

CS 5306  
INFO 5306:  
Crowdsourcing and  
Human Computation

Lecture 19

11/7/17

Haym Hirsh

# Disintermediation

Disintermediation is the removal of intermediaries in economics from a supply chain, or cutting out the middlemen in connection with a transaction or a series of transactions  
- Wikipedia

# Crowdfunding

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

-Wikipedia

# Crowdsourcing: Prehistory

- 1700s: Praenumeration – publishers would sell planned books at a discount in advance to raise funds to print a book
- 1761: Fenwick Weavers' Society – consumer cooperative, collective purchasing
- 1832: Tolpuddle Martyrs: friendly society
- 1844: Rochdale Society of Equitable Pioneers – Rochdale Principles

Cooperative organizations established to provide access to individuals to resources that wouldn't otherwise be obtainable or affordable  
- Often created organization-like cooperative entities

# Crowdsourcing: History

- 1997: Marillion's US tour funded by fans
- 1999: Crowdfunding for movie *Foreign Correspondents*
- 2000: ArtistShare – music
  - Established a *platform*
- 2005: kiva.org – microfinance for developing world
  - 96% loan repayment, 83 countries, 1.7 million investors

# kiva.org



# Crowdsourcing: History

- 1997: Marillion's US tour funded by fans
- 1999: Crowdfunding for movie *Foreign Correspondents*
- 2000: ArtistShare – music
  - Established a *platform*
- 2005: kiva.org – microfinance for developing world
  - 96% loan repayment, 83 countries, 1.7 million investors
- 2005: Zopa – peer-to-peer lending
  - Investment spread into multiple microloans
- 2006:
  - Prosper – peer-to-peer lending, fixed rate returns
  - Lending Club – peer-to-peer lending, secondary market on loans
- 2008: IndieGoGo – invest, get rewards with the product
- 2009: Kickstarter – similar to IndieGoGo



# Recommended for you ∨

---

## sorted by Magic ∨

Personalized recommendations based on your activity.

Refine search

### Projects for you

[See all 917 live projects](#)



### Best Treehouse Ever: Forest of Fun by Scott Almes.

 by Jason Kotarski

Explore the forest in this stand-alone sequel to Best Treehouse Ever that expands the Golden Geek nominee to play up to 8 players!

 Grand Rapids, MI  Tabletop Games



# Crowdsourcing: History

- 1997: Marillion's US tour funded by fans
- 1999: Crowdfunding for movie *Foreign Correspondents*
- 2000: ArtistShare – music
  - Established a *platform*
- 2005: kiva.org – microfinance for developing world
  - 96% loan repayment, 83 countries, 1.7 million investors
- 2005: Zopa – peer-to-peer lending
  - Investment spread into multiple microloans
- 2006:
  - Prosper – peer-to-peer lending, fixed rate returns
  - Lending Club – peer-to-peer lending, secondary market on loans
- 2008: IndieGoGo – invest, get rewards with the product
- 2009: Kickstarter – similar to IndieGoGo
- 2010: GoFundMe – donations for life events
  - Las Vegas Victims Fund
- 2010: Microventures – investors receive equity in company/product

# Crowdfunding

- Rewards-based
- Equity-based
- Donation-based
- (Loan-based)

# Crowdfunding: Wikipedia

- Three types of actors:
  - Project initiator
  - Supporters
  - Platform
    - Internet-based

“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In *Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014*

- People use language to influence
  - “also receive two” – reciprocity
  - “given the chance” – scarcity

REVISED EDITION

"For marketers, it is among the most important  
books written in the last 10 years."  
—*Journal of Marketing Research*

NATIONAL BESTSELLER

# INFLUENCE

The Psychology  
of Persuasion

ROBERT B. CIALDINI, PH.D.

“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In *Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014*

- People use language to influence
  - “also receive two” – reciprocity
  - “given the chance” – scarcity
- Motivation
  - “self-efficacy” – Maslow
  - Community
  - Financial
- Organizational value
  - Interdepartmental collaboration
  - Increased attention to collective concerns over self-interest

“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In *Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014*

- Other influence factors

- Use of video
- Social network
- Project duration

- Language use

- LIWC - Linguistic Inquiry and Word Count
  - Language use associated with social/psychological meaning
- SentiWordNet
  - Assigns “valence scores” to words to measure direction of opinion in text

(F) phrases	$\beta$	(F) phrases	$\beta$	(NF) phrases	$\beta$	(NF) phrases	$\beta$
project will be	18.48	difference for	5.60	pledged	-7.12	dressed up	-4.64
has pledged	5.42	pledged will	4.01	not been able	-4.02	trusting	-3.91
pledged and	3.98	december of	3.21	all the good	-3.89	based in the	-3.87
we can afford	2.94	trip in	2.83	models of	-3.84	school that	-3.75
used in a	2.82	par	2.79	information at	-3.65	kids of all	-3.55
around new	2.78	trash	2.75	of the leading	-3.53	on a larger	-3.44
their creative	2.71	given the chance	2.69	new form of	-3.43	that uses	-3.42
mention your	2.69	your continued	2.65	we have lots	-3.24	to enjoy a	-3.20
to build this	2.65	cats	2.64	way for us	-3.18	room on	-3.18
option is	2.59	inspired me	2.57	an honorable mention	-3.17	panel of	-3.17
workshop and	2.56	project will allow	2.56	is time for	-3.14	even a dollar	-3.10
the coming	2.55	dollar pledged	2.54	nm	-3.08	be followed	-3.02
we have chosen	2.53	accessible to the	2.52	easy and	-2.97	later i	-2.96
and an invite	2.51	christina	2.51	and to provide	-2.91	will surely	-2.90
all supporters	2.48	from the past	2.44	word out about	-2.87	picture in	-2.87
pledgers will	2.44	finding out	2.43	logo on it	-2.84	also work	-2.83
lane	2.39	plus recognition	2.37	location of the	-2.80	people into	-2.78
want them to	2.31	farm	2.31	you message from	-2.76	blanket	-2.76
got you	2.31	atlantic	2.30	provide us	-2.76	every time you	-2.73
and encouragement	2.28	some help with	2.26	need one	-2.69	help support our	-2.68
that exists	2.25	as people	2.25	the culture of	-2.68	us from the	-2.67
in this new	2.22	projects will	2.21	unseen	-2.67	in school	-2.65
would greatly	2.20	we are fully	2.20	a door	-2.59	a masters	-2.59
dates and	2.15	a national	2.14	a blank	-2.57	discretion	-2.57
conception	2.14	problem of	2.12	volunteers to	-2.56	we raise will	-2.55
and added	2.11	kind to	2.08	to the cost	-2.54	reusable	-2.53
unveiling	2.07	good karma and	2.04	the profits	-2.52	hand made by	-2.52
commemorating the	2.04	shows that	2.02	educate and	-2.51	get to pick	-2.48
girl and	2.00	il	1.99	based upon the	-2.47	will soon	-2.47
two friends	1.96	secure the	1.95	unified	-2.46	illustration	-2.46
future is	1.94	testament	1.93	to identify	-2.45	the production costs	-2.45
that i feel	1.91	the meaning	1.91	product will be	-2.43	refined	-2.43
fundraising goal	1.89	their thoughts	1.89	space at	-2.41	continue with	-2.41
nv	1.88	support at	1.87	hope to get	-2.39	no extra	-2.39
a personal tour	1.86	are raising money	1.85	present in	-2.37	definitely a	-2.35
the brooklyn	1.85	good as	1.84	occur in	-2.34	you start	-2.34
administration	1.83	and develop	1.83	the needed	-2.34	addition to being	-2.33
also receive two	1.83	the inside of	1.81	decide what	-2.32	tuning	-2.32
upfront	1.81	to play the	1.79	deeper into	-2.30	help to bring	-2.29
looking for your	1.77	as a small	1.77	known and	-2.28	underway	-2.27
for two years	1.76	changed my	1.76	campaign will help	-2.25	for decades	-2.23
gain a	1.76	our social	1.76	goes in	-2.23	notoriety	-2.22
answering	1.74	design elements	1.74	get to vote	-2.22	make you an	-2.21
funding will help	1.73	guarantee a	1.73	air and	-2.20	an alternative	-2.19
company for	1.72	all previous rewards	1.72	be creative	-2.19	shows the	-2.19
thanks a	1.72	a detailed	1.71	post card with	-2.19	website for more	-2.19
sharing with	1.71	the correct	1.71	signed postcard	-2.18	varies	-2.18
be called	1.70	and share it	1.70	on different	-2.16	left my	-2.16
of hot	1.70	a lot about	1.70	of their choice	-2.16	who like	-2.15



“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In *Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014*

- Other influence factors

- Use of video
- Social network
- Project duration

- Language use

- LIWC - Linguistic Inquiry and Word Count
  - Language use associated with social/psychological meaning
- SentiWordNet
  - Assigns “valence scores” to words to measure direction of opinion in text

“Crowdfunding platforms and the design of paying publics”.  
Light A, Briggs J. In *Proceedings of the 2017 CHI Conference on  
Human Factors in Computing*

- Crowds vs “publics”
  - “participants in a crowdfunding ecosystem for social innovation meet the definition of public”
- Wikipedia:
  - Publics are small groups of people who follow one or more particular issue very closely. They are well informed about the issue(s) and also have a very strong opinion on it/them.
  - Social publics are groups of people united by common ideas, ideology, or hobbies.
  - Networked publics are social publics which have been socially restructured by the networking of technologies. As such, they are simultaneously both (1) the space constructed through networked technologies and (2) the imagined collective which consequently emerges as a result of the intersection of human persons, shared technologies, and their practices.
- “paying publics”