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What Motivates People to Donate in Medical Charitable Crowdfunding Projects? A Trust Theory Perspective

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Abstract: In recent years, the micro-public welfare model based on social network has been widely used in medical crowdfunding, providing a novel solution for patients facing financial difficulties. Using social networks to eliminate time and space constraints on offline donations, more potential donors can be found. Based on the trust theory, this paper collected the medical crowdfunding projects data of public welfare on Weibo from 2012 to 2018, combined with the number of followers, regions and identity information of the project promoters on Weibo social media, and explored the influencing factors of the amount of public crowdfunding projects by using multi-source data. In the fundraising process of medical crowdfunding projects, the subject of trust construction is the donors, and the object of trust includes not only the relevant information of the patient, but also the promoter and the information characteristics of the project. This paper aims to build a theoretical model of trust from promoters, patients, project information characteristics, so as to explore the factors influencing the fundraising ability of medical projects under the micro-public welfare model. The results show that promoters, patients and project information characteristics can affect the trust of donors, and thus affect the amount of money raised by medical crowdfunding projects. On the basis of the above empirical research, this paper also puts forward some suggestions for the healthy development of micro-public welfare based on the problems found.

Keywords: Micro-public Welfare, Medical Charitable Crowdfunding, Trust Theory

1. RESEARCH QUESTION

This paper takes the charitable crowdfunding projects in the public welfare of Weibo as the research object, selects the medical-related charitable crowd-funding projects, obtains the project description, fundraising information, promoter information and other information of these projects, and studies the influencing factors of the fundraising ability of "micro-public welfare" projects based on the actual data of this platform.

2. HYPOTHESIS AND DATA PROCESSING

The definition of trust by Mayer et.al is accepted by most scholars^[1]. In crowdfunding activities, Trust may be influenced by the value of interaction and sharing^[2], and may also be affected by factors such as project information quality, ability of project promoter, reputation and value similarity^[3]. In general crowdfunding activities, the social status of the project promoter will affect participants' willingness to participate^[4]. Second, the patient's status may also affect the donor's willingness to donate. Previous researchers have found that women can be trusted more than men^[5]. Based on the trust theory and combined with previous research on crowdfunding, this paper proposes a research framework under the micro-public crowdfunding model.

In this paper, a total of 10,434 medical relief projects on Micro Public Welfare of Sina Weibo from 2012 to 2018 were obtained using crawler tools. In this paper, according to the amount of output raised by each region and the amount of charity money actually obtained, it is divided into three regions by clustering algorithm. Through the social network on the geographical information visualization, patients and promoter areas as nodes,

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money as edge weights, we observed the mutual aid between regions.

3. RESULTS AND CONCLUSIONS

The OLS(Ordinary Least Square) regression model is used to test the relationship between independent variables and dependent variables. Then, we get the results of hypotheses testing like Table1. The robustness test is further carried out in this paper.

Table 1. Results of hypotheses testing

Hypothesis	Contents	Hypotheses Testing
H1a	The more fans the promoter has, the better the fundraising.	Supported
H1b	The celebrity promoter help project raise more money.	Supported
H2a	Women receive more donations in medical crowdfunding.	Not Supported
H2b	Children or the elderly receive more donations in medical crowdfunding.	Not Supported
H2c	Patients come from areas with large charitable gaps receive more donations.	Supported
H3a	The more progress reports the better for fundraising.	Supported
H3b	The higher the number of retweets, the better the fundraising.	Supported

In social media, the number of followers of the promoter will affect the exposure of the project and the opportunity to get donations, and the number of followers as a reflection of ability will have a significant positive impact on public crowdfunding. Celebrities have high reputation and influence in social media, and "celebrity effect" is conducive to the publicity, mobilization and organization of public welfare activities in social media. The age and gender of the patient have no significant impact on the fundraising, which means there is no special care for the disadvantaged groups in the traditional sense in the medical crowdfunding. In other words, in the face of serious illness and family difficulties, the label of this disadvantaged group is ignored. However, regional differences will have an important impact on project fundraising, and projects from regions with large charitable gaps can get more attention. This suggests that the development of regional philanthropy is unbalanced and insufficient, which can be alleviated by regional mutual assistance under the micro-public welfare model. The information characteristics of the project include the information disclosure and information dissemination of the project execution. Micro-public welfare is conducive to the spread and mobilization of public welfare projects through social media, but there is still information asymmetry in the implementation of projects and the use of donations. Based on the theory of trust, information disclosure during the implementation of public benefit crowdfunding projects will make potential donors believe that those in need of help are honest, which is conducive to the project to obtain donations.

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