



# When Jennifer Lawrence Photobombed Taylor Swift, A Social Analysis of the 71st Golden Globes

January 14th, 2014



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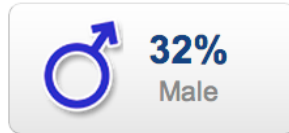
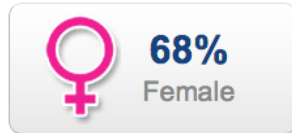
# 71st Golden Globe Awards - Overview

January 12-13

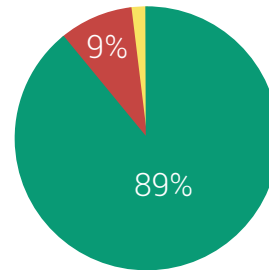
## Post Volume from Announcement

10,373,608

## Gender Distribution



## Sentiment Distribution



## Introduction

According to the Nielsen ratings company, the Golden Globe Awards hit a ten-year high in viewership during the airing of its 71st show on January 12th, 2014.

Filled with plenty of memorable moments and great one-liners from hosts Tina Fey and Amy Poehler, the awards show also generated a huge response on social media. In fact, the Golden Globes created an astounding 10.3 million conversations from January 12th through the 13th. This accounted for more conversations than all of the most current news stories for those days, combined.



This report draws from those 10 million conversations about the 71st Golden Globe Awards to see who had the most impact and what people were talking about. It covers the top 25 topics by volume, highlights of the most talked about actors and actresses, and presents a scorecard to see how the Golden Globes stacked up against awards shows that took place in 2013.



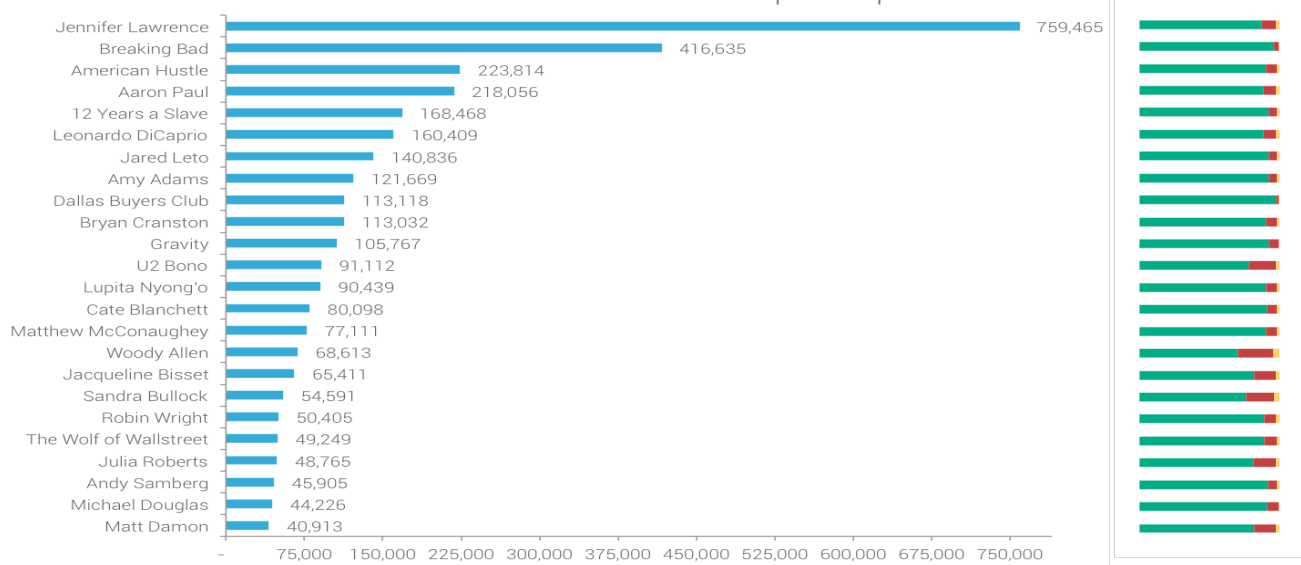
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Responses to the 71st Golden Globe Awards were generated primarily on Twitter with 68% of the posts created by women. The most discussed topic by far was Jennifer Lawrence, who appeared in around 760,000 conversations, accounting for almost 8% of the total volume for the show. Breaking Bad was the next most discussed topic with 416,000 mentions, and although not generating even half the volume of conversations as Jennifer Lawrence, was the most positively discussed topic overall with 95% of all conversations being positive.

71st Golden Globe Awards Top 25 Topics



A majority of comments regarding the most-talked about actresses revolved around what they wore and what happened on the red carpet. Jennifer Lawrence cemented herself as the most discussed person when she photobombed an interview between Taylor Swift and Ryan Seacrest. Five of the seven most discussed actresses were talked about not for winning an award, but for what they wore on the red carpet. Sandra Bullock, while talked about the least, was the most referenced for wearing the worst dress to the awards show.

For the most-talked about actors, conversations tended to center around their acceptance speeches. Many voiced disappointment that Aaron Paul did not win Best Supporting Actor for a TV Drama, but were ecstatic when he yelled his signature catch phrase, "Yeah Bitch!", when co-accepting an award for Breaking Bad. Jared Leto's acceptance speech was labeled by one journalist as homophobic in the sense that he seemed to mock the situation his transgender character embodied. The majority of comments related to the journalist's post disagreed with his assertion. Matt Damon and Leonardo DiCaprio were discussed mainly because of jokes about them made by Tina Fey and Amy Poehler.

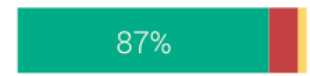


# 71st Golden Globe Awards - Actress Highlights

January 12-13



Jennifer Lawrence



Most talked about for: Photobombing Taylor Swift



Amy Adams



Most talked about for: Her cleavage in an ultra-revealing dress



Lupita Nyong'o



Most talked about for: Her stunning Ralph Lauren dress



Cate Blanchett



Most talked about for: Her black lace Armani Couture dress



Jacqueline Bisset



Most talked about for: Strange acceptance speech



Julia Roberts



Most talked about for: Wearing the second ugliest dress



Sandra Bullock



Most talked about for: Wearing the ugliest dress

Conversation Sentiment



# 71st Golden Globe Awards - Actor Highlights

January 12-13



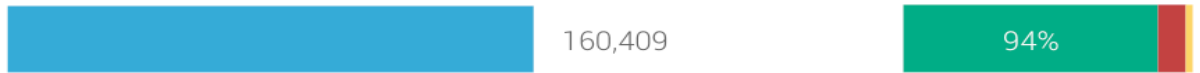
Aaron Paul



Most talked about for: Not winning Best Supporting Actor for TV Drama, and for yelling his character's signature phrase, 'yeah bitch', when accepting Breaking Bad award



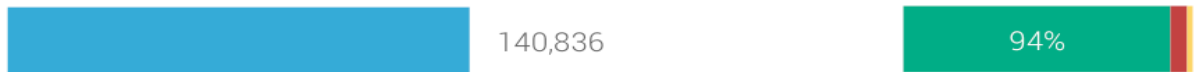
Leonardo DiCaprio



Most talked about for: The joke Tina Fey introduced him with as he took the stage to present the award for Best Actress



Jared Leto



Most talked about for: An internet journalist's accusation that his acceptance speech revealed him as a homophobe. \*Most commenters disagreed



Matthew McConaughey



Most talked about for: His physical transformation for Dallas Buyers Club



Woody Allen



Most talked about for: Winning Cecil B. DeMille Award, and then for his son taking to Twitter to publicly denounce him as a child molester



Andy Samberg



Most talked about for: His complete surprise at winning an award



Matt Damon



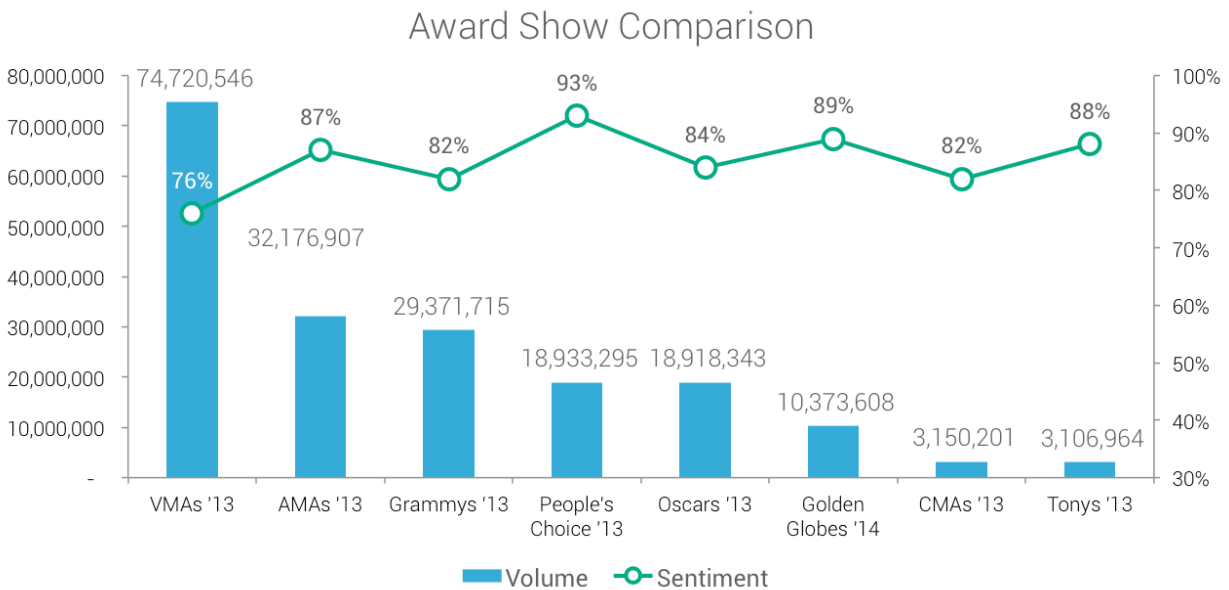
Most talked about for: Amy Poehler's joke, "Matt Damon ... on any other night ... you'd be a big deal, but tonight ... you're basically a garbage person."

Conversation Sentiment



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Although Jennifer Lawrence dominated conversations related to the Golden Globes, 2013 was really the year of Miley Cyrus. Miley Cyrus' controversial performances at the MTV Video Music Awards (VMAs) and the American Music Awards (AMAs) escalated the two awards shows to the most talked about shows of the year.

The VMAs was also the most negatively discussed award show of the year, with 22% of all comments being negative and it being the only show to have positivity rating in the 70% range.

The most positively discussed show was the People's Choice Awards with 93% of all conversations being positive, followed by the Golden Globe Awards with 89% of all conversations being positive.

Yet, while Jennifer's fun photobombing antics simply did not drive the huge volume that Miley's tongue wagging, air humping and lack of clothing achieved, she still played a big part in increasing the Golden Globe conversation volume from 5.5 million in 2013 to 10.3 million in 2014 and a positivity increase of 8% year-to-year from 81% to 89%.



# Technology & Research Methods

## This report was created using Infegy Atlas

Infegy Atlas is a social media analytics and research platform that utilizes proprietary automated natural language processing technology and Infegy's in-house repository of online dialog to deliver business intelligence for brands and researchers.

From major social networks like Twitter and Facebook, to blogs, news sites and community forums, our aggregators collect from every corner of the web in order to provide analysis of the widest array of consumers possible. Rather than providing simple number counting, Infegy Atlas' cutting-edge linguistics technology enables users to truly understand and extract a wealth of deep knowledge.

## Research Methods

Infegy Atlas operates using a [simple](#) but [powerful query language](#) similar to what you would use for a Google search but with more operators, filters and options. The query below was used in conjunction with Infegy Atlas' filters to generate the results of this report.

**Golden Globes:** (("golden globes" OR "golden globe awards" OR goldenglobes OR #goldenglobes OR @goldenglobes)

*\*Queries for the VMAs, AMAs, Grammys, People's Choice Awards, Oscars, Tonys, and CMAs followed the same basic format, each with minor tweaks specific to that show. These queries have not been included for brevity reasons but are available upon request.*

