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Project Fletcher
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Recommending Music Through Reviews

Pitchfork

Context

Project Fletcher

- Despite being one of the most popular music websites in the world, Pitchfork has ‘a reputation’

	Site	Daily Time on Site ?	Daily Pageviews per Visitor ?	% of Traffic From Search ?
1	Ultimate-guitar.com The largest archive of tabs on the web! Also includes a musicians forum, lessons, music news, g... More	6:05	3.87	54.30%
2	Discogs.com User built music database. Store and organise personal music collection listings for free. Incl... More	8:12	8.72	33.70%
3	Billboard.com Daily music news, charts, music downloads, and artist features for rock, pop, country, rhythm a... More	2:25	1.76	54.20%
4	Azlyrics.com Lyrics collection organized by artists alphabetically. Search engine included.	3:00	1.88	64.30%
5	Rollingstone.com Online version that includes: music and movie reviews, musical artists, MP3s for download, and ... More	2:14	1.49	45.00%
6	Pitchfork.com The essential guide to independent music and beyond.	2:24	1.58	23.70%



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NEWS

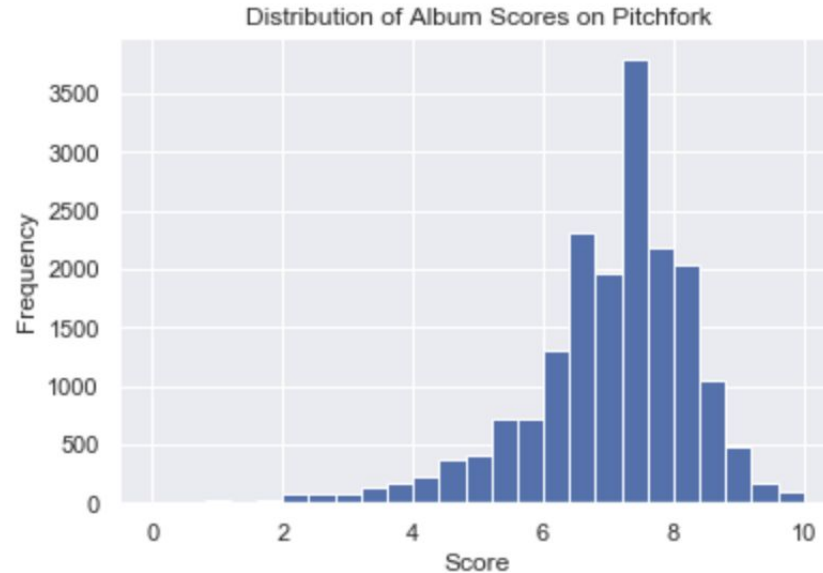
Pitchfork Gives Music 6.8

9/10/07 12:01am • SEE MORE: ENTERTAINMENT ▾

Context

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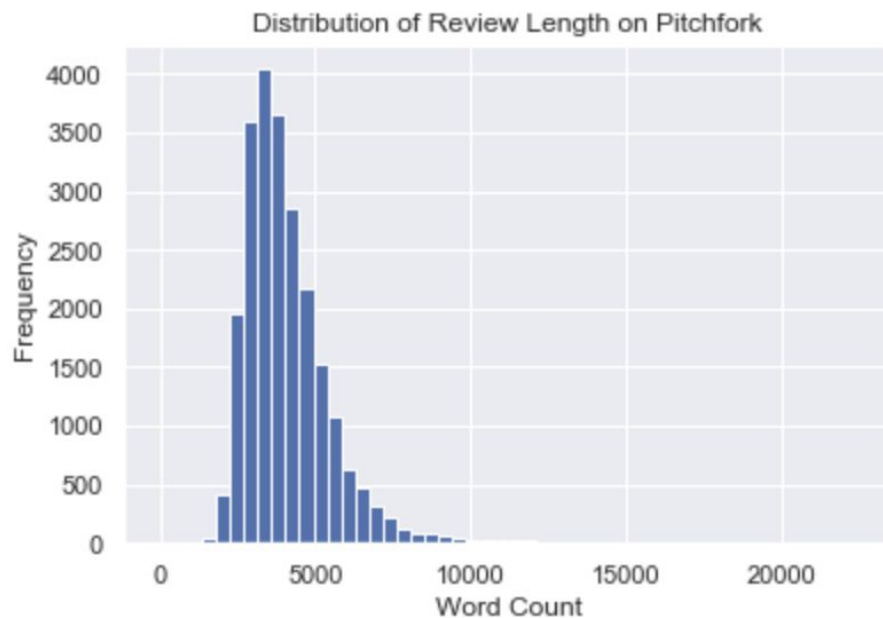
- Contrarianism / Edginess of Pitchfork is exaggerated
- Mean review score is actually ~7.01



Data

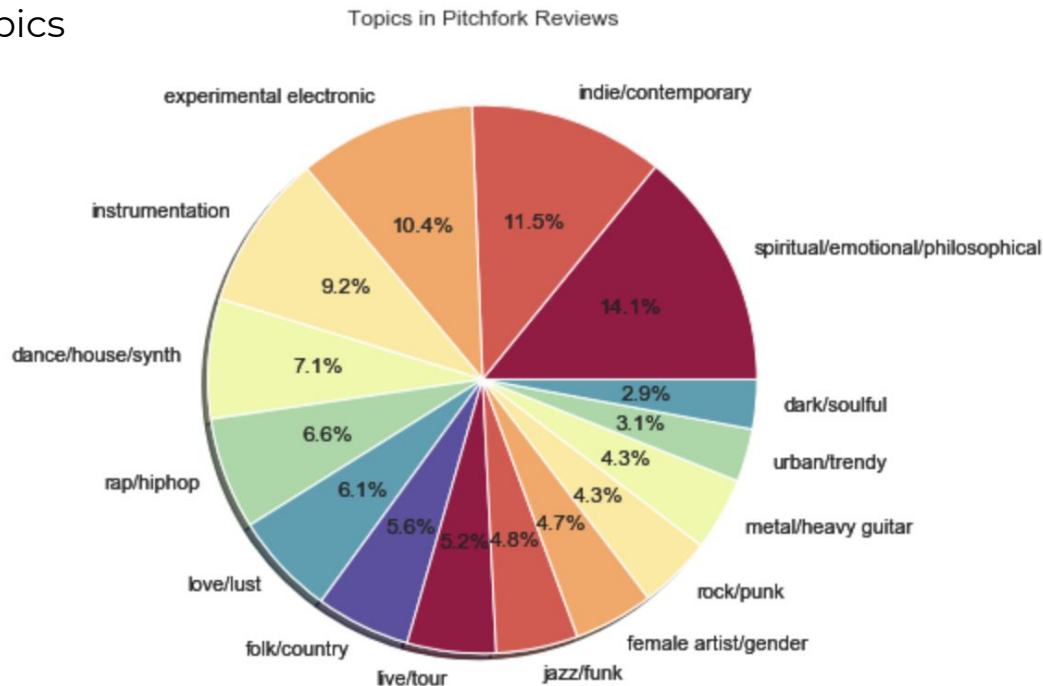
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- 18,379 reviews with an average length of ~4000 words
- 23,590,472 unique words in corpus



Insights Project Fletcher

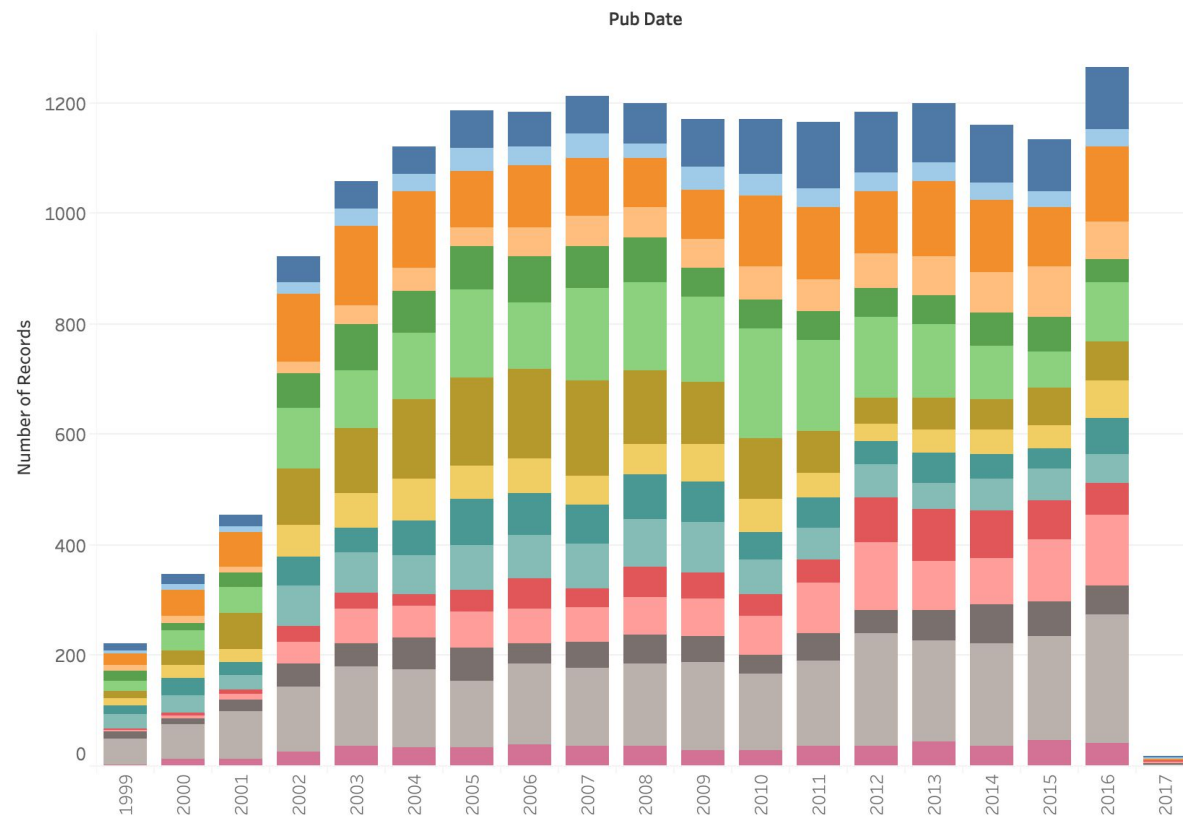
- Topic modeling with non-negative matrix factorization
- 15 initial topics



Insights

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Pitchfork Review Topic Count by Year

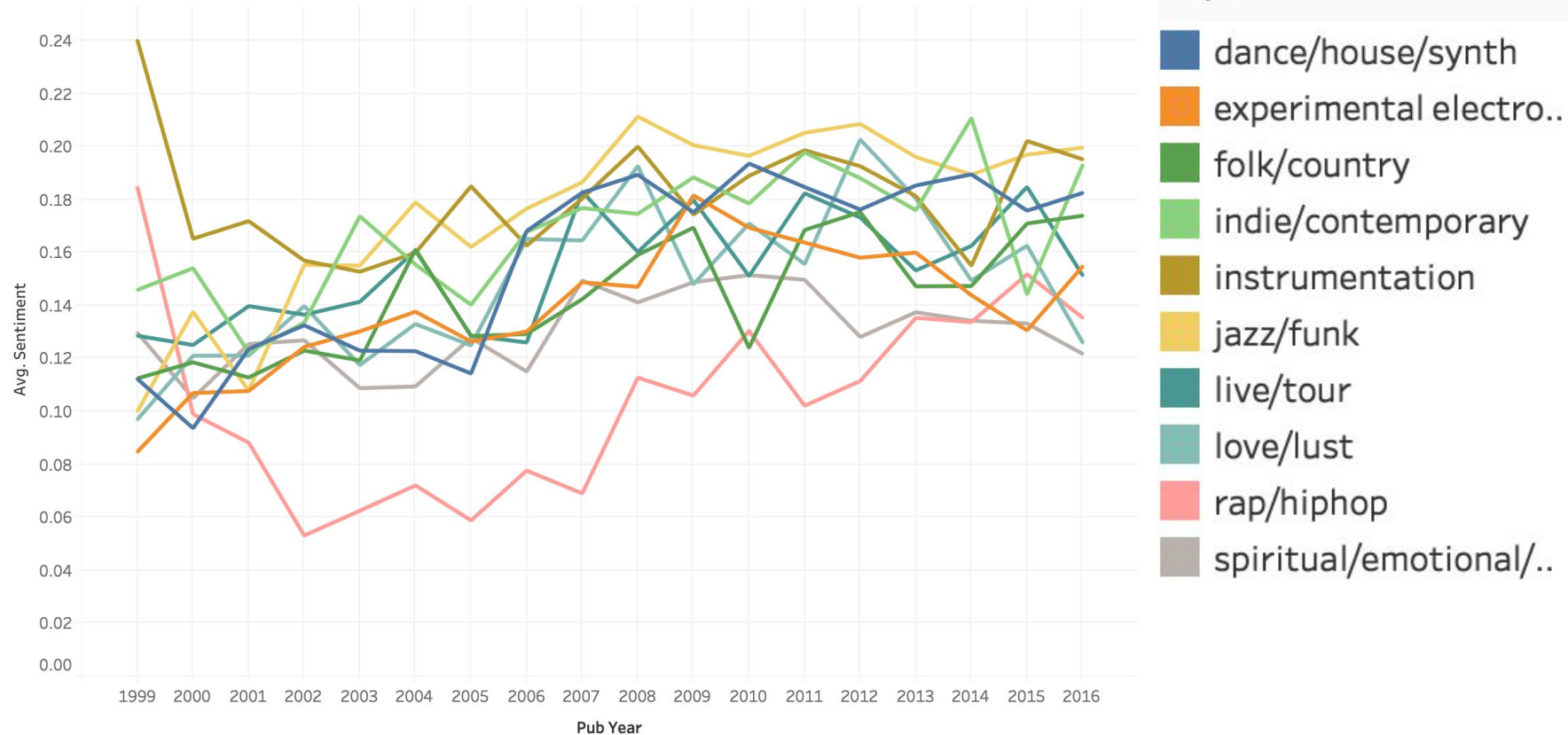


- Topic
- dance/house/synth
 - dark/soulful
 - experimental electro..
 - female artist/gender
 - folk/country
 - indie/contemporary
 - instrumentation
 - jazz/funk
 - live/tour
 - love/lust
 - metal/heavy guitar
 - rap/hiphop
 - rock/punk
 - spiritual/emotional/..
 - urban/trendy

Insights

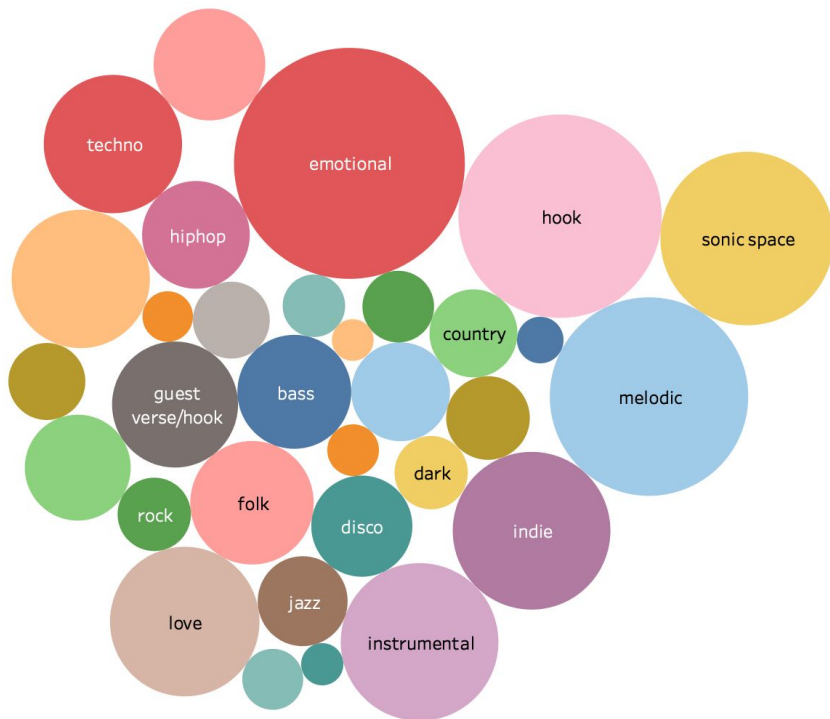
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Average Sentiment per Year for Top 10 Topics



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Reviews by Subtopic



Subtopic

- bass
- beat/tune
- black metal
- blues
- concert
- country
- cover/reissue/co..
- dark
- disco
- dreamy
- emotional
- folk
- guest verse/hook
- hardcore
- hiphop
- hook
- indie
- instrumental
- jazz
- love
- love/money
- melodic
- r&b
- rhythm/percussion
- rock
- sampling/undergr..
- singer/songwriter
- sonic space
- soulful
- soundtrack/ambie..
- techno
- techno/synth/em..