

THE PRESENCE OF CROWDFUNDING IN THE DIGITAL GENERALIST PRESS

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Abstract

The development of the so call Fintech has helped to expand the availability of new forms of financing. Amongst the different alternatives, crowdfunding has received increasing interest over the past few years. This study analyzes how generalist digital press addresses crowdfunding and identifies the attributes linked to this phenomenon. The sample is defined in terms of a linguistic corpus comprising content related to crowdfunding drawn from the digital editions of the four most important generalist Spanish newspapers up to October 2020. Word association and co-occurrence analyses were carried out. Correspondence between social, academic and media patterns related to the crowdfunding phenomenon are revealed by the results. This study provides empirical evidence that helps to identify the ways in which the media approaches crowdfunding through the analysis of media content rather than public perceptions or the academic approach of the phenomenon.

Keywords: *Crowdfunding; Digital_press; Semantic_analysis*

Track: Advertising & Marketing Communications