Gimme Money! Designing Digital Entrepreneurial Crowdfunding Platforms for Persuasion and its Social Implications
Blair Wang, Eric T. K. Lim, and Christine Van Toorn – PACIS 2016 Paper 445

INTRODUCTION

2012 – US $ 2.7 billion
2025 – US $ 596.0 billion
(World Bank, 2013)

58% of projects do not meet their funding goals
required to start operations
(Greenberg & Gerber, 2014)

THEORETICAL

CROWDFUNDING PLATFORM DESIGN (CFPD)
theoretical framework of 38 features

5 targeting
DECF Motivators
Material Incentives, Communication Techniques, Propinquity, Community & Status, and Escrow

2 interpreted using
Persuasion Modes
Per Heuristic-Systematic Model (Chaiken, 1980) and Elaboration Likelihood Model (Petty & Cacioppo, 1986): direct and indirect forms of persuasion

28 structured by
PSD Qualities
As defined by Oinas-Kukkonen & Harjumaa (2009)

50 informed by
Literature Coding: Basket of 8 Journals

EMPIRICAL

Content Analysis
Semi-Structured Interviews

User Group Segmentation • Regional Clustering • Emotional Investment • Psychological Reactance • Social Responsibility

ABOUT US

This research was conducted through UNSW Australia and its presentation at PACIS 2016 received funding from IBM Global Business Services.

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RESEARCH QUESTION

How are platforms for digital entrepreneurial crowdfunding (DECF) designed to persuade users to contribute financially?

MODEL CONSTRUCTION

CFPD-01
... CFPD-17
... CFPD-28

CFPD Qualities
structure and sequence

Support
Literature Coding
DECF Motivators
Dual-Processing Persuasion

CONTRIBUTIONS

Theoretical
Literature gap closure Exploration

Practical
For all the UX designers working on crowdfunding websites

FUTURE DIRECTIONS

Independent Coders
More Interviews
Contextual Factors
Assisting / Distracting