

## JOINING THE CROWD (#1186)

### Author(s)

René Bekkers (VU University) - r.bekkers@vu.nl  
Peggy Sue Claire van Teunenbroek (VU University) - p.s.c.van.teunenbroek@vu.nl

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### 1) What's the main question being asked or hypothesis being tested in this study?

Research question: What is the influence of social information on donation behavior on an online crowdfunding platform? Our key hypothesis is that social information increases the amount donated.

### 2) Describe the key dependent variable(s) specifying how they will be measured.

We measure two dependent variables:

- 1) whether or not a visitor of the platform makes a donation;
- 2) individual donation amount: the total amount donated to a project per donor;
- 3) the natural logarithm of the individual donation amount.

### 3) How many and which conditions will participants be assigned to?

This is a straightforward A/B test with two conditions in a natural field experiment:

- (1) control condition: without adding social information
- (2) treatment condition: adding social information using the following sentence: "Wist je dat de gemiddelde gift op Voordekunst €82 is?" ["Did you know that the average donation amount at voordekunst is €82?"]. We will present this information on the project information page as well as on the donation page.

### 4) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

Straightforward comparisons of means without covariants will be conducted in the analysis of amounts donated as well as non-parametric tests when donation amounts are not distributed normally. Amounts donated will also be analyzed in OLS, tobit and quantile regression models, including fixed effects at the project, time and individual level. Empty models will be run to estimate variance components at these levels.

Conversion will be modeled in logistic regression models. Zero-inflated (negative binomial) models will be estimated in robustness checks.

### 5) Any secondary analyses?

In addition, we test how the social information effect varies during the period a project is advertised. We expect that social information is less effective in the beginning as well as towards the end of the campaign, and most effective in the middle period.

Finally, we examine how the social information effect varies with the concurrent average donation amount, testing two hypotheses. The social norm hypothesis predicts that when the amount displayed in the social information condition is larger than the intended donation amount, the amount donated increases, and when the amount displayed is lower the amount donated decreases.

The reactance hypothesis predicts that the larger the difference between the amount displayed in the social information condition and the amount donors intended to give, the smaller the effect of the amount displayed.

When individual donor data become available previous donation behavior and amounts will be examined in exploratory analyses as potential moderators of the social information effect.

### 6) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

Based on an effect size of .15 (based on previous research), we aim to achieve a sample of 900 donors. With a conversion rate of 5.27% we will need around 45,000 donors to achieve this sample size, which we estimate will take about 4 weeks.

### 7) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)

The design is developed into a concept and uploaded by an external company: Digital Natives

### 8) Have any data been collected for this study already?

No, no data have been collected for this study yet