



## Ben Robertson

ESC Insight, UK

This presentation aims to investigate the significance of the running order in the Eurovision Song Contest. While former Executive Supervisor Jon Ola Sand claimed that running order has no significant impact on the result, other researchers have found linear order effects of a similar pattern and magnitude, suggesting that scores tend to increase the later in the show an artist performs.

To better understand the effect of running order bias, this study examines rankings from the show's jurors from 2014 to 2022, comparing each juror's rankings from the Semi Final with their rankings from the Grand Final. By analysing the change in success between the two shows and correlating it with the relative change in running order, we aim to investigate whether the later running order's success is solely due to higher viewership at home or a product of human nature.

Our findings show a significant correlation between the change in success and the running order. At the 95% confidence level, we conclude that the later a song is performed in the show, the better its chances of doing well with Eurovision jurors.

Overall, this study provides valuable insights into the impact of running order on the Eurovision Song Contest's results and contributes to the ongoing discussion about the contest's fairness and transparency. In addition this topic is also of note for all others studying human behaviour in sequential rankings, and how human beings demonstrate a recency bias.

### Biography:

With a decade of experience in covering Eurovision for ESC Insight, I have attended 23 national finals and over a dozen ESCs/JESCs with press accreditation. My focus has been on statistics, as evidenced by my written contributions and podcasts about running order bias.

My academic background includes a degree in Physics and Earth Sciences from Durham University, and I relocated to Stockholm ten years ago after completing my teaching qualifications. Currently, I work as a project coordinator for a local sports club.