

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Experimental Design
- Streaming
- AI

TOPIC: AI ENHANCED STREAMING

Online streaming platforms have witnessed a profound transformation with the rise of AI-enhanced content creation. VTubers (i.e., Virtual YouTubers, or streamers who use digital avatars), powered by advanced algorithms, have gained significant attention for their ability to entertain and connect with audiences. Platforms like Twitch with over 30 million daily viewers in 2020 serve as epicenters for both human streamers and AI-enhanced content creators.¹ The infusion of AI technology into streaming introduces a novel dynamic, where virtual avatars interact with viewers in real-time (Sakuma et al. 2023). Understanding how viewers engage with AI-enhanced streams in comparison to human-led streams is therefore essential.

Thus, the aim of the bachelor theses in this area is to gain first insights into this new way of streaming and the behavior of viewers towards it. For example, one could study how much viewers are willing to donate to human streamers compared to VTubers. Another thesis could focus on how much viewers are willing to pay for products depending on the type of VTuber (e.g., Female vs Male) that promotes them. For all these bachelor theses, students are expected to set-up an experiment, run it online, and analyze the results.

LITERATURE & LINKS:

Sakuma, H., Hori, A. Murashita, M., Kondo, C., Hijikata, Y. (2023), "YouTubers vs. VTubers: Persuasiveness of human and virtual presenters in promotional videos". *Frontiers in Computers Science*, 5, 2023.

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APPLICATIONS:

Applications with CV and transcript of records should be sent to Uğurcan Dündar (ugurcan.duendar@wu.ac.at).

¹ <https://twitchadvertising.tv/audience/>