

Worth “Tha” Wait

Introduction

For the greater majority of the past decade, Dwayne “Lil Wayne” Carter has been fighting for his right to own and produce his own intellectual property, a right which has denied the release of a highly anticipated album entitled “The Carter 5”, stylized as “Tha Carter V” by his former boss, and vertically based partner, Bryan “Birdman” Williams. On September 28 of this year, Lil Wayne’s birthday, Tha Carter V was released, following a judgement in favor of Carter in legal proceedings. The purpose of the research put forth, during the specific time period that has been chosen, is to captivate the extent to which the album impacted the social media and news world. With the Carter V being released only days ago, it is only right to showcase exposure a few days prior and a few days following the event.

How many news articles and social media posts were made during your research period, respectively?

Tha Carter V was released on September 28, 2018; and as a result of this, that very day experienced a huge spike in interactions and content provided through both social media and the news. In regard to the news, there were just over 1,000 articles posted in less than a 7-day period, and September 28 accounts for just under half of all news articles posted during the same time period. On the other hand, social media interactions were much more prevalent during the reaction process and preparation process in expectation of the album’s release. On the day of the

release, there were just over 37,000 interactions on social media, more than half of the total interaction count for the entire week. For the week, there were roughly 72,000 interactions

How similar are news articles and social media in terms of patterns of the volume change?

While the amount of news articles in comparison to social media articles is hardly comparable, they do seem to be correlative in a volume, as both figures spiked on the day of the release in regard to the day prior, but the volume plummeted the very next day.

To put that into figures, there was a 300% increase in volume of social interactions from Sept. 27 to Sept. 28, while there was an increase by a figure of 250% in news articles during the same transition of days. In just a day, social media figures dropped by 75%, and news figures dropped a similar 70%. These figures are strongly related, and have even demonstrated that they adjust accordingly, as both had rates of change in excess of 240% during the rise of interaction and experienced a rate of change of at least 70% during the decline of the interaction.

With the correspondence understood, we are able to confirm that heightened news coverage heightens the amount of interaction which is displayed throughout social media, and the contrapositive is true; as well, in regard to the fall of interactions, social media falls influences the rate at which news articles are produced on the topic. While the shock value of the information presents us with a situation in which one can expect to see a significant peak and an immediate releveling of interaction, we are able to assert that the figures correlative properties relate handsomely to the influence of each subjects of analysis unto one another.

How similar are news articles and social media in terms of valence of your research topic?

Similar to the correlation between the amount of activity that was exhibited between social and news interactions, the correlation between the two in regard to the sentiment score remains congruent. Over the course of the week, the two line graphs demonstrated that both

news and social articles trended negatively and positively together, however the extent to which each would experience an incline or decline do not correlate. For example, on the day of October 1st, the news sentiment score was over 50, positively; while the sentiment score for social interactions was negative 16. The only time at which the score for news and social sentiment did not trend accordingly was between September 28 and September 29, the time which the score of the social interactions increases subtly, and the news sentiment decreased drastically. However, this time period is an outlier, and is not directly relevant to the course of the research.

What were main themes addressed in news articles and social media posts?

The primary themes that were discussed and focused on were a few simple topics that help bring together the major ideas that surround the reception of the album by the media. At the forefront, it is observed that “Lil Wayne”, “Carter”, “Kanye” and “Kendrick Lamar” were discussed widely at both levels, but each contain specific themes which are a product of the environment in which the content was produced. In the news articles during the period of research, one major theme addressed is “Lil Wayne”, the artist’s stage name, which connects all of his music under one simple domain. This theme is important to recognize as it is an attribution to whom produced the focus upon which this research is build, and which the conversations are rooted in. Beyond this theme, there was also a reoccurring theme of “Carter”, which provides a subset organizational tool which correlates the prior four Carter albums, to the most current one released. This theme connects the listener to the history and evolution of the artist’s music, but also subscribes the listener to the various themes which reoccur regularly between each project. Finally, news articles presented a consistent theme of “album”, which is a term that associates the work presented as a collection of individual works, but it just so happens that all compilation works in the music industry are known as albums. The status around the term “album”, as it

associated with Lil Wayne directly, holds high regard because much of the music that Lil Wayne has presented to the public was done through mixtapes, or free final copies of an artist's collection of music which maintains a sole intent of getting music to fans without requiring them to pay for it. The fact that Lil Wayne was releasing a studio album instead of a mixtape provided a great deal of media buzz. There were also reoccurring themes in social media interactions that provide insight into what the public has interpreted from the release, how they have received it, and what individuals are speculating. The major theme of social interactions is, like news articles, "Lil Wayne". This is significant to recognize as it carries a much different weight in social culture versus news culture. Much of the recognition that the artist receives in news articles must associate whom they are speaking of and about, that is the reasoning behind the major theme of news. However, in this context, the prevalence of the term "Lil Wayne" in social articles demonstrates the idea that the person is more important than the event, or that the most important topic of the event is the man himself. Secondly, social media interactions revolve around the theme of "Tha Carter", or the series of albums that has granted the artist with much praise and applause throughout his career. The attribution of the series to the artist subscribes listeners to a wide array of music and work that the artist has produced in an attempt to convey messages and movements.

How similar are news articles and social media posts in terms of main themes?

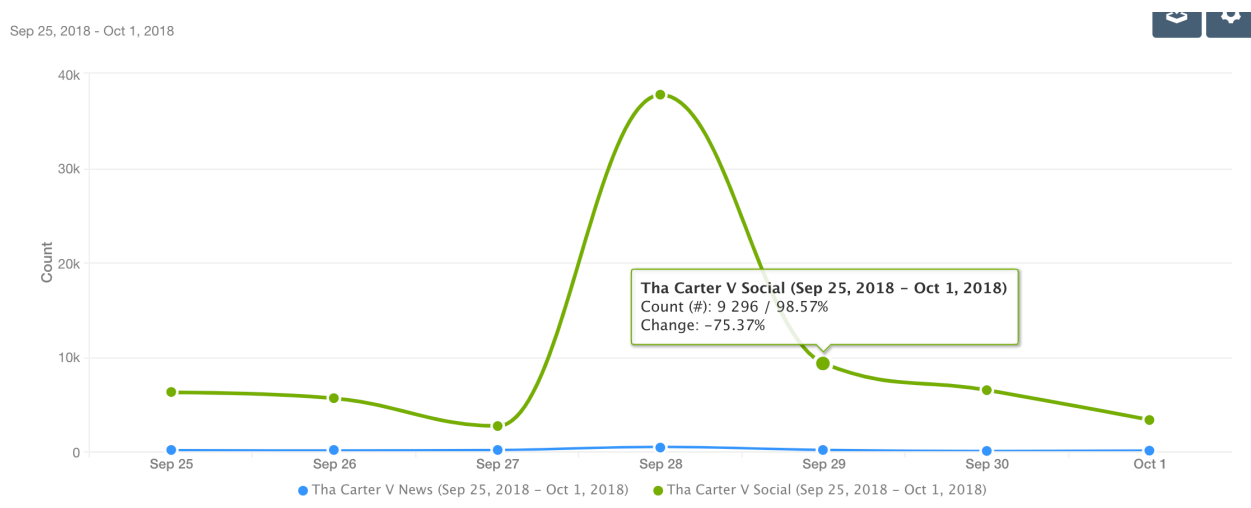
Upon reviewing the news articles and social media posts, many of the major themes, if not all, were the exact same. This has asserted the understanding that the concepts which are covered by news articles influence the topics of discussion amongst the social realm. With that being said, it is not beyond reason to assume that the themes are congruent due to a lack of

complexity to which points can be made in either facet, however, one must recognize that the significance of each topic is the clear and deciding factor in the judgement.

Conclusion

The sentiment scores, volume of articles, and degree to which each topic is covered, define the relations between news and social media. It is apparent that the correlation between social media articles and news articles is strong, strong enough that the assertion of a pure causal relationship between the two is found, and relative. When the news is talking about a topic, so too are individuals on social media, and when the news is speaking about a specific topic and focus on a certain theme, so too do individuals on social media. This generates the understanding that much of the substance that is present in social media circles, is present because it was delivered to the masses by those in charge of thought and ideology, those who are involved with the media. And, after diving into the data and analyzing it, it is easy to say when viewing the bigger picture: news articles provide direction for the mass public on how to speak and think about a specific topic.

Appendices



Tha Carter song release date track
 Kendrick Lamar artist album Carter
 rapper Kanye fans Birdman
 Lil Wayne Wayne Drake Ye and Wayne music record
 something
 Free Weezy Album

Logic streams times Neighbor
 xxxtentacion Spotify Travis Scott "Tha Carter
 Nicki Minaj Kanye West Tha Carter Album
 Snoop Dogg platforms 23 songs
 Lil Wayne 'Tha Carter Kendrick Lamar
 Reginae Carter YANDHI
 Ashanti, Nivea and Mack Maine

