The Grammy’s: Are They Rigged?

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# Research Questions

The aim of our project is to uncover patterns in Grammy Award winners from 2010 to 2019 in two categories. We’ll examine relationships between Record of the Year award winners and song attributes, Album of the Year award winners and Album ratings, and other related relationships derived from the data.

Questions we will be looking to answer:

Is there a trend with the genres of the artists and songs that win?

What kind of attributes do the record of the year winning songs have?

How many artists performed at the Grammys ended up winning an award that year?

Which genre was the most popular throughout the decade?

Is there a correlation between Record of the year and Album of the year, and did any artist win both awards in the same year?

# Visual 1

In order to uncover a trend in the genres that win grammy awards we made a pie chart to visualize the amount of nominations per genre. In this pie chart whose data was taken from a collection of Grammy Albums won per category from 1999-2019, we can see that American Roots Music is the highest winning genre next to Latin and Jazz. This is due to the overlap in the award categories; there are 5 awards for Best Americana, Bluegrass, Traditional/Contemporary Blues, and Folk whose music predominantly falls under American Roots Music.

# Visual 2

Next, we wanted to focus on songs rather than albums. We took a sample of the Grammy songs won per category and narrowed our research to just Record of the Year Award data from 2010-2019. Twenty five percent of Nominees and Winners for this award were Pop songs. Over a third were either Hip-Hop, Soul, R&B, or Rock songs. From this we can conclude that if a song is nominated for Record of the Year, it is around 25% likely to be a Pop song based on trends from previous years.

# Visual 3

Focusing on Album of the Year for the same time frame roughly one third of the nominees and winners are Pop albums as compared to the 25% in the Record of the Year data. This data has a similar outcome where most, about two-thirds, of nominees and winners fall under Pop, R&B, Hip-Hop, and Rock with the absence of Soul. This answers our question of what genre was the most popular of the decade; Pop music tends to be nominated the most for these awards.

# Visual 4

We also wanted to take a look at who was being nominated. In ten years Bruno Mars and Taylor Swift each were nominated for the most awards.

# Visual 5

We wanted to see if any other factors affected the winning albums and records so we looked into the actual Grammys show and performances. Between 2010 and 2019 70% of Record of the Year winners performed at the Grammys and 100% of Album of the Year winners performed at the award show. Also we noticed that in 2011, 2013, 2016, 2017, and 2019 both awards were won by the same artist (50% of the time). We also found that Columbia Records produced the most winning Albums of the Year and Records of the Year.

# Visual 6

We wanted to explore the quality of the music and what aspects winning songs tend to have. In this correlation matrix of song attributes we’ve pulled from the Spotify API for Record of the Year winners from 2010-2019, we can see that there is a strong correlation between instrumentalness and speechiness, valence and danceability, tempo and danceability, valence and tempo. All of these have a high correlation meaning they have a positive relationship i.e. songs with higher ‘danceability’ tend to have more ‘valence’.

# Conclusion

Here we can definitely see a trend and this alludes to the possibility that the winners are chosen to perform before they are announced meaning the next time the Grammy performers are announced there is a high chance that they may win Album of the Year or Record of the Year if they are nominated.

# Source Material

[Data on Songs from Billboard 1999-2019](https://www.kaggle.com/datasets/danield2255/data-on-songs-from-billboard-19992019),

[MusicOSet](https://marianaossilva.github.io/DSW2019/#tables),

[Wiki Billboard Album Sales](https://en.wikipedia.org/wiki/List_of_Billboard_200_number-one_albums_of_2017),

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<https://www.grammy.com/awards/rules-guidelines>

<https://www.kaggle.com/datasets/unanimad/grammy-awards>

<https://www.kaggle.com/datasets/skylarjohnson/grammy-winners-from-2009-2019>

<https://www.kaggle.com/code/rajnaruka0698/the-grammy-arwards-analysis>