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

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Crowd-Funding Lab 1 (/)

About The Crowd-Funding Lab Experiment



Examining The Crowd-Funding Dynamic

Thank you for taking the time to participate in my research project.



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?

You have been selected because of your experience, or lack thereof, with crowd-funding projects. Your contact details have be acquired by either contacting project launchers, Crowd-Funding platforms or through a social media campaign.

Who Will Have Access To These Results?

Your responses will be kept anonymous and your name will not appear in the research report. A copy of the report can be made available to you, upon request. The research will be used towards an academic dissertation.

What's Expected?

Firstly i will require you to review both of the crowd-funding projects presented. Next, you will need to proceed to a short questionnaire via the link provided. The project review should take between 15 to 20 minutes to go through and the questionnaire thereafter will take approximately 10 more minutes to complete (total estimated time of 25 to 30 minutes). You will be able to complete it in your own time and it is self-administered online. Your responses will be kept anonymous.

NB! - Note Its Not Necessary To Watch The Videos
All Information Is Also In The Body Of The Text

I Have A Question Or Concern

For any questions, concerns, comments or additional information you require, please contact me through the following email: alainrosa @ gmail.com

contact (mailto:alainrosa@gmail.com)

Proceed to consent form (/consent-form.html)

Discover page

Project 1 (/project-1.html)

Project 2 (/project-2.html)

Proceed to Questionnaire (https://www.surveymonkey.com/r/GZRMNMR)

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