

= I Blame Myself =

" I Blame Myself " is a song by American recording artist Sky Ferreira from her debut studio album Night Time , My Time (2013) . It was released in the United Kingdom on June 9 , 2014 by Capitol Records as the second single from the record . The song was written and produced by Ariel Rechtshaid and Justin Raisen , with additional songwriting provided by Ferreira , Daniel Nigro , and Jordan Benik . " I Blame Myself " is a synthpop song , in which Ferreira acknowledges that she is responsible for her public image .

Contemporary music critics commended " I Blame Myself " in their reviews of Night Time , My Time , and placed particular praise on its production . An accompanying music video for the track was filmed in Compton , California and directed by Grant Singer ; it was premiered through Ssense on April 16 , 2014 . It depicts Ferreira as a gang leader , who is called in to settle a conflict between rivaling groups . She has performed the track on The Tonight Show Starring Jimmy Fallon in April 2014 .

= = Background = =

In February 2014 , it was reported that " Boys " would be serviced as the second single from Night Time , My Time , following its lead single " You 're Not the One " which had been premiered in September 2013 . However , Capitol Records instead released the song as a free digital download in the United Kingdom on March 1 , preceding the launch of Night Time , My Time in the country . " I Blame Myself " was confirmed as the official second single from the record in April , while Ferreira was filming its accompanying music video .

" I Blame Myself " was written and produced by Ariel Rechtshaid and Justin Raisen , with additional songwriting provided by Ferreira , Daniel Nigro , and Jordan Benik . Rechtshaid and Raisen additionally collaborated for the drums . Individually , Rechshaid contributed vocal production , while Raisen was responsible for recording , Pro Tools engineering , additional vocals , synthesizers , and mixing . Mereki Beach provided additional vocals for the track , while Jeremiah Raisen assisted during its production .

Ferreira commented that she had co @-@ written the track during summer 2013 ; she sings " 10 years old without a voice / I feel like nothing 's really changed / Now I 'm just a little older " during the second verse , which she revealed was inspired by a two @-@ year period in which she did not speak because she felt like she had had nothing to offer .

= = Composition = =

Drawing from synthpop music , " I Blame Myself " incorporates minimalist production elements. with styles commonly seen in new wave music . Distinguished as the " poppiest " track from Night Time , My Time , its lyrics see Ferreira accepting that her behavior contributes to the public image she is given by the media ; during the chorus , she states " I just want you to realize I blame myself for my reputation . " " I Blame Myself " was assumed to have been inspired by the " anthemic pop fizz " from her breakthrough single " Everything Is Embarrassing " from her second extended play Ghost (2012) . Jenn Pelly from Pitchfork Media implied that " I Blame Myself " referenced the struggles Ferreira faced while creating her long @-@ delayed debut studio album ; Pelly suggested that the track was inspired by her frequent conflicts with her record label during production of the project , and added that it " lays out the emotional core " of her process . Jillian Mapes from the same publication assumed that Ferreira crafted the song in response to being labeled a " socialite [and] Forever 21 model " and receiving criticism after her drug arrest in September 2013 , which she expected would highlight that her side projects " have nothing to do with the kind of songs Ferreira writes these days " . " I Blame Myself " , in addition to the tracks " 24 Hours " and " Love in Stereo " , blend " tenderized vocal hooks [and] chiming synth melodies " , which reminded Lauren Martin from Fact of 1980s music . With his similar observation , Dan Keenan from Impact noted that the " chiming synths " that Martin recognized developed into the " undeniably cathartic " refrain .

= = Critical reception = =

" I Blame Myself " received generally favorable reviews from contemporary music critics . Writing for The A.V. Club , Annie Zaleski called the track the " most stunning song " from Night Time , My Time ; she commended Ferreira 's " confident " vocal delivery and the " strident tone " of the recording , which Zaleski felt was " deeply affecting " . Dan Keenan from Impact felt that its lyrics showcased that pop music is not always equivalent with insincerity . Writing for Pitchfork Media , Carrie Battan felt that " I Blame Myself " sounded like " an uptempo beast " that deserved to be successful . Jordan Sargent from Spin felt that " I Blame Myself " positively exemplified a " darkness " among the stand @-@ out tracks from the record , which he credited to having her adolescence " drained away by airplane flights , photo shoots , and useless recording sessions " . The New York Times ' Jon Caramanica was unsure why Ferreira " [painted] such a dark picture of herself " with the lyrics , and felt that the self @-@ punishment was unnecessary given the strength of " I Blame Myself " and Night Time , My Time overall . John Preston from Polari believed that the track was a worthy substitute for fans that " mourn the overall departure " of the mainstream pop sound of Ferreira 's 2010 single " One " , and raved that it was an example of " airy and gleaming brilliance " .

Two critics from Pitchfork Media reviewed " I Blame Myself " separately from Night Time , My Time . Jenn Pelly ranked the track as the twelfth @-@ best song released in 2013 . She spoke favorably of its lyrical content , commending the chorus lyrics " How could you know what it feels like to fight the hounds of hell ? " and " You think you know me so well " for painting Ferreira as an exemplar for " bullied high school weirdos " , and appreciating that the lines " I know it 's not your fault / That you don 't understand / I blame myself " for acknowledging her own wrongdoings with the intention of starting anew . Jillian Mapes complimented the " bluntness " that was delivered throughout the song , and suggested that the track had " anthem potential " . She praised the verses for verbalizing self @-@ confidence issues that are often associated with young women , with particular acclaim being placed on the lines " I ? m just a face without a choice / Trust you ? d never like to guess what I think above the shoulders . " She concluded her review by noting that the song should be recognized as a " declaration of force [and] a song about the power of vulnerability " rather than confusing it for an " admission of weakness " .

= = Music video = =

An accompanying music video for " I Blame Myself " was filmed in Compton , California and directed by Grant Singer . During an interview with Idolator , Ferreira commented that " I can 't really give too many details about it yet , but I shot it in L.A. with Grant Singer , who does all my other videos . And my family ? s in it . " A 15 @-@ second preview of the project was released on April 14 , 2014 , while the final product was premiered through the online retailer Ssense on April 16 , 2014 . It was the first of several " shoppable " music videos released through the retailer , in partnership with London magazine System . The clip was inspired by the visuals for 1990s hip hop music and the catalog of Michael Jackson , which Ferreira revealed " inspire me and played a big part of my childhood . "

The video depicts an ongoing conflict between gangs , which Ferreira attempts to remedy upon her arrival ; she is eventually taken in for questioning by law enforcement , although she resists her arrest and later escapes from jail . She commented that its concept was inspired by real events , and elaborated that " people always ask me questions about certain things , and it 's kind of like my response . " Jeremy Gordon from Pitchfork Media interpreted Ferreira 's commentary to be referencing her arrest in September 2013 , in which she was charged with possession of ecstasy . Ferreira was criticized on social media networks for allegedly objectifying African American people in the music video , with whom she was seen dancing with during several scenes interspersed throughout the clip . On her Facebook account , Ferreira commented that " I never have and never will look at any human being as a prop " and criticized false assumptions of the " rich little white girl exploiting the black people and the ghetto " .

= = Live performances = =

Having appeared as the musical guest that evening , Ferreira performed " I Blame Myself " on The Tonight Show Starring Jimmy Fallon on April 5 , 2014 . She was dressed in a sequined blazer , a white shirt , black shorts , a black tie , and sunglasses . Ferreira stood in place while singing the track ; the onstage visuals consisted of several blue and red strobe lights . Having taken place before the music video was made publicly available , she revealed that the visuals for the song had been filmed and would be released shortly .

= = Credits and personnel = =

Credits adapted from the liner notes of Night Time , My Time .

Recording

Recorded at White Bronco Studios (Highland Park , California)

Personnel

Mereki Beach ? additional vocals

Jordan Benik ? songwriter

Sky Ferreira ? songwriter

Daniel Nigro ? songwriter , additional vocals , editing

Jeremiah Raisen ? assisting

Justin Raisen ? songwriter , recording , Pro Tools engineering , additional vocals , drums , synthesizer , mixing

Ariel Rechtshaid ? songwriter , vocals , drums