

= We R Who We R =

" We R Who We R " (abbreviation for " We Are Who We Are ") is a song by American recording artist and songwriter Kesha from her first extended play (EP) , Cannibal (2010) . The song was released as the EP 's lead single on October 22 , 2010 . It was written by Kesha , with Jacob Kasher Hindlin , Dr. Luke , Benny Blanco and Ammo . Production of the song was completed by Dr. Luke , Blanco , and Ammo . In the wake of news that bullying had led to multiple suicides of gay youth , Kesha wrote the song in hopes that it would become a pride anthem . The song is intended to inspire people to be themselves , and as a celebration of anyone deemed quirky or eccentric .

Musically , the song is a dance @-@ pop song that incorporates elements of electropop and techno ; it uses a synth @-@ infused beat as a backing with sounds interpreted as hand claps . Kesha 's vocals have been described as a talk @-@ singing style that use layered Auto @-@ Tune in some parts and vocoders. The song has been compared to her debut single " Tik Tok " (2009) , as it has a similar musical structure .

" We R Who We R " debuted at number one on the Billboard Hot 100 , making it the 17th song in the chart 's history to do so . The song also reached number one in the United Kingdom , Kesha 's first number one solo single there , and topped the charts in Australia for three weeks . It also attained top @-@ five positions on the Canadian , Japanese , and New Zealand charts . The song became Kesha 's fifth consecutive solo top ten hit in the United States , Canada , and Australia . As of March 2016 , the song has sold over 4 @.@ 1 million digital copies in the United States .

The song 's accompanying music video was directed by Hype Williams and was filmed in downtown Los Angeles . The video is presented as an underground party and has been described as showcasing a darker and sexier side of Kesha compared to previous videos . The song has been performed in North America at the 2010 American Music Awards , and on her worldwide Get Sleazy Tour .

= = Writing and inspiration = =

In mid @-@ 2010 , there was a sudden surge in suicide rates amongst gay teenagers in the United States . In September 2010 , at least six adolescents took their lives due to factors related to gay bullying . After reading about the surge of gay teen suicides , Kesha was inspired to write " We R Who We R " , along with Dr. Luke , Benny Blanco , Ammo , and Jacob Kasher Hindlin . Production of the song was completed by Luke alongside Blanco and Ammo . After being nominated for the 2011 Billboard Music Awards , Kesha elaborated on the song 's initial inspiration . She stated that she was concerned with today 's society , criticizing the fact that people have to hide themselves and pretend to be someone other than who they are . Regarding her music she said that it was not for everyone , claiming that she is a misfit in society and not everyone understands her or what she stands for .

Kesha explained that she wanted the song to become a pride anthem ; " I wanted to inspire people ... to be themselves . It 's a celebration of any sort of quirks or eccentricities . " She elaborated , " I was really affected by the suicides that have been happening , having been subject to very public hatred [myself] . I have absolutely no idea how these kids felt . What I 'm going through is nothing compared to what they had to go through . Just know things do get better and you need to celebrate who you are . Every weird thing about you is beautiful and makes life interesting . Hopefully the song really captures that emotion of celebrating who you are ... I just felt like people hate because they don 't understand or they 're jealous , It 's all coming from a very negative place and I really feel like people don 't need to pay attention to that . "

= = Composition = =

" We R Who We R " is an uptempo dance @-@ pop song that uses a synth @-@ heavy backing ; the song incorporates techno and electropop styles . Opening with a synth @-@ infused backing and sounds interpreted as hand claps , Kesha opens the song by proclaiming , " Hot and dangerous

if you 're one of us , then roll with us ' Cause we make the hipsters fall in love " . Vocally , the song follows in the footsteps of Kesha 's previous singles , as Kesha uses her talk @-@ singing vocal style throughout the song . Kesha uses layered vocals that are enhanced in some parts with the use of Auto @-@ Tune . Musically , the song has been said to follow a musical structure similar to her debut single , " Tik Tok " (2009) .

According to sheet music published at Musicnotes.com by Sony / ATV Music Publishing , " We R Who We R " is written in the time signature of common time , with a moderate beat rate of 120 beats per minute . The song is written in the key of C minor ; Kesha 's vocal range spans from the note of E [?] 4 to the note of E [?] 5 . It has a basic sequence of Cm [?] Fm [?] E [?] [?] A [?] as its chord progression .

= = Critical reception = =

Robert Copsey from Digital Spy gave the single five out of five stars . Copsey praised Kesha for not buckling under the harsh scrutiny she has been subject to over the length of her career , citing her boozy antics and processed vocals as areas that have been criticized . He wrote , " we 've never disputed that she carries it all off in a fashion that 's frank , fearless and unashamedly fun . " The song 's chorus was highlighted in the review , with Copsey calling it " her poppermost effort to date " that contained " bouncy Dr Luke beats and her usual bubblegum melodies " .

Jocelyn Vena from MTV News gave the song a positive review , writing " [Kesha] has found a chart @-@ topping formula , combin [ing] killer beats with lyrics about super @-@ fun parties and hot pants . " Vena commented that , although the song was not groundbreaking and did not stray too far away from previous singles " Tik Tok " or " Take It Off " , that hardly matters as " it 's another uber @-@ fun tune about how awesome it is to dance the night away " with an " inspired [message about] the recent rash of suicides among gay youth . " Jason Lipshutz from Billboard gave the song a positive review ; he praised Dr. Luke 's production and the song 's chorus . Lipshutz commented on the song 's similarity to " Tik Tok " , writing , " Instead of straying from the ' TiK ToK ' formula , ' We R Who We R , ' ... smartly maximizes [Kesha 's] most appealing qualities . " The review concluded that the song " demonstrates that [Kesha] still has mileage left in her electro @-@ pop sound as she gears up for her next album . " Leah Greenblatt of Entertainment Weekly called the song a " companion piece " to Pink 's " Raise Your Glass " citing their similar subject matter and close releases . Nitsuh Abebe from NY Magazine complimented the song 's chorus and trance pop elements . Abebe wrote that the song embodied a " hollowed @-@ out , free @-@ of @-@ yourself feeling " , commenting that almost all electronic dance music imbues feelings " that are almost spiritual , that sense of being subsumed and out @-@ of @-@ body " . Melinda Newman of HitFix called the song " incredibly stupid , but it has the main ingredients to make it a global hit : an insistent beat and positive lyrics that promise to suspend time and keep us ' forever young , ' or better yet , transport us back to a time when we felt like we were . " Newman referred to herself as one of the singer 's biggest detractors , but wrote " I like one of her songs--or at least begrudgingly admire its crass charms . " In an album review of Cannibal , Newman referred to the song as a " great self @-@ acceptance anthem."

Alex Hawgood from The New York Times wrote that at first listen the song came across as another generic dance hit . Hawgood however praised the song for its hidden subtext intended to be a response to gay suicides . Hawgood compared the song to the likes of Taylor Swift , Pink , Katy Perry and Lady Gaga , all of which " represent a new wave of young (and mostly straight) women who are providing the soundtrack for a generation of gay fans coming to terms with their identity in a time of turbulent and confusing cultural messages . " Sal Cinquemani of Slant Magazine called the track " infectious " and praised her honesty and sincerity on the track . Allmusic 's Stephen Thomas Erlewine chose " We R Who We R " as a highlight on Cannibal . The Phoenix ' Daniel Brockman felt that the song had a " lifting anthemic heft " while Spin 's Barry Walters said that with the song , " she sends out pride vibes to bullied gays . " Rolling Stone 's Will Hermes called the song " awesome . " Steven Hyden from The A.V. Club , in the album review of Cannibal , wrote that her " let ? s get fucking fucked @-@ up " attitude on the track was a positive calling her " a complete and utter

genius . " Hyden reviewed the song alongside fellow editor Genevieve Koski in a separate publication , giving the song a B and a D + , respectively . Hyden reiterated his comments from the album review in his review of the song , but added that the song was sonically similar to her previous singles " Tik Tok " and " Take It Off " , adding that on the song she " seems a little more self @-@ aware , imploring each and every one of us to start ' dancing like we ? re dumb . ' " . On the opposite end up the spectrum , Koski was critical of the song , criticizing her vocals with his consensus being that " I want to give every Kesha song an ' F ' on principle , but objectively speaking , I know there are far worse songs out there , so let ? s average out a subjective F and an objective C + to a D + . "

In a separate publishing from The New York Times , David Browne criticized the song 's overuse of processed vocals , writing that : " As heard on her current single ' We R Who We R ' from her new mini @-@ album , ' Cannibal , ' Kesha has a thin , often computer @-@ manipulated voice that recalls ? 80s new @-@ wave pop acts . It ? s often hard to tell when her singing voice ends and the Vocoder processing kicks in . " Rolling Stone gave the song two and a half stars out of five , referring to the combination of Kesha 's style and the song 's themes as an " awkward fit " . However , Rolling Stone later placed the song at number 50 in its Best 50 Singles of 2010 list .

= = Chart performance = =

In the United States , " We R Who We R " debuted at number one on the Billboard Hot 100 , selling over 280 @,@ 000 digital copies . The song was the 17th song in the history of the chart to debut at number one and became Kesha 's fifth straight top @-@ ten hit in the United States , and her third number one as well . In the same week the song ranked at number one on Billboard 's Digital Songs chart . On the Mainstream Top 40 airplay chart the song rose in airplay 124 % , when compared to the previous week , and jumped from 36 to 23 on that week 's chart . The following week , the song dropped from number one to position five , as it sold another 220 @,@ 000 copies . After being present on the charts for five weeks , the song reached one million paid downloads , the fastest @-@ selling song to reach the one million download mark since " Love the Way You Lie " by Rihanna and Eminem had done so earlier in 2010 . During the song 's ninth week on the chart it sold 319 @,@ 000 copies ; the following week it sold 411 @,@ 000 copies and surpassed the two million paid downloads mark . With this feat , the song became one of only ten songs to sell more than 300 @,@ 000 copies in a single week more than once . On Billboard 's Hot Dance Club Songs and Pop chart , the song reached peaks of 27 and two , respectively . The song reached its 4 million sales mark in the United States in January 2014 , her second song to reach that level . As of March 2016 , the song has sold 4 @.@ 1 million copies in the US .

On the Canadian Hot 100 , the song debuted and peaked at number two , selling 21 @,@ 000 digital downloads . In Australia , " We R Who We R " debuted at number one on the chart on the issue date entitled November 17 , 2010 . The song remained atop the charts for two weeks before dropping to the number two position . The following week , the single regained the number one position and held it for one week , giving the single a total of three weeks atop the chart . It has since been certified quadruple platinum by the Australian Recording Industry Association (ARIA) for sales of 280 @,@ 000 units . In New Zealand , the song entered and peaked at number four in its first week on the chart . The song has since been certified platinum by the Recording Industry Association of New Zealand (RIANZ) for sales of 15 @,@ 000 units . In Sweden , " We R Who We R " debuted on the chart at position 22 , which was its peak . The song has since been certified gold for sales of 10 @,@ 000 units by the Swedish Recording Industry Association (GLF) . In the United Kingdom , " We R Who We R " entered the UK Singles Chart at position 95 on the issue dated January 8 , 2011 , and dropped off the chart the following week . After the release of the single on January 23 , 2011 , the song re @-@ entered the chart at number one , selling in excess of 90 @,@ 000 copies . As of December 2011 , the single has sold 326 @,@ 000 copies in the United Kingdom .

= = Music video = =

The music video for the song was directed by Hype Williams and was filmed in downtown Los Angeles . Filming of the video involved a partial closure of the 2nd Street Tunnel and part of downtown Los Angeles spread out over a 48 @-@ hour period . Kesha explained the idea behind the video as well as the experience during an interview with MTV News ; she said that the video was different from her other videos , noting that it was going to show a sexier side of herself .

The music video for " We R Who We R " is presented as an underground party . The video starts off with futuristic flashing lights . Kesha , seen in a ponytail wearing gray and black makeup , chains , ripped stockings , and a sparkly one @-@ piece leotard made of shards of broken glass , walks through the 2nd Street Tunnel with fellow partygoers . The scene features drag races and explosions in the background . Close @-@ up shots of Kesha show her wearing studs in her eyebrows and her glittery eye makeup . As cars zoom by , the video transitions into a new location at a different party . Midway through the party Kesha changes outfits to an American @-@ flag top and pink hot pants . As the song 's hook kicks in , Kesha is seen standing on the edge of a building ; the music stops and Kesha stage jumps backwards off of the building 's rooftop . She is caught by the partygoers beneath her and the music resumes . The final scenes show Kesha dancing among fellow partygoers on a rooftop and smiling while singing " We R Who We R " .

Jocelyn Vena from MTV News noted that the video makes a departure from Kesha 's previous music videos , in which humor is usually present ; she wrote the video shows a " darker and sexier " side of the songstress . Tanner Stransky from Entertainment Weekly was positive in his review of the video . Stransky commented on the song 's lyrical inspiration , noting the video does not follow the same message , saying " it doesn 't so much inspire self esteem as much as it inspires just a plain ol ' , trashy , [Kesha] -ed out good time . Code word : party ! " . The video was uploaded to her VEVO account on December 1 , 2010 .

= = Live performances = =

" We R Who We R " was performed for the first time on the second season of The X Factor Australia on November 14 , 2010 . Prior to the performance a minor controversy was sparked when Kesha 's male background dancers were seen wearing red armbands that had been supplied locally . Kesha was concerned they could be mistaken for a swastika symbol , so the armbands were removed . " We R Who We R " was performed live for the first time in North America on November 21 , 2010 , at the 2010 American Music Awards . The performance started off with Kesha opening with her previous single , " Take It Off " , while playing on the keyboard ; she soon transitioned into " We R Who We R " . For the performance she wore a mirrored body suit and a black leather jacket . Male background dancers surrounded the stage throughout the performance . Confetti fell from the ceiling during the song 's synth @-@ filled finale and as the performance ended , Kesha played riffs on a guitar . She then turned the guitar around , revealing the word " hate " in black writing with a slash through it . She then smashed the guitar into pieces , ending the performance . In 2011 , Kesha embarked on her first headlining tour , the Get Sleazy Tour , where she performed " We R Who We R " alongside a cover of Beastie Boys track " (You Gotta) Fight for Your Right (To Party !) " , as a part of the concert 's encore . At the 2013 Kids ' Choice Awards , Kesha performed a segment of " We R Who We R " and " C 'Mon " .

= = Cultural impact = =

In 2010 , " We R Who We R " gained widespread support from the gay community . Dan Savage , the original creator of the " It Gets Better " campaign , which Kesha participated in , stated that she and other music artists that wrote songs addressed to the gay community were vital in helping fans come to terms with their sexualities and identities . " These songs are countering a hateful message that a peer , family member , politician or a bully might be saying , I get frustrated with gay politicians who discount or undermine the importance of pop stars , They ? re a huge part of this fight . " Singers Josh Erdman and Ben Klute began posting cover versions of various songs on YouTube ,

later adding a logo to their videos originally titled " Legalize Gay " . They later stumbled upon Kesha 's song and upon doing so they changed their logo to " Legalize Gay ? Cause We Are Who We Are " . The duo changed the logo to represent the song stating , " The lyrics obviously spoke to us , What these artists are doing means the world to the gay community . " In October 2011 , Kesha teamed up with the Human Rights Campaign and designed a unisex T @-@ shirt embroidered with purple zebra print ? intended to represent " spirit " in the LGBT 's pride flag . The shirt 's design was titled with the writing " We R Who We R " and was made for that year 's National Coming Out Day .

= = Track listing = =

= = Credits and personnel = =

Songwriting ? Kesha Sebert , Joshua Coleman , Lukasz Gottwald , Jacob Kasher Hindlin , Benjamin Levin

Production , instruments and programming ? Dr. Luke , Benny Blanco , Ammo

Background vocals ? Rani Hancock , Lukasz Gottwald , Sam Holland , Benjamin Levin , Emily Wright

Engineering ? Emily Wright , Chris " TEK " O 'Ryan , Sam Holland

Assistant engineering ? Tatiana Gottwald , Jeremy Levin

Credits adapted from the liner notes of Cannibal , Dynamite Cop Music / Where Da Kasz at BMI .

= = Charts and certifications = =

= = = Certifications = = =

= = Release history = =