Effects of Socially Stigmatized Crowdfunding Campaigns in Shaping Opinions

Sanorita Dey  Karrie Karahalios  Wai-Tat Fu

University of Illinois at Urbana-Champaign
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


GOD AND MARRIAGE EQUALITY

By Jeffrey Toobin  June 26, 2015

New York

control

Governing the post-vote American electorate demands, among other things, the full force of the national government's continued support for marriage equality.
Stigmatized Crowdfunding Campaigns

Bailey’s Abortion Fund
Support Officer Darren Wilson

Support Memories Pizza

GoFundMe.com/MemoriesPizza

$33,977 at $100
Raised by

$846,057 at $200k goal
Created April 1, 2015
Lawrenceilly joins us

Support Officer Darren Wilson

$216,692 of $250k
Raised by 5,406 people in 4 days

Donate Now
Share on Facebook

GO FUND ME

SAINT CHARLES, MD

Anonymous
$25
16 months ago (Monthly Donation)
Stigmatized Crowdfunding Campaigns

Family Owned Pizza Restaurant Falls Victim to Culture War | “Dana”

GoFundMe.com/MemoriesPizza

Support Memories Pizza

$846,057 of $200.0k goal

Raised by 29,279 people in 31 months

No Longer Accepting Donations

Created April 1, 2015

Lawrence Billy Jones III on behalf of Kevin O'Connor

Emergencies

WALKERTON, IN

Recent Donations

Anonymous

$25

16 months ago (Monthly Donation)
Stigmatized Crowdfunding Campaigns

Support Memories Pizza

$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

Support LGBT Youth In Indiana

$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
$5 Jerker Sundin
8 days ago
Stigmatized Crowdfunding Campaigns

Opposing Equal Rights for LGBTIQ People

Support Memories Pizza

$846,057 of $200k goal
Raised by 29,279 people in 21 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
18 months ago (Monthly Donation)

Support LGBT Youth In Indiana

$33,907 of $100k goal
Raised by 2,088 people in 21 months
Donate Now
Share on Facebook

Created April 2, 2015
Jon Nolen
on behalf of Mary Byrne
Volunteer
INDIANAPOLIS, IN

Recent Donations
$5
Jerker Sundin
1 day 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

Prior Attitude towards Stigmatized Topic

Attitude-Inconsistent Stigmatized Campaign

IMPACT

Social Opinion on Stigmatized Topics
Research Question 1

Attitude-Inconsistent Stigmatized Campaign

IMPACT

Social Opinion on Stigmatized Topics

Prior Attitude towards Stigmatized Topic
Study Design

Social Opinion

- Persuasiveness
- Awareness
- Empathy
- Perc. of Social Support
- Comfort Level
Fairness and Equality for LGBTIQ people

5678 campaigns found with the keyword LGBTQ
Research Question 1

Attitude-Inconsistent Stigmatized Campaign -> IMPACT -> Social Opinion on Stigmatized Topics

Prior Attitude towards Stigmatized Topic
Mapping Attitude-Consistent Campaigns

A person supporting equal rights for LGBTIQ people

A crowdfunding campaign supporting equal rights for LGBTIQ people

Attitude-Inconsistent

A person opposing equal rights for LGBTIQ people

A crowdfunding campaign opposing equal rights for LGBTIQ people

Attitude-Inconsistent
Mapping Attitude-Consistent Campaigns

A person supporting equal rights for LGBTIQ people

A person opposing equal rights for LGBTIQ people

A crowdfunding campaign opposing equal rights for LGBTIQ people

A crowdfunding campaign supporting equal rights for LGBTIQ people

Attitude-Inconsistent

Attitude-Inconsistent
Study Materials

Campaigns

Campaigns Supporting Equal Rights
- Campaign 1
- Campaign 2

Campaigns Opposing Equal Rights
- Campaign 1
- Campaign 2
Campaigns

Campaigns Supporting Equal Rights

- Campaign 1
- Denial of service
- Campaign 2

Campaigns Opposing Equal Rights

- Campaign 1
- Campaign 2
Study Materials

Campaigns

Campaigns Supporting Equal Rights
- Campaign 1
- Denial of service
- Campaign 2
- Lost Job

Campaigns Opposing Equal Rights
- Campaign 1
- Campaign 2
Flow of the Study

Show the campaign

Survey
(persuasiveness, awareness, empathy, perc. of social support, comfort level)

Show high support

Impact of the campaign only

Impact of the campaign and social support

Survey again
(persuasiveness, awareness, empathy, perc. of social support, comfort level)
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

Before Support  After Support

Supporting Attitude
Results

Persuasiveness Ratings

Before Support | After Support

- Supporting Attitude
- Opposing attitude
Similar pattern observed for awareness factor too
Results

Empathy Ratings

- Supporting Attitude

- Before Support

- After Support
Results

Empathy Ratings

Supporting Attitude

Opposing attitude

Before Support

After Support

Empathy Ratings
Summary of Results

Participants Supporting Equal Rights

Exposure to a Attitude-Inconsistent Stigmatized Campaign

Participants Opposing Equal Rights

Less Polarized

More Polarized
Research Question 1: Revisited

Attitude-Inconsistent Stigmatized Campaign

IMPACT

Social Opinion on Stigmatized Topics

Prior Attitude towards Stigmatized Topic
Research Question 2

Attitude-Inconsistent & Attitude-Consistent

High Support & Low Support

Impact

Social Opinion on Stigmatized Topics

Prior Attitude towards Stigmatized Topics
Study Procedure: Stage 2

Participants

Step 1
- Campaign Supporting Equal Rights (High Support)
- Campaign Opposing Equal Rights (Low Support)

Step 2
- Campaign Supporting Equal Rights (Low Support)
- Campaign Opposing Equal Rights (High Support)
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

<table>
<thead>
<tr>
<th><strong>Independent Variables</strong></th>
<th><strong>Dependent Variables</strong></th>
</tr>
</thead>
</table>
| 1. Pre-existing attitude towards equal rights  
  - Between Subject  | 1. Persuasiveness |
| 2. The type of the campaign  
  - Within Subject  | 2. Awareness |
| 3. The amount of support  
  - Within Subject  | 3. Empathy |
|                             | 4. Perc. Of Social Support |
|                             | 5. Comfort Level |
|                             | 6. Fairness |
|                             | 7. Sense of Community |
|                             | 8. Intended Donation |
Stage 2: Results

Intended Donation ($) vs. Attitude

- **Attitude Inconsistent**
  - Intended Donation: $(8.12)

- **Attitude Consistent**
  - Intended Donation: $(13.3)$

**Supporting Equality** line shows a higher intended donation for individuals with consistent attitudes.
Stage 2: Results

Intended Donation ($) vs. Attitude Consistency

- Supporting Equality
- Opposing Equality

Intended Donation ($):
- (8.12)
- (9.74)
- (13.3)
- (94.2)
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

Exposure to a
Attitude-Inconsistent &
Attitude-Consistent Stigmatized Campaign

Participants Supporting Equal Rights

Participants Opposing Equal Rights

Less Polarized

More Polarized
Thank You

Sanorita Dey  Karrie Karahalios  Wai-Tat Fu

Group Website
http://cascade.cs.illinois.edu/

Crowdfunding Projects @ UIUC
http://crowdfund.cs.illinois.edu/