Summary of *Persuading Investors: A Video-Based Study*

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1. **What are the research questions?**
   - Can and how persuade deliveries(in pitch) impact investor decision?

2. **Why are the research questions interesting?**
   - Many economic decisions are made after interpersonal persuasive communications
   - Delivery in persuasive communications matters for the final outcome beyond content.
   - Empirical scarcely.challenge: capture real-world deliveries; observe decisions post-persuasion.
   - pitch videos to capture deliveries, observe investor decisions and startup performance+ML

3. **What is the paper's contribution?**
   - conceptual contribution: focus on the delivery features in interpersonal persuasions.
     - Recent paper:
       * not well-studied in an economic setting.
       * Persuasion models view content as signals, deliveries just additional dimension
     - Extend: allow deliveries change investor beliefs, allow beliefs formed inaccurately
   - provides a ML-based method to explore unstructured video data in economic research.
     - Recent paper:
       * unstructured data and ML in economics: text, voice, static images(Boxell,2018)...
     - Extend: allow dynamic feature aggregation of all channels using complete video
   - contribute to literature on persuasion.
     - Recent paper:
       * focuses on marketing(persuade consumer) and political(persuade voters).
       * Persuade investors: focus on earnings announcement or stock recommendation.
     - Extend: a unique important setting: pitch videos

4. **What hypotheses are tested in the paper?**
   - H1: Positivity Pitch Features increase likelihood of obtaining funding.
   - H2: Positivity Pitch Features help investors reach better decisions.

   a) **Do these hypotheses follow from and answer the research questions?**

   - Yes, show delivery work, through form inaccurate beliefs.

   b) **Do these hypotheses follow from theory? Explain logic of the hypotheses.**

   - higher quality startups lead to more positive and energetic entrepreneurs. Good communication skills during pitches benefit ventures.
   - better pitch is a valuable signal, attracting more funding.

5. **Sample: comment on the appropriateness of the sample selection procedures.**

   - election bias: 1139/6000+ firm have been accelerate

6. **Comment on the appropriateness of variable definition and measurement.**

   - Will the inclusion of text also include content?
   - Why is it necessary to categorize into pos and neg?

7. **Comment on the appropriateness of the regress/predict model specification.**

   - Is it necessary to control appearance, skin color and clothing when analyzing expressions

8. **What difficulties arise in drawing inferences from the empirical work?**

   - Due to the lower require of value for enthusiastic firms, can firm value be controlled?

9. **Describe at least one publishable and feasible extension of this research.**

   - Video source: Securities firm live streaming (TongHuaShun), IPO video
   - Conducting feature analysis in reverse
   - Environmental news conference video