

CASE STUDY

CIVIC
science

PROJECT

Pittsburgh Steelers Power Ranking

CLIENT

Pittsburgh Post-Gazette

OBJECTIVE

Pittsburgh loves its sports teams. When player x does something on social media or on the field, fans always have something to say about it. The Pittsburgh Post-Gazette wanted a way to track Pittsburgh Steelers players and coaches over the season to be able to identify how game performance, social media presence and other events impact their likability among readers from week to week. The PG team wanted a way to quickly identify changes in favorability and use the findings in editorial pieces.

USE CASE & FINDINGS

The CivicScience team started tracking the top Steelers players and coaches ahead of the season to build up the baseline of favorability. A Steelers Power Index dashboard was created to track the weekly changes.

In September, after plenty of anecdotal evidence suggested that the favorability of two Steelers players, Le'Veon Bell and Antonio Brown, had plummeted, the Pittsburgh Post-Gazette confirmed it by checking the CivicScience Steelers Power Index. CivicScience's index helped the PG team quantify exactly what the pair of athletes lost in popularity amid the former's contract dispute and the latter's sideline and social media outbursts.

Bell: "The percentage of fans who said they didn't like him at all spiked first to 79 percent after Week 1, then 82.6 percent following Week 2."

Brown: "Polling found his support has more than halved to 21.1 percent, while his unfavorability score more than doubled from 19.9 to 44.3 percent."

OUTCOME

The Pittsburgh Post-Gazette published a piece in its sports section highlighting the story the poll responses told. The Post-Gazette will continue to track certain players favorability as the NFL season continues. CivicScience's "always on" questions allow for comparing timeframes and changes over time.

Read the full piece [here](#).



Le'Veon Bell and Antonio Brown have tanked in popularity



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