

# Gates Foundation



*“Your "philanthropy" is useless when misguided. Give your billions to 500 random people and I'll have a lot more faith in them doing the right thing than you and Ivory tower Bill.” Douglas MacDougall [LinkedIn](#)*

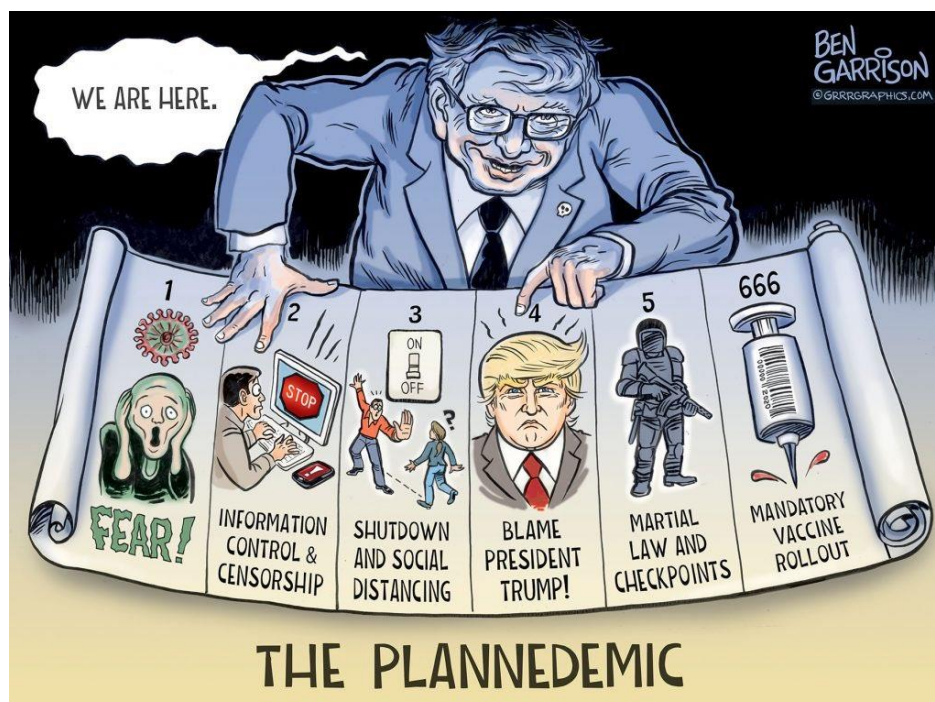
***“Bill Gates was planning to use the Coronavirus as a catalyst to sell vaccines from the very beginning! Gates has been heavily investing in vaccines since 2010” Ned Nokolov, Twitter***

## Overview

Established in 2000, with assets over \$46 Billion, the Bill & Melinda Gates Foundation (GF) is the largest private foundation in the world. GF’s purpose, which is personally overseen by Bill and Melinda Gates, is to enhance healthcare, reduce extreme poverty, and to expand educational opportunities. During the coronavirus pandemic, Bill’s outspoken discussions promoting specific vaccine trials, funding certain public health programs, and engagements with world leaders has called to question Bill’s personal intentions and the purpose of the GF.

## Key Findings

- GF’s identity is centered around the activities of Bill and Melinda Gates
  - 72% of all discussions feature either or both individuals
  - 54% include claim issues and terrible customer service
- Growing distrust toward Bill and the GF during the Coronavirus crisis
  - 42% of online discussions question Bill’s intentions in promoting specific programs and initiatives (e.g. vaccine trials in Africa)



Meme suggesting Bill Gates’ secret plan

**“Gates Foundation Buys Stock in Google, Twitter, Apple and Amazon in First Quarter Before Pushing Pandemic Panic Porn”** *Jim Hoft, [Twitter](#)*

## Sentiment Analysis

Measured overall public sentiment from online discussions associated with the GF within the U.S.

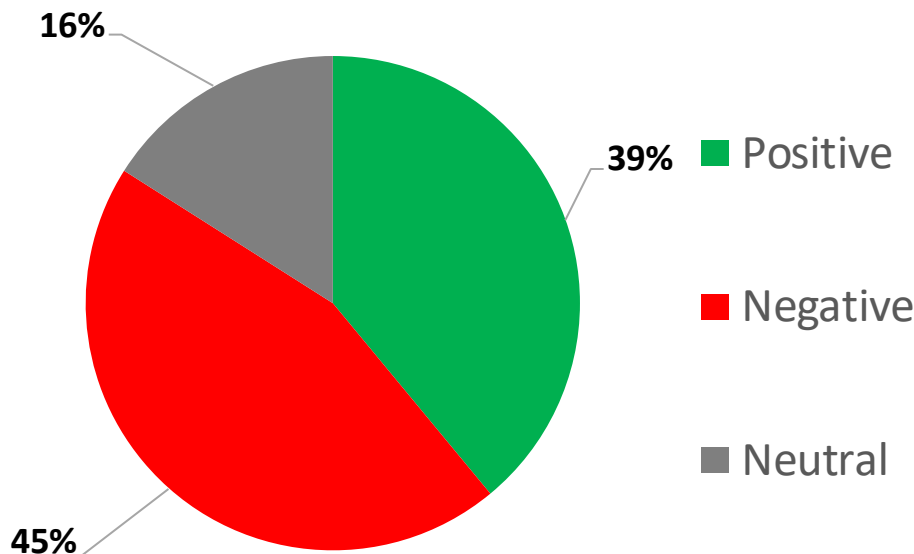
### Baseline Sentiment (January 1 – February 29)

- Positive sentiment (39%) was primarily due to the GF’s work in Africa and South Asia (e.g. \$100 million [commitment](#) during onset of Coronavirus)
- Negative sentiment (45%) stemmed from disproportionate funding to Africa amid controversies surrounding population [control](#)

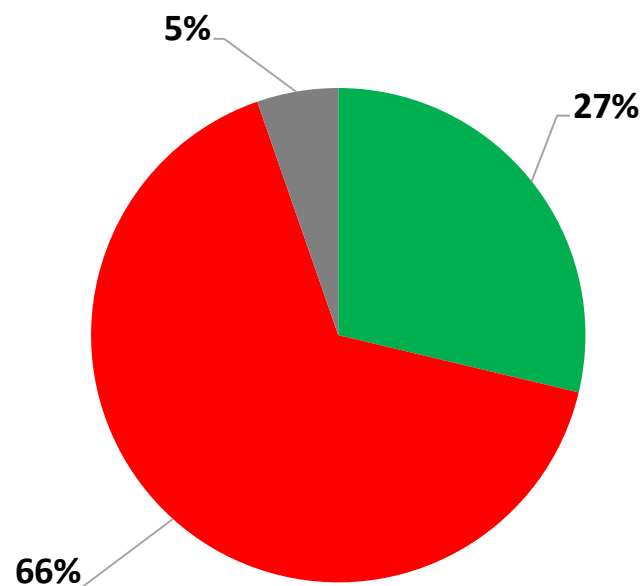
### Coronavirus Sentiment (March 1 – June 1)

- Negative sentiment (66%) was linked to over emphasis by Bill Gates on vaccine trials instead of providing direct assistance to health workers (e.g. Personal Protection Equipment)

**Baseline**



**Coronavirus**



***“Sadly I am not surprised Gates is a poster child for hypocrisy and evil.”***  
Dory O’Toole, [Twitter](#)

## Topic Modeling

Identified the top three (3) trending topics from online discussion within the U.S. associated with the GF:

### Coronavirus Vaccines

- 42% discussed the role of the GF in funding the clinical trials for a Coronavirus vaccine

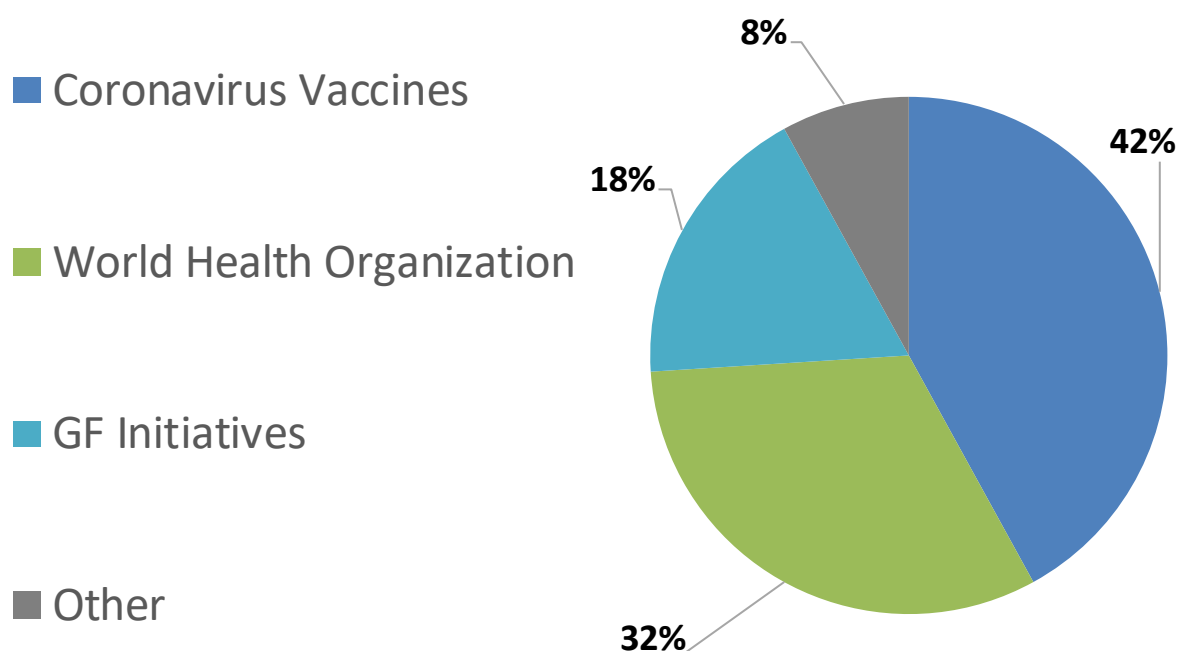
### World Health Organization

- 32% were concerned with the GF’s role as the largest funder of the World Health Organization (WHO) following President Trump’s decision to stop funding

### GF Initiatives

- 18% were interested in various health and education programs promoted by the GF in Sub-Saharan Africa and Southeast Asia

**Trending Topics**



***“Bill Gates & the gang should not knock on our doors to administer this poison like we're little kids. We can make our own decisions.”***

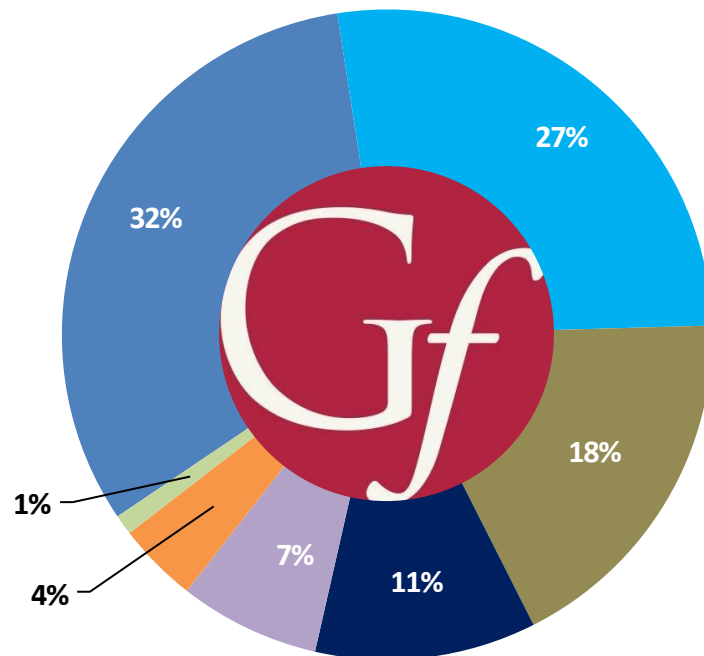
*Her MajestyZA, [Twitter](#)*

## Social Media Distribution

Mapped the distribution of online discussions associated with the GF:

- 32% of all discussions appeared on Facebook
  - 51% were posted by the GF employees or representatives
- 27% of the GF related content appeared on Twitter
  - 48% of the posts criticized Bill Gates' role in GF
- 18% of discussions appeared as website comments
  - 72% were comments on the GF's programs

**Content Distribution**

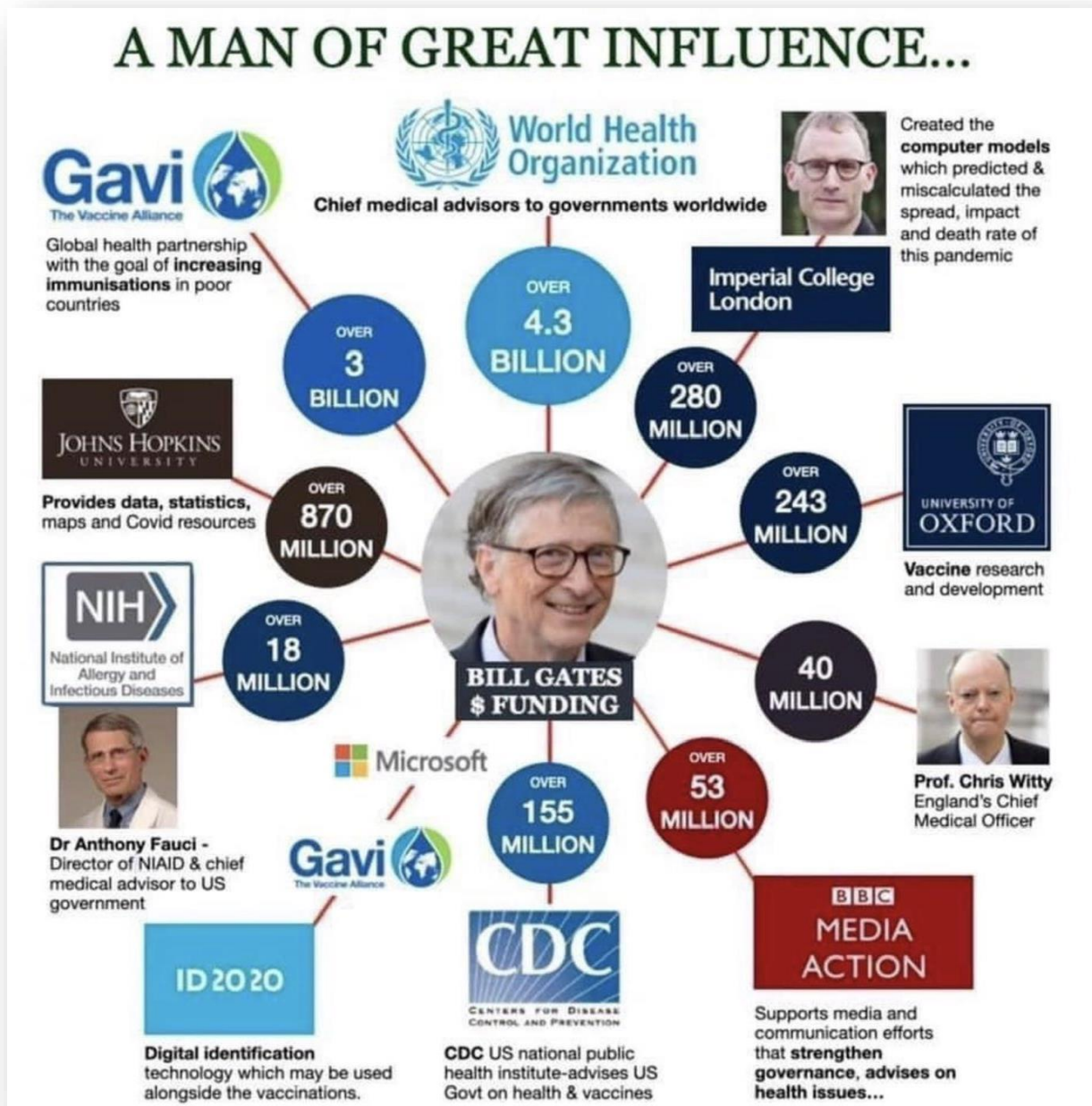


■ Facebook ■ Twitter ■ Websites ■ YouTube  
■ Instagram ■ RSS Feeds ■ Blogs

**“Nothing to see here. Just a patent on the CoronaVirus, and the Bill and Melinda Gates Foundation. It's about control.”** *Lady WarAnon, [Twitter](#)*

## Data Analytics

ENODO’s analysts collected and analyzed 61,065 Facebook posts, 43,978 Tweets, 30,465 sites, 21,567 RSS feeds, and 18,465 blogs over the past 120 days to conduct topic modeling, measure public sentiment, and deliver key findings that are found within this capability demonstration.



Viral meme indicating the funding networks maintained by Bill Gates



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