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The Influence of RIAA Certification(Sales) on Initial Playlist Rotation in Shuffle Mode

Hypothesis:

Higher RIAA certification levels (diamond, platinum, gold) will result in a greater frequency of appearance among the first 10 songs played in a shuffled playlist. Specifically, diamond certified songs will appear more frequently than platinum certified songs, which will in turn appear more frequently than gold certified songs.

Sample Selection:

Select 10 Diamond Certified Songs (10 million+ units sold), 10 Platinum certified songs(1million-10million units sold), and 10 Gold Certified songs(500,000-1million units sold).

Method:

- Compile a playlist containing all 30 selected RIAA certified songs.
- Use a music streaming service that supports shuffle playback.
- Conduct 3 separate shuffle playback observations,
- For each observation, record the first 10 songs played.
- Categorize each song by its RIAA certification level

If the hypothesis is supported, we expect to find that diamond certified songs appear more frequently in the initial rotation of the playlist compared to platinum and gold certified songs. This would suggest that higher sales and commercial success correlate with increased visibility in listener engagement, even in randomized play scenarios.

Observation 1		
Diamond	Platinum	Gold
		Played
		Played
		Played
Played		
	Played	
Played		
Played		
Played		
Played		
Played		

6 diamond songs played out of a total of 10 songs in observation 1

Observation 2		
Diamond	Platinum	Gold
	Played	
	Played	
		Played
Played		
		Played
Played		
Played		
Played		
	Played	
		Played

4 diamond songs played out of a total of 10 songs in observation 2

Observation 3		
Diamond	Platinum	Gold
		Played
Played		
		Played
	Played	
	Played	
		Played
	Played	
Played		
Played		
Played		

4 diamond songs played out of a total 10 songs in observation 3

In each observation, diamond-certified songs are played more frequently in a shuffled playlist compared to their gold and platinum counterparts. This supports our hypothesis that songs with higher sales influence a shuffled playlist, resulting in a greater likelihood of being played at the beginning of the playlist than lower-selling songs.