



## Brand Aura predicts bottom two in X Factor

### Introduction

Brand Aura has developed tools that allow social media to be analysed with a focus on the **contextual** analysis of the underlying data.

This means that we are able to find a true representation of what the public are saying on any one particular topic.

For this piece of analysis, we focused on the analysis of comments made on Twitter by the general public. This particular analysis is ongoing, and will continue until the winner is announced, but this article looks solely at the eviction process that took place on the 7th November, and the data from the preceding week.

### Analysis

We analysed the contextual data made through all the twitter comments made in the week leading up to the eviction program.

We undertook sentiment analysis based on how close in context the various contestants were to words that indicated that the public wanted them to win. It is possible that sentiment analysis solely looking at artists performed well would give a slightly different answer - highlighting not only the objectiveness of 'sentiment analysis', but also how looking at the data from a slightly different point of view may reveal a different conclusion.

Since our analysis is based on the contextual analysis first, we can perform a myriad of sentiment analyses, based on different seed words.

In this case, it was felt that since the public have to pick up the phone to vote **for** a contestant, that we wanted to focus on comments made about them which were very positive, and essentially indicated that the public wanted that contestant to win.

The analysis of the contestants over the previous week can be seen in Figure 1 below. The analysis shows the 'winner' of the bottom 6 contestants each day, so that the contestant ranked number 1 did the best, and the contestant ranked number 6 the worst. The first day of analysis, on the 29th October 2010, shows that Cher had the most positive comments, and was ranked number 1, with Paije and Treyce both doing poorly and ranked equal bottom.

As can be seen in the figure, our analysis showed a number of trends in the data:

- Trayce was in trouble all week and was always in the bottom two.
- Paije had a big turn around as the week progressed - initially in the bottom two, he trended downwards in the graph meaning that he attracted more positive comments as the week wore on. The last day, the 6th November 2010 is the Saturday and he actually won out of the bottom six. Quite a turnaround for him!

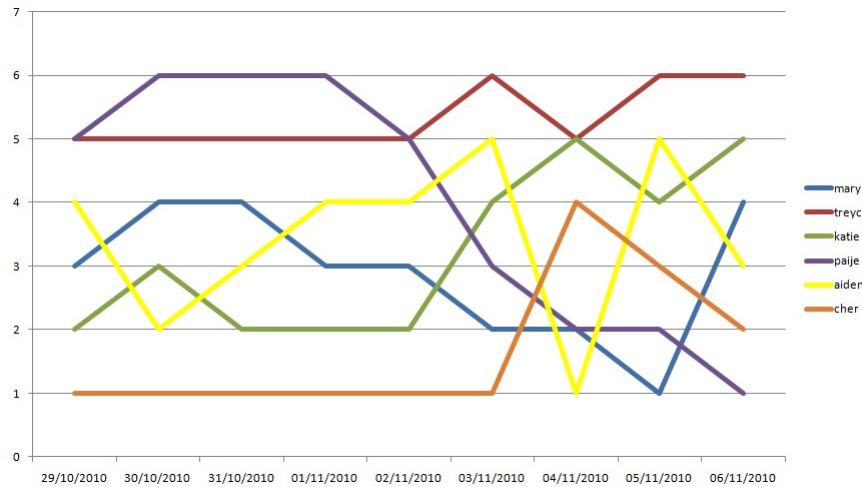


Figure 1: Contestants at risk

- Aiden had a very up and down week, and his trend indicated that he could be in danger of dropping into the bottom two.
- Katie had in some respects the opposite trend to Paije, as she started the week seemingly safe, but got progressively worse as the week wore on. Most importantly she dropped into the bottom two on the Saturday after her performance on the X Factor.

The results of the show on the Sunday confirmed our analysis, with Trayc and Katie in the bottom two. This shows that in this case the demographic of the comments made on Twitter matched the demographic of the voting public, although that may not always necessarily be the case.

For more up to date predictions and further analysis on the X factor, please refer to our website <http://brandaura.blogspot.com>.

## Conclusions

This piece of analysis has shown the power of using contextual analysis tools by Brand Aura to monitor and predict public opinion on particular topics. We were able to successfully predict the two contestants that were in the bottom two, and further analysis reveals some of the reasons why for the two artists in question.

For further information on Brand Aura's contextual analysis package, please refer to our website.