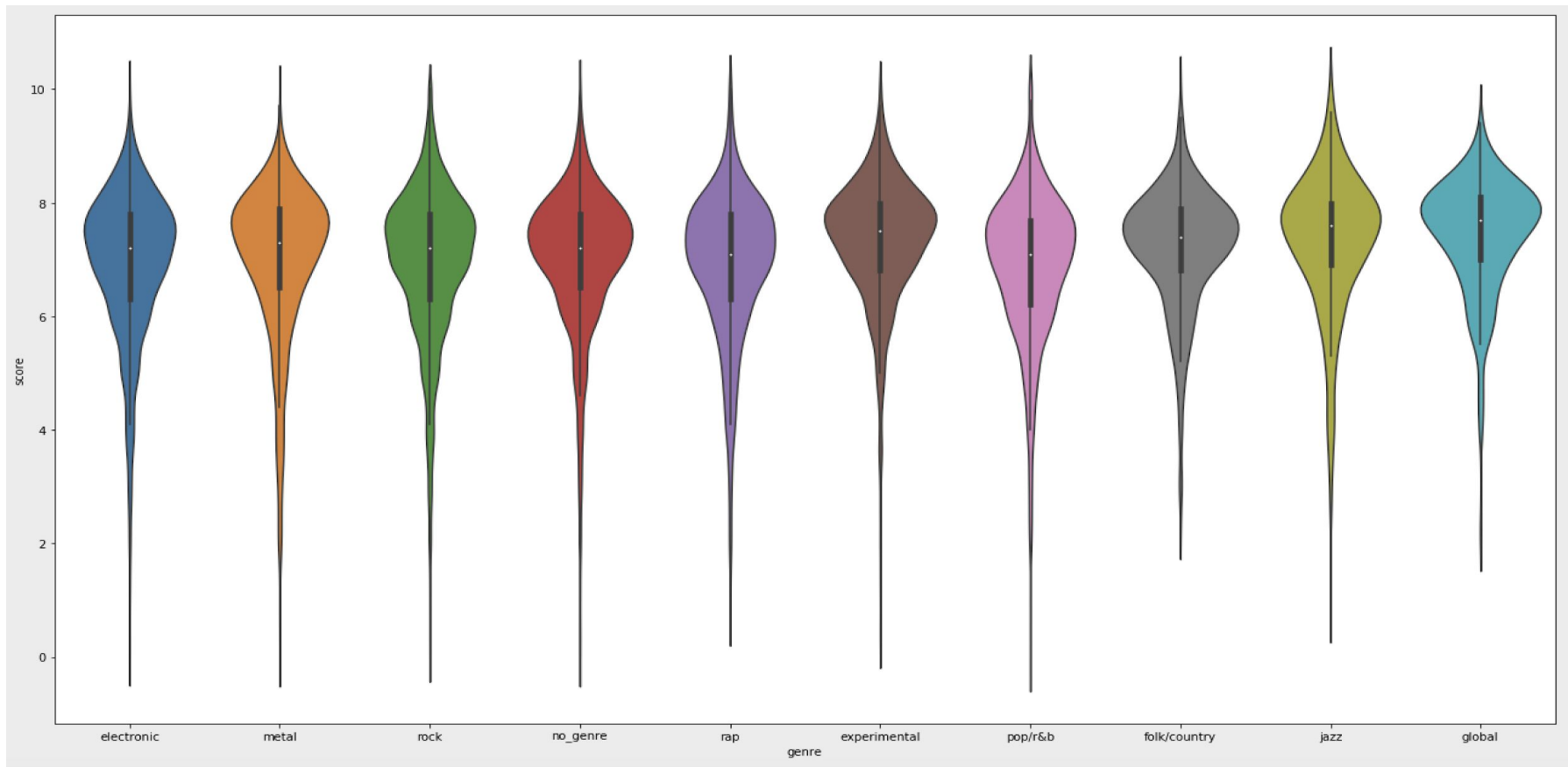
**reviews:**

- **reviewid (primary key)**
- title (Name of the album)
- artist (Recording artist)
- url (Review URL)
- score (Score on a 10-point scale)
- best\_new\_music (boolean)
- author (Name of the reviewer)
- author\_type (Reviewer type. Staff are given their specific titles while contributors are listed as "Contributor")
- pub\_date (Review publication date)
- pub\_weekday (Review day of week)
- pub\_day (Review day of month)
- pub\_month
- pub\_year

**years:**

- reviewid
- year (Sometimes Pitchfork reviews albums from the previous year (usually in early January), or from the forthcoming year (usually in December). Likewise, Pitchfork often reviews reissues and lists the original release year along with the reissue year. So it's not always safe to assume that the release year is the same as the publication year.)
- **id (primary key)**

# Do albums of the folk/country genre get different review scores than the other genres?



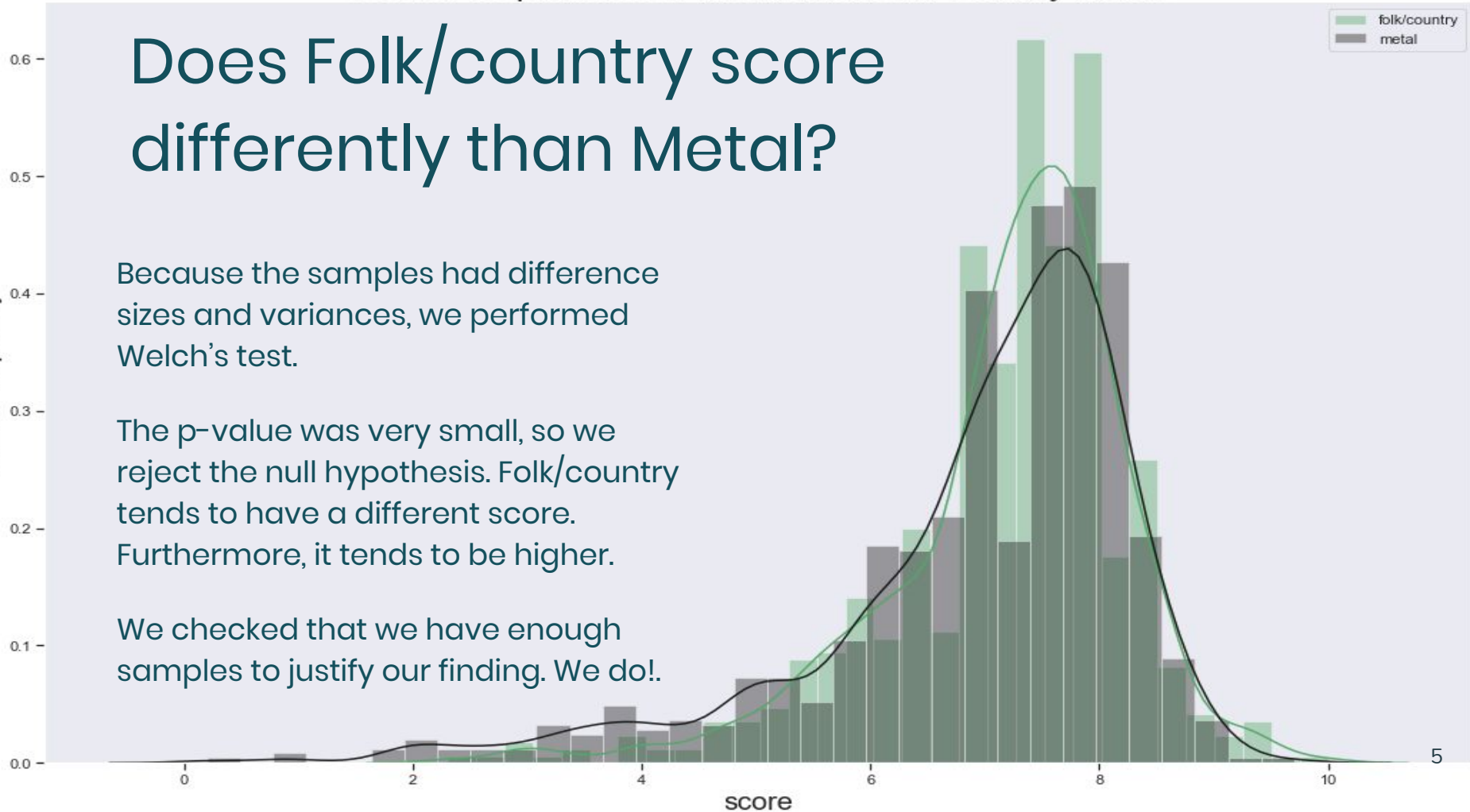
# Does Folk/country score differently than Metal?

Because the samples had difference sizes and variances, we performed Welch's test.

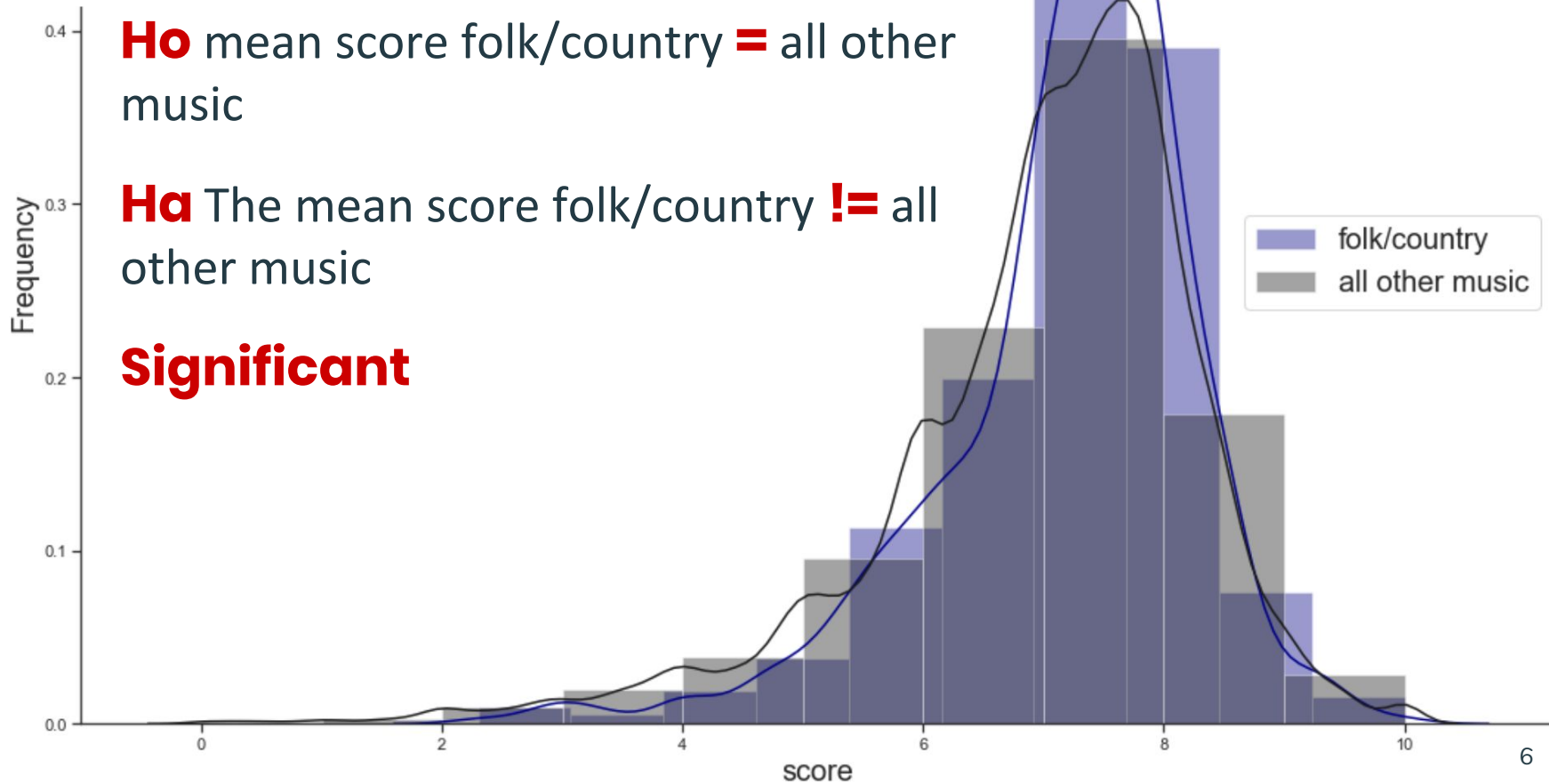
The p-value was very small, so we reject the null hypothesis. Folk/country tends to have a different score. Furthermore, it tends to be higher.

We checked that we have enough samples to justify our finding. We do!.

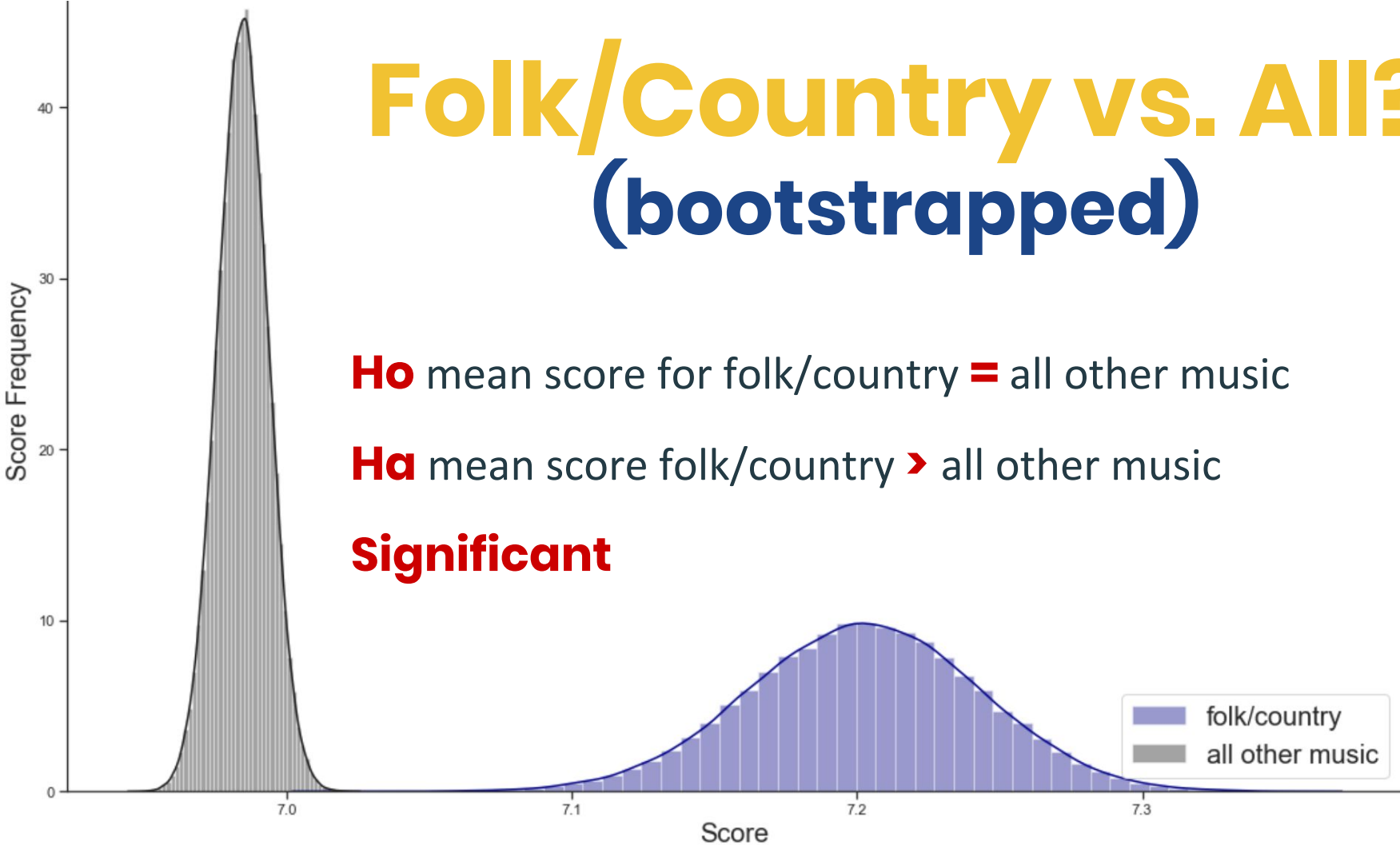
Score Frequency



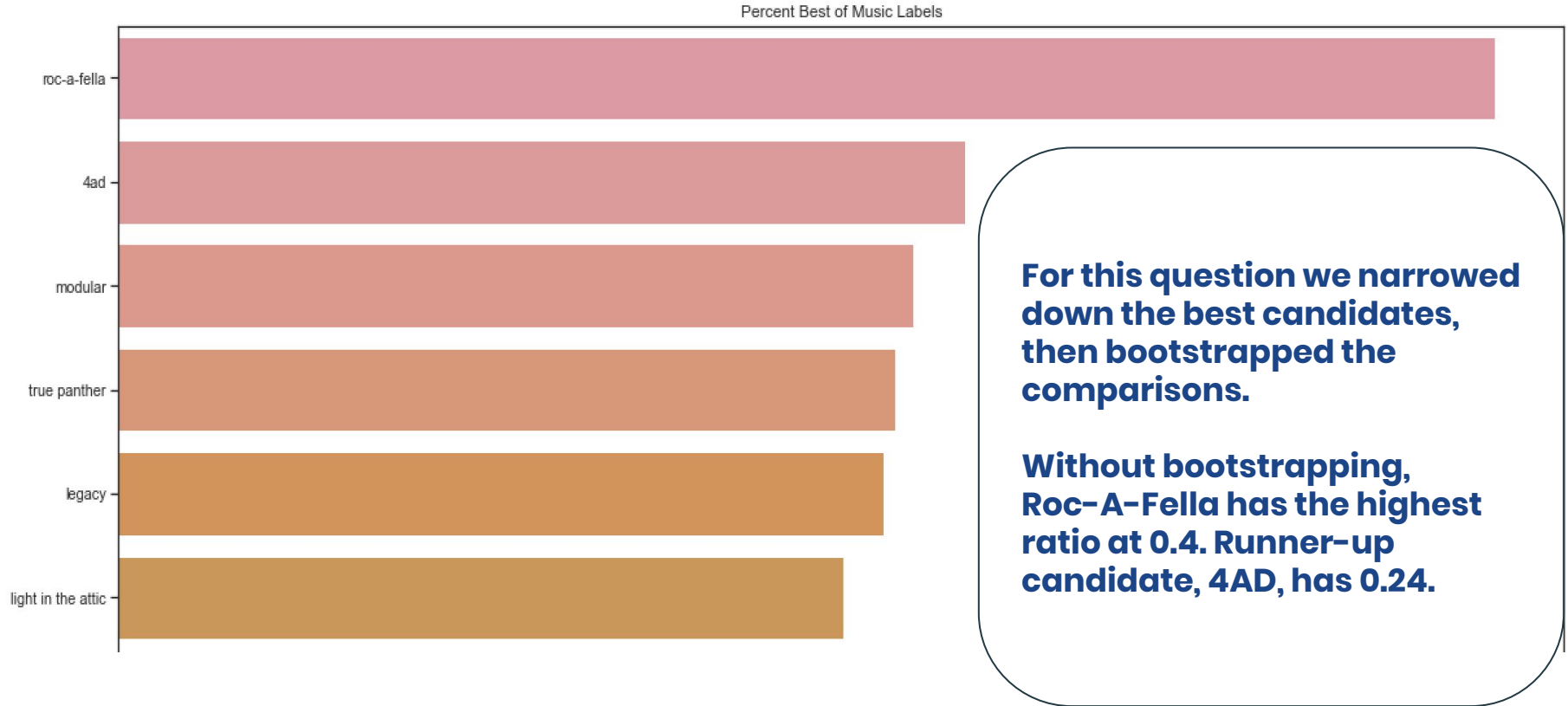
# Folk/Country vs. All?



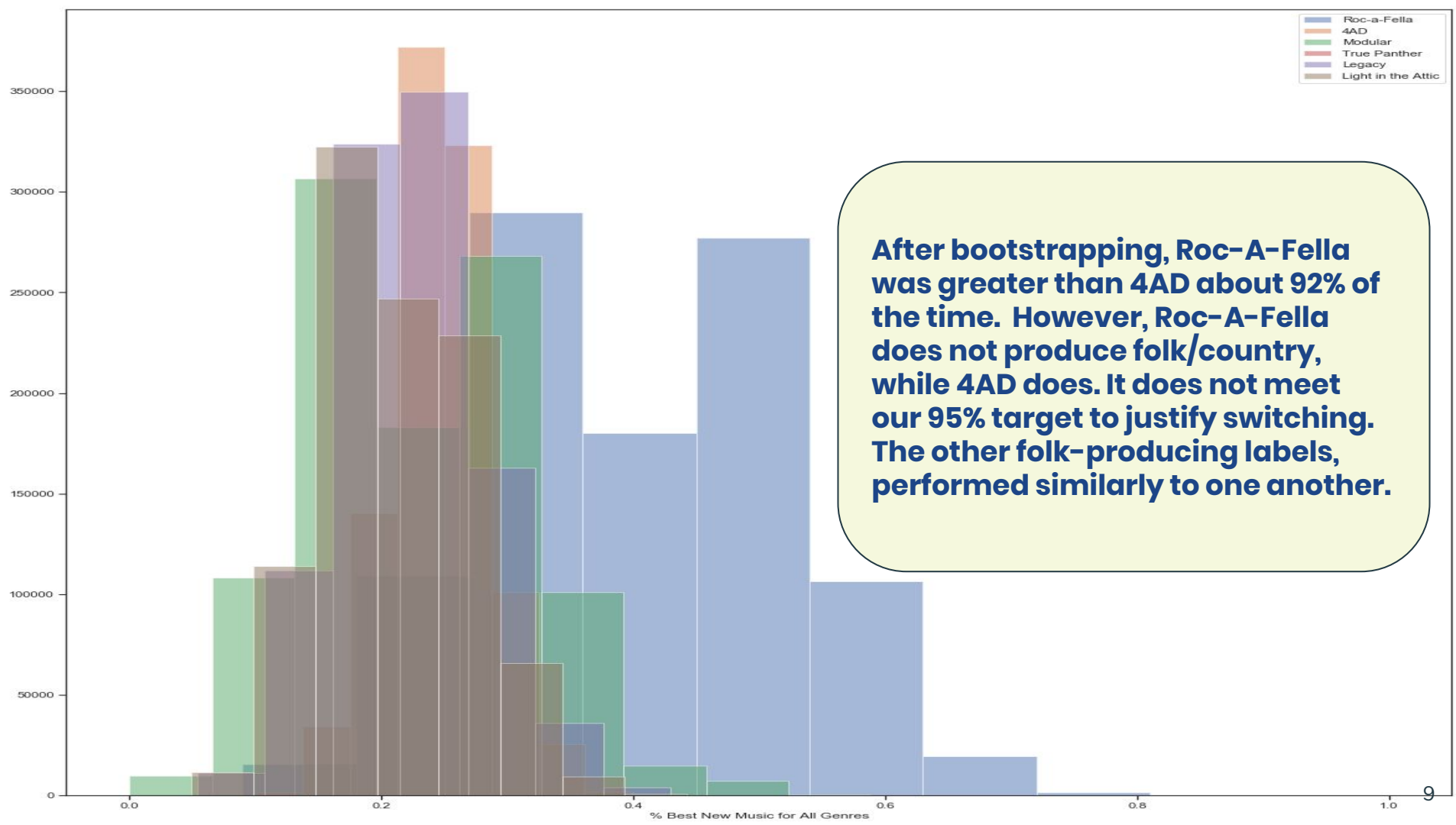
# Folk/Country vs. All? (bootstrapped)



**Do certain labels produce proportionately more records the receive “Best New Music”? What are the top labels for that? They don’t all produce folk/country music, is there an obvious choice among those labels?**





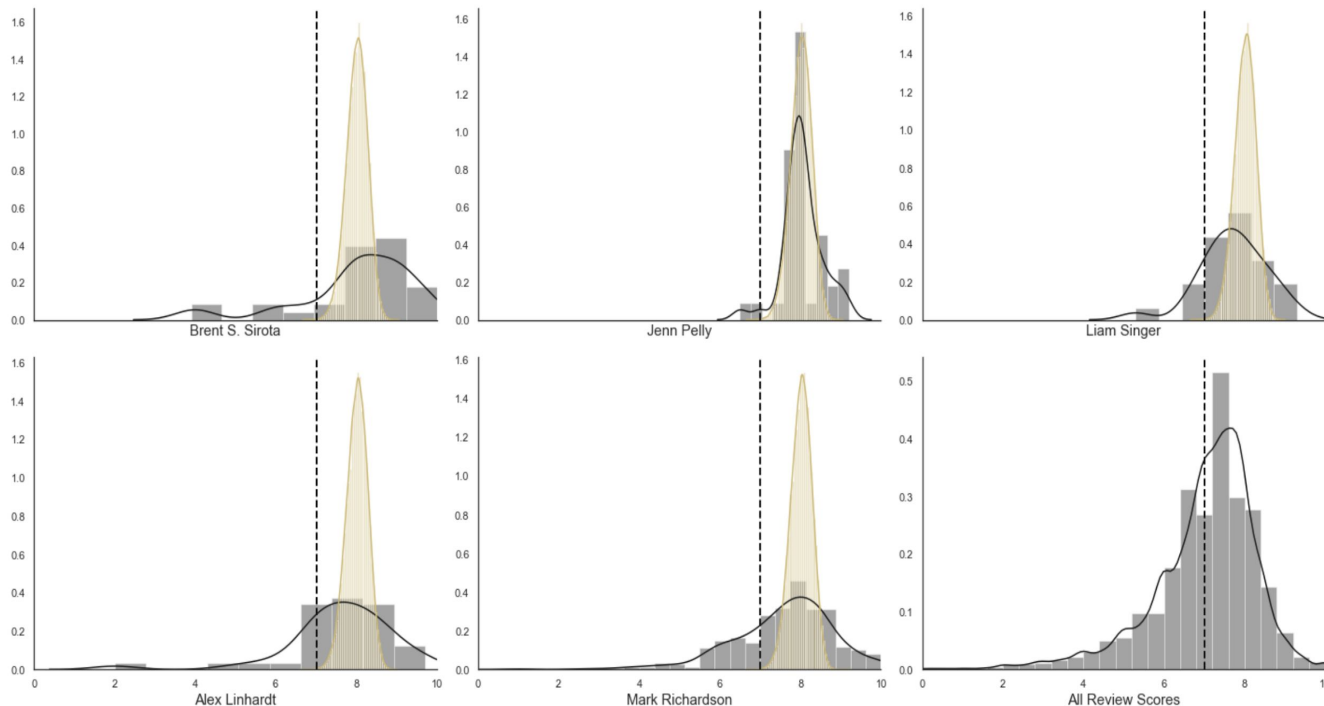


# High Scoring Authors

**H<sub>o</sub>** mean score of  
author = review  
mean score

**H<sub>a</sub>** mean score  
author > review  
mean score

**Significant** for **23**  
**folk/country**  
authors above the  
**75th percentile**

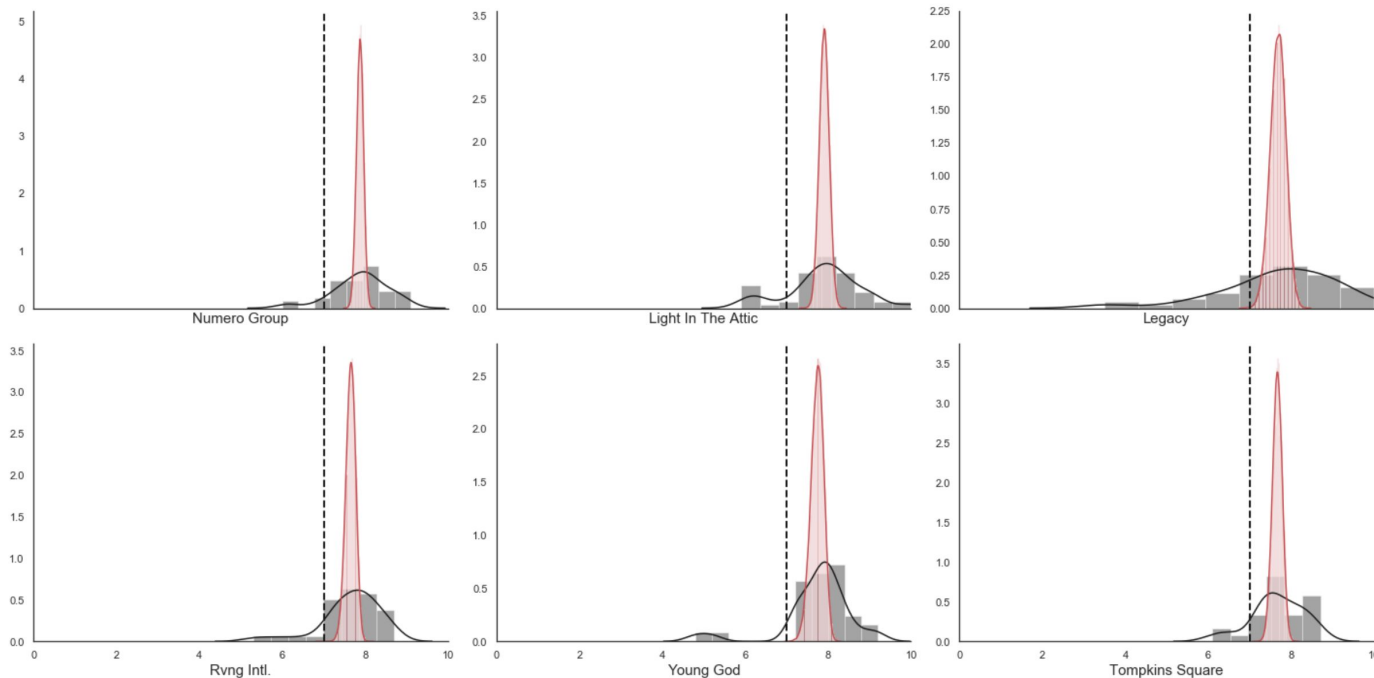


# High Scoring Labels

**H<sub>o</sub>** mean score of  
label = review  
mean score

**H<sub>a</sub>** mean score  
label > review  
mean score

**Significant for 6  
folk/country**  
labels above the  
**75th percentile**



# Recommendations

- Genre **folk/country**
- Author **> 75th percentile**
- Folk/Country Label



## “Best New Music:”

- 4AD
- Light in the Attic
- Legacy



## “Top Review Score:”

- Light in the Attic
- Legacy
- Rvng Intl.
- Young God
- Tompkins Square



**Thanks!**  
**Questions?**

