

= You Don 't Know What to Do =

" You Don 't Know What to Do " is a song by American singer and songwriter Mariah Carey included on her fourteenth studio album , Me . I Am Mariah ... The Elusive Chanteuse (2014) , and features rapper Wale . The track was released on June 30 , 2014 , as the fourth single from the album . It was written by Wale , Carey , Jermaine Dupri and Bryan @-@ Michael Cox , with production helmed by the latter three . The song contains an interpolation of " I 'm Caught Up in a One Night Affair " written by Patrick Adams and Terri Gonzalez , both of whom received songwriting credits as a result . The single 's artwork caused controversy when the media criticised Carey for photoshopping and re @-@ using images of herself .

A disco revival song , the lyrics are about Carey being dissatisfied by her lover 's failed attempts at romancing her . Despite being serviced to urban and rhythmic radio in the United States , Belgium and South Korea were the only territories where the song charted , peaking at number 14 on its Ultratip chart , which ranks the top songs that have yet to enter the main Ultratop 50 chart , and number 2 on the South Korea download chart . " You Don 't Know What to Do " garnered critical acclaim amongst music critics : many complimented the disco revival and throwback style , calling it the best track on the album , and compared it to the works of Jocelyn Brown , Daft Punk , Chic and post @-@ revivalist songs produced Pharrell Williams . Carey and Wale performed the song for the first and only time on the Today show in the United States .

= = Background and release = =

" You Don 't Know What to Do " was written by Carey , Jermaine Dupri and Bryan @-@ Michael Cox , with featured artist Wale . The song interpolates a song called " I 'm Caught Up in a One Night Affair " , written by Patrick Adams and Terri Gonzalez and originally performed by Inner Life in 1979 . Adams and Gonzalez are credited as songwriters as a result . In August 2012 , Cox revealed that he , Carey and Dupri had started working on Carey 's then untitled fourteenth studio album , later revealed to be Me . I Am Mariah ... The Elusive Chanteuse , before the singer became pregnant with twins in 2010 , and then resumed working on the project after she gave birth in 2011 . " She was committed to making it before she got pregnant . Then she got pregnant and she took the time off . Then after she came back , we started really vibing again and we picked up right where we left off . I just feel like between Jermaine , myself and her , we came up with a few things that [are] really , really a solid body of work " .

In August 2013 , Wale revealed that he had been in the studio with Carey , posting the message " Mariah x Wale x JD = coming soon " on his Twitter account . Then , on May 16 , 2014 , Carey and Wale premiered their collaboration , revealed to be called " You Don 't Know What to Do " , live during a mini @-@ concert for Today held by Carey . Following the performance , Carey premiered the studio version on May 19 on The Russ Parr Morning Show radio show . A solo version which omits Wale 's rap verses was later released in June 2014 . The song was serviced to urban contemporary radio on June 30 , 2014 and rhythmic contemporary radio on July 1 , 2014 , as the fourth single to be released from the album .

= = = Artwork controversy = = =

When Carey released " You Don 't Know What to Do " as the fourth single from the album , fans noticed that it 's accompanying single artwork looked odd . It was later revealed that the single artwork was a cropped version of the album cover for Me . I Am Mariah ... The Elusive Chanteuse , whereby her head had been swapped for another image in favor of one which was forward @-@ facing , as well as an edited background . Various media outlets criticized Carey for continuing to heavily airbrush and " recycle " images of herself . In response , Carey expressed her discontent on Twitter , stating she had nothing to do with the selection of the single 's artwork and in turn asked for fans to send in their artwork designs as alternatives , ending the message with " ' cause at this point IDKWTD ! " , an abbreviation of the song 's title .

= = Composition and lyrics = =

" You Don 't Know What to Do " is a disco revival song with elements of gospel , pop and R & B styles . It lasts for a duration of four minutes and 46 seconds . Several critics highlighted the track as following in the recent disco revivalism footsteps of Daft Punk , Justin Timberlake and posthumous Michael Jackson material . The song begins with Carey singing about how she is in a dilemma as to whether or not she wishes to stay in a relationship with her lover , as he is no longer capable of romancing her . In response , Wale raps about how he is trying to woo her and is asking for a second chance . Carey then decides that it has been too long that Wale has not loved her for , and feels liberated for letting him go . Kenneth Partridge of Billboard likened the string arrangement to Chic 's 1979 single " Good Times " . Pitchfork Media writer Jordan Sargent compared " You Don 't Know What to Do " to Carey 's previous singles " Fantasy " (1995) and " Heartbreaker " (1999) , but noted that it felt like a " logical extension of post @-@ Pharrell disco revivalism " . Christina Lee for Idolator thought that the 70s disco feel embodied Daft Punk 's 2013 single , " Get Lucky " .

= = Response = =

= = = Critical reception = = =

PopMatters writer Devone Jones described the song as " the most energetic track " on the album , and continued to write that the " skillful " lyrics allow Carey to perform " genuine harmonies " which are reminiscent of seventies dance songs . Both Andy Kellman of AllMusic and Eric Henderson for Slant Magazine noted that Carey appeared to be channeling American dance singer Jocelyn Brown , with the former writer that she sounded like Brown more prominently in the intro , while the latter described " You Don 't Know What to Do " as a " stunning " tribute to Brown 's 1984 single " Somebody Else 's Guy " . Henderson continued to write that " You Don 't Know What to Do " , along with another album track called " Meteorite " , are two of Carey 's " most serious @-@ minded performances " on the album , further describing them as " galaxies away " from her 2008 single " I 'll Be Lovin ' U Long Time " .

Billboard writer Kenneth Partridge complimented the song for its dance appeal , adding that the only thing missing was a cameo from Nile Rodgers . Melinda Newman of HitFix praised the song 's " playful " sentiment , writing that it was the best song that had been released from Me . I Am Mariah ... The Elusive Chanteuse so far . Entertainment Weekly writer Melissa Maerz complimented the interpolation of " I 'm Caught Up in a One Night Affair " , describing it as " nostalgic " , and further stated that Carey embodies the " bravado " of American singer Jennifer Holliday in the Broadway musical Dreamgirls . Digital Spy 's Lewis Corner praised Dupri for producing a piano " disco stormer " with throwback appeal . Mike Wass of Idolator thought that " You Don 't Know What to Do " would have been worthy of being recorded by American disco singer Donna Summer .

Jordan Sargent of Pitchfork Media praised its composition and noted that the disco and gospel genres are where middle @-@ aged woman can " thrive " , whereby Carey " fits in unsurprisingly well " . He was , however , critical of the decision to include Wale on the song . Similarly , Aisha Harris of Slate Magazine praised the song 's production and Carey 's vocals too , but also thought that Wale 's rap verses were not required . Conversely , fashion designer Donatella Versace , a friend of Carey 's , told Vogue that she thought Carey 's singing and Wale 's rapping complimented each other on the song , describing it as " poetry " , and that it made her want to get up and dance " all summer " .

= = = Chart performance = = =

" You Don 't Know What to Do " debuted at number 45 on the Belgium chart , in the region of Wallonia on August 2 , 2014 . The song broke into the top 40 the following week , charting at

number 36 . It peaked at number 14 on September 6 , spending six weeks on the chart in total . The song also entered the South Korea International Digital Singles Chart at number 3 for the week ending May 31 , 2014 , and number two on the Download Chart , with sales of 32 @,@ 945 units . In its second week , the song fell to number seven with sales of 11 @,@ 991 units , and again to number 11 in its third week with sales of 7 @,@ 326 units .

= = Live performance = =

Carey and Wale performed " You Don 't Know What to Do " on the Today show on May 16 , 2014 . The performance also included renditions of Carey 's previous singles " Always Be My Baby " (1996) and " Touch My Body " (2008) .

= = Credits and personnel = =

Credits adapted from the liner notes of Me . I Am Mariah ... The Elusive Chanteuse .

Recording

Recorded at Rapture Studios , Bel Air , CA ; Metrocitiy Studios , New York , NY ; Studio at the Palms , Las Vegas , NV ; Capital Studios , Hollywood , CA .

Sampling credits

Contains an interpolation of " I 'm Caught Up in a One Night Love Affair " , written by Patrick Adams and Terri Gonzalez .

Personnel

= = Charts = =

= = Release history = =