

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Table 3

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Table 3.**Description of variables related to campaigns**

	Variable	Variable Description
<i>Operation of campaign</i>	<i>Number of rewards</i>	Total number of rewards listed in exchange for the backers contributions.
	<i>Updates</i>	The number of updates the campaigners provided on Kickstarter.
	<i>Campaign Length</i>	Number of days the campaign was run for.
	<i>Number of Campaigners</i>	Number of individuals who were connected to the campaign and its promotion (e.g Cast & Crew).
<i>Network Management</i>	<i>Facebook Friends</i>	Number of Facebook friends on the account linked to the campaign.
	<i>Direct Network Size</i>	Number of individuals within the campaigners direct networks (receive first hand campaigner information). These figures were determined from the connections to the campaigners and any campaign related pages on Facebook and Twitter.
	<i>Search Results</i>	Amount of search results returned by Google about the campaign. Determined by using the following search term "TITLE" "AUTHOR" "KICKSTARTER"
	<i>Facebook Shares</i>	Number of times the campaign page was shared to Facebook.
<i>Financial Issues</i>	<i>Campaign Goal</i>	The desired target goal set by the campaigners.
	<i>Total Raised</i>	The final amount of money raised over the course of the campaign. All campaigns were measured in American Dollars.
	<i>Backers</i>	Number of individuals who contributed towards the campaign.
<i>Quality of Campaign</i>	<i>Reward Quality</i>	Reward quality was judged through a consideration of the depth, value, tangibility and geographic vulnerability of rewards.
	<i>Pitch Quality</i>	Following on from entrepreneurial literature (Chen et, al. 2009) passion and preparedness were considered to judge pitch quality. .