

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Data Analysis
- Charity
- Twitch

TOPIC: ANALYZING FUNDRAISING CAMPAIGNS ON TWITCH

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 to solicit donations from the gamer's thousands of viewers (Hatmaker, 2022). Despite the proliferation of charity streaming, we currently know very little about this new phenomenon though.

The aim of the thesis thus is to gain first insights into this new way of fundraising and giving to charity by analyzing fundraising campaigns on Twitch. A key objective of this thesis is to reveal what is affecting the donation campaign during a live stream event (e.g., active calls for donations, state of the game, other incoming donations, etc.) and its effect on streamers' success.

You can choose from one of the following settings to study the above research question:

Setting 1:

Examine how the streamer's participation in charity streams affects viewers' attitudes towards the streamer for different game genres (e.g., first-person shooting vs real time strategy).

Setting 2:

Examine how the streamer's participation in charity streams affects viewers' attitudes towards the streamer for games of varying interaction levels (e.g., streams with no camera on vs streams with a camera on).

Setting 3:

Examine how the cause of the charity stream (e.g., disaster relief vs mental health) affects viewers' attitudes towards the streamer for different game genres (e.g., first-person shooting vs MMORPG).

Setting 4:

Examine how the cause of the charity stream (e.g., mental health vs hunger relief) affects willingness-to-give for different game genres (e.g., life simulation vs sports game).

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/>].

SUPERVISOR:

- Uğurcan Dündar: <https://www.wu.ac.at/en/imsm/about-us/team/ugurcan-duendar>
- Prof. Dr. Nadia Abou Nabout: <https://www.wu.ac.at/en/imsm/about-us/team/nadia-abou-nabout/>

APPLICATIONS:

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