

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Appendix 2

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**Appendix 2.
Overview of Failed Campaigns**

Campaign Name	Total Raised (\$)	Campaign Goal (\$)	Backers	No. Rewards	Reward Quality	Updates	Campaign Length	Pitch Quality	Facebook Friends	Direct Network Size	Search Results	Facebook Shares	No. Campaigners
<i>Van Nuys 2013</i>	515.0	3000.0	12.0	9.0	4.0	3	30	4.0	205.0	257.0	45.0	44.0	1
<i>Look Alike</i>	280.0	2000.0	5.0	7.0	3.0	6	45	2.5	1050.0	1134.0	149.0	71.0	1
<i>My Only Son</i>	900.0	4000.0	14.0	4.0	2.0	1	25	2.5	1277.0	1624.0	61.0	89.0	1
<i>Gap Year</i>	2210.0	6000.0	14.0	14.0	4.0	0	35	3.5		1143.0	27.0	9.0	1
<i>The Very Awkward Life of Alex Schwartz</i>	2134.0	15000.0	58.0	8.0	4.0	1	45	3.0	839.0	5085.0	1090.0	136.0	2
<i>Collage</i>	50.0	500.0	2.0	13.0	3.0	0	30	3.0		639.0	52.0	2.0	2
<i>Animal Justice League, Episode II</i>	371.0	2500.0	7.0	5.0	2.0	0	47	2.5		6411.0	1030.0	18.0	3
<i>Next Time On A Spy In The House of Love</i>	110.0	750.0	8.0	5.0	2.0	0	30	2.5		625.0	45.0	12.0	2
<i>Cut Your Teeth</i>	17263.0	30000.0	36.0	11.0	4.0	3	40	3.5	1236.0	1443.0	1930.0	513.0	1
<i>Coffee To Go</i>	746.0	5000.0	9.0	10.0	3.0	1	30	3.0		3050.0	205.0	4.0	1
<i>El Salto: Tales from the Tooth</i>	1696.0	5700.0	35.0	6.0	2.0	1	22	2.5	485.0	2023.0	55.0	103.0	2
<i>Plane Boat</i>	3643.0	10000.0	25.0	6.0	3.0	0	31	3.5		1099.0	66.0	248.0	2
<i>Leatherbound: A King's Gambit</i>	1213.0	5775.0	12.0	8.0	4.0	0	32	3.0	253.0	1839.0	56.0	124.0	1
<i>The End War</i>	21401.0	50000.0	46.0	9.0	4.0	7	57	3.0	154.0	1356.0	64.0	165.0	6
<i>Zombie Love Film</i>	66.0	500.0	4.0	3.0	1.0	0	11	2.0		408.0	51.0	1.0	1
<i>A Self-Made Man</i>	2700.0	7500.0	37.0	8.0	4.0	0	45	2.0		9928.0	93.0	264.0	9
<i>Wake</i>	5342.0	12000.0	59.0	9.0	3.0	2	45	4.0		932.0	71.0	395.0	2
<i>I Never Talk to Strangers</i>	1175.0	3000.0	12.0	7.0	4.0	2	21	2.0	307.0	317.0	7.0	45.0	1
<i>Part-Timers</i>	899.2	4800.0	9.0	6.0	2.0	1	25	4.0	973.0	1866.0	48.0	99.0	5
<i>The Co-Op Krew</i>	820.0	7000.0	24.0	9.0	4.0	4	24	2.5	447.0	511.0	76.0	121.0	1
<i>Carnival of the Harvest Moon</i>	560.0	1250.0	5.0	6.0	3.0	0	30	2.0		1368.0	23.0	1.0	2
<i>The Animated Freethought Project</i>	560.0	3275.0	10.0	7.0	4.0	4	28	4.0	182.0	202.0	63.0	66.0	1
<i>Love Demon</i>	1775.0	2800.0	61.0	9.0	4.0	1	40	3.0	529.0	2274.0	105.0	156.0	3
<i>A Story in Black and White</i>	147.2	1120.0	4.0	5.0	3.0	3	25	3.0	300.0	346.0	67.0	60.0	1
<i>The Great 48</i>	1970.0	14000.0	18.0	5.0	2.0	3	28	2.5	58.0	1970.0	28.0	94.0	7
<i>Open Mic</i>	1603.0	67800.0	15.0	14.0	4.0	0	30	4.5		6545.0	49.0	217.0	8
<i>Documental de Chamalu</i>	275.0	1000.0	2.0	7.0	3.0	0	30	3.0		51.0	7.0	25.0	2
<i>The battle is really only half of the battle</i>	313.0	10000.0	9.0	10.0	5.0	0	60	2.0			8.0	107.0	1
<i>A Guide to Becoming a Celebrity</i>	10.0	5000.0	1.0	6.0	3.0	0	30	2.0	499.0	583.0	6.0	110.0	1
	16.0	4921.0	1.0	8.0	3.0	0	30	2.0	369.0	450.0	6.0	1.0	1

<i>Petrified</i>	891.0	9999.0	57.0	27.0	5.0	4	35	5.0	299.0	9184.0	84.0	1498.0	15
<i>The Last Day</i>	457.0	16000.0	9.0	7.0	4.0	0	34	3.0	647.0	1432.0	80.0	104.0	2
<i>The Rise</i>	2200.0	25000.0	19.0	15.0	5.0	0	30	4.0		1527.0	267.0	701.0	2
<i>Bitter & Sweet</i>	2410.0	5000.0	19.0	8.0	3.0	1	30	4.0		2063.0	38.0	63.0	1
<i>Community Served</i>	3333.0	15000.0	26.0	15.0	4.0	3	30	4.0	1460.0	2350.0	77.0	117.0	3
<i>The Perverted Alien</i>	10.0	100.0	1.0	1.0	1.0	0	30	1.0	894.0	2269.0	7.0	6.0	1
<i>We That Are Left</i>	2051.0	9774.0	9.0	10.0	4.0	3	30	3.0	115.0	115.0	24.0	12.0	1
<i>Werewolf Movie Project</i>	1160.0	75000.0	4.0	11.0	3.0	0	28	1.5		2560.0	7.0	11.0	1
<i>Hollyweird</i>	824.0	15000.0	5.0	8.0	3.0	0	34	2.5	287.0	340.0	7.0	64.0	1
<i>Rise, Fall and Recreation of Detroit</i>	0.0	25000.0	0.0	3.0	1.0	0	15	1.5	122.0	127.0	6.0	0.0	1
<i>Beautiful Tree, Severed Roots</i>	54.0	15000.0	2.0	10.0	4.0	0	23	4.0	2432.0	2852.0	23.0	9.0	1
<i>Iced 2014</i>	50.0	3000.0	2.0	6.0	3.0	2	34	2.5	848.0	1173.0	60.0	27.0	1
<i>Bullied</i>	551.0	2500.0	4.0	7.0	3.0	0	30	2.0	381.0	435.0	6.0	22.0	1
<i>Sound The Alarm</i>	421.0	30000.0	14.0	15.0	5.0	0	30	4.5	779.0	2038.0	10.0	302.0	11
<i>Citizen First Responders</i>	370.0	4800.0	15.0	8.0	3.0	1	30	3.0	178.0	192.0	5.0	33.0	1
<i>The Boss Lady</i>	229.7	4887.0	5.0	6.0	3.0	0	30	3.0	139.0	162.0	7.0	7.0	1
<i>From Tracers to Twisters</i>	170.0	5000.0	5.0	7.0	3.0	1	28	2.5	11.0	673.0	5.0	80.0	4
<i>Penny Horrors</i>	16333.0	22000.0	195.0	12.0	5.0	8	30	4.5	974.0	21684.0	1100.0	350.0	1
<i>Non Stop to Comic Con</i>	5324.0	20000.0	46.0	16.0	5.0	3	31	4.5	210.0	24320.0	4320.0	506.0	3
<i>War Bonds</i>	257.0	15000.0	7.0	8.0	2.0	0	60	2.5	118.0	418.0	47.0	103.0	3