# Digitale Transformation in Wirtschaft und Gesellschaft

Milestone 07.05.20

University of Bamberg/ University Konstanz

2020

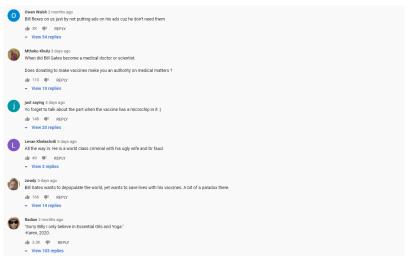
#### Our Team

- ▶ 4 Bachelor Students (Winf & IS)
- ▶ 1 Master Student (Data Science)

#### Introduction into the topic

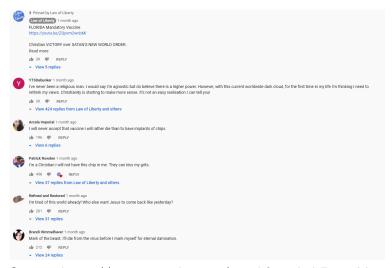
Bill Gates, together with his foundation has occupied a leading role in the global fight against COVID-19. He received a lot of media coverage on the traditional media and social media in the past weeks, but not all coverage is positive. An increasing amount of content that is produced around the name of Bill Gates accuses him of things like microchipping humanity to control them or being responsible for the outbreak of COVID-19.

### Comments: "Bill Gates explains how vaccines work"



Source: youtube.com/watch?v=hh6xTguRn9o

# Comments: "Bill Gates - Microchip Vaccine Implants to fight Coronavirus"



Source: https://www.youtube.com/watch?v=1k9LE5az\_iY

#### One Potential Research Question

Is there a causal link between the sentiment in the YouTube comments and the topic bias of videos about Bill Gates?

## Data Gathering

- ► Gathering of YouTube comments of videos about Bill Gates
- Interfaces: YouTube API and manual initial selection of starting point
- ► Tools: Python