

= Ego ( Beyoncé song ) =

" Ego " is a song recorded by American singer Beyoncé for the deluxe edition of her third studio album , I Am ... Sasha Fierce ( 2008 ) . The song was composed by Elvis Williams , Harold Lilly , and Beyoncé . " Ego " was officially remixed with additional vocals from hip hop artist , Kanye West . Initially planned to be released in January 2009 as the second urban single in the US along with the fourth US and third international single " Halo " , the release of " Ego " was canceled and replaced by " Diva " . " Ego " was later serviced as the third urban single , and fifth overall single in the US on May 19 , 2009 alongside the sixth US and fourth international single " Sweet Dreams " .

" Ego " was originally written for singer Chrisette Michele , who turned it down . It was eventually proposed to Beyoncé who used it for the deluxe edition of I Am ... Sasha Fierce . In the song , Beyoncé sings about her love for the " huge ego " of her love interest . " Ego " was generally well received by music critics , many of whom praised the fact that Beyoncé opted to show some of her vocal limitations in a part of the song . Critics also noted that " Ego " could even have been placed in either disc of I Am .. Sasha Fierce as it combines elements of both sides of Beyoncé 's split musical personality . The remix version of " Ego " was nominated for Best Rap / Sung Collaboration at the 52nd Grammy Awards .

" Ego " became the fifth consecutive song from I Am ... Sasha Fierce to reach the top 40 on US Billboard Hot 100 , peaking at 39 . It reached number three on the US Hot R & B / Hip @-@ Hop Songs and was certified gold by the Recording Industry Association of America ( RIAA ) . Despite not being released elsewhere , " Ego " reached number 11 in New Zealand and number 60 in the United Kingdom , among others . Its music video was directed by Frank Gatson , Jr , and was co @-@ directed by Beyoncé herself , thus becoming her directorial debut . A video was also filmed for the remix version of the song with Kanye West . " Ego " was a part of Beyoncé 's set list on her I Am ... World Tour ( 2009 ? 10 ) .

= = Background and release = =

" Ego " was written by Elvis Williams , Harold Lilly and Beyoncé while production was handled by Williams and Beyoncé . It was originally written for singer Chrisette Michele for her 2009 album Epiphany . However , Michele turned it down because she had written all the songs on her then @-@ upcoming album and feared that the song might not suit her . She said , " You don ' t know if they ' re going to be able to capture your voice the same way that you captured it yourself . " " Ego " was eventually proposed to Beyoncé , who used it for the deluxe edition of I Am ... Sasha Fierce . It was officially remixed with added vocals from Kanye West , whom Beyoncé described as the " perfect person " to be on the remix . Elaborating on her collaboration with West , she told MTV News , " [ Kanye 's ] voice sounds so wonderful on it . He definitely has the confidence and he backs it up . And that 's what this song is about . " The remix was included on the 2009 remix album Above and Beyoncé ? Video Collection & Dance Mixes and the platinum edition of I Am ... Sasha Fierce . Andrew Burgess of musicOMH criticized West 's " lackadaisical and disappointing appearance " on the remix .

" Ego " and " Halo " were initially planned for simultaneous release in the US , following the 2008 dual lead singles " If I Were a Boy " and " Single Ladies ( Put a Ring on It ) " . However , the release of " Ego " was scrapped and replaced with " Diva " . " Ego " was later released as the fifth US single to urban contemporary radio on May 19 , 2009 and to rhythmic contemporary radio on June 2 , 2009 along with " Sweet Dreams " . It was at first supposed to be released alongside the sixth US and fourth worldwide single " Broken @-@ Hearted Girl " ; however , at the last minute , the release of the latter was scrapped , and " Sweet Dreams " was released instead . Both tracks were taken from the ... Sasha Fierce disc . This goes in contrast to the previous joint @-@ releases from this album where one track was taken from each disc . " Ego " was additionally released on a digital EP as a B @-@ side single to " Sweet Dreams " on July 31 , 2009 , in Germany .

= = Composition = =

According to Beyoncé , " Ego " is an R & B @-@ leaning song with a " fun vibe " . It also incorporates influences from bump jazz , soul music , and pop music . The song is built on a punchy beat and its instrumentation includes a backing piano , horns , as well as trumpets and organs . According to the sheet music published at Musicnotes.com by Hal Leonard Corporation , " Ego " is written in common time , composed in a moderate tempo , and is set in the key of D Major . The song follows the chord progression of D @-@ Gmaj7 @-@ A @-@ A . Critics noted that " Ego " is an homage to " old @-@ school R & B midtempo jams " . Joey Guerra of Houston Chronicle described the song as a blend of " old @-@ school soul riffs and double entendres " .

Lyrically , the song features Beyoncé as the female protagonist singing about her love for the " huge ego " of her lover . Jay Lustig of New Jersey On @-@ Line further noted that the song may be an insight into Beyoncé 's marriage to Jay @-@ Z . In an interview with Jayson Rodriguez of MTV News , Beyoncé clarified that " Ego " is on the Sasha Fierce disc because it is " fun " and very " Sasha Fierce " . She further explained that " Ego " reveals the story about someone being " very confident and having [ this ] swagger when they walk and when they talk , and that being one of the reasons why [ she is ] attracted to them . " The song explores the restrained vocals of Beyoncé singing " I talk like this , cos I can back it up " and consists of a piano breakdown . As Beyoncé sings , she lets out a slinky snarl in her voice . She describes the ego of her love interest as : " It ? s too big , it ? s too wide , it ? s too strong , it won ? t fit , it ? s too much . " The remix of the song features Kanye West rapping on it . He sings the lines , " Now I ? m standing next to Jay , who 's standing next to B / Could have been anywhere in the world , but you 're here with me / That 's good for my ego ... My ego is my imaginary friend / He was with me when I was only imagining . "

= = Critical reception = =

" Ego " received positive reviews from critics , most of whom wrote that " Ego " , which is featured on the Sasha Fierce disc , could have also been placed on the I Am ... disc since the lyrics seem to showcase vulnerability and the desire to be loved back while the music is completely fun like Beyoncé 's alter ego . A writer for Billboard magazine gave the song a positive review , writing that " Ego " manages to combine elements of both sides of Beyoncé 's musical personality . He said that the song seems to be an homage to " old @-@ school R & B midtempo jams " . He went on to praise Beyoncé 's vocals , which according to him , she did not polish during the interlude , thus showing her real voice and limitations " just like the old days " . Sal Cinquemani of Slant Magazine was brief and said that the song could benefit from the first half of the album . Neil McCormick of the The Daily Telegraph chose " Ego " as the standout track on I Am ... Sasha Fierce , complimenting its lyrical content and calling it " playful boldness " .

Ann Powers of Los Angeles Times noted that in " Ego " , Beyoncé shows the spunk she developed playing Etta James in Cadillac Records . IGN Music described the song as one of the " genuine shining moments " where Beyoncé 's voice and the music are perfectly matched . The Village Voice 's Nana Ekua Brew @-@ Hammond described " Sasha Fierce " as " brassy , big @-@ headed , confrontational , and witty " and wrote that all these adjectives suit " Ego " . According to Jennifer Vineyard of MTV News , the song seems more like a meeting ground between the album 's halves , further writing that it is " musically " with " Sasha " , nevertheless thematically and lyrically , it is full @-@ on Beyoncé ; " vulnerable , wanting to love and be loved back " . Nick Levine of Digital Spy commented that Beyoncé is " goddamn fabulous " on " Ego " . However , Jim Farber of Daily News commented that " ' Ego ' avoids expectations by celebrating a man 's cockiness rather than her [ Beyoncé 's ] own . " The remix version of " Ego " with Kanye West was nominated for Best Rap / Sung Collaboration at the 52nd Annual Grammy Awards but lost to " Run This Town " sung by Jay @-@ Z featuring Rihanna and West . On The Village Voice 's 2009 Pazz & Jop singles list , " Ego " was ranked at number 546 .

= = Chart performance = =

For the week ending June 20 , 2009 , " Ego " entered US Billboard Hot 100 chart at number 77 , becoming Beyoncé 's 19th solo entry on the chart . The song peaked at number 39 after 8 weeks on the chart issue dated August 15 , 2009 , becoming Beyoncé 's 18th solo top 40 single and the 5th single from I Am ... Sasha Fierce to crack the top 40 . " Ego " fared better on the US Hot R & B / Hip @-@ Hop Songs chart , where it peaked at number three on July 25 , 2009 , thus charting higher than " If I Were a Boy " and " Halo " on that chart . The song was certified gold by the Recording Industry Association of America ( RIAA ) , and , as of October 6 , 2010 , has sold 357 @,@ 000 downloads ( excluding remix version ) in the US .

Even though " Ego " was only officially released in the US , it still managed to chart in other countries . In New Zealand , the song debuted at number 28 on June 8 , 2009 , and peaked at number 11 on June 29 , 2009 , after just three weeks on the chart . Spending ten weeks on the chart , it became the fifth song from I Am ... Sasha Fierce to chart within the top 40 there . The song was certified gold by Recording Industry Association of New Zealand ( RIANZ ) on August 7 , 2011 . " Ego " also bubbled at number two on the Dutch Tip Parade chart , which is equivalent to number 42 on the Dutch Top 40 Singles Chart . The song charted for four weeks on the Swedish Singles Chart , where it peaked at number 29 .

" Ego " began to receive mild airplay on UK music channels as of March 2010 . Consequently , it debuted at number 153 on the UK Singles Chart and at number 81 on the UK R & B Chart on April 10 , 2010 . One week later , due to a considerable increase in airplay , it surged to number 60 on the UK Singles Chart and peaked at number 23 on the UK R & B Chart . It later managed a better peak at number 22 on the UK R & B Chart on April 24 , 2010 . " Ego " is the second single from I Am ... Sasha Fierce to enter both the Top 75 of UK Singles Chart and the Top 25 of the UK R & B Chart without a physical or a digital release , the first being " Diva " , which peaked at number 72 on the UK Singles Chart on May 24 , 2009 .

= = Music video = =

= = = Background and synopsis = = =

Beyoncé made her directorial debut on the video for " Ego " with the choreographer Frank Gatson Jr , who had been working with her for twelve years by then , as the creative director . Gatson has been the creative director for many of her videos , such as " Suga Mama " , " Single Ladies ( Put a Ring on It ) " , and " Get Me Bodied " , as well as her last three world tours , including the I Am ... World Tour ( 2009 @-@ 2010 ) . Beyoncé let Gatson direct the video for " Ego " after he introduced her to a new choreographer , Sheryl Murakami . Beyoncé told Entertainment Weekly : " My goal for [ the ] video is simplicity ... In ' Single Ladies ( Put a Ring on It ) ' , I saw this old tape of Bob Fosse 's wife [ Gwen Verdon ] , and I used that as inspiration . I thought in this world , with all the technology and everything that 's going on , to strip everything down ? great idea . So I kind of did the same thing , but glossy and black , for ' Ego ' . "

Like the music videos for " If I Were a Boy " , " Single Ladies ( Put A Ring On It ) " , and " Diva " , the one for " Ego " was shot in black and white . The word " bitch " is muted out when Beyoncé sings , " I got every reason to feel like I 'm that bitch ! " . " Ego " is the first video from I Am ... Sasha Fierce in which she has curly afro hair , similar to the one in " Work It Out " . It is also the first video from the Sasha Fierce disc of her album where she does not don her robot @-@ glove . The video features Beyoncé and her two backup female dancers all dressed in silver leotards and performing similar choreography , which has reminiscence of that of " Single Ladies ( Put a Ring on It ) " . Later , Beyoncé sits on a white glittery chair in front of the same tiled background ; she is wearing black coat and the two dancers are still dancing in unison around her . There are a few shots of her on the chair facing the back of the camera with the dancers doing the same . Beyoncé then gets up to join the dance being executed by the two female around the chair . This scene ends as they walk to the left of the camera , into the next scene . Beyoncé is still with the tiled background . She and her dancers are now holding poles as props with which they dance . During the same pole scene , some

shots of her singing in the chair are intercut . In the next scene , with the same tiled background , Beyoncé is leaning against the wall as the bridge of the song has been reached . Her dancers spin in heels around her , and they all then continue to dance against the wall . The last scene shows Beyoncé in the chair , without the black jacket and still dancing until the song ends .

= = = Release and reception = = =

A " bootlegged " version of the music video , featuring Sheryl Murakami performing the choreography , was leaked onto YouTube in early March 2009 . In the B @-@ roll footage on Above and Beyoncé , it was shown that a clay sculpture of Beyoncé was made for the video of " Ego " . However , the sculpture was not shown in the final version of the video . Three edits exist for the " Ego " music video : an official video , a remix video featuring Kanye West , and a fan @-@ exclusive video . The official video premiered on Beyoncé 's official website on May 21 , 2009 . The remix music video , which features a cameo appearance of Kanye West , was included on the remix album with videography Above and Beyoncé ? Video Collection & Dance Mixes . It premiered on the June 15 , 2009 , episode of BET 's Access Granted . In the remix video , Kanye West begins his rap in an empty room next to a follow spot . At the end of his rap , he points the light towards the camera and the shot fades in white to Beyoncé 's scenes . The rest of the video is nearly identical to the original video . Mark Richardson of Pitchfork Media commented that the video shows " in @-@ your @-@ face Kanye spitting before Beyoncé shows off some of her ' Single Ladies ' moves . " It was ranked at number 38 on BET 's Notarized : Top 100 Videos of 2009 countdown . A fan @-@ exclusive version of " Ego " was included on Above and Beyoncé , in which only Beyoncé appears . The whole video is a continuous double @-@ angled scene where she is seated on the throne chair previously seen in the original video .

Upon its release , the music video for " Ego " received mixed reviews from music critics who noted similarities with the one for " Single Ladies ( Put a Ring on It ) " . A writer of Rap @-@ Up magazine described the video as " Single Ladies ( Part 2 ) " . Tracey Ford of AOL described the video as " an ode to multiple personalities , leotards and all things ' diva . ' " Nick Levine of Digital Spy commented that the video would divide critics ' opinions whether it is " a sexy , burlesque @-@ inspired variation on the theme [ Beyoncé ] established in the other two videos from the Sasha Fierce side of the album , or just a ' Single Ladies ' retread with more crotch and rump " . Leah Greenblatt of the magazine Entertainment Weekly gave a negative review for the video , saying that it was very similar to the one for " Single Ladies " noting " [ the music video for ] ' Ego ' feels an awful like the ( admittedly awesome ) ' Single Ladies ' with a spiral perm . " Tamar Anitai of MTV was also negative towards the video for the song , writing that it looks like a dress rehearsal of the video for " Single Ladies " but " in drag " . She further wrote , " Anyway , while the ' 80s horns @-@ and @-@ organ vibe delivers some throwback flavor , I 'm not feeling the circa @-@ 2002 @-@ Christina @-@ Aguilera curly wig or the satin prom gloves . And the boob grabbing is a little too gratuitous . And when Beyonce says ' It 's too big , it 's too wide , it 's too strong , it won 't fit , it 's too much , ' I 'm not even positive that she 's really referring to an ego . " Nadia Mendoza of The Sun noted that Beyoncé 's appeal is " fast disappearing the more she morphs into alter ego Sasha Fierce " further describing the dance moves in the video as " bizarre " . She finished her review by writing , " [ Beyoncé ] warbles along to her track while shaking her booty in a not very flattering leotard in a similar vein to the iconic Single Ladies vid [ eo ] . But unfortunately for her , Ego is not half as catchy . "

= = Live performances = =

Beyoncé performed " Ego " as part of the set list during her world tour , the I Am ... World Tour ( 2009 ) . When she performed the song live in Seattle before of its release as a single , Kanye West joined her onstage and rapped : " I got a big , ha ha ha , ego / She love my big , ha ha ha , ego / She stroke my big , ha ha ha , ego ... " . West later made a surprise appearance at Beyoncé 's concert in London on November 14 , 2010 , where he again rapped his verse . Eventually , the remix of " Ego " was included on Beyoncé 's 2010 live album , I Am ... World Tour as the fifteenth

track . Andy Gill of The Independent listed the song as a highlight on the album .

== Track listing ==

== Credits and personnel ==

Credits for " Ego " taken from the album 's liner notes .

== Charts and certifications ==

== Release history ==