



DTU Entrepreneurship Thesis Proposal

ID: 0011

Keywords: Gender bias, data analysis, programming, entrepreneurship

“Uncovering gender bias in media coverage of Danish entrepreneurs”

This study aims to fill the gap in entrepreneurship research investigating how gendered language influences implicit bias and as a result, the decision-making processes involved in the entrepreneurial process.

Media coverage of entrepreneurs will be examined at a large scale with the aid of computational text analysis techniques. You will investigate the media discourse of entrepreneurs in general business press to quantify and analyze bias in the coverage of entrepreneurs and answer the following questions:

- Is media coverage of entrepreneurs gendered?
- Are entrepreneurs framed in a way that reproduce gender associations in entrepreneurship?
- What other differences in the coverage of entrepreneurs can be identified and associated with gender bias?

Note that a strong programming background is preferred as the topic requires substantial data collection from media, organization of collected data and text analysis of the content.

Main Supervisor
Lars Alkærsig

CO-Supervisor
Tba

Thesis level
MSc

Proposed starting semester
Spring or Autumn 2021