

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Data Analysis
- Charity
- Twitch

TOPIC: ANALYZING FUNDRAISING CAMPAIGNS ON TWITCH: DESCRIPTIVE PERSPECTIVE

Since its launch in 2011, Twitch has gained popularity at a very rapid pace and has become the world's leading platform for online live streaming (Belous 2020; Needleman 2015). In 2020, it had over 30 million average daily viewers and over 2.5 million viewers watched at any point of the day (Twitch 2021). The popularity of the platform has also opened up a new avenue for philanthropy, with Twitch streamers raising more than \$83 million dollars for charity in 2020 alone (Strub 2020). These fundraising activities are generally held through a concept called "Charity Streaming" in which streamers cooperate with non-profit organizations to raise funds for their cause (Mittal and Wohn, 2019). To further support these efforts, Twitch has recently added a "charity mode" that further simplifies streaming for a good cause and soliciting donations from the gamer's thousands of loyal viewers (Hatmaker, 2022). Despite the proliferation of charity streaming, however, we currently know very little about this new phenomenon.

The aim of the thesis thus is to gain first insights into this new way of fundraising and giving to charity by analyzing the characteristics of fundraising campaigns on Twitch. A key objective of this thesis is to identify key drivers of successful donation campaigns (e.g., streamer and charity characteristics, content of the stream, etc.). The dataset will be supplied by the supervisors of the thesis. In order to investigate the above research question, the student is expected to have solid skills in explanatory data analysis (EDA) and some experience with conducting statistical analyses preferably in Python or R.

LITERATURE & LINKS:

Belous, Daria (2020), "The effect of Coronavirus on streaming in April," (accessed 15.03.2021, 2021), [available at <https://escharts.com/blog/effect-coronavirus-streamingapril>].

Hatmaker, Taylor (2022), "Twitch is adding a 'charity mode' that simplifies streaming for a good cause," Tech Crunch, available at <https://techcrunch.com/2022/07/19/twitch-charity-stream/> [last accessed 10/23/2022].

Mittal, A., & Wohn, D. Y. (2019), "Charity streaming: Why charity organizations use live streams for fundraising". In Extended Abstracts of the Annual Symposium on Computer-Human Interaction in Play Companion Extended Abstracts (pp. 551-556).

Needleman, Sarah E. (2015), "Twitch's viewers reach 100 million a month," The Wall Street Journal, New York, 29.

Strub, Chris (2020), "\$83M+ Raised And Counting In 2020: Are Twitch Streamers The New Philanthropists?", Forbes, available at <https://www.forbes.com/sites/chrisstrub/2020/12/18/83m-raised-and-counting-in-2020-are-twitch-streamers-the-new-philanthropists/?sh=238f9d052e52> [last accessed 10/23/2022].

Twitch (2021), "Twitch," (accessed 16.03.2021, 2021), [available at <https://twitchadvertising.tv/audience/>].

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APPLICATIONS:

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