

IDEA 1:**Project title 1 (Descriptive title that captures your idea1)**

Pandemic Fight and Fright: Exploring the Evolution of Twitter users' sentiment surrounding COVID-19 Vaccination via Longitudinal Analysis

What you want to do?

I want to look at public sentiment regarding COVID-19 vaccination across time, from the announcement of the start of development, to the fast-tracked approval of the vaccine, to the deployment and administration of citizens. How has this sentiment changed as a function of time? Does sentiment differ across demographic groups?

Why should we care?

Having strong public support for vaccination is very necessary in order to achieve so-called herd immunity (roughly 60% of the population must be vaccinated). When the first vaccine was fast-tracked and approved by the FDA, it seemed, from brief reading on the subject, that many people were still skeptical of the vaccine.

Even now, per this Forbes report, a large percentage of frontline workers are hesitant to get the vaccine.

<https://www.forbes.com/sites/tommybeer/2021/01/02/large-numbers-of-health-care-and-frontline-workers-are-refusing-covid-19-vaccine/?sh=32e0db773c96>

In order to instill trust in the population and thus vaccinate enough people, we first need to understand what the sentiment is and what has been driving it across time. Then educational campaigns and other strategies may be used to address the skepticism surrounding the vaccines.

Keywords – To mark topic and domain of the idea.

COVID-19, pandemic, vaccine, safety, danger, Moderna, Pfizer, education

IDEA 2:**Project title 2 (Descriptive title that captures your idea2)**

The Effect of the Social Media Users on Asset Valuation: Exploring how an Asset Develops a Backing in an Online Community and the Consequences of Users' Actions

What you want to do?

I would like to understand exactly how assets develop a backing in a financial subreddit. This is especially interesting for worthless assets, where people agree to buy the asset on some basis in spite of its evident worthlessness (garbage cryptocurrency coins, garbage stocks).

This was first evident with cryptocurrency, where /r/bitcoin and related subreddits shilled the currency like crazy and drove the prices up. Once mainstream media caught note of the rising prices, the “fear of missing out,” or FOMO, effect kicked in and spiked the price even more.

How does this snowball effect begin? What is the impetus and how does it progress?

(I realize this may be tough/impossible to study with current tools and the project isn’t scoped enough yet). It could be pretty difficult to design methods to study this, especially when there may be bots and such controlling the visibility of posts.

Why should we care?

Market manipulation is a huge topic at the moment. People have made and lost tons of money at the expense of social media’s effects on asset value. This was especially evident during the late 2017 – early 2018 crypto bubble.

Gamestop / retail stock manipulation is a huge topic right now, but I’m not specifically talking about Gamestop; that could be classified as something of a different scenario. People wanted to shoot the price up to squeeze the hedges who were shorting it (and prove a point).

But the “snowball effect,” as I’ll call it, is present in both of these situations.

Ultimately, we should care because in some cases, we may need to determine what should and should not be allowed. Financial analysts are prohibited from providing misinformation about a certain asset, but does this apply to social media users as well? Should there be more moderation? Should “free speech” rule?

Keywords – To mark topic and domain of the idea.

Finance, market, manipulation, asset, value, stock, price, reddit, social media, snowball, trend,