

## SoundOut Consumer Insight Report

Taylor Ogburn - "Love Too Soon"

Artist

Taylor Ogburn

Track Title

Love Too Soon

Report ID: SO5031738



(Problems with the 'play' button? Try right-clicking with your mouse and clicking "Open Weblink in Browser")

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Benchmarks

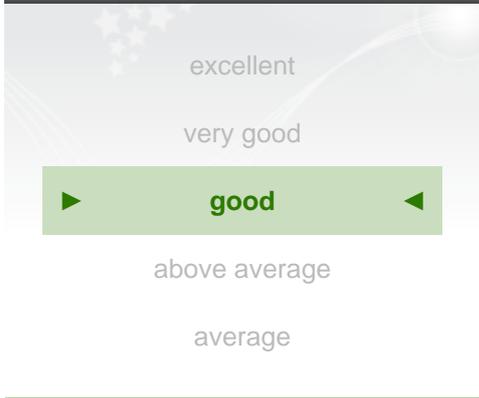
Definitions

Taylor Ogburn - "Love Too Soon"

Market Potential (Overall)



In Genre Classification



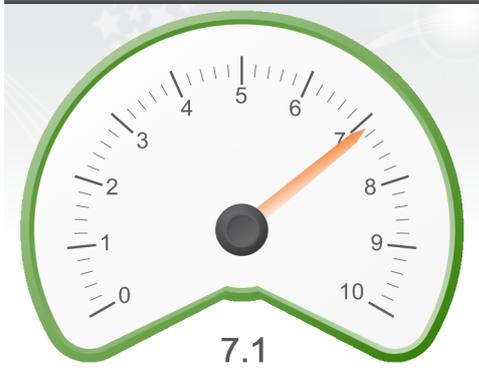
Summary of Results

The track is a potential single for the overall market

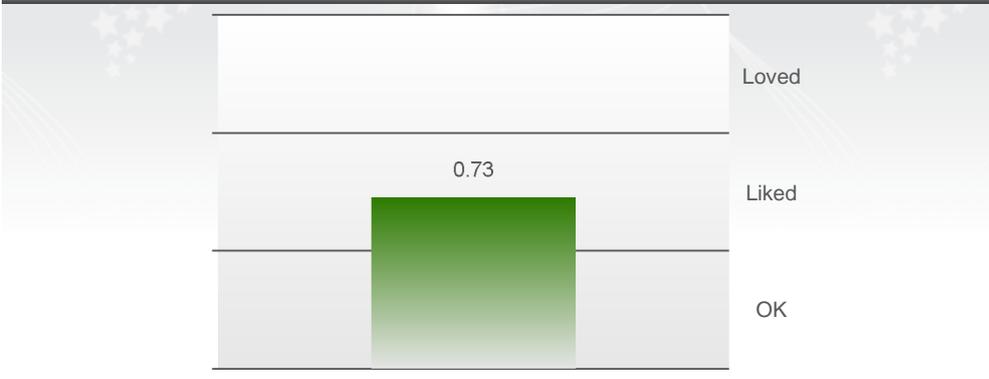
The track was classified as "good" within the Pop genre with an In-Genre Market Potential of 63% indicating it is a potential album track for this target market

The track received an overall Track Rating of 7.1

Track Rating



Passion Rating (Strong Rating > 1.0)

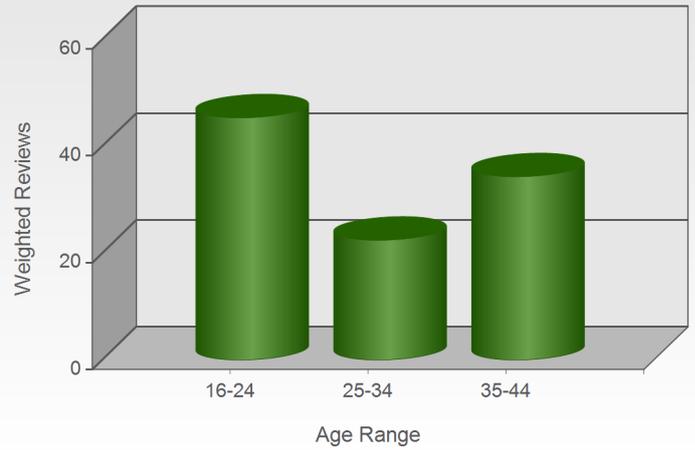
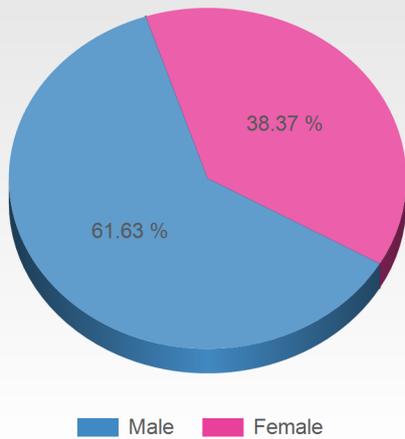


Three tracks by well known artists with a similar Market Potential to yours

Artist Name	Track Title	
Hot Chelle Rae	Jingle Bell Rock	<a href="#">▶ Play</a>
Ke\$ha	C'mon	<a href="#">▶ Play</a>
Veronica	Santa Claus Is Coming To Town	<a href="#">▶ Play</a>

## Sample Group

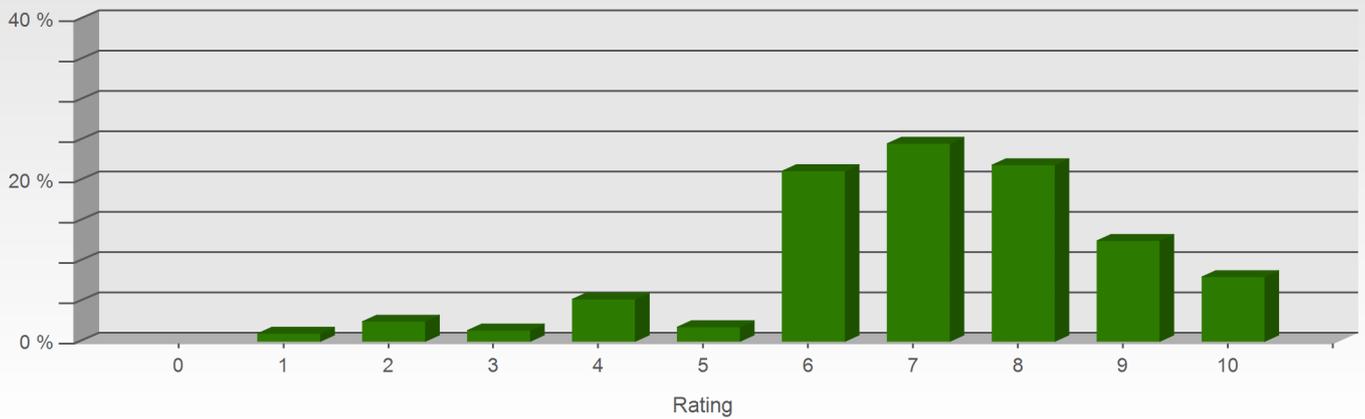
Results based on 50 original reviews (102 weighted reviews)



\* Weighted reviews volume refers to the total number of reviews undertaken taking into account review weighting according to how highly the review is regarded

## Overall Ratings

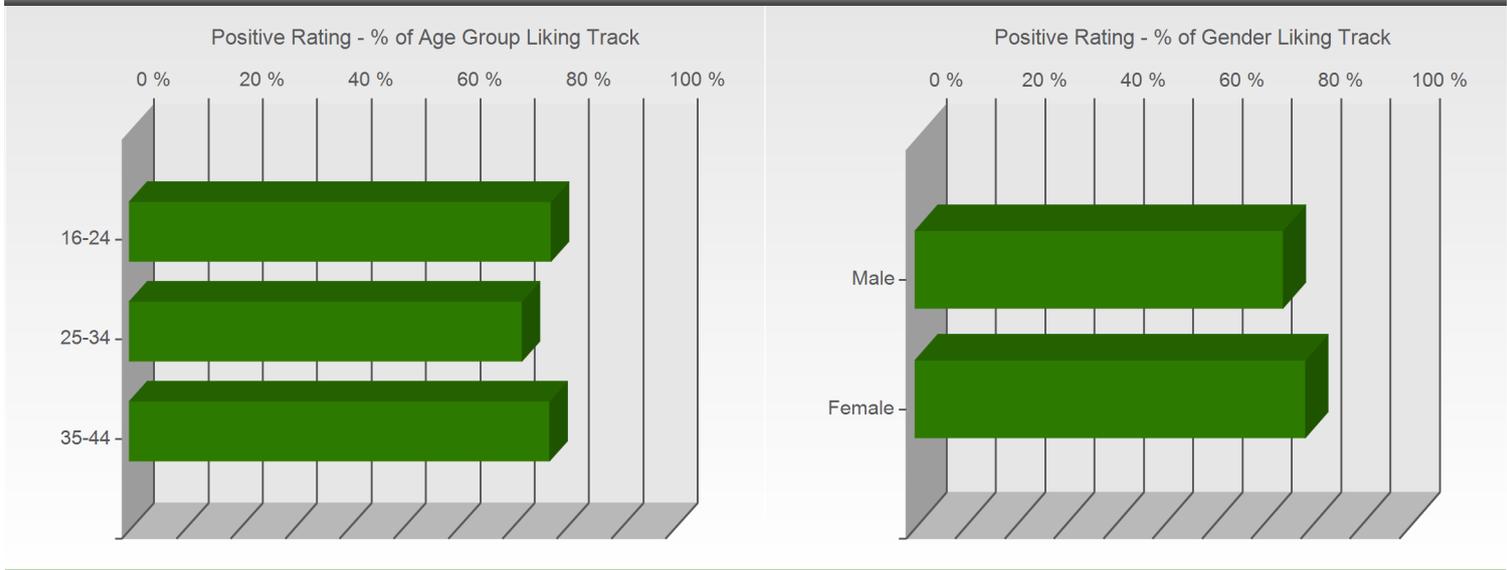
### Overall Distribution of Ratings



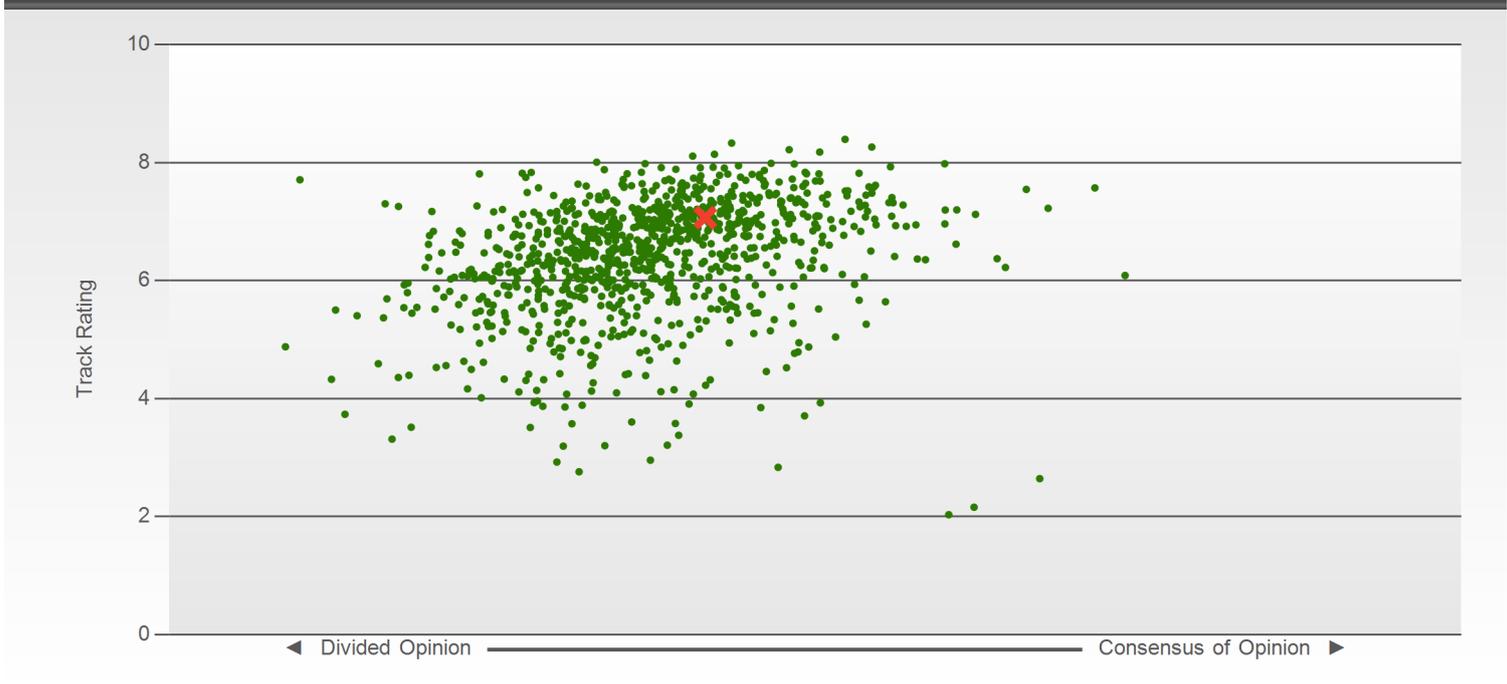
Most reviewers agreed on the rating of this track

## Detailed Feedback (Overall)

### Like Rating by Age Group and Gender (High Rating $\geq 80\%$ )



### Track Positioning Against 1,000 other tracks in the Pop Genre



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## Song Analysis

### How Talked About Elements Of Your Track Rate



### Word Cloud

alternative amazing arrangement average backing bass **beat** beautiful  
 beginning believe catchy cause changes charts **chorus** clear composition cool  
 creative different distinctive drums easy effects electric electronic energy  
 enjoyable falsetto fits **guitar** harmony high hits huge included  
 instrumental instruments interesting intro lead love **lyrics**  
 meaningful melody message mix musical musician notes original particular  
 percussion **perfect** performance perhaps potential pretty quality radio range relate  
 relaxing rhythm rock simple **singer** smooth soft solid strong style tempo  
 tone unique verses wonderful words



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## A Selection of Reviews

 <p>Age: 35-44</p>	<p>10-Apr-2013 14:57</p> <p>The song began with a good guitar sound which had a very bright sound overall, and the drums had a deep bass like feel in the sound. The track had a creative style musically and the sweeping effects were great and worked pretty well in the background. The drums were introduced in the middle and became more prominent too. The track had strong vocal and he sang with a convincing feel lyrically. The guitar sounded the best for me in this song.</p>
 <p>Age: 35-44</p>	<p>15-Apr-2013 14:41</p> <p>this instrumental mix has a very creative touch. the mix of something that's different to give the music a different feel is pretty good. i like the meaning to this song's lyrics, the words are very natural. the singer in this song has a attractive and shapely voice. this song just has a certain flair that i get into.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 00:53</p> <p>Cool awesome start. Nice beat. Nice background music. Artist sounds good. This artist can sing and articulate very well. I do however think the lyrics to be revised a little to make the song more commercial.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 14:13</p> <p>The most beneficial section of this composition is actually how the singer incorporates a enjoyable style. The song included which added identity that this lyrics ended up lost that we located great. The type in this arrangement is usually relaxed and the track likewise combined with this kind of. Your a good relationship seemed to be remarkably remarkable that journeyed with the lyrics along with the tune. This particular formula is different through other compositions which might be core these days as the singer designed this tune, harmony as well as the lyrics to visit jointly only properly. On the whole I believe that it make up is best so far.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 16:10</p> <p>The opening is interesting, but it sounds like you are more focused on musical effects than on just performing the song. The lyrics and vocalist are pretty good. The guitar is pretty good. Okay, the vocalist is good until he goes falsetto, then he fails. Stay down in your range and you will be okay. The odd little dut-dut-dut-dum in the background is just weird, lose it and the song will better. You guys are on the on the right track.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 17:41</p> <p>great music with a style all its own. good beat and nice instruments being played in this song. this could be a number one hit on the charts guess we just have to wait and see. this song has a lot of soul and sounds like some kind of soft rock. lots of listeners like this type of music. i see a lot of potential in this song and believe it will make it big on the charts and sell a lot of records.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 18:03</p> <p>A funky fresh styled delivery with an unusual undulating beat. The vocal was expressive &amp; tuneful with an original distinctive sound, but struggled a little with the high notes. The rhythm had plenty of variety but the sound was very electronic &amp; lacked substance. A mixed view on this performance but needed more time to develop.</p>
 <p>Age: 35-44</p>	<p>28-Apr-2013 18:38</p> <p>The instrumentals in this song are alluring. The vocalist has unique and raspy voice which I find enjoyable. The vocalist's falsetto is really enjoyable. The lyrics convey a relate able message a good break up song. The hook " I called it love to soon" lets you know that its a hard break up. The musicality of the track was well written.</p>

 Age: 35-44	28-Apr-2013 19:26 Nice slow intro followed by above average vocals. The music has a good melody and the tempo picked up towards the end of the song. The lyrics were average but all in all not a bad song. I think perhaps by adding a guitar solo the song might have been better.
 Age: 35-44	28-Apr-2013 19:37 The thump of the bass in this song wanted me to want more of this song! i think the singers voice songs almost perfect until he tries for those few high notes. Other than that, this is a spot on song that I want to hear more music from!
 Age: 35-44	28-Apr-2013 20:58 A very beautiful intro ,after me the artist has no experience ,but the melody is really good,and the lyrics is meaningful ,the rhythm is OK ,the mix of instruments is really interesting but it is not at all my type of music.
 Age: 35-44	29-Apr-2013 01:04 This can be a amazing and also resourceful composition. The particular progressive track can be interesting and also abundant as it were applied to the particular demanding catchy lyrics genuinely drastically. The particular song additionally adds to the nature of the make up which is sharpened as well as soothing. This harmony has been only wonderful that matched the actual wonderful song. The musician has an sleek skilled music strengthen in which sings that has a honest appreciation. Total I do think this composition is actually very well carried out and dynamic.
 Age: 35-44	29-Apr-2013 02:30 The song has a very unique and interesting melody, which is what I look for .. it has a great vocal and nice instrumentation .. even the high note falsetto sounds good .. it has a great alternative sound .. it sounds much more modern than 2dayz alternative hits .. it's got creative instrumentation and very good production .. it could be top of the alternative charts ... it gets a little too pop in the chorus, but it still has a great sound with nice energy .. it sounds very positive.
 Age: 35-44	29-Apr-2013 06:39 I love the song I like the intro how the instrument melange with the singer voice , that song kind of remind me of some of 80's song I used to listen when I was growing up. I love it
 Age: 35-44	29-Apr-2013 07:41 Quite a mainstream sound at the beginning, which isn't necessarily a bad thing. The tempo is a nice speed when taking the lyrics into consideration. The vocals are really good, and it is impressive to hear the lead vocalist hit the high notes. I enjoy the sound of the apparent violin being plucked in the background (though I am probably wrong about the instrument used) This is a song that would go down well in a Disco and is something I would actively search for and buy.
 Age: 35-44	29-Apr-2013 08:58 A good start to this song.The beat captures the imagination and leads you onto a pleasant song.The singer has a good voice.He has a lot of range up to the high notes.There is a rich tone and and a lot of expression.The lyrics have a contemporary feel to them.There is a good chorus that sticks in the mind.The words are easy to relate to,they are easy to understand and follow.The musical arrangement is simple but goo,The guitars build up into a strong rhythm and falls back down.This song is commercial enough to do well,there will be a fan base for this style.

 <p>Age: 35-44</p>	<p>29-Apr-2013 09:59</p> <p>The synthesizer on this one sounds great and it immediately caught my attention with the simple chord progression . The vocalist has a really nice voice ,his rich tenor gives life to the sexy lyrics.The guitar strumming along with the performance just enhanced the entire song.The artist and the music played at the correct volume neither element was competing or conflicting with each other so it made the song truly easy to listen to. This song had me swaying back and forth as I listened to it. It sounds ready for the radio. I look forward to hearing more from this particular artist.</p>
 <p>Age: 25-34</p>	<p>28-Apr-2013 12:21</p> <p>This melody is loving and adorable. The vocal is sweet, warm and charming. However, I think that the producer needed to add more instrumental accompaniments, like this the song sounds a little bit dry. But, the verses performed by this charming guy are joyful. Chorus is catchy and memorable. I liked the intensity and energy in it. Anyway, this song lacks some qualities in order to become huge. It is ok, but it doesn't posses strong instrumental moments. The vocal carries the song himself. He deserved better production and more tasteful and colorful instrumental.</p>
 <p>Age: 25-34</p>	<p>28-Apr-2013 17:37</p> <p>The song starts well. it is a good intro. The lyrics are heartfelt and stylish. The voice of the voalist is dinstinctive and warm. There is nothing to be said about the instrumental accompainment. Some how the song becommes predictive and repetitive. The overall conclusion is that the song sound bland and blank.</p>
 <p>Age: 25-34</p>	<p>28-Apr-2013 18:35</p> <p>I really enjoy the songs clarity here it feels just great to me. You really seem to have a wonderful hold on the records percussion here. I think you have to put in more volume in the songs bass. I love the songs high notes so much. Your musical ideas here work pretty well. You have this soft rock style mixed with electro dance pop. You remind me allot of marron 5 in my point of view. I think you have a good feeling in the songs drums its awesome. You really sound very passionate in this record. You have to sound much more powerful with your guitar riffs. You really hit high notes well like U2 in my view. You have relatebale everyday life sort of lyrics.</p>
 <p>Age: 25-34</p>	<p>29-Apr-2013 02:26</p> <p>This is the amazing as well as resourceful composition. The actual progressive track is useful along with abundant because it fits this challenging catchy lyrics actually greatly. Your beat additionally adds to the mother nature of this arrangement that is pointed and enjoyable. This a good relationship seemed to be only excellent the item matched up this remarkable melody. The vocalist has an clean specialist music develop in which sings that has a heartfelt interest. Overall I do believe that it make up is very nicely conducted along with active.</p>
 <p>Age: 25-34</p>	<p>29-Apr-2013 03:23</p> <p>This had a jumping melody, and it was a cool little jingle starting off. The instrumental was very original because i have not heard anything like it, so that caught my attention early. This singer though was just average, and he did not have a strong voice. But he still went fairly well with the song structure, so it still was a good listen. This was not a hit record or anything like that, but this was still a solid track. This song is one i enjoyed, but it was lacking star quality from the artist to really take this track to the next level, so i give this one a 7 out of ten.</p>
 <p>Age: 25-34</p>	<p>29-Apr-2013 05:24</p> <p>Keep the song more positive and not flat sounding in the keys and tones. The vocalist really struggled in this song by the sounds of it. I think they need to have a more rounded approach to the singing to really make it sound better. The rhythem was there after a while but it needs to be there from the start.</p>
 <p>Age: 25-34</p>	<p>29-Apr-2013 06:35</p> <p>Not a bad song, I do like the drum beat, it's nice and steady. The singer has a nice piercing voice with a little flare to it. The background music is very energetic and has a little bit of that futuristic sound to it.</p>

 <p>Age: 25-34</p>	<p>29-Apr-2013 06:47</p> <p>This is a very nice song. I love the guitar and this beat is nice. The vocalist isn't that great but I can hear this song being played on the radio. It has a very nice vibe to it. It's a relaxing summer song I would say. Everything fits perfect from verse to chorus. GREAT SONG.</p>
 <p>Age: 25-34</p>	<p>29-Apr-2013 08:23</p> <p>I would say that the musician is singing as if he is bored and thus making this song boring. Why I say this is that the song has no energy at all and its as if the musician is struggling to sing. Also the song has a lot of echos in it at first but at the end he tries to bring out the energy in the song. I would recommend that he sings as he owns the song but not as if he is forced to sing it.</p>
 <p>Age: 16-24</p>	<p>08-Apr-2013 11:07</p> <p>From the very fist seconds you can tell it's going to be a very original song, very original and imaginative melody. The vocals are really great, a lot of range, pitch perfect. The voice is very attractive, you could listen to this a lot. The lyrics are very interesting and original, like the idioms and perfect phrases. Very expressive vocals and melody, emotional and distinctive. Really like the song . The quality was really good. The song seems well balanced. There's really not much to add, it's great song and i think it has a lot of potential. The lead vocalist had a very nice and pleasing voice with a lot of range to it. He must be very talented or has put a lot of work into his vocals. Sounded very good and crystal clear and crisp. The lyrics were very distinctive and easy to make out, which is good, cause that way it's easy to remember them and sing along.</p>
 <p>Age: 16-24</p>	<p>24-Apr-2013 14:25</p> <p>The beginning beat is amazing, definitely radio material, you listen to this and you'd click your fingers every time you hear it! The vocals need some work but the lyrics are amazing, the bass and the beat is incredible! the instrumental version of this song would be incredible!</p>
 <p>Age: 16-24</p>	<p>26-Apr-2013 04:11</p> <p>This has a very infectious beat. It's guitar and string mixture makes for a really unique sound that still works very well. This is a very angry song, but the beat makes it very happy, and definitely electric. I could here this becoming a famous song, and the beat, from beginning to end, is easy to get stuck in your head. I really did not want it to end.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 16:32</p> <p>The song instantly give off a soft pop kinda feel but some soft rock feel also. The artist has a very good voice that goes perfectly with the way the songs instruments are played. The vocals are very soft and strung out to give that easy singing effect. The artist also sings faintly in the background to were the song sounds better to the ears and more like a HIT song.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 16:53</p> <p>sweet...great entry. So smooth. I can really feel the singers energy... rare and beautiful. Lyrics are great. very clear. nice bridges, superb beat! excellent timing and perfection in the tone</p> <p>The high's are great. I'm ready to buy this! I feel the story you're telling. great job! perfect title " called it love too soon" . everyone can relate to this .</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 17:08</p> <p>There are many tones and textures to the background music. There are a lot unique elements to this song. I like the variety of the instruments. I like how they all have their "turn" yet they work together at times to make a great melody. The singer is confident and loud. He shines above the music instead of blending into the background, which tends to happen a lot in this day and age. Very well done!</p>

 <p>Age: 16-24</p>	<p>28-Apr-2013 17:30</p> <p>The song comes in very weak and I do not like the effects used in at all. The song is very clippy and the instruments do not fit together nicely at all. The drummer does keep a solid beat while everyone else is trying to do their job. The singer is very talented. His voice is really nice and the lyrics are really cool. The song is well produced but the effects are overused on the keyboard and all the weird stuff going on.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 18:39</p> <p>I love that they said "Start the song." How adorable. I love it so far, at second 21. his voice is something I feel like I've heard before, just not in this type of music. His falsetto is creamy, and silky. The cymbals are overbearing. The pizzicato strings add motion to the song. His voice can be a bit dry at points. The song has a pulsing, stop start energy. It's as if you hear is starting then stopping. I wish the chorus had more texture. The song get boring, it needs something special. The harmonies in the chorus add LIFE. They are much needed. I like this song. It's a hit. If you add life into the chorus, it would be a hit. Maybe a huge electric guitar. After the bridge the chorus got big, then died down. That was a huge no no. It needs to be bigger after the chorus. His voice is beautiful, although it is typical, his voice can make hits. This song has so much potential. It's in a major key, so it's bright and happy. Teenagers would probably be all over this one.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 19:26</p> <p>Nice intro on this! The beat packs a great crunchy sound, along with the clean guitar lick, making a really nice textured sound. I liked the part with the cymbals, played on live drums. This is a classic pop song, in every way.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 19:38</p> <p>The intro reminds me of the Jessie J's song. There are soo many changes in the rhythm and melody. His voice is perfect and this is a modern song which has a great future and potential to become a huge hit! I'm impressed so far. I liked the chorus a lot, magic voice, I was really amazed. This is a great song and I would love to hear at it again since they put hard work into it and suits my music preferences. I don't know what else to add, cause I don't think anything at all should be changes as his voice is so clear! I liked the fact that you hear to all sides of his voices, soft and whatnot!! The chorus is so wonderful, it totally changes my first opinion about the song! Absolutely stunning work, I really enjoyed listening at it! Nothing should be fixed, it should stay as perfect as it is right now and it has some great potential to be successful.They should totally forward this song to music industry cause I'm sure they will all like it just like I just did!</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 19:56</p> <p>I instantly liked the beat of this song. It makes you want to move your head, even if you are doing important work! The vocalist has a beautiful voice, and it relaxed me. I like the lyrics, they are new age but still talk about his future love. The instruments are accompanying the vocalist well, and when he hits the high notes of the song, the musicians keep up well. I like the techno elements of the song.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 20:35</p> <p>This is definitely not one of my favorite tracks. I hate to say it, but it has a narcissistic feel to it, a self-serving malevolence which I seem to find despicable. You need to find your own sound. The VOcals were not something to write home about, nor was the guitar, lazily strumming around. And the electric pizzicato was not needed. Horrid.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 20:48</p> <p>In my opinion i find the beginning very catchy and fun. But as the song continues going i dont like the beat and tempo and sound. I also dont like the voice of the singer and the lyrics and message. In conclusion i give this only 4 stars. I give it 4 stars because the tempo and beat dont change and the rhythm doesn't suit the lyrics or the message. i also dont understand what the person who is singing is saying.</p>

 <p>Age: 16-24</p>	<p>28-Apr-2013 20:49</p> <p>The introduction to this song is quite familiar. The lyrics were original but I would have like it better if a girl sing this song to make it a little smooth and soothing to the listeners. The beats are fine! rhythm were just fine too! a little more adjustment and it's going to be perfect!</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 21:12</p> <p>This is a pop rock song that reminds me of kaiser chiefs. It was quite good and I could clearly hear the singers passion in his vocals. It is quite catchy and I would perhaps see this as a top song for markets.</p>
 <p>Age: 16-24</p>	<p>28-Apr-2013 23:35</p> <p>Tracks like these are my guilty pleasure. I was hooked by the spoken word intro and the instrumental that rang throughout the rest of the piece. Although I wasn't a huge fan of the vocalist's voice, it worked because it made the pain he was singing about believable. It personified how trapped he expressed in lyrics, especially the change in tone and tempo when singing the same chorus. I didn't want this track to end. I really enjoyed it. I found the upbeat melody refreshing despite the distressed lyrical content.</p>
 <p>Age: 16-24</p>	<p>29-Apr-2013 01:51</p> <p>"start the song" i always like it when people do that. voice is gold. interesting guitar part on off beats. solid percussion part also on off beats. electronic part entertained me. groovy chorus part. very relaxing. enjoyed lyrics. change-up is wonderful.</p>
 <p>Age: 16-24</p>	<p>29-Apr-2013 03:41</p> <p>There is a deep beat on the track.The artist has a different type of song.It still doesnt convince me that they have the best singing voice.I feel they do not know how to hit the high notes.I dont know what to think.It has a negative effect on my opinion.</p>
 <p>Age: 16-24</p>	<p>29-Apr-2013 04:17</p> <p>The words "start the song" at the beginning of the song are unique and humorous. The vocals are great, as the singer has a beautiful voice. The background singing fits well and makes sense, adding to the piece as a whole. The use of the guitar was cleverly included. The percussion was great, and it created harmony. The beating at about 2:47 was included well. I like the lyrics, which are understandable and comprehensible. Overall the song was great and has great potential.</p>
 <p>Age: 16-24</p>	<p>29-Apr-2013 04:54</p> <p>The slow guitar sound and the quickly played piano create the smooth, funky groove which is accompanied by vocals that contain a hint of remorse and happiness. The drums come in for the chorus, and it combines with the guitar well, so excluding the piano was a good idea for that part. Honestly the verse sounds better than the chorus, it contains a catchy guitar riff and decent lyrics. The singers voice is good and it works well for the song. A rating of 8 shall be given for the song contains alternate rock qualities but it sounds a bit original for I don't hear this beat often. I think it would be a nice addition to the radio because it sounds nice overall.</p>
 <p>Age: 16-24</p>	<p>29-Apr-2013 09:00</p> <p>I really like this, the electronic sounds and simple guitar riffs complete the singers voice. Its a simple song but it serves in this genre. It seems a tad empty though, at lack of a real build or have any meaning.</p>

## Benchmarks

### Market Potential

This is the most important commercial indicator for the track. It combines the Track Rating and the Passion Rating to give a definitive prediction of commercial success within the market. You're looking for **a minimum of 60%**.

A track that rates in the 'single' range has a good chance of chart success\*.

The classification indicates where the track is positioned among over 50,000 other tracks:

"Excellent" : **top 5%** of all tracks

"Very good" : **top 15%** of all tracks

"Good" : **top 30%** of all tracks

"Above Average" : **top 60%** of all tracks

"Average" : **bottom 40%** of all tracks

\*Chart success assumes a reasonable promotional budget. It should also be noted that the relative success of a single is also directly related to the existing profile of an artist.

### In Genre Classification

In Genre Classification indicates where the track is positioned among thousands of other tracks in its own genre, and the track's commercial potential within this target market:

"Excellent" : **top 5%** of all tracks in this genre. Indicates a **strong potential single in this market**

"Very good" : **top 15%** of all tracks in this genre. Indicates a **potential single in this market**

"Good" : **top 30%** of all tracks in this genre. Indicates a **potential album or promo track in this market**

"Above Average" : **top 60%** of all tracks in this genre

"Average" : **bottom 40%** of all tracks in this genre

### Track Rating

This is the overall rating for the track as calculated from the weighted average of all the Reviewers' ratings. This simply measures how 'good' the track is overall (not necessarily market potential). When combined with the Passion Rating it gives an accurate prediction of the Overall Market Potential for this track. Look for a **minimum of 7.0** to indicate a high quality track.

### Like Rating

The Like Rating indicates the proportion of Reviewers who liked the track by age group and gender. A high Like Rating of **at least 80%** is what you're looking for, in other words 80% of Reviewers liked the track.

### Passion Rating

The Passion Rating is important and has a big impact on potential sales. It indicates the intensity with which Reviewers liked the track compared to how they have liked other tracks: whether they thought it was OK, they Liked or Loved it. A **"Loved" Passion Rating (1 or above) equates to strong sales potential.**

## Definitions

### Reviewers/Sample Group

This is the group of music fans and consumers who have listened to the track online and left their track rating and written review. They are sourced from our sister site, Slicethepie and they do not know they are conducting market research when they hear the track, which helps to achieve honest and objective responses. The sample group is selected at random and screened by their age, gender, employment status, location, genre preferences and habits around music buying and social networking. A diverse sample group of reviewers is required to form a "smart crowd" which ensures an accurate Track Rating. See "Wisdom of Crowds" below.

### Reviews

The reviews are written by music fans and consumers based world wide who must listen to at least 60 seconds of the track before giving a rating and writing their review. You have the option to keep the track and artist name anonymous from the Reviewers when ordering your report.

### Song Analysis

This is generated using a technology that automatically "reads" all of the reviews and identifies which elements of the track the reviewers are commenting on the most. It then establishes whether the comment is positive or negative, collects all this information and displays the result as a graph. This analysis is particularly useful to help improve songs or recordings.

### Star Ratings

The higher the star rating of a Reviewer, the better they are at judging the broader consensus rating of the track. When calculating the overall Track Rating, each Reviewer's track rating is weighted in accordance with their number of stars. For example a track rating from a 4-star Reviewer carries four times as much influence as a track rating from a 1-star Reviewer. Public star ratings encourage diligence among Reviewers.

### Track Positioning

This evaluates how your track compares against other tracks of the same genre and presents the results graphically. Tracks are charted according to their overall Track Rating and the consensus of opinion.

### Word Cloud

This visualisation reveals what emotions and key themes the Reviewers mentioned most often in the reviews. The larger the word, the more it was used by the Reviewers when describing the track.

### Wisdom of Crowds

Wisdom of Crowds is a proven methodology that large groups of ordinary people organised under the right conditions (a "smart crowd"), outperform small groups of experts in making decisions and predictions. It is not new. It is the science behind Google and decision-making in some of the largest companies in the world. It has been proven time and again that collective wisdom consistently surpasses the experts. It also means that SoundOut can guarantee 95% accuracy in Track Ratings.

The 4 conditions required to form a "smart crowd" that delivers an accurate result are:

- 1) *Diversity of opinion*: A sample group of reviewers with many different points of view makes better decisions than one where everyone has the same information.
- 2) *Independence*: The reviewers' opinions are not influenced by others.
- 3) *Decentralization*: Answers are given by individual reviewers based on their own local and specific knowledge rather than by a central person.
- 4) *Aggregation*: There is a way of accurately measuring the sample group's collective answer.

For more information on this see our FAQs on [www.soundout.com](http://www.soundout.com).