



Triple Crowdfunding User Research

Stefano De Paoli, Paula Forbes, Andreea Oniga | **Abertay University** | 22nd Nov. 2021 | Triple Conference

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Rationale for this research

SETTING UP SUCCESSFULLY A CROWDFUNDING SOLUTION REQUIRES KNOWLEDGE FOR SUPPORTING THE DECISION MAKING AND AN EFFECTIVE DELIVERY

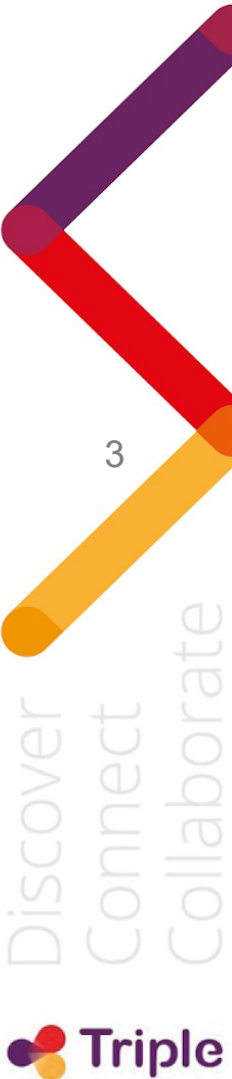


2

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Questions

- What kind of projects would interest the potential users of the crowdfunding service?
- Do crowdfunders want feedback after the funding?
- Would participants like to get involved in other ways?
- What contributes toward trusting the researchers/projects?
- Could the career stage of the researcher (junior or senior) have an impact toward funding decisions?



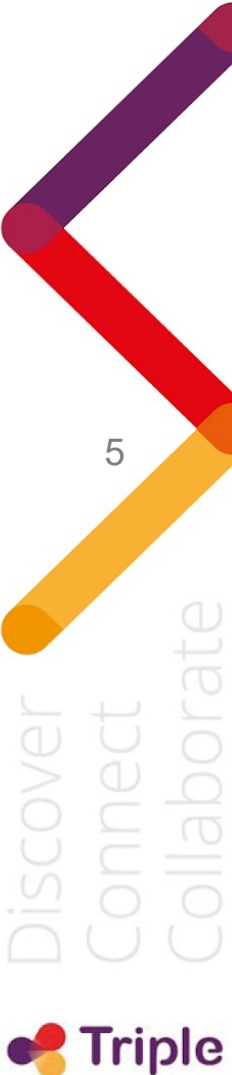
Questionnaire organisation

- the general attitude of people toward science.
- previous experience with crowdfunding.
- perception of the relevance of crowdfunding of science.
- **projects people would be more interested to fund via the GoTriple crowdfunding platform.**
- **what should happen after the project conclusion.**



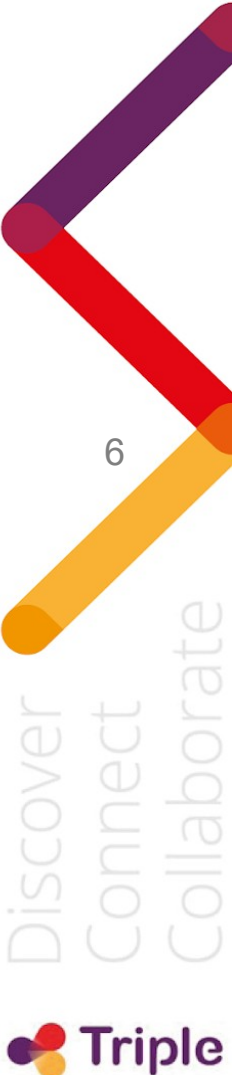
Practical & Response

- Questionnaire prepared in early 2021 and distributed in May 2021 mostly with social media
- Translated in 7 languages
- The questionnaire has collected 587 responses
- Responses: 141 from the general public and 446 from researchers



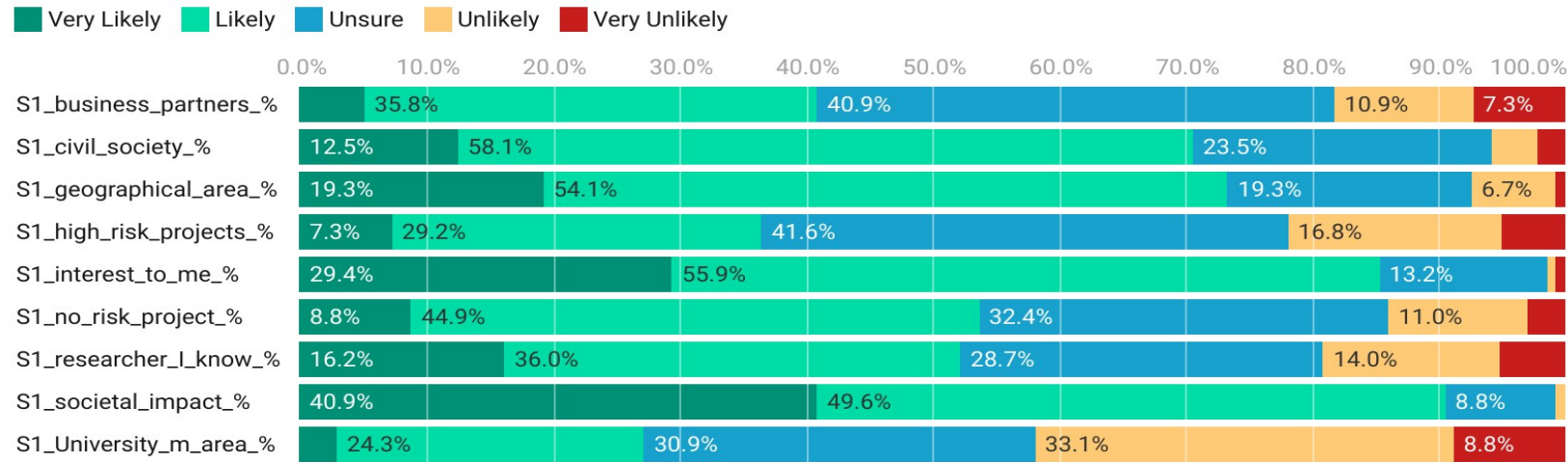
Final Recommendations

- **Promote, initially, projects whose aspects satisfy both the general public as well as researchers**
- **The same should happen after the project**
- **Work will need to be done to increase the perception of seriousness over time**
- **Prioritise projects which carry low risks but that can reach objectives and satisfiable completion**
- **When possible, researchers should make their data open at the end of the project**



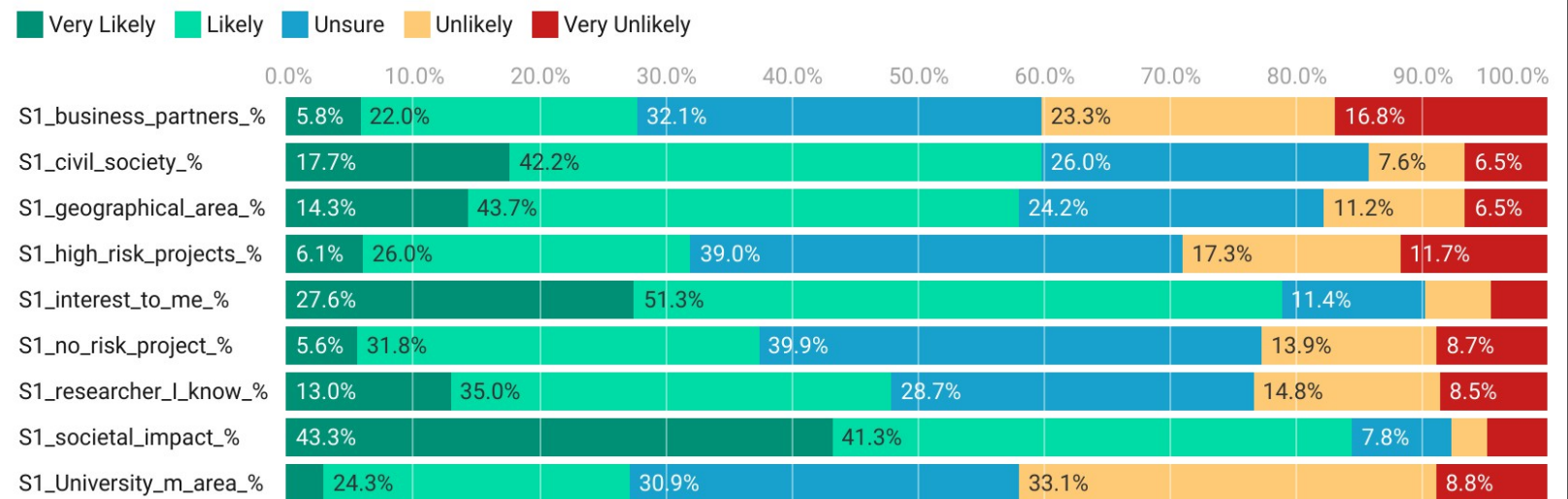
Projects of interest

Projects of interest (public)



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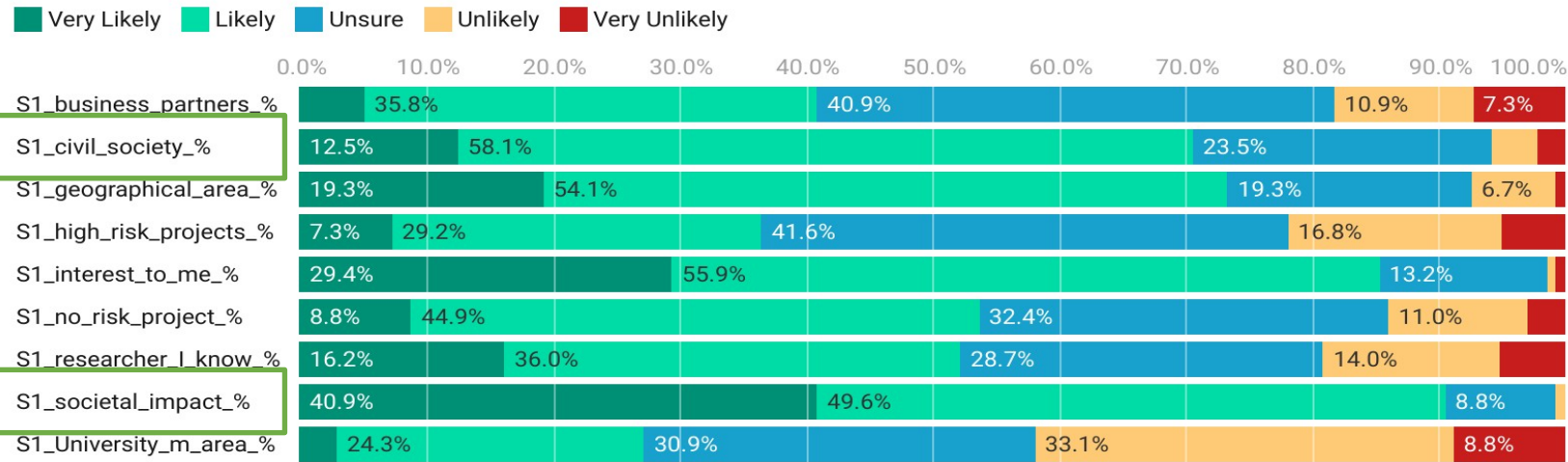
Projects of interest (researchers)



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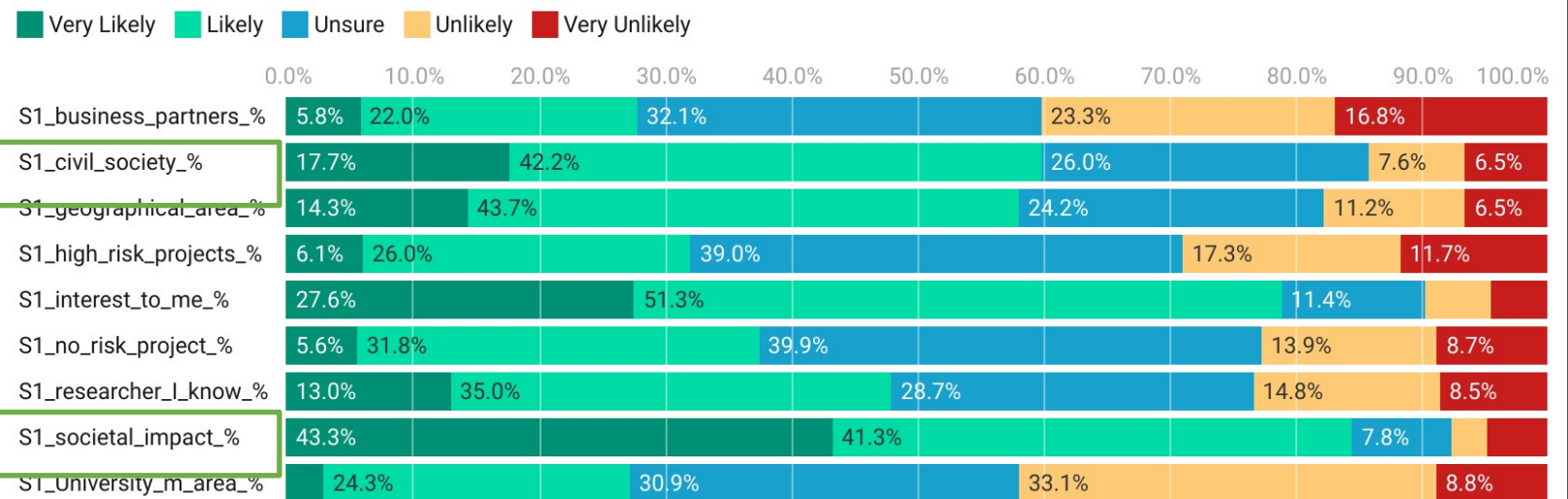
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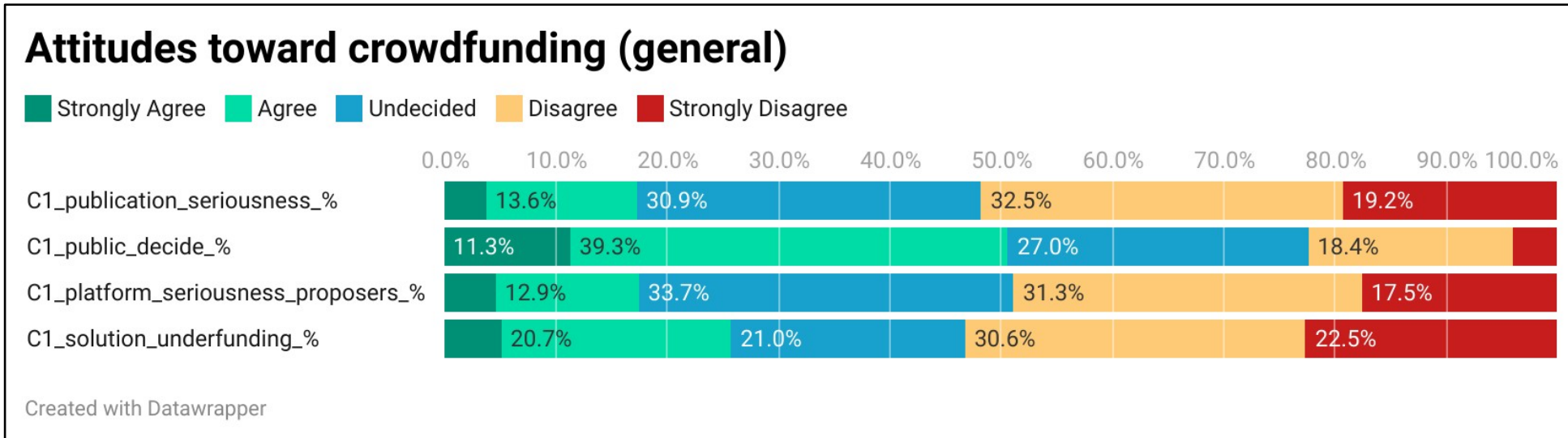
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Projects of interest (researchers)



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Attitudes



Attitudes



10

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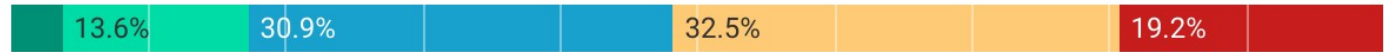
Attitudes toward crowdfunding (general)

Strongly Agree Agree Undecided Disagree Strongly Disagree

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0% 90.0% 100.0%



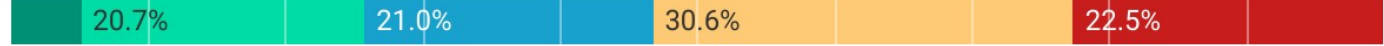
C1_publication_seriousness_%



C1_platform_seriousness_proposers_%



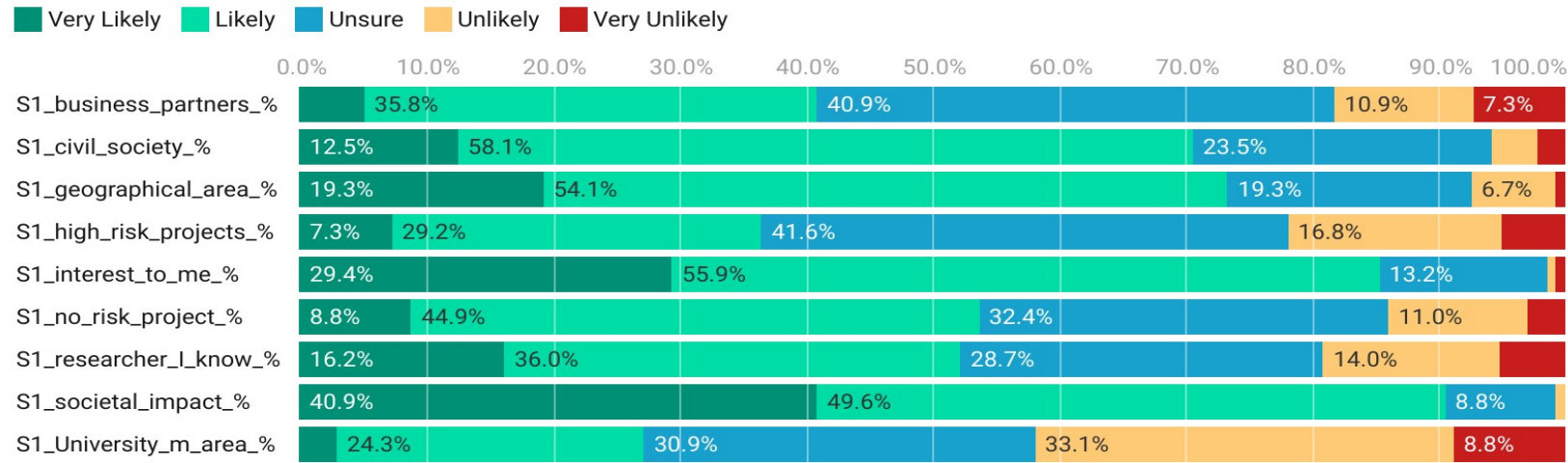
C1_solution_underfunding_%



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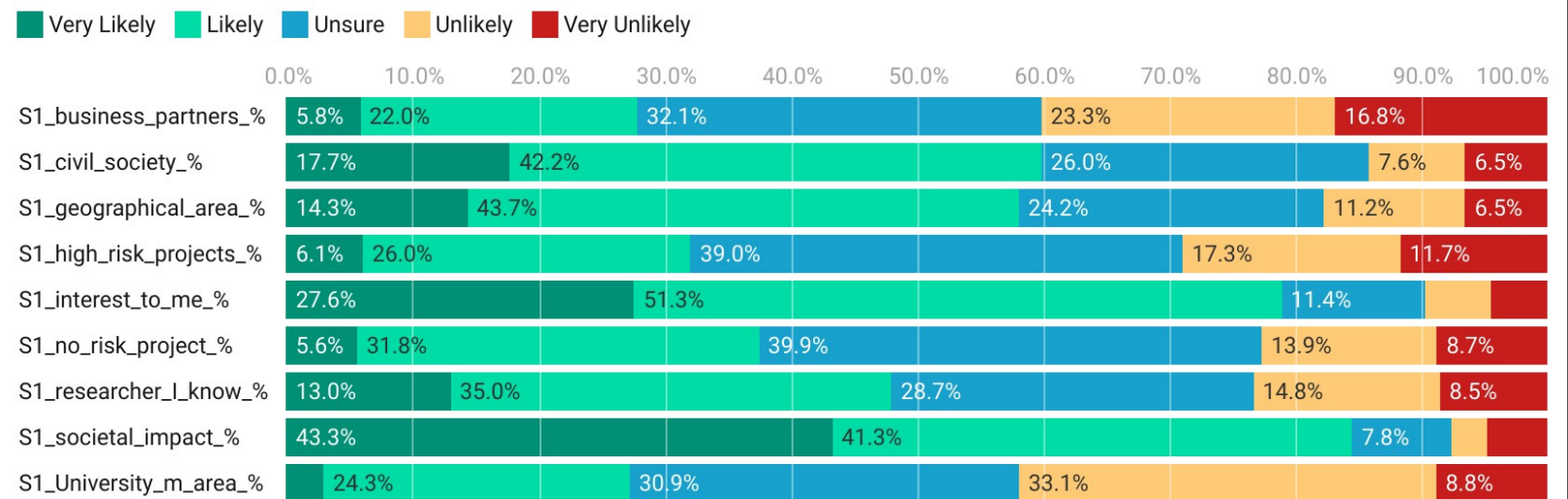
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Projects of interest (public)



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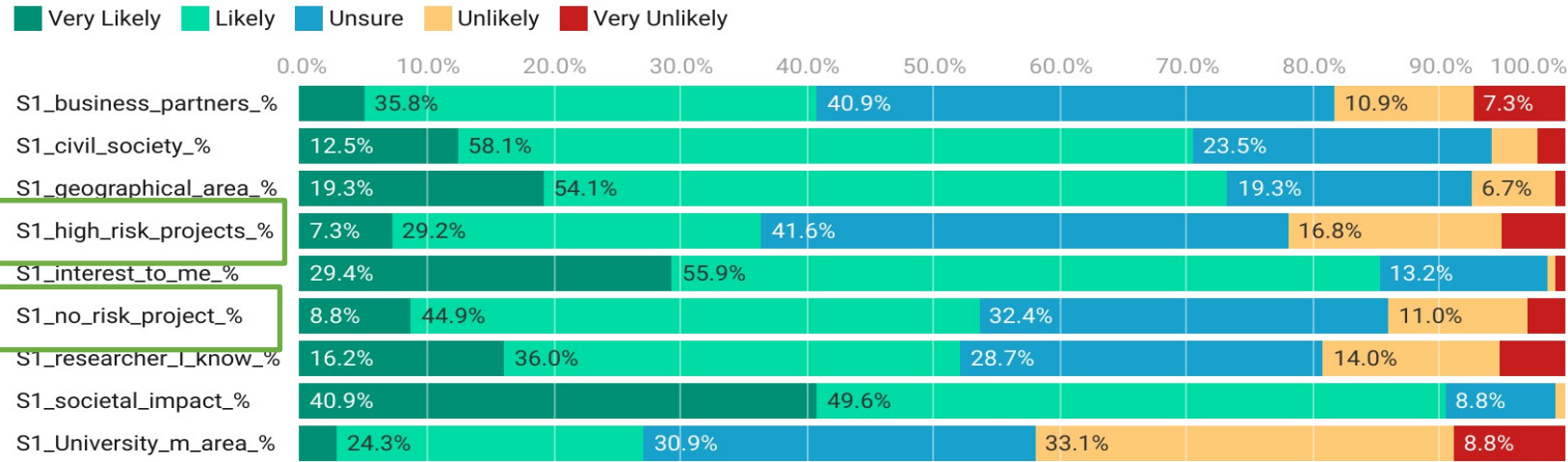
Projects of interest (researchers)



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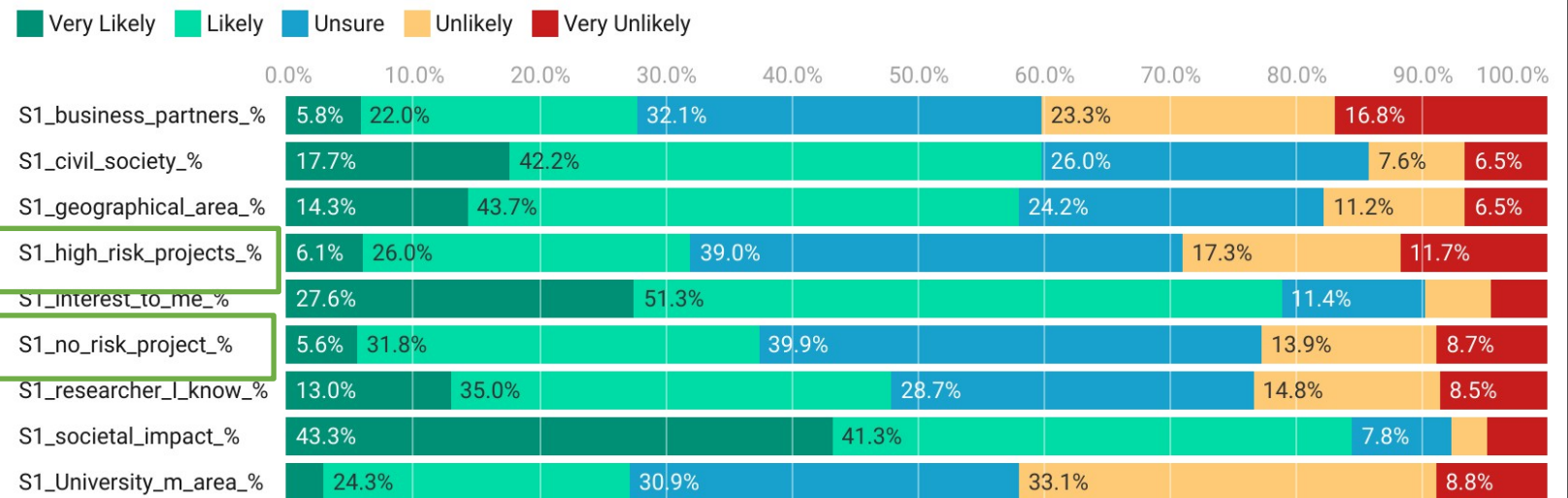
Projects of interest

Projects of interest (public)



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Projects of interest (researchers)



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Projects of interest

Projects of interest 2 (public)

Very Likely Likely Unsure Unlikely Very Unlikely



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Projects of interest 2 (researchers)

Very Likely Likely Unsure Unlikely Very Unlikely

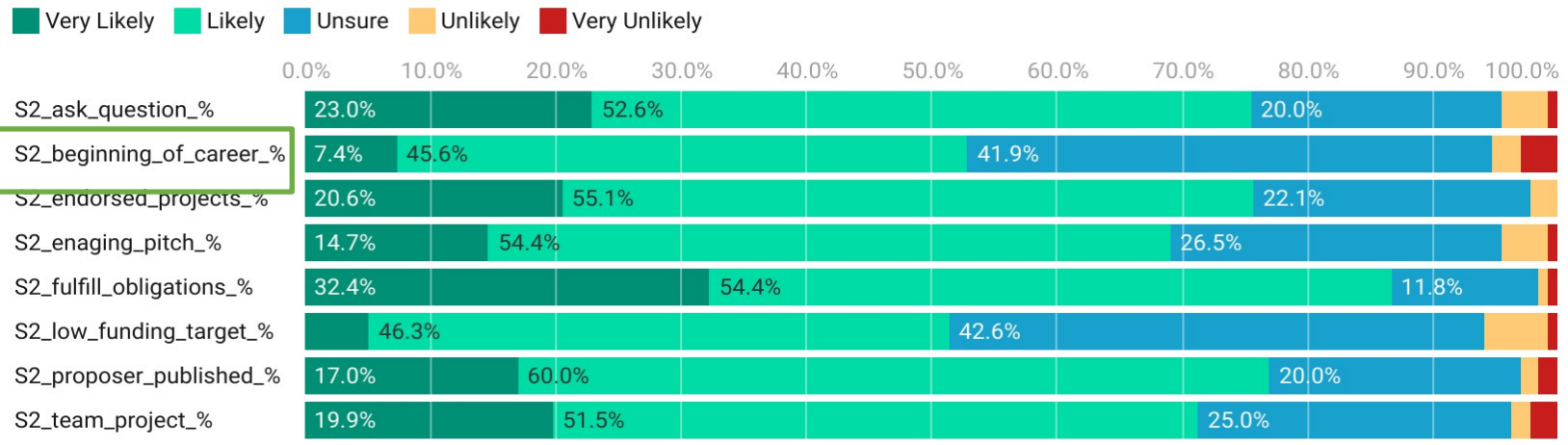


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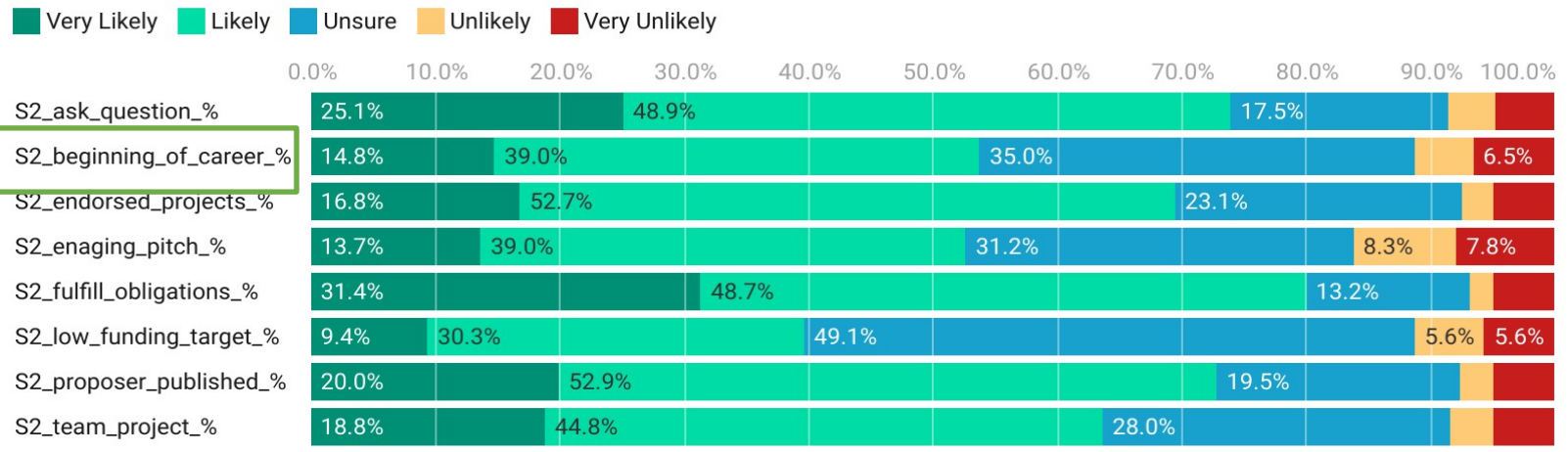
Projects of interest

Projects of interest 2 (public)

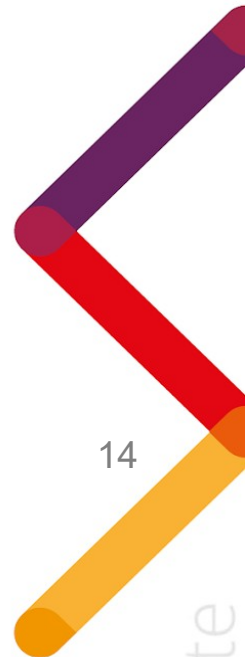


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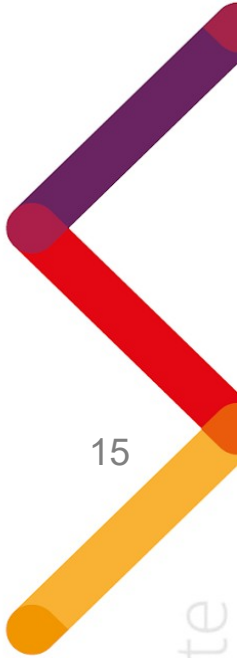
Projects of interest 2 (researchers)



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After the project

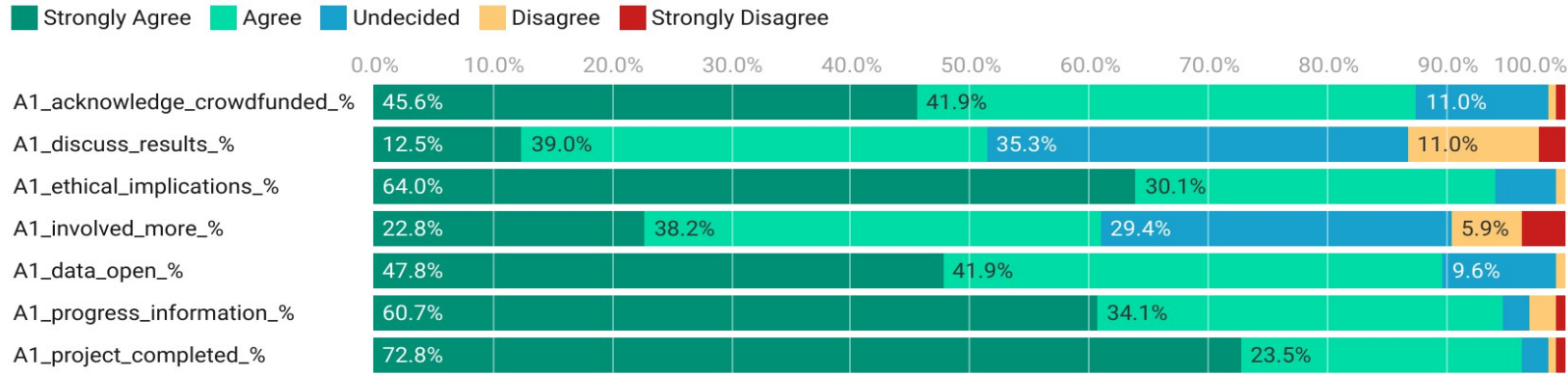


15

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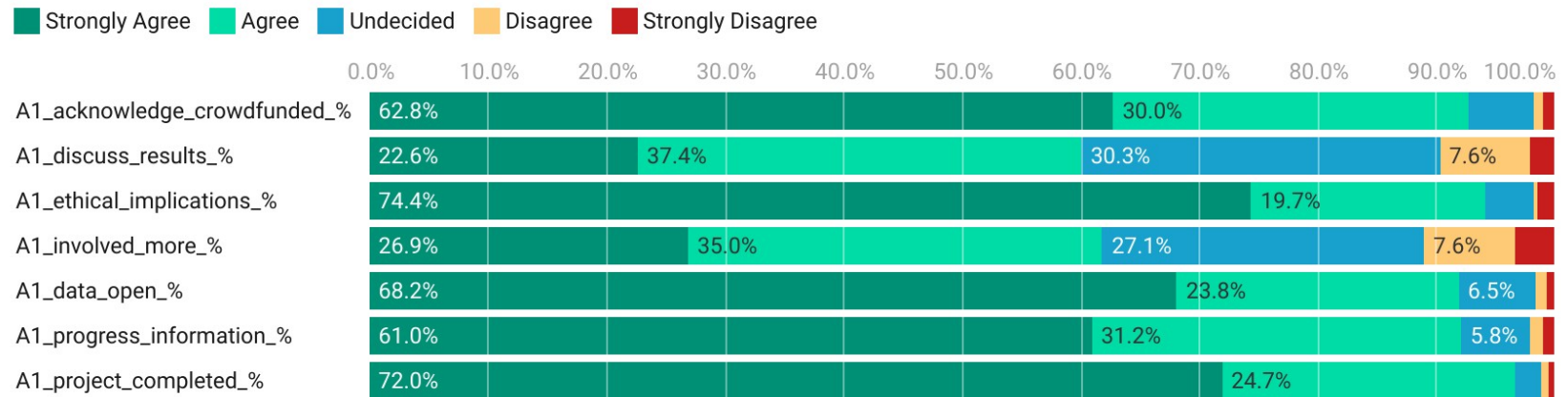


After the project (public)



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After the project (researchers)



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After the project

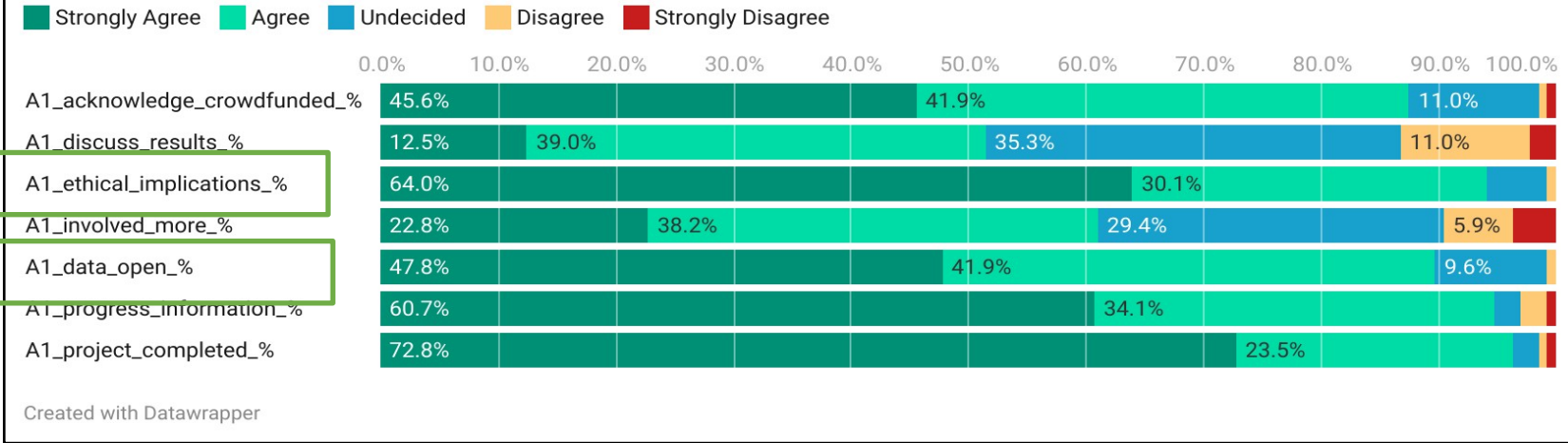


16

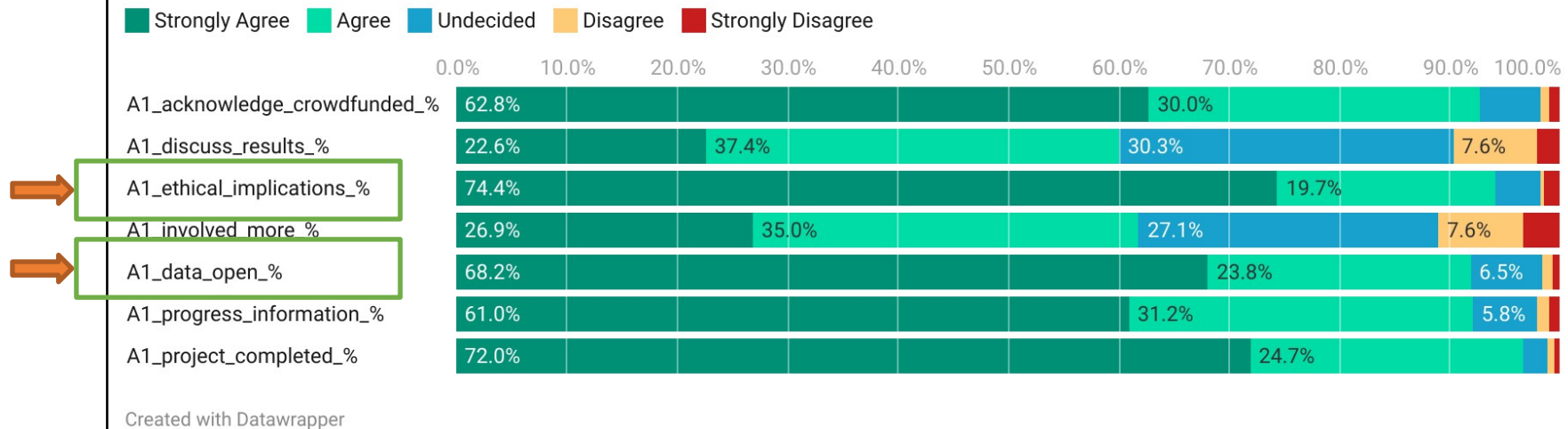
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After the project (public)



After the project (researchers)



Final Recommendations

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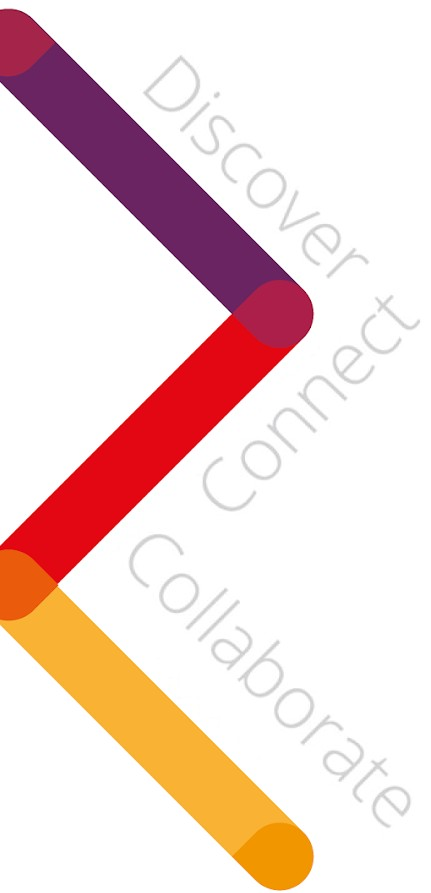


Read it from Zenodo

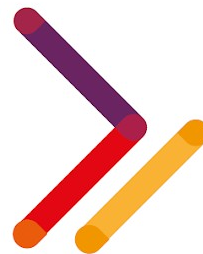
TRIPLE Deliverable: D3.2 Report on Co-Design of the Innovative and New Services

<https://zenodo.org/record/5660961#.YZzVG9DP02w>



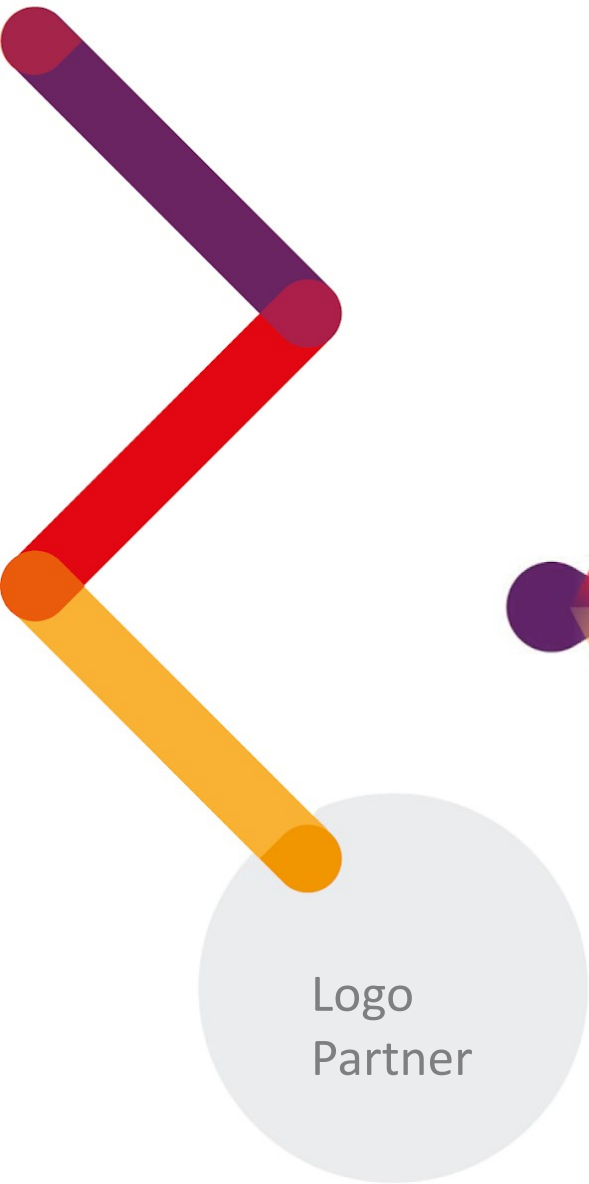


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*The **GoTriple** platform will be the
Discovery Service of the OPERAS
Research Infrastructure.*

OPERAS
open access in the european research
area through scholarly communication



The TRIPLE project has received funding from the European Union's Horizon 2020 Research & Innovation programme under grant agreement number 863420.