



DTU Entrepreneurship Thesis Proposal

ID: 0010

Keywords: Gender bias, media analysis, start-up competitions

“Bias in start-up competitions and pitches”

The aim of this topic is to determine as to whether stereotypical gendered beliefs and characterizations are created or maintained in start-up competitions. By using a media analysis approach, you will examine video material from an English language pitching competition and investigate what processes normalize and reinforce gendered stereotypes. Research questions include:

- How does the diversity of the panel of judges or investors influence the outcome for the successful team that wins the competition?
- Is there a relation between the questions asked of the teams and the gender of judge/team and the team?

Note that prior experience with media analysis is preferred.

Main Supervisor
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CO-Supervisor
Tba

Thesis level
MSc

Proposed starting semester
Spring or Autumn 2021