

Analyzing The Bachelor Contestants Instagram Network

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What is The Bachelor Franchise?

- An ABC dating reality TV series where a lead simultaneously dates several contestants with the intention of ending the season in an engagement
- Contestants apply to be on the show to date a known show lead (the Bachelor or Bachelorette)
- It is common for a season finalist to become the next season's Bachelor or Bachelorette
- The Bachelor Franchise refers to both The Bachelor, The Bachelorette, and Bachelor in Paradise
- Bachelor in Paradise is a season where contestants from past seasons commingle and date with the intention of leaving the show engaged. There is no single lead contestant.

How Does The Show Work?

- 1 lead Bachelor or Bachelorette is announced each season
- Contestants apply to be on the show and date the lead
- Roughly 30 contestants of the opposite sex are selected for the season
- Each week a subset of contestants are selected for a group date with the lead and 1 contestant is selected for a “one-on-one date” with the lead
- Each week the lead gives a subset of remaining contestants a rose to continue onto the next week. All other contestants are sent home
- Contestants do not have phones or access to the internet while filming

Terms

- Lead - The season Bachelor or Bachelorette
- Finalist - A contestant who is invited to a hometown date. Limited to final 4 contestants
- Villain - A contestant who is given a “bad edit” or provoked/ incentivized by producers to stir up drama

Why Instagram?

It is popular for contestants to join the show with the intention of gaining more followers on Instagram

Large following leads to paid promotions and a shot at becoming an "influencer"

Fans monitor social media following to sniff out any potential drama or relationship news

Producers ask for Instagram usernames during the application and interview process

r/thebachelor
u/yssemoles • 4mo • i.reddit.it
Demi posted a story about losing IG followers

SOCIAL MEDIA

418 upvotes • 466 comments • 0 awards

r/thebachelor
u/jenjas455 • 1mo • i.reddit.it
Zach finally hits 100k Instagram followers

ZACH ATTACK

189 upvotes • 99 comments • 0 awards

r/thebachelor
u/Sarahbetternotwin • 3mo • i.reddit.it
Rachael buying instagram followers

SOCIAL MEDIA

102 upvotes • 142 comments • 0 awards

r/thebachelor
u/sassyavocado28 • 1y • i.reddit.it
Aaron Has Unfollowed Tammy, not long after James did too 😱

SOCIAL MEDIA

1.1k upvotes • 131 comments • 1 awards

r/thebachelor
u/OhTinyOne • 2y
Bri unfollowed Matt James, The Bachelor and Bachelorette.

NEWS

1.1k upvotes • 204 comments • 0 awards

r/thebachelor
u/dwtslove • 1y • i.reddit.it
Becca unfollowed Katie today

SOCIAL MEDIA

1.4k upvotes • 631 comments • 5 awards

r/thebachelor
u/LoveYouLongTan • 3mo
Kaitlyn below 2M IG followers

DISCUSSION

82 upvotes • 93 comments • 0 awards

r/thebachelor
u/[deleted] • 2y • reddit
Sooo, Peter and Kelley unfollowed each other...

DRAMA

319 upvotes • 117 comments • 0 awards

r/thebachelor
u/ilvhummus • 4mo • reddit
Gabby deleted all her posts with Erich and they unfollowed each other on Instagram 🍀☕️

GABBY AND RACHEL

368 upvotes • 137 comments • 1 awards

r/thebachelor
u/johnnydephillipo • 4mo • reddit
johnny just started following gabby again

SOCIAL MEDIA

428 upvotes • 101 comments • 0 awards

r/thebachelor
u/realitytv2734 • 4mo • i.reddit.it
Michael and Sierra unfollowed each other on instagram

PARADISE

262 upvotes • 154 comments • 0 awards

r/thebachelor
u/Sarahbetternotwin • 5mo • i.reddit.it
awe that's a bummer if true, but I get it

PARADISE

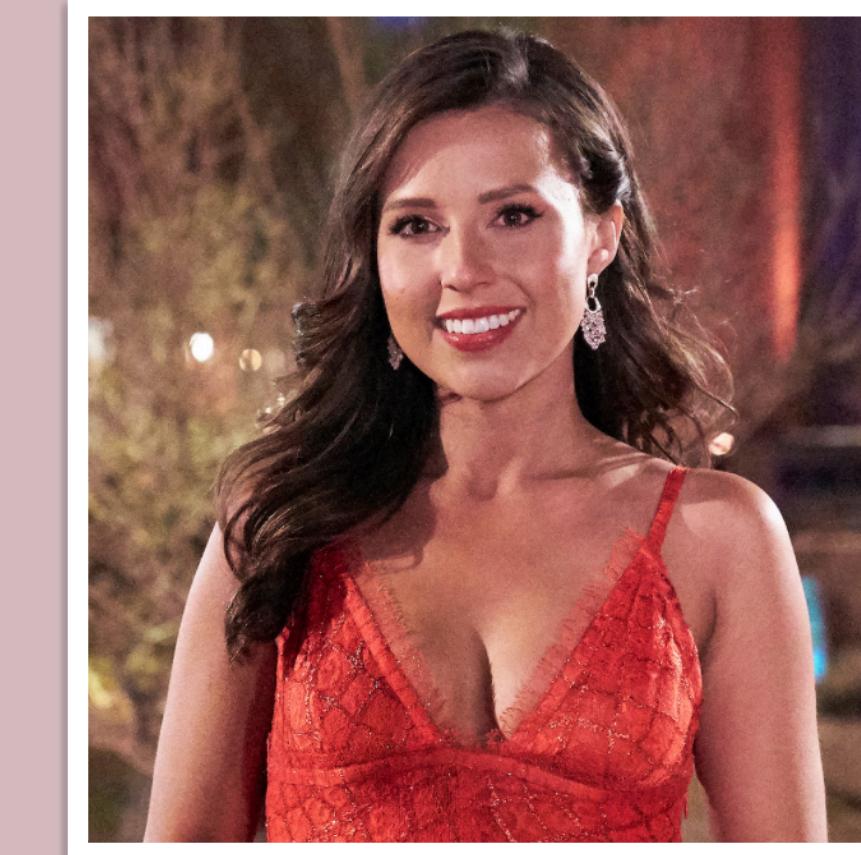
262 upvotes • 154 comments • 0 awards

Research Questions

- Are seasons highly clustered? Do contestants of the same season follow each other than other seasons?
- Who are key players in the network? Who has the most influence?
- Do consecutive seasons clusters have more edges between them?
- Do season “villains” have a higher or lower degree or centrality?
- Do season “finalists” have a higher or lower degree or centrality?

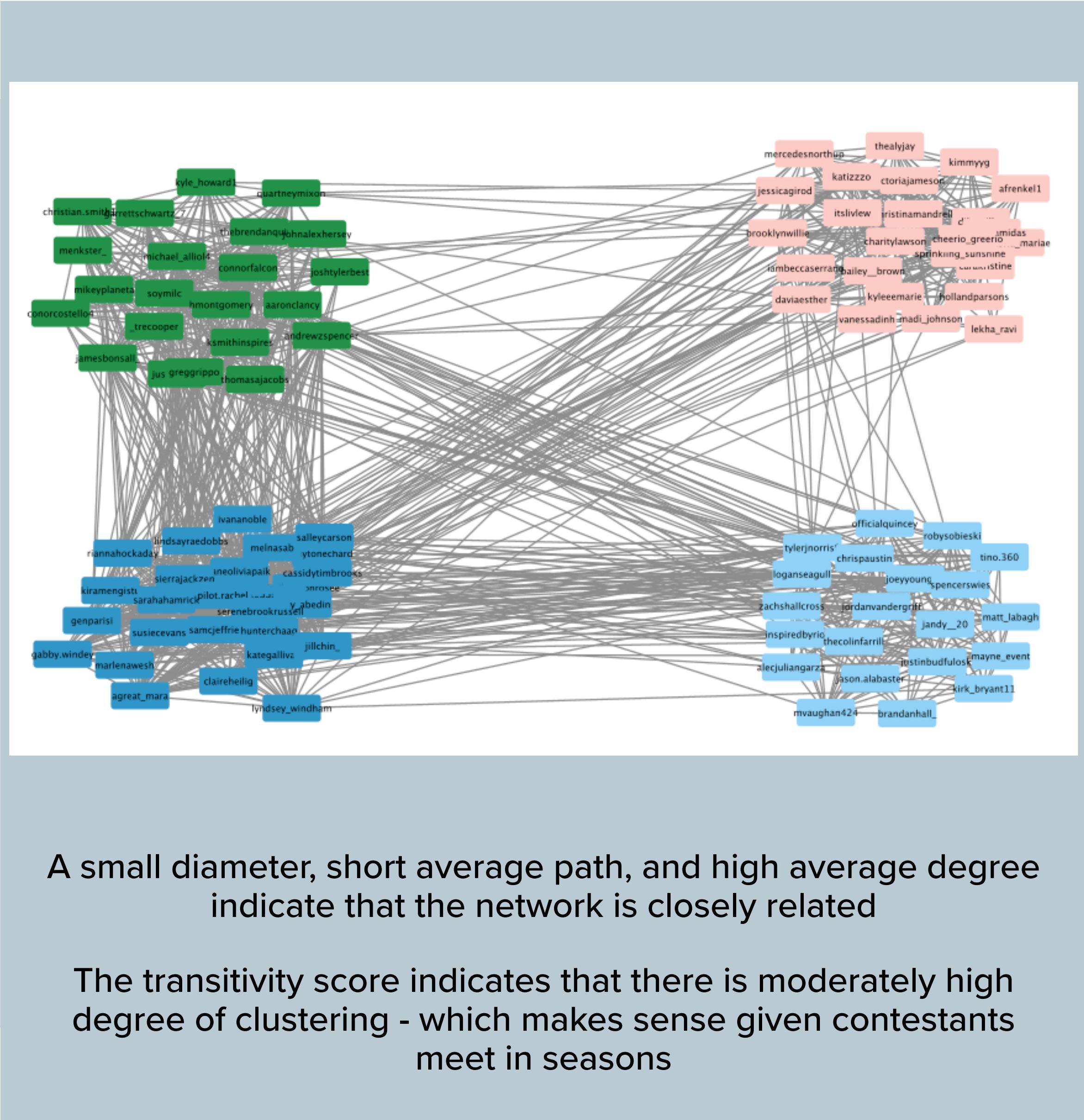
Data Collection

- Data scraped in March and April 2023 (during Zach's season premiere)
- 4 seasons
 - Bachelor 27 - **Zach**
 - Bachelorette 19 - **Gabby & Rachel**
 - Bachelor 26 - **Clayton**
 - Bachelorette 18 - **Katie**
- Scraped and stored only public users who were contestants on the show



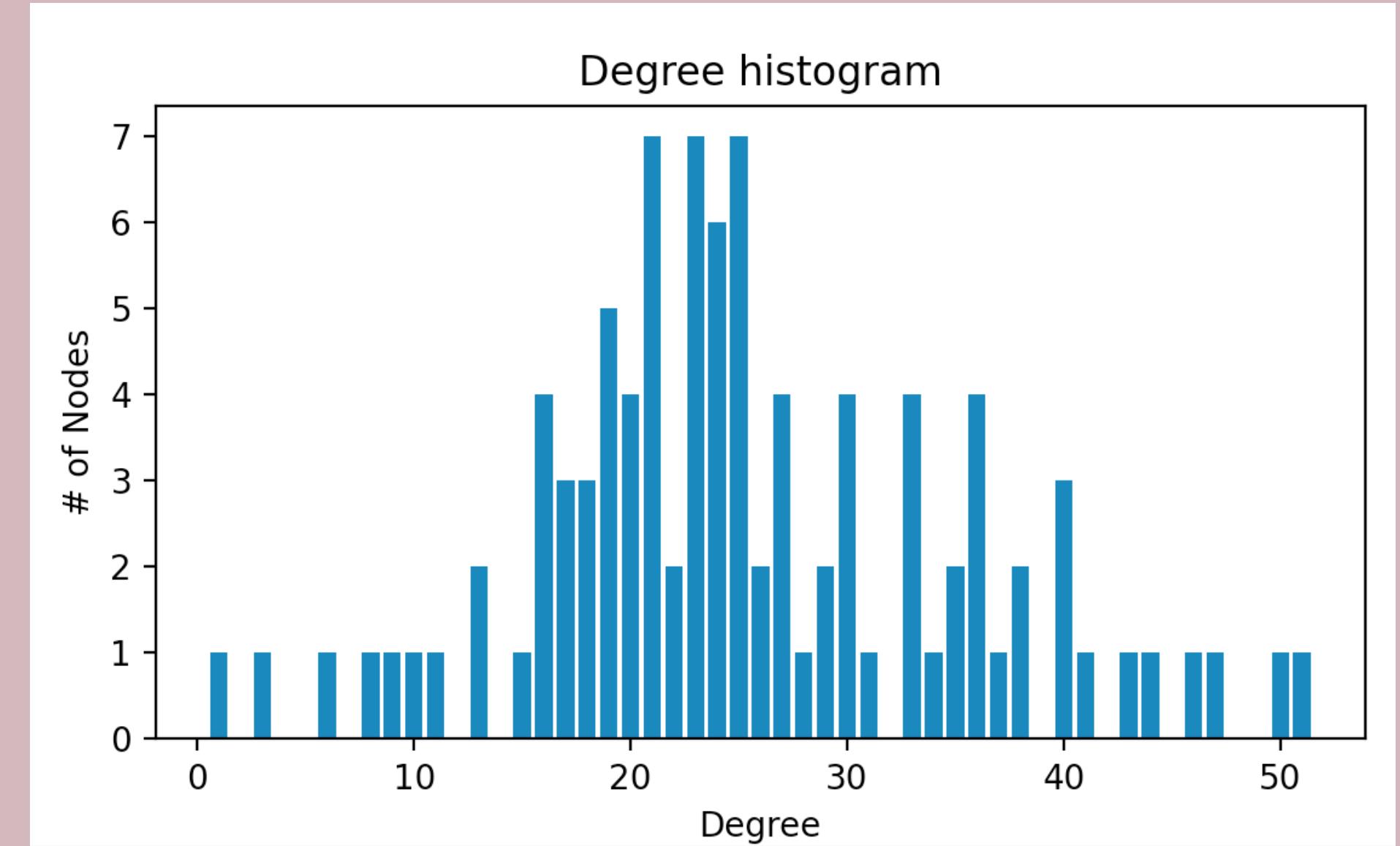
Graph Metrics

- Number of Nodes: **96** contestants
- Number of Edges: **1,218** followers
- Diameter: **4**
- Average Path: **2.0815**
- Density: **0.2671**
- Average Degree: **25.3750**
- Transitivity: **0.5940**



Degree Distribution

- Users with the **highest** degree
 - @susiecevans, 51 (*Bachelor 26*)
 - @agreat_mara, 50 (*Bachelor 26*)
 - @lindsayraedobbs, 57 (*Bachelor 26*)
- Users with the **lowest** degree
 - @iambecaserrano, 6 (*Bachelor 27*)
 - @vanessadinh, 3 (*Bachelor 27*)
 - @chrispaustin, 1 (*Bachelorette 19*)



The Bachelor Season 27 was still airing when data was collected.

The Bachelorette Season 19 was the last season to completely air before data collection

Influence

- Users with the **highest** betweenness centrality
 - @agreat_mara, 0.0647 (*Bachelor 26*)
 - @susiecevans, 0.0614 (*Bachelor 26*)
 - @loganseagull, 0.0478 (*Bachelorette 19*)
- Users with the **highest** eigenvector centrality
 - @andrewzspencer, 0.1871 (*Bachelorette 18*)
 - @lindsayraedobbs, 0.1862 (*Bachelor 26*)
 - @susiecevans, 0.1854 (*Bachelor 26*)

@susiecevans and @agreat_mara have the highest degrees, but @susiecevans has a higher degree but less betweenness centrality

@susiecevans was the season 25 winner and an unproblematic fan favorite

@agreat_mara was famous for being an older contestant and a problematic fan favorite

@andrewzspencer was a popular contestant and a fan favorite for the next Bachelor lead

@loganseagull has the 5th highest degree of 44

@lindsayraedobbs has the 3rd highest degree of 57

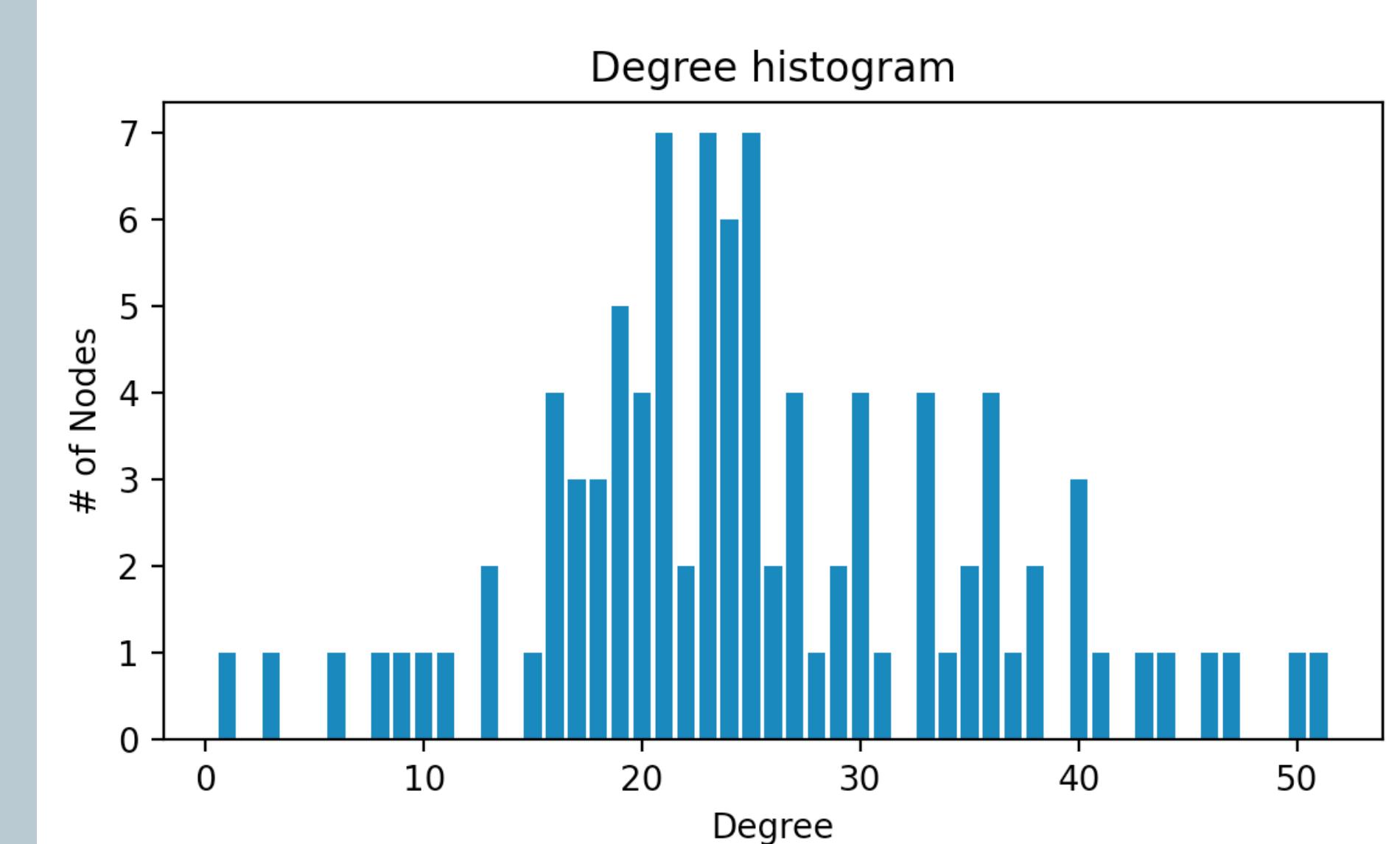
Connectivity by Season

- Naturally, there are more edges between contestants of the same season
- Contestants are **more likely** to follow contestants from consecutive seasons
- Contestants are **more likely** to follow contestants from the past season, than the upcoming season
- May be due to cast selection for The Bachelor in Paradise

	Bachelor 27	Bachelorette 19	Bachelor 26	Bachelorette 18
Bachelor 27	410	11	51	14
Bachelorette 19	11	342	74	36
Bachelor 26	51	74	586	160
Bachelorette 18	14	36	160	406

Villain Metrics

- Bachelor 27 @christinamandrell
 - Degree: 20
 - Degree Centrality: 0.2105
- *Bachelorette 19 - user not collected*
- Bachelor 26 @shanae.a
 - Degree: 20
 - Degree Centrality: 0.2105
- Bachelorette 18 @thomasajacobs
 - Degree: 23
 - Degree Centrality: 0.2421



Average Degree: 25.375

Average Centrality: 0.2671

Median Degree: 24.0

Median Centrality: 0.2526

Min Degree: 1

Max Centrality: 0.5368

Max Degree: 51

Min Centrality: 0.0105

Degree nor Centrality indicate contestant is a villain

Finalist Metrics

Season	Contestant	Degree	Centrality
Bachelor 27	@sprinkling_sunshine	23	0.2421
Bachelor 27	@afrenkel1	17	0.1789
Bachelor 27	@charitylawson 	24	0.2526
Bachelorette 19	@tylerjnorris9	40	0.4211
Bachelorette 19	@zachshallcross 	25	0.2632
Bachelorette 19	@tino.360	18	0.1895
Bachelor 26	@gabby.winney 	30	0.3158
Bachelor 26	@susiecevans	51	0.5368
Bachelor 26	@serenebrookrussell	34	0.3579
Bachelor 26	@pilot.rachel 	28	0.2947
Bachelorette 18	@greggrippo	30	0.3158
Bachelorette 18	@justinglaze	38	0.4000

- A finalist is a contestant who participated in a hometown date. The show limits hometown dates to 4
- Finalists have higher than average degree and centrality metrics, with the exception of @tino.360 and Bachelor 27 finalists
- @tino.360 was a Bachelorette 19 season “winner” but ended the season with scandalous cheating allegations post film
- Bachelor 27 season finalists were not yet known when data was collected



Indicates contestant becomes next season lead

Considerations

- Limitations in data collection include
 - User privacy permissions - could not collect on private accounts
 - Deactivated accounts - Ex: one contestant was arrested after season premiered
- Unaccounted for variables
 - Graph does not include season from the bachelor in paradise
 - Inactive instagram users are likely to have less followers

Sources

- Contestant Usernames: Instagram via [@bachelordata](#)
- Katie's Season Hometown Dates: [Accept This Rose](#)
- Katie's Season Villain: [Cosmopolitan](#)
- Rachel & Gabby's Hometown Dates: [E!](#)
- Rachel & Gabby's Season Villain: [Cosmopolitan](#)
- Clayton's Season Hometown Dates: [Entertainment Weekly](#)
- Clayton's Season Villain: [Cosmopolitan](#)
- Zach's Season Hometown Dates: [People](#)
- Zach's Season Villain: [Cosmopolitan](#)