

Effects of Socially Stigmatized Crowdfunding Campaigns in Shaping Opinions



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Socially Stigmatized Issues

ThoughtCo.

Humanities > Issues

Pro-Choice vs. Pro-Life

Pro-Life or Pro-Choice? What Does It All Mean?

SHARE

by Tom Head
Updated September 2017

The terms "pro-life" and "pro-choice" are not always acceptable. But...

The Pro-L



America is hooked on the drug of white supremacy. We're paying for that today

Carol Anderson

The violence in Virginia shows that the nation is gripped by a deep malaise - and is writhing under its disastrous effects

Carol Anderson is the author of *White Rage*

Sun 13 Aug 2017 14.56 EDT



Someone who...
viability or q...
Church, prof...

...on the mar...

the guardian

THE NEW YORKER

GOD AND MARRIAGE EQUALITY

By Jeffrey Toobin June 26, 2015



control

rist demands,

ready for the
derate gun laws,

m Sunday, he
Las Vegas
o serious
re buyi

Photograph by Jim Bourg/Reuters via Landov

In the late nineteen-fifties, Richard Lovin...
amid the sleepy small...
County: L...

Stigmatized Crowdfunding Campaigns



\$33,9[^]7 of \$100.

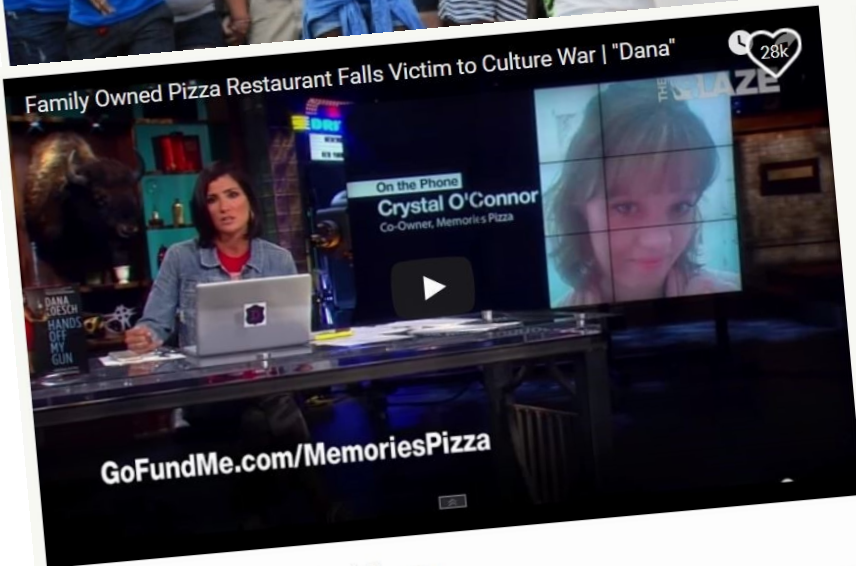
Raised by



Bailey's Abortion Fund

Support Officer Darren Wilson

CHICAGO, IL



Family Owned Pizza Restaurant Falls Victim to Culture War | "Dana"

28k

\$846,057 of \$200.0k goal

Raised by 29,279 people in 31 months

No Longer Accepting Donations

Share on Facebook

Created April 1, 2015



Lawrence Billy Jones III
on behalf of Kevin O'Connor
Emergencies
WALKERTON, IN

Recent Donations



\$25
Anonymous
16 months ago (Monthly Donation)

SAINT CHARLES, MO

\$216,692 of 250k

Raised by 5,406 people in 4 days

Donate Now

SHARE ON FACEBOOK

gofundme

Support Memories Pizza

100k shares

Share

Tweet

Stigmatized Crowdfunding Campaigns



Support Memories Pizza

Share

Tweet

100k shares

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Stigmatized Crowdfunding Campaigns



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Share on Facebook

Created April 1, 2015

Lawrence Billy Jones III

Support Memories Pizza

Share

Tweet

100k shares



Support LGBT Youth In Indiana

Share

Tweet

4.6k shares

\$33,907 of \$100.0k goal

Raised by 1,088 people in 31 months

Donate Now

Share on Facebook

Created April 2, 2015



Jon Nolen

on behalf of Mary Byrne

Volunteer

INDIANAPOLIS, IN

Recent Donations

JS

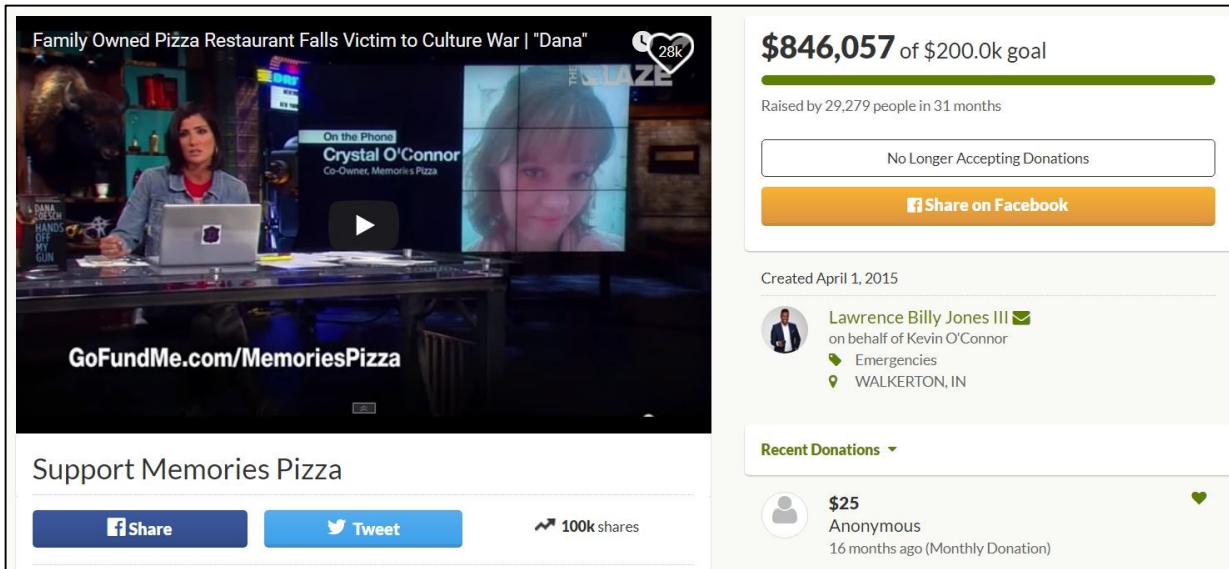
\$5

Jerker Sundin

8 days ago

Stigmatized Crowdfunding Campaigns

Opposing Equal Rights for LGBTIQ People



Family Owned Pizza Restaurant Falls Victim to Culture War | "Dana" 28k

On the Phone
Crystal O'Connor
Co-Owner, Memories Pizza

GoFundMe.com/MemoriesPizza

Support Memories Pizza

Share Tweet 100k shares

\$846,057 of \$200.0k goal

Raised by 29,279 people in 31 months

No Longer Accepting Donations

Share on Facebook

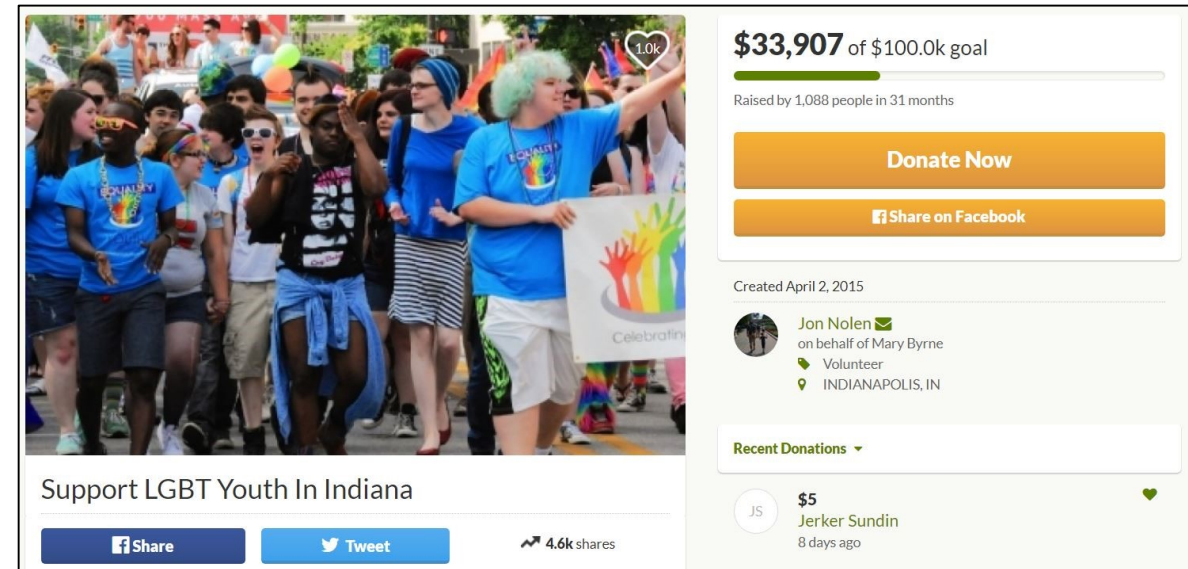
Created April 1, 2015

Lawrence Billy Jones III ✓
on behalf of Kevin O'Connor
Emergencies
WALKERTON, IN

Recent Donations ▾

\$25
Anonymous
16 months ago (Monthly Donation)

Supporting Equal Rights for LGBTIQ People



Support LGBT Youth In Indiana 1.0k

\$33,907 of \$100.0k goal

Raised by 1,088 people in 31 months

Donate Now

Share on Facebook

Created April 2, 2015

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Recent Donations ▾

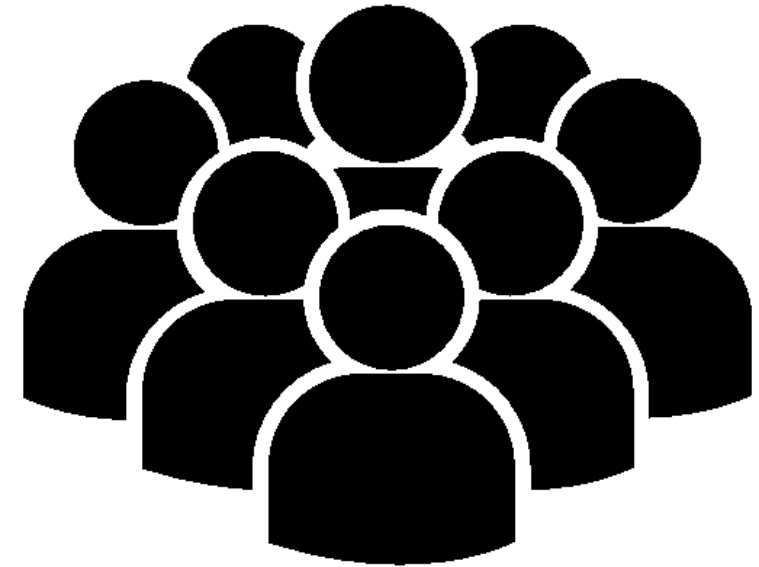
\$5
Jerker Sundin
8 days ago

Presenting conflicting Point-of-View Simultaneously

Impact of Stigmatized Topics

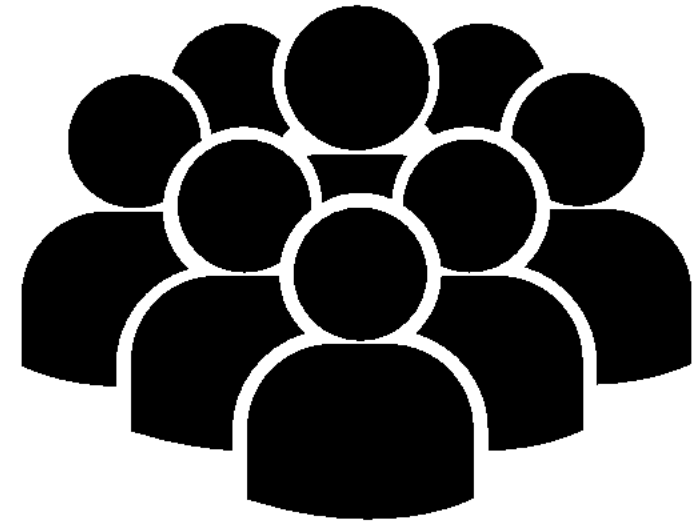


Stigmatized topics related to Core Values and Beliefs



How many people are actively supporting each topic

Impact of Stigmatized Topics

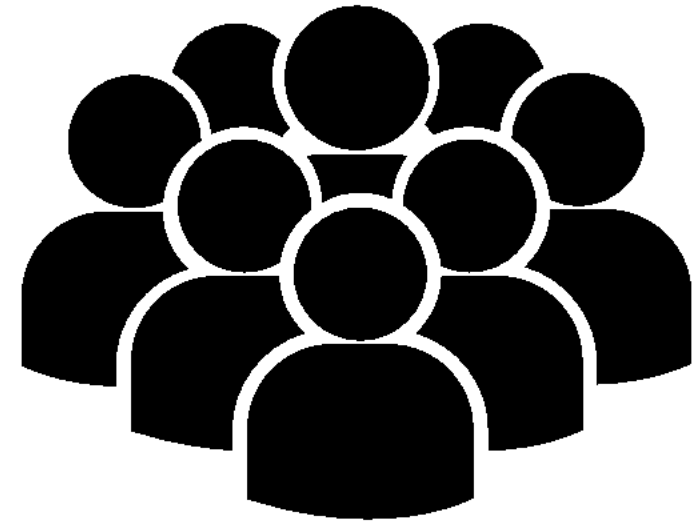


Exposing People to
Attitude-Inconsistent
Information

Develop

A Balanced
Point-of-View

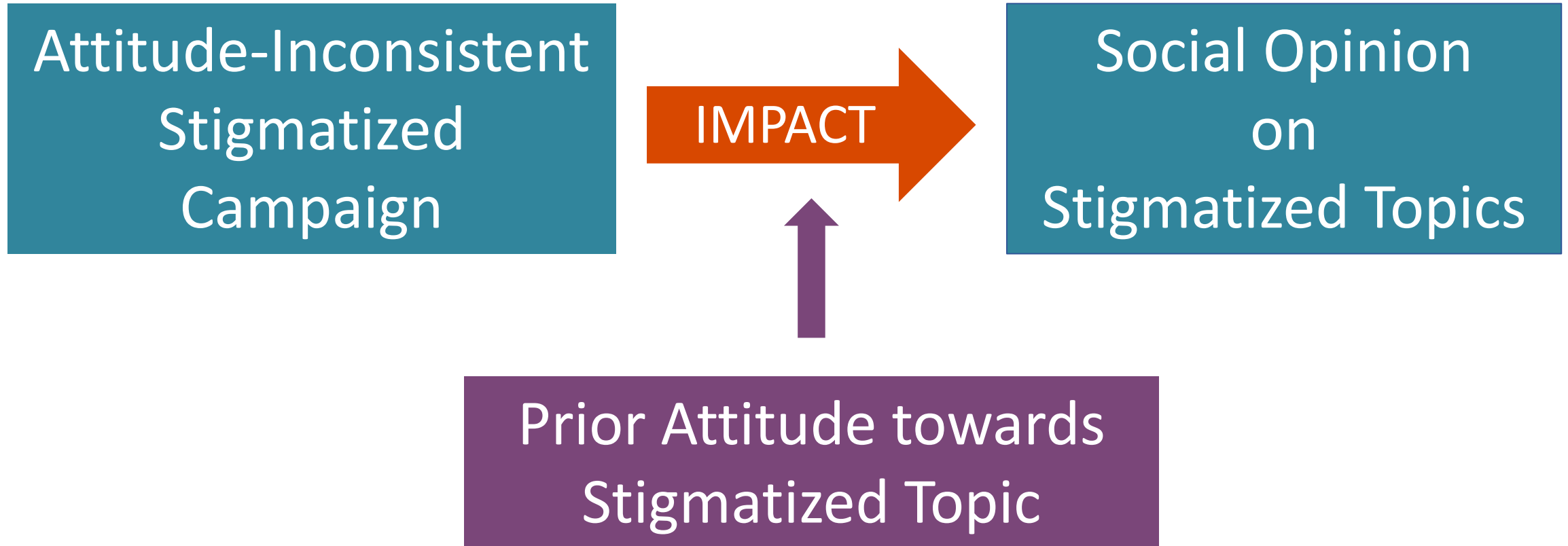
Impact of Stigmatized Topics



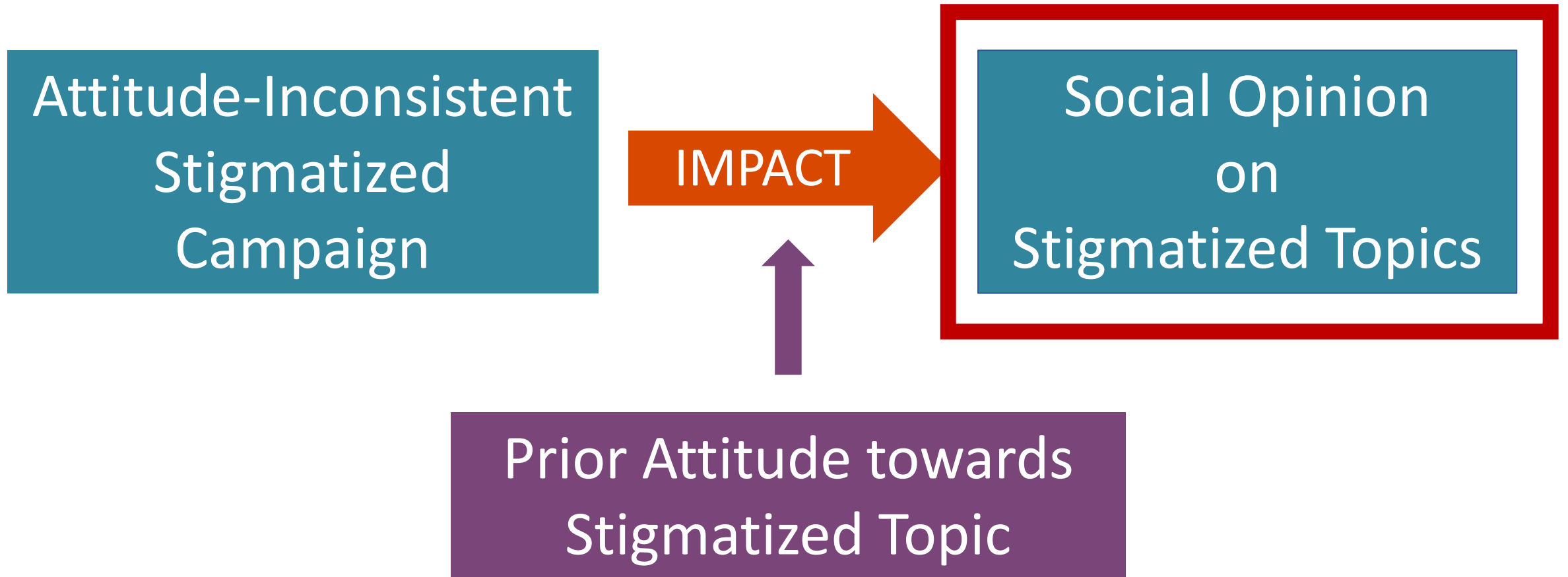
Supporting

Opposing

Research Question 1



Research Question 1



Study Design

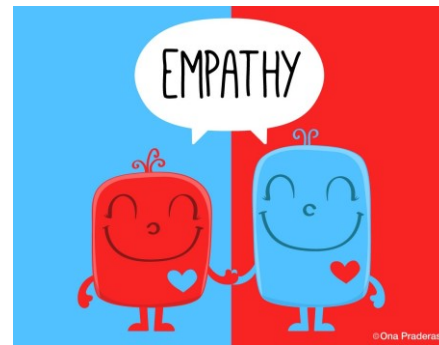
Social Opinion



Persuasiveness



Awareness



Empathy



Perc. of Social Support



Comfort Level

Stigmatized Topic

Fairness and Equality for
LGBTIQ people

5678 campaigns found with the keyword LGBTQ

Research Question 1

Attitude-Inconsistent
Stigmatized
Campaign

```
graph LR; A[Attitude-Inconsistent Stigmatized Campaign] -- IMPACT --> B[Social Opinion on Stigmatized Topics]; C[Prior Attitude towards Stigmatized Topic] --> A;
```

The diagram illustrates a research model. On the left, a teal box with a red border contains the text 'Attitude-Inconsistent Stigmatized Campaign'. An orange arrow labeled 'IMPACT' points from this box to a teal box on the right containing 'Social Opinion on Stigmatized Topics'. Below the orange arrow, a purple box contains 'Prior Attitude towards Stigmatized Topic', with a purple arrow pointing upwards towards the orange arrow.

IMPACT

Social Opinion
on
Stigmatized Topics

Prior Attitude towards
Stigmatized Topic

Mapping Attitude-Consistent Campaigns

A person supporting equal rights for LGBTIQ people

Attitude-Inconsistent

A crowdfunding campaign opposing equal rights for LGBTIQ people

A person opposing equal rights for LGBTIQ people

Attitude-Inconsistent

A crowdfunding campaign supporting equal rights for LGBTIQ people

Mapping Attitude-Consistent Campaigns

A person supporting equal rights for LGBTIQ people

Attitude-Inconsistent

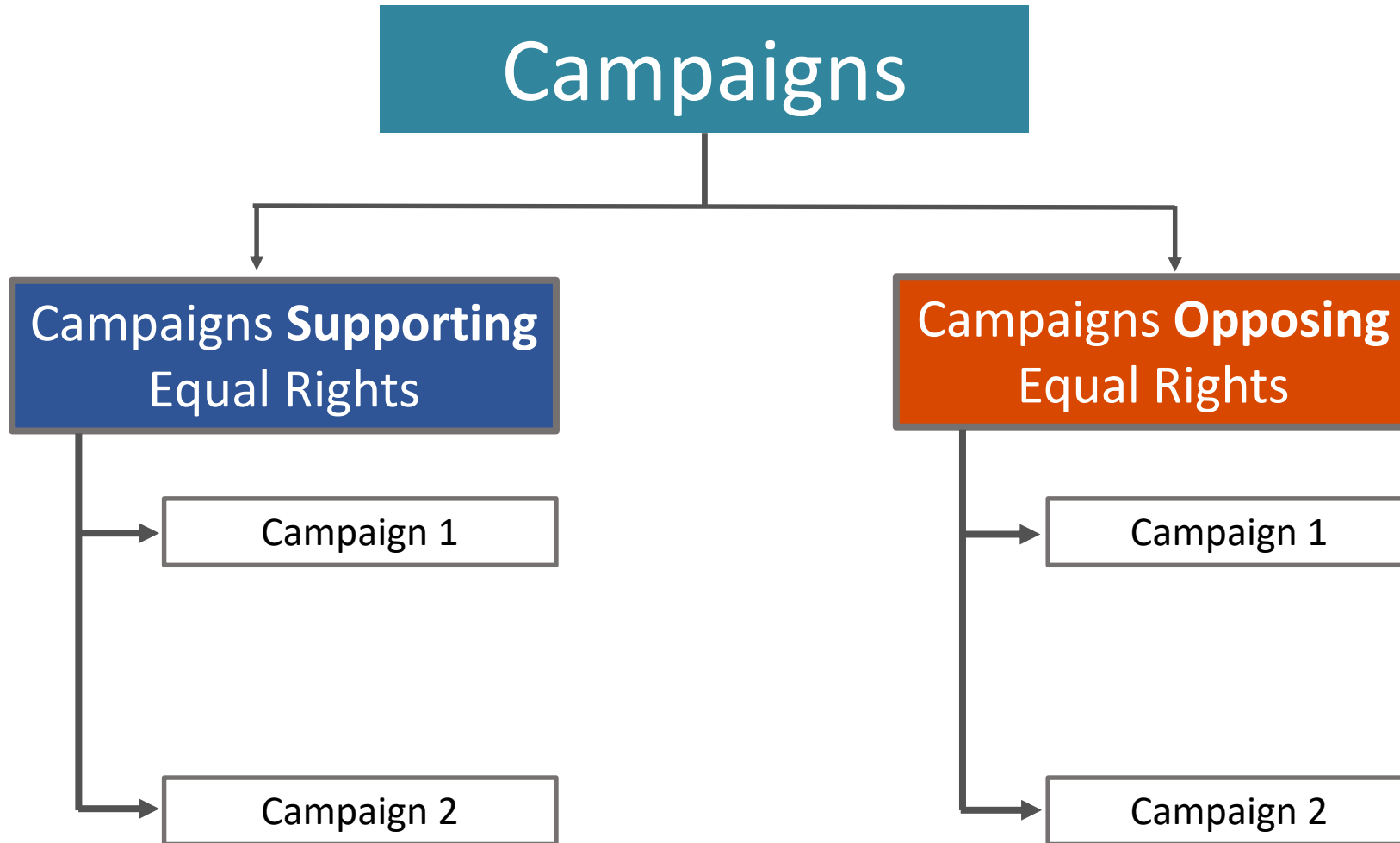
A crowdfunding campaign opposing equal rights for LGBTIQ people

A person opposing equal rights for LGBTIQ people

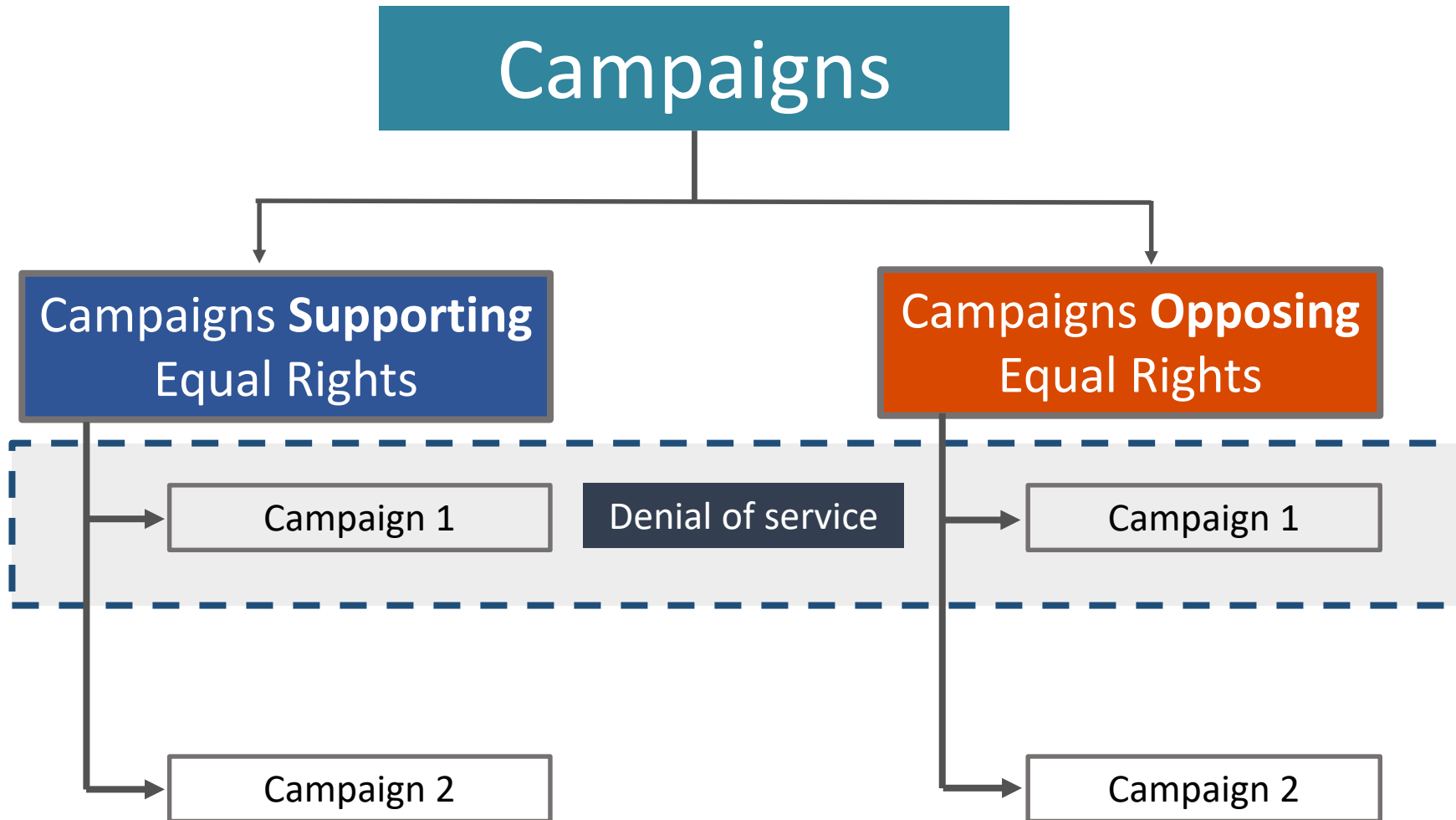
Attitude-Inconsistent

A crowdfunding campaign supporting equal rights for LGBTIQ people

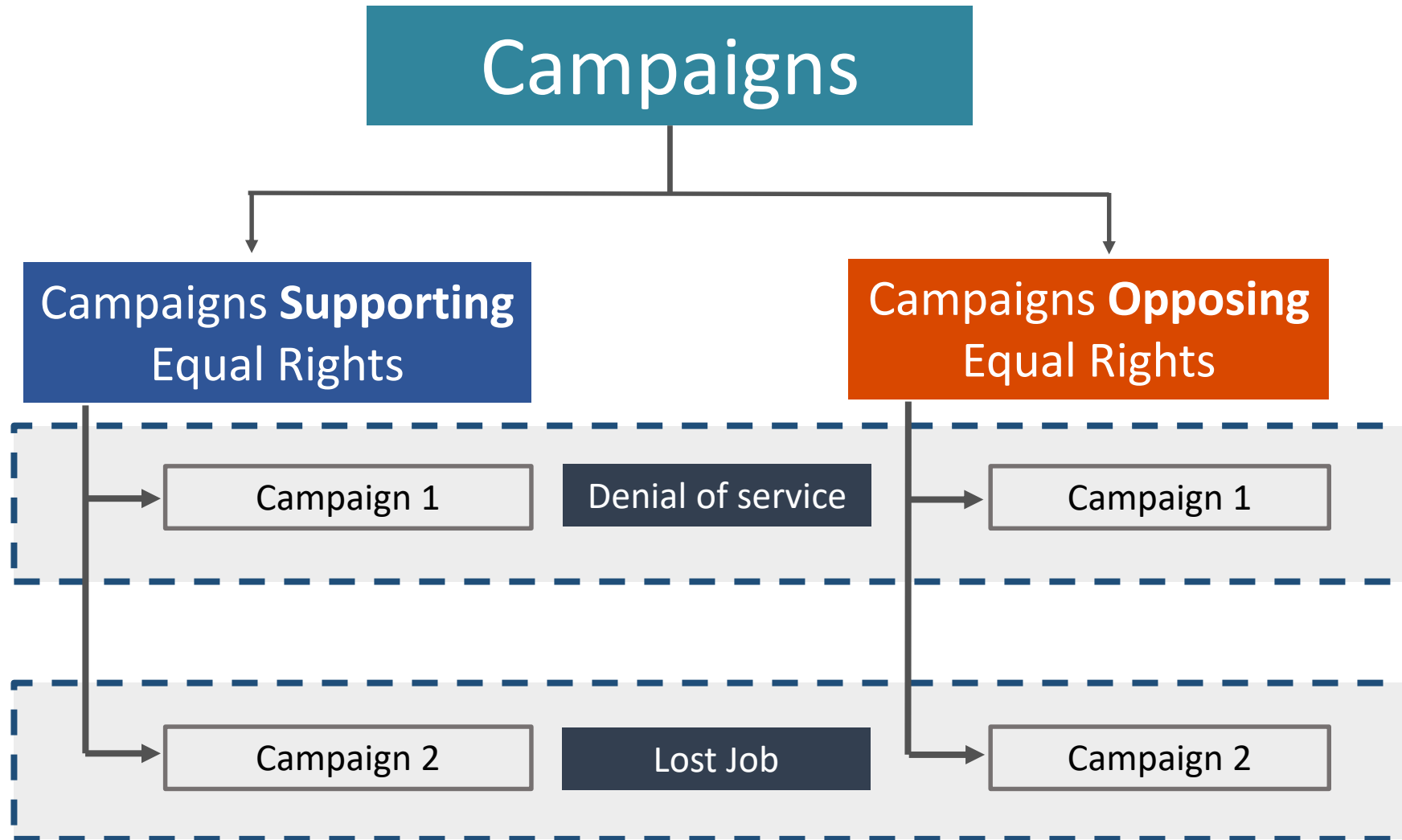
Study Materials



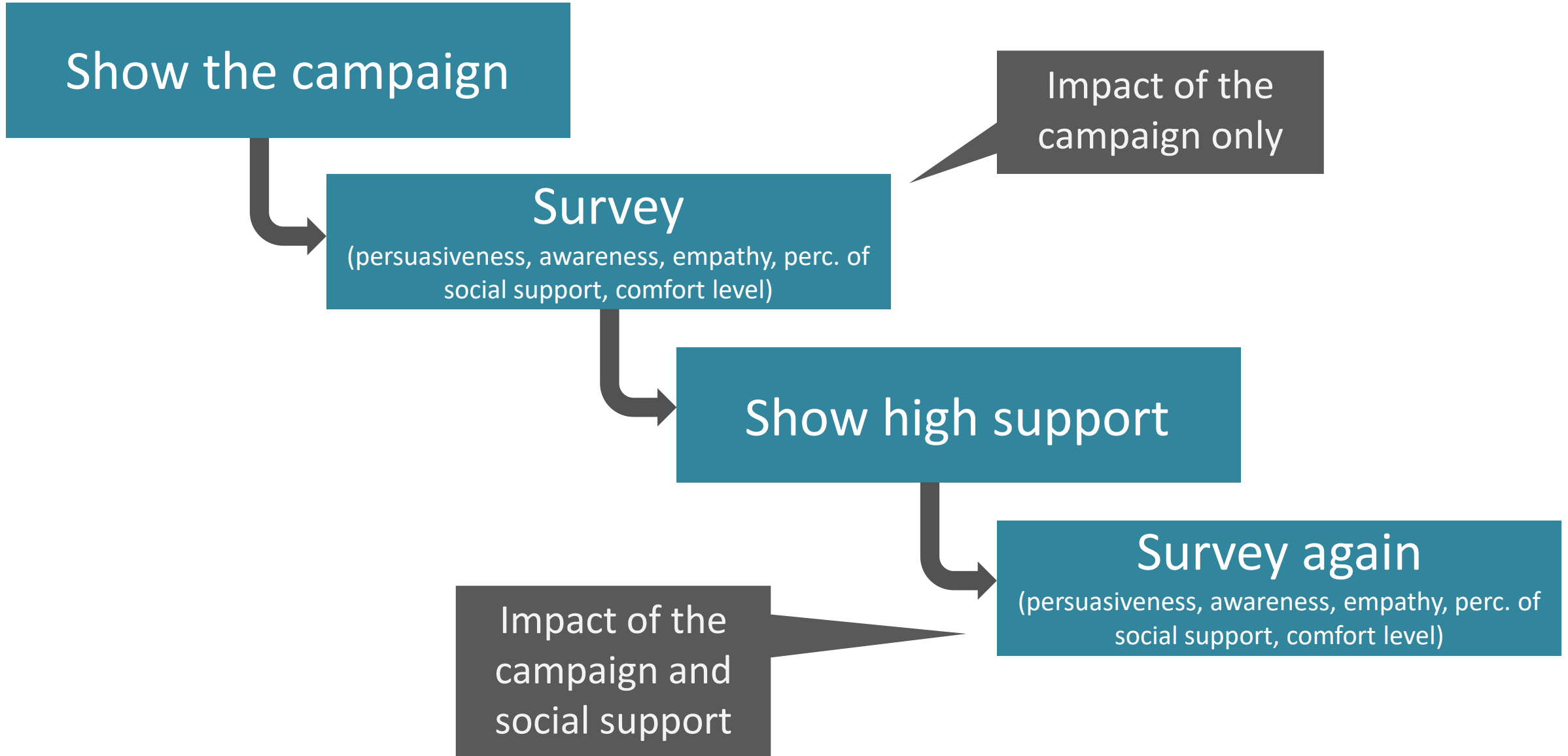
Study Materials



Study Materials



Flow of the Study



Results

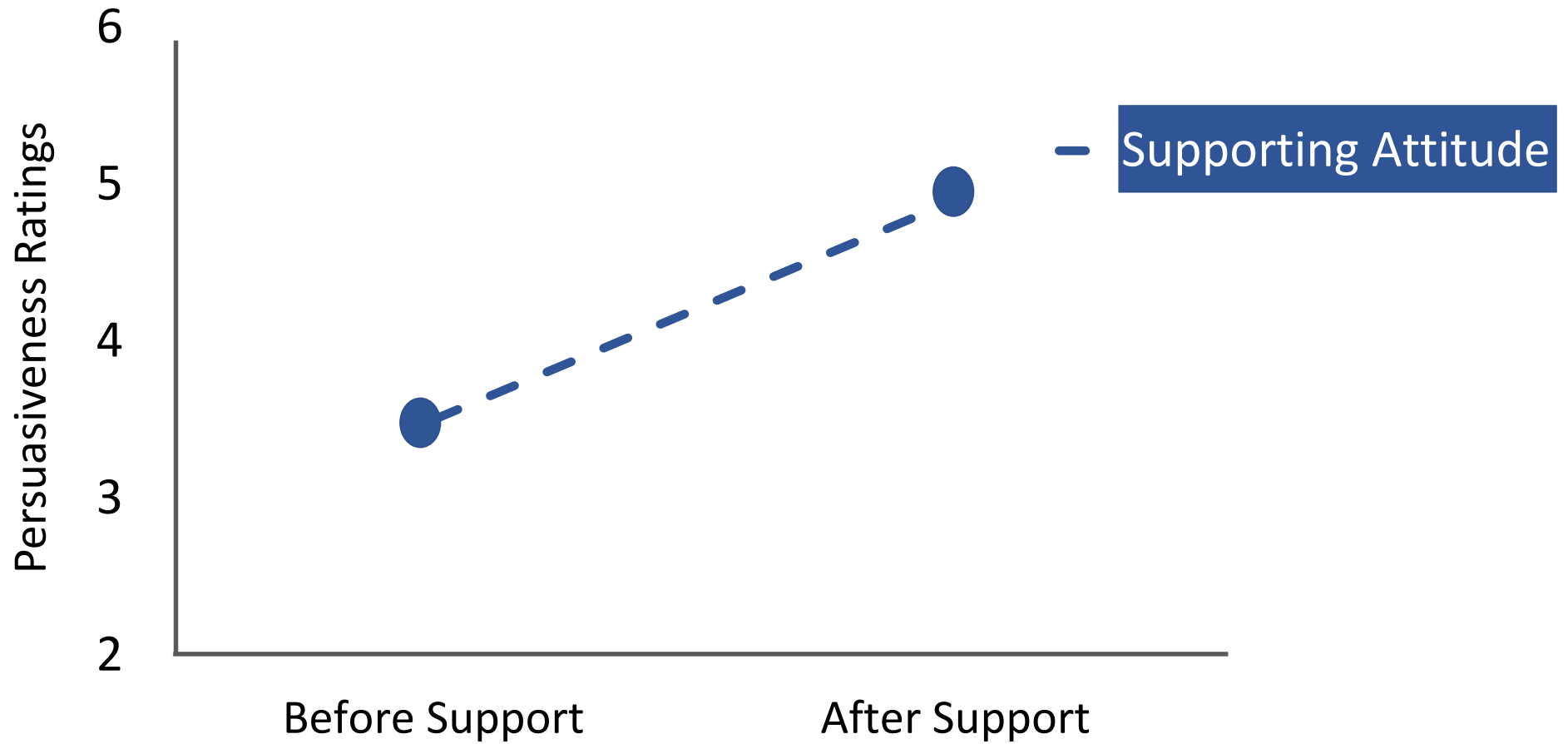
Independent Variables

1. Pre-existing attitude towards equal rights
 - Between Subject
2. The order of the survey
 - Within Subject

Dependent Variables

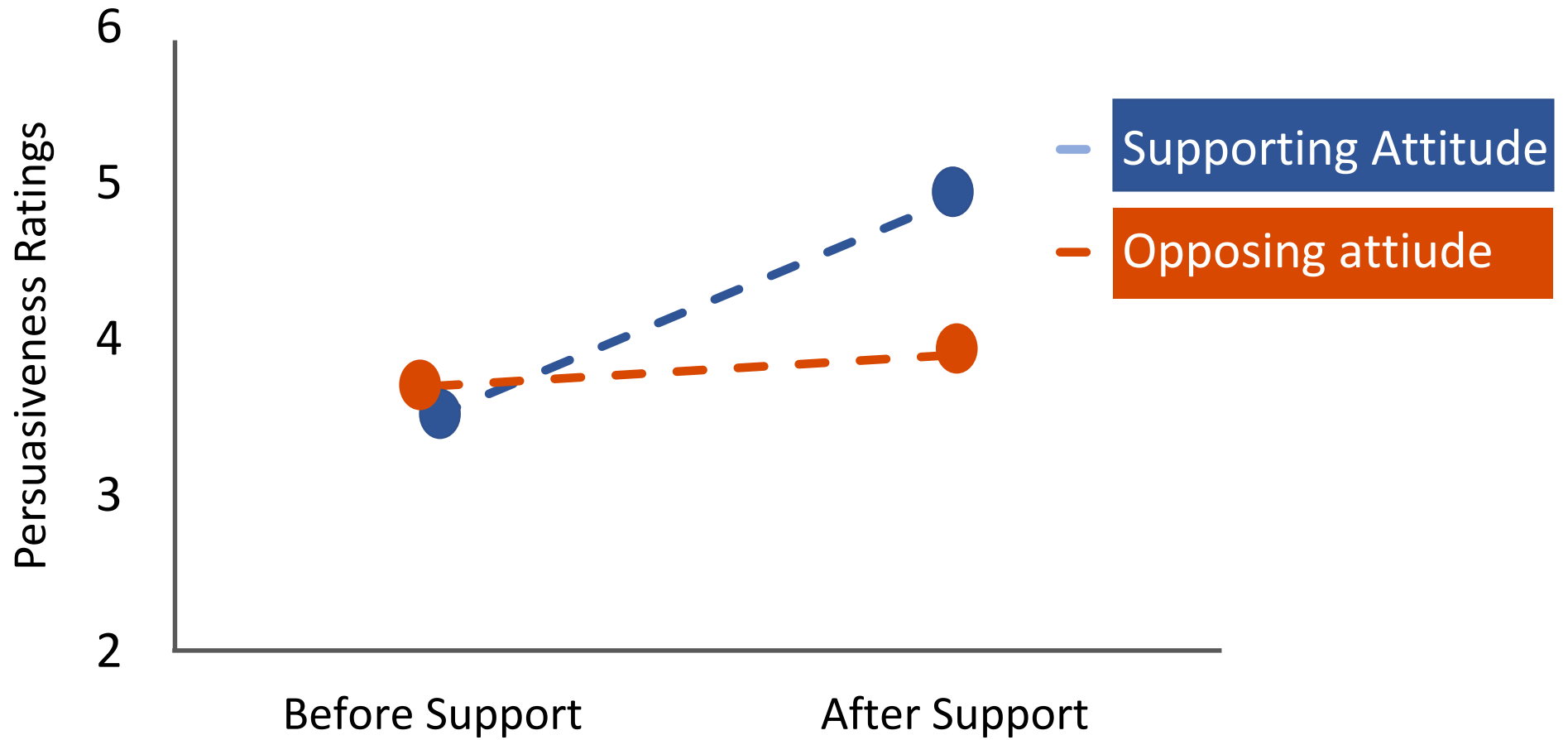
1. Personal Opinion
 - a) Persuasiveness
 - b) Awareness
 - c) Empathy
 - d) Perc. Of Social Support
 - e) Comfort Level
2. Change of Attitude

Results



Persuasiveness Ratings

Results

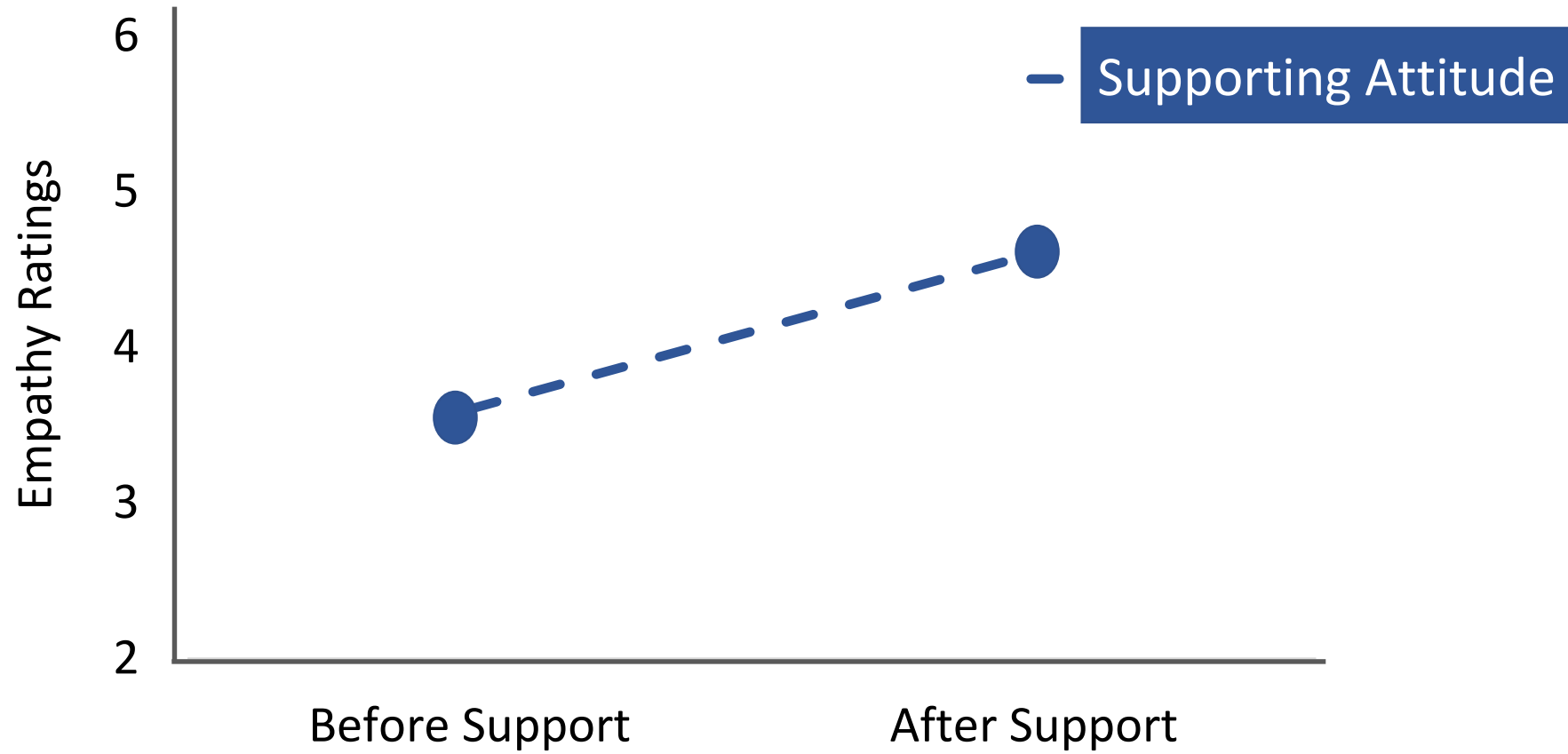


Persuasiveness Ratings

Results

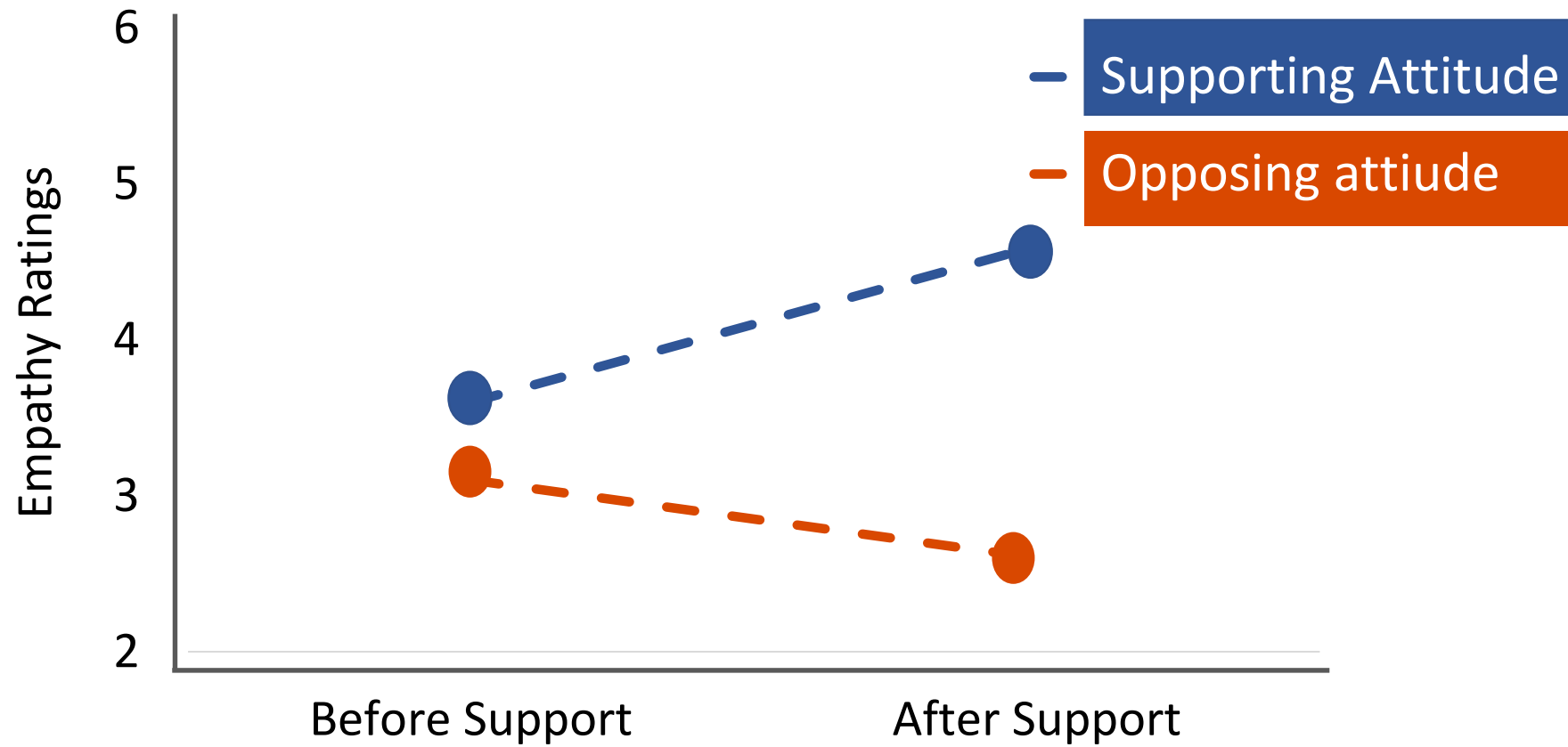
Similar pattern observed for awareness factor too

Results



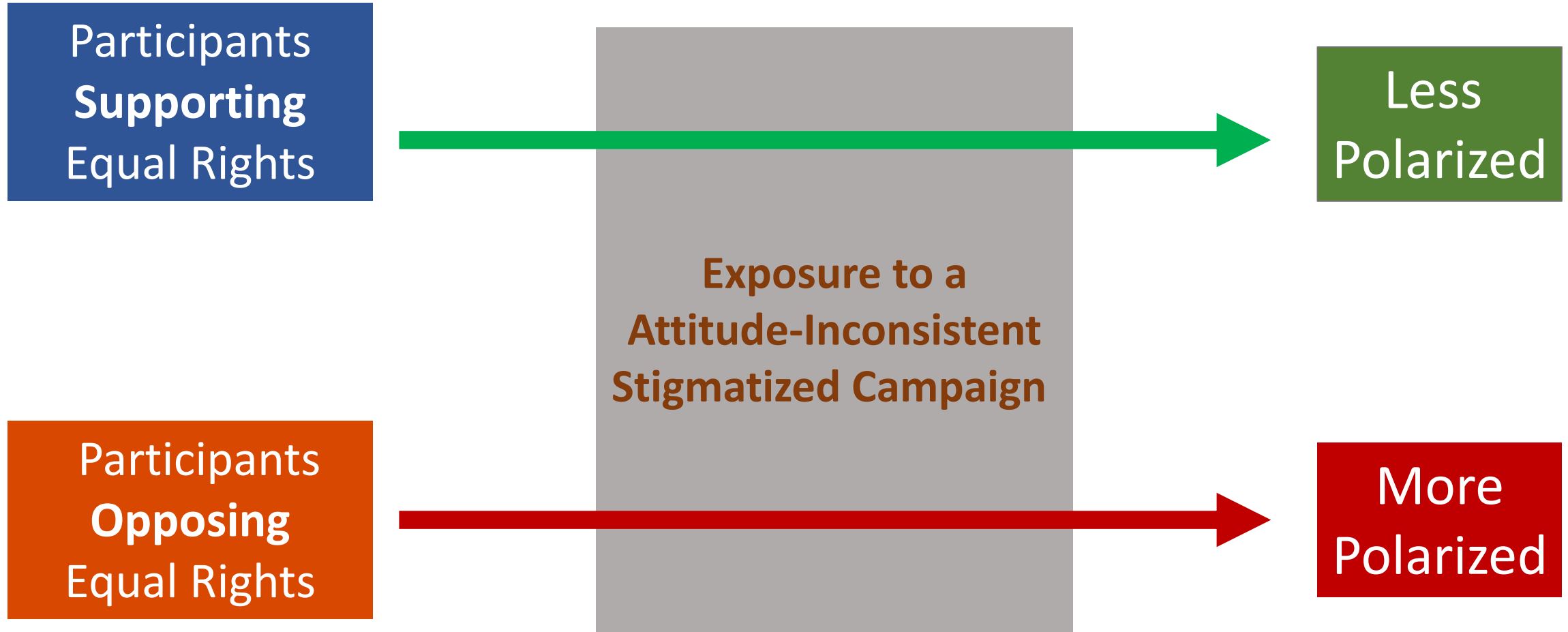
Empathy Ratings

Results

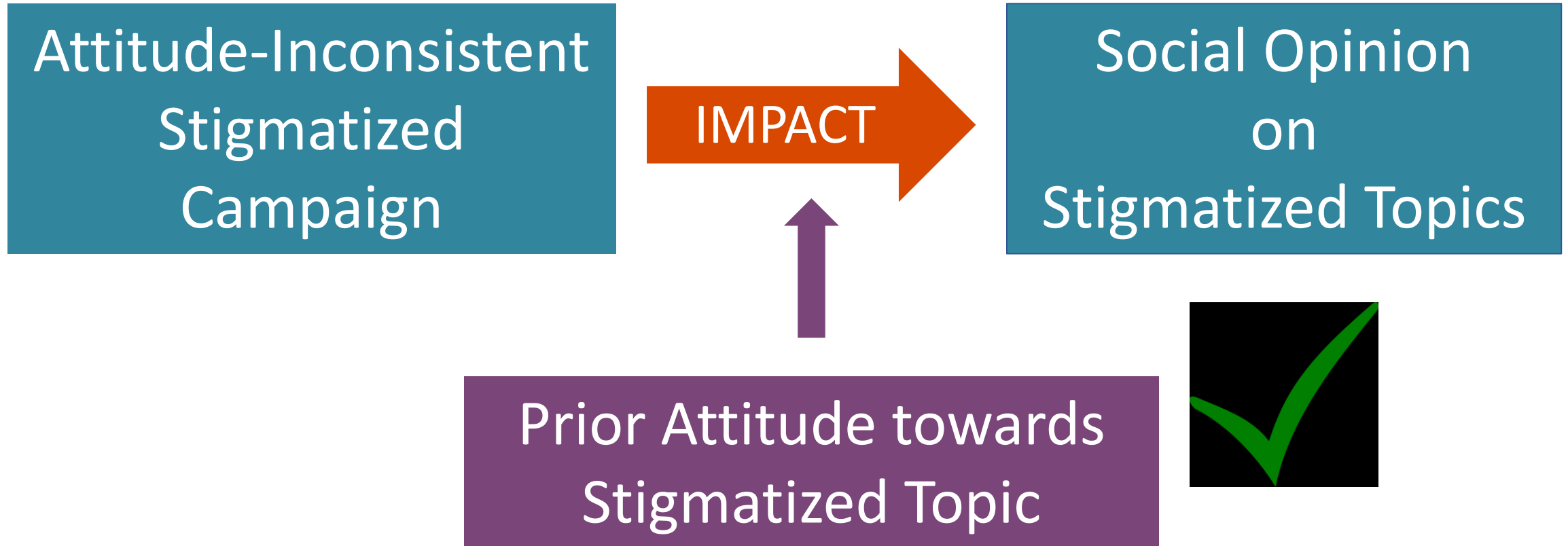


Empathy Ratings

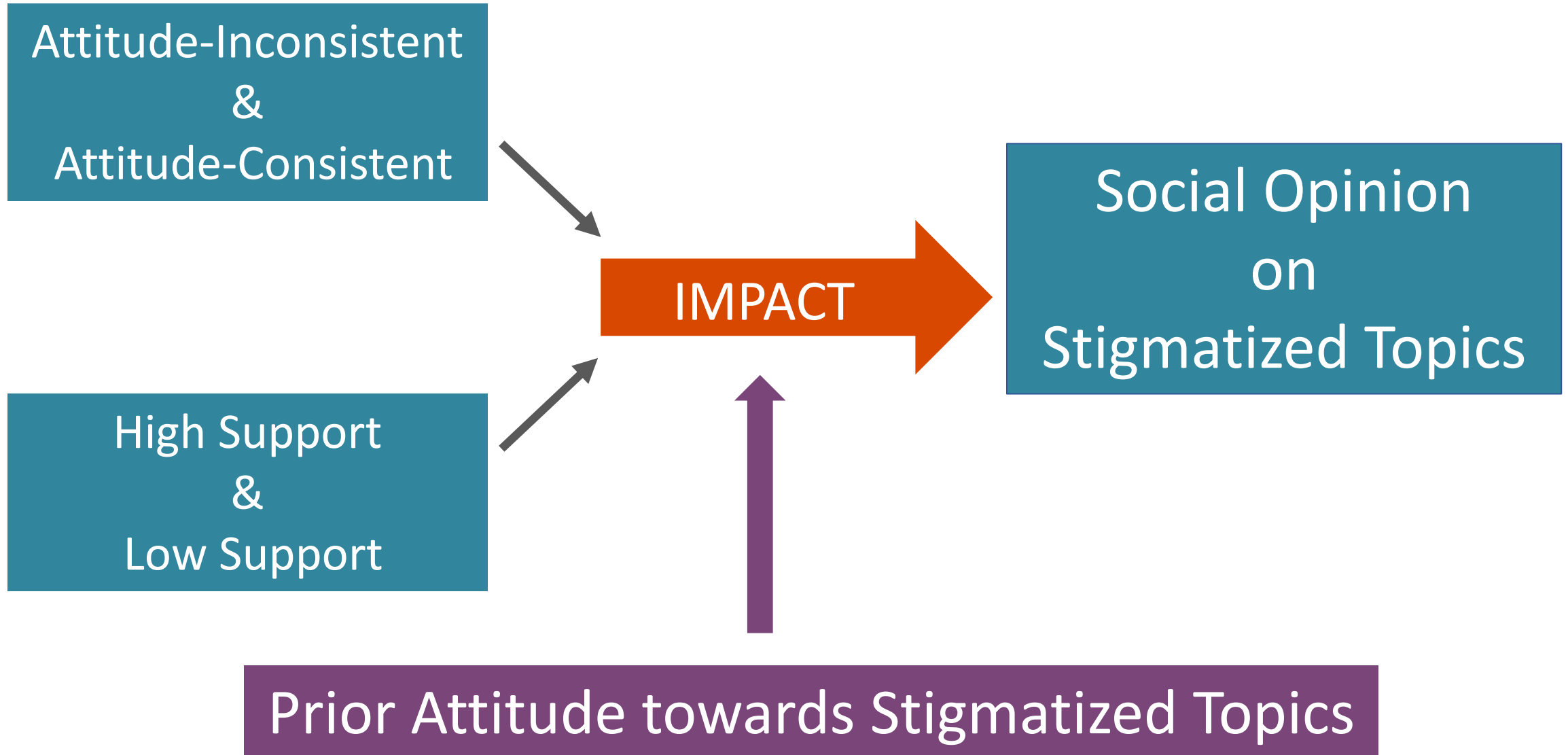
Summary of Results



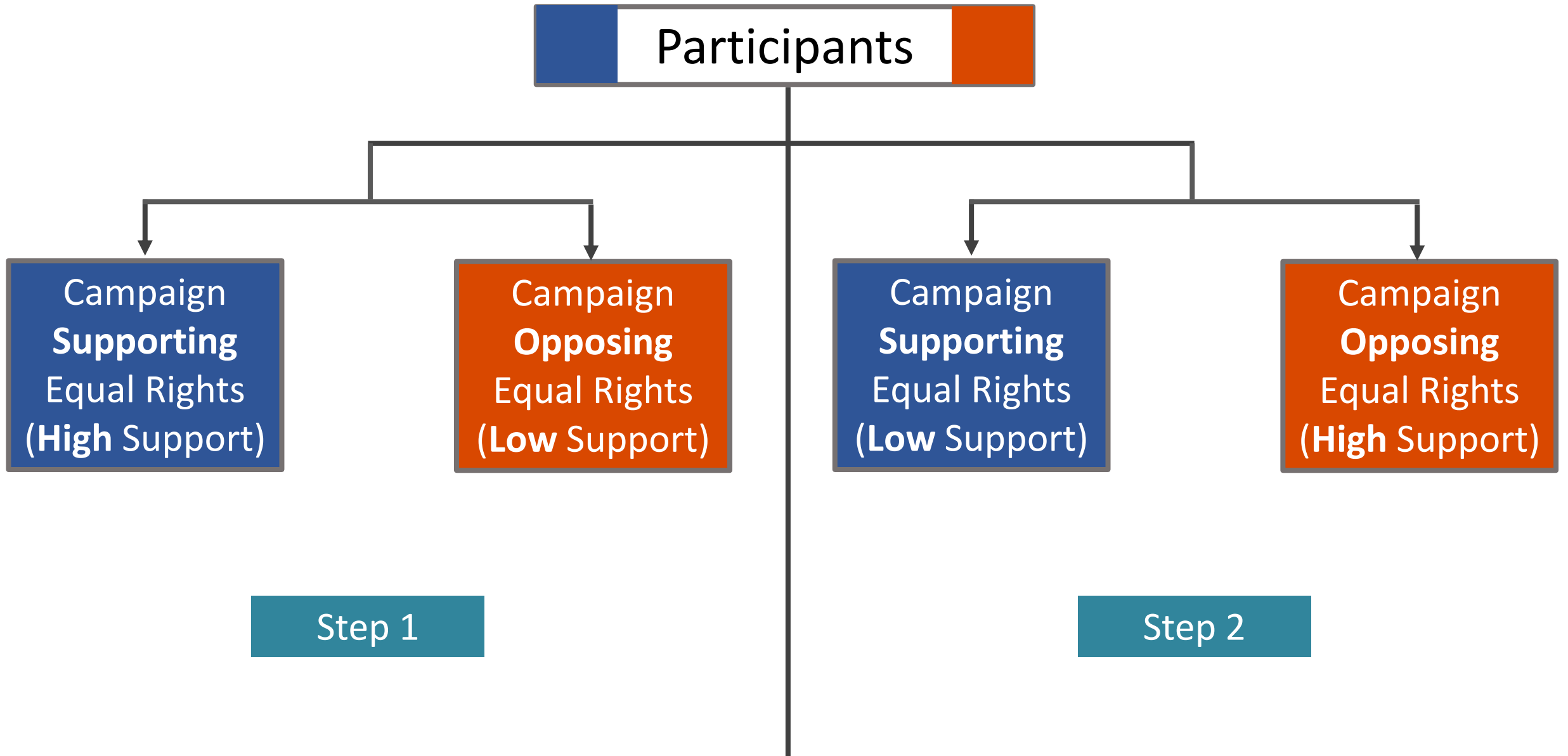
Research Question 1: Revisited



Research Question 2



Study Procedure: Stage 2



Study Design: Stage 2

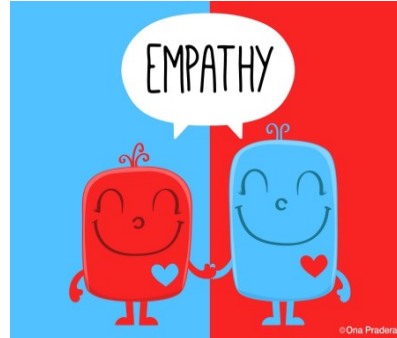
Evaluation Criteria



Persuasiveness



Awareness



Empathy



Perc. of Social Sup.



Comfort Level

Study Design: Stage 2

Evaluation Criteria



Fairness



Sense of Community



Intended Donation

Study Design: Stage 2

Evaluation Criteria

Measures appropriate
for comparison
scenarios



Fairness



Sense of Community



Intended Donation

Stage 2: Results

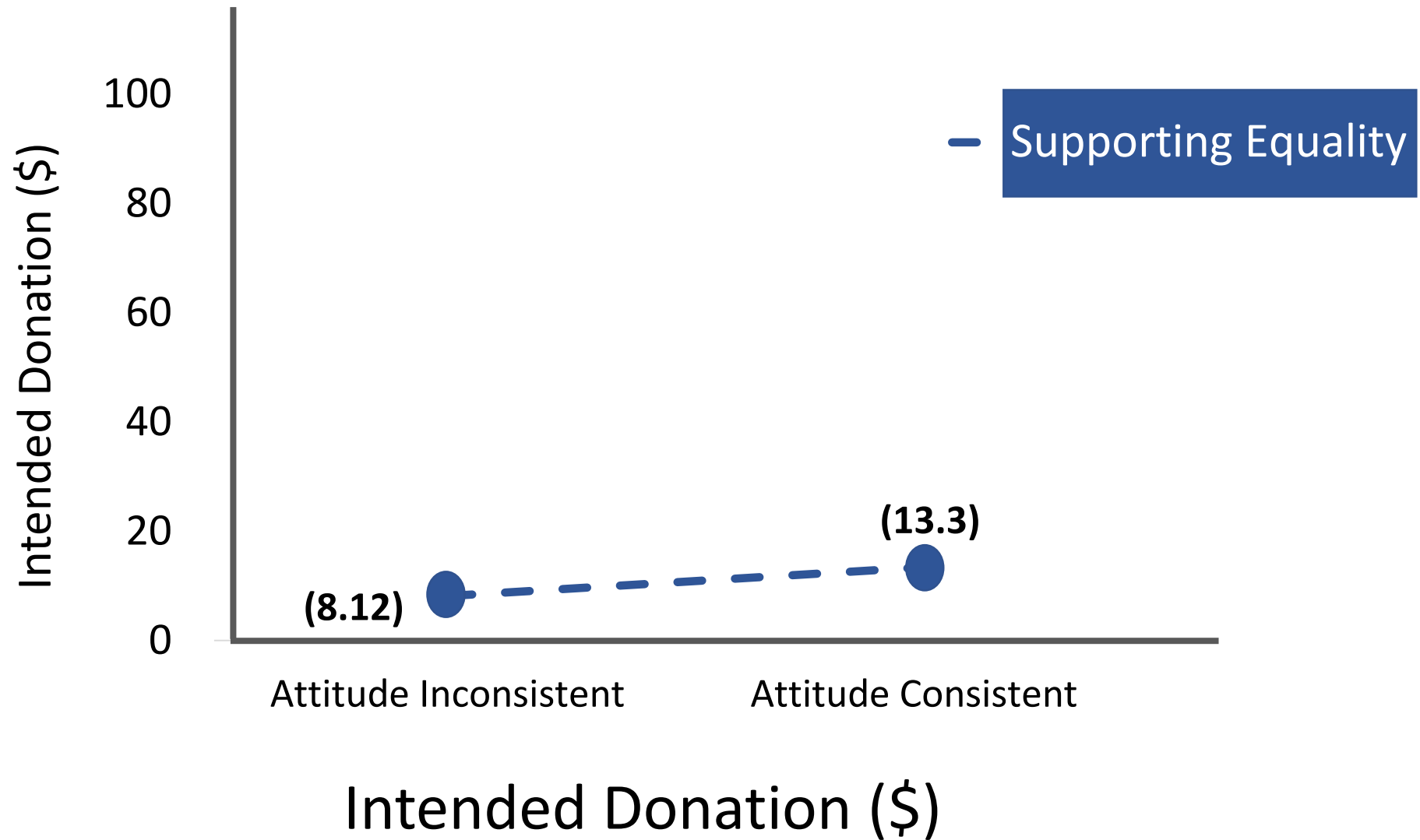
Independent Variables

1. Pre-existing attitude towards equal rights
 - Between Subject
2. The type of the campaign
 - Within Subject
3. The amount of support
 - Within Subject

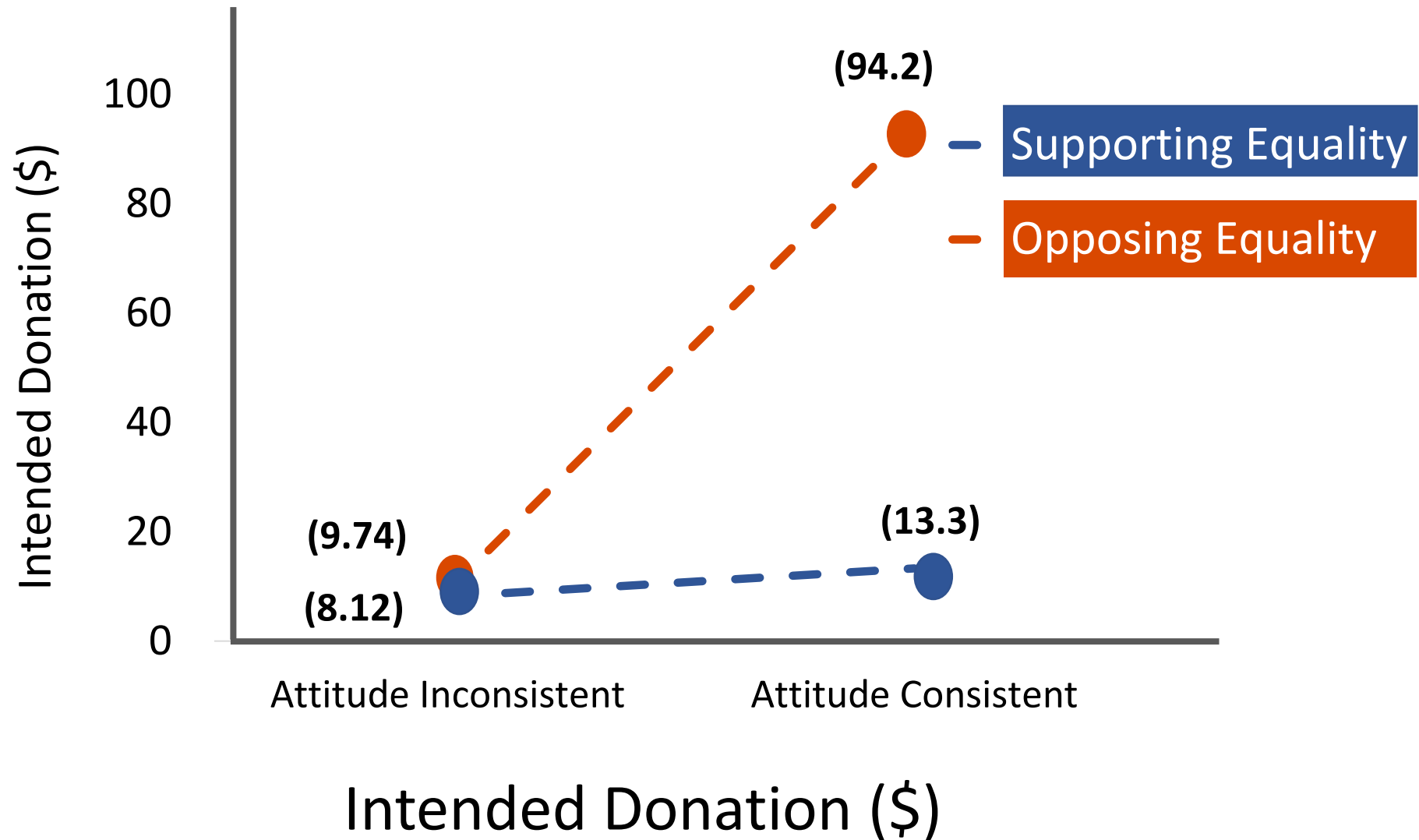
Dependent Variables

1. Persuasiveness
2. Awareness
3. Empathy
4. Perc. Of Social Support
5. Comfort Level
6. Fairness
7. Sense of Community
8. Intended Donation

Stage 2: Results



Stage 2: Results



Stage 2: Opinion Towards Attitude-Inconsistent Campaign

Supporting Equality

“On humanitarian ground, I feel sympathetic to the campaign owners, although I do not agree with him.” (P12)

Opposing Equality

“Homosexuality is a sinful act to God. He is just suffering the consequences of his sin.” (P39)

Summary of Results



Thank You



Sanorita Dey



Karrie Karahalios



Wai-Tat Fu

Group Website

<http://cascade.cs.illinois.edu/>

Crowdfunding Projects @ UIUC

<http://crowdfund.cs.illinois.edu/>