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Weekly assignment 5

In their article "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" Zhao et al. (2021) aimed to answer which factors are associated with Twitch streamers' popularity and what are the key characteristics associated with streamers' viewer base, personality, professionalism, and streaming affordance. This is a relevant question to sponsors trying to figure out who they should give their financial help to. The sponsors' task is not simple due to the skewed distribution of streamer popularity. (Zhao et al. 2021)

In the study the authors applied data from a dataset they constructed themselves. This unique dataset was put together using many data collection efforts including for example Twitch API and Twitter API. The data was collected over a period of three weeks and had real-time channel status and video data from 544 streamers streaming the games League of Legends and Fortnite. (Zhao et al. 2021)

The study's questions were answered by conducting a research model. The data used in this model was based in machine learning and deep learning techniques. For examples the videos selected to the research were transformed into text transcripts with deep learning. This data was analyzed with correlation analysis. The analysis's dependent variables were log-transformed. (Zhao et al 2021)

There were two dependent variables in the research model of the study. The dependent variables were 'view count' and 'number of followers. The log-transformation was conducted on these variables. The independent variables in the study were 'profile building affordance for description', 'profile building affordance for a customized banner', 'openness personality score', 'number of words in the transcript', 'steamer's professionality', 'account level', 'Twitter account', 'conscientiousness personality score', 'webcam', 'extraversion personality score', 'neuroticism personality score' and 'agreeableness personality score'. (Zhao et al. 2021)

The robustness was checked in the study by findings by comparing results from the authors' baseline model with other models. The authors tested the log-models of variables 'view count' and 'follower' with different combinations independent variables and employed OLS regression with log-transformed dependent variable. (Zhao et al. 2021)

References:

Zhao, K., Hu, Y, Hong, Y. and Westland, C. (2021). Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv. Journal of the Association for Information Systems, 22(4) 1076-1098, doi: 10.17705/1jais.00689