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Crowding as a means of consumer engagement and social benefit for established organisations

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CrowdFunding Research (/)

About The Crowd-Funding Lab Experiment

Crowd-Funding is an exciting new way for people to participate in innovative new ventures. The medium is open to anyone who wishes to launch or support a project and is changing the way we do business. The Crowd-Funding Lab experiment is an academic research project aimed at exploring the dynamics of Crowd-funding participants. It is hoped that the research will provide valuable insights for people or companies considering Crowd-Funding.

What The Research Will Be Used For

I am a master's student at the University of Witwatersrand Business School and I am conducting research amoungst crowd-funding participants with the intention of gaining insights into the attitudes of contributors. Your participation in this survey will aid me in completing the required research towards my degree as well as provide valuable knowledge in the field of consumer insights and the emerging field of crowd-funding. It is my hope that i will be able to publish the findings of this research, and that these findings will add to the growing body of knowledge within the crowd-funding context

Why Me?

For a small time commitment, your participation will greatly assist me in conducting this research.

Who Will Have Access To These Results?

The research will kept private and confidential and information will not be given out. Your responses will be kept confidential and I will ensure anonymity in all regards.

What's Expected?

Participants will be required to review two crowd-funding projects online. Thereafter participants will be required to answer a short online questionnaire. The questionnaire should take between 15 to 20 minutes (Maximum) to complete. You will be able to complete it in your own time and is self-administered online. Your responses will be kept confidential and I will ensure anonymity in all regards

Questions & Concerns

For any additional questions or concerns please contact me at alainrosa @ gmail.com

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