Correlation coefficient graph

A screenshot of a graph

Description automatically generated with low confidence

A picture containing text, crossword puzzle, screenshot, diagram

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Skew | Kurt |
| [1] | DV: Donation Amount | 11017 | 44290 | 18.77 | 515.56 |
| [2] | Campaign Goal | 43966 | 127877 | 8.15 | 93.6 |
| [3] | Tax Deductibility | 0.95 | 0.21 | -4.29 | 16.42 |
| [4] | Campaign Duration | 112 | 109 | 1.36 | 0.52 |
| [5] | Campaign Video | 0.346 | 0.476 | 0.64 | -1.58 |
| [6] | Number of images | 3 | 1.56 | -0.004 | -1.52 |
| [7] | Words of campaign | 138 | 67 | 0.023 | -1.04 |
| [8] | Creator Type | 0.65 | 0.94 | 2.78 | 11.32 |
| [9] | Scale Type | 12428123 | 7366143 | -0.148 | -1.625 |
| [10] | Sector Type | 1.02 | 1.25 | 1.22 | 1.53 |
| [11] | Start Year category | 3.23 | 1.37 | -0.76 | -0.099 |
| [12] | Campaign frequency | 3.23 | 1.37 | 3.18 | 9.80 |
| [13] | Future tense % | 12.98 | 26.96 | 1.88 | 2.46 |
| [14] | Avg custom amount | 0.01 | 0.02 | 19.37 | 481 |

Statistics

Statistics

Table1 correlation Matrix and descriptive statistics

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Min | Max | [1] | [2] | [3] | [4] | [5] | [6] | [7] | [8] | [9] | [10] | [11] | [12] | [13] |
| [1] | DV: Donation Amount | 11017 | 44290 | 10 | 1602948 | 1 |  |  |  |  |  |  |  |  |  |  |  |  |
| [2] | Campaign Goal | 43966 | 127877 | 100 | 2000000 | 0.57 | 1 |  |  |  |  |  |  |  |  |  |  |  |
| [3] | Tax Deductibility | 0.95 | 0.21 | 0 | 1 | 0.02 | -0.05 | 1 |  |  |  |  |  |  |  |  |  |  |
| [4] | Campaign Duration | 112 | 109 | 2 | 365 | 0.25 | 0.41 | -0.013 | 1 |  |  |  |  |  |  |  |  |  |
| [5] | Campaign Video | 0.346 | 0.476 | 0 | 1 | 0.051 | 0.041 | 0.0031 | 0.034 | 1 |  |  |  |  |  |  |  |  |
| [6] | Number of images | 3 | 1.56 | 0 | 5 | 0.069 | 0.069 | -0.025 | 0.069 | 0.039 | 1 |  |  |  |  |  |  |  |
| [7] | Words of campaign | 138 | 67 | 1 | 294 | 0.23 | 0.25 | -0.033 | 0.056 | 0.0089 | 0.12 | 1 |  |  |  |  |  |  |
| [8] | Creator Type | 0.65 | 0.94 | 0 | 7 | -0.17 | -0.47 | 0.1 | -0.25 | 0.08 | -0.024 | -0.24 | 1 |  |  |  |  |  |
| [9] | Scale Type | 12428123 | 7366143 | 50000 | 20000000 | 0.021 | -0.053 | 0.28 | 0.0077 | -0.002 | -0.11 | -0.044 | 0.15 | 1 |  |  |  |  |
| [10] | Sector Type | 1.02 | 1.25 | 0 | 7 | 0.022 | 0.1 | -0.04 | 0.042 | 0.0048 | -0.016 | 0.11 | -0.13 | -0.068 | 1 |  |  |  |
| [11] | Start Year | 3.23 | 1.37 | 0 | 5 | -0.058 | -0.16 | -0.062 | -0.17 | -0.029 | -0.12 | -0.042 | 0.16 | 0.011 | -0.036 | 1 |  |  |
| [12] | Campaign frequency | 12.98 | 26.96 | 1 | 134 | -0.2 | -0.36 | 0.11 | -0.18 | -0.088 | -0.14 | -0.15 | 0.29 | 0.2 | -0.12 | 0.31 | 1 |  |
| [13] | Future tense % | 0.01 | 0.02 | 0.0 | 0.129 | 0.13 | 0.28 | -0.094 | 0.097 | -0.005 | 0.081 | 0.15 | -0.52 | -0.096 | 0.0008 | -0.077 | -0.18 | 1 |
| [14] | Avg custom amount | 171.62 | 1094 | 0.0 | 40000 | 0.25 | 0.55 | -0.12 | 0.24 | -0.053 | 0.038 | 0.25 | -0.86 | -0.14 | 0.12 | -0.12 | -0.31 | 0.53 |

VIF Test

The new regression result.

Without log transformation

Actual\_Donation\_Amount 1.2068378257118662

Campaign\_Goal 1.2668600700416732

NPO\_Ipc\_Status\_For\_Tax\_Deductibility 1.2919481199881278

Campaign\_Duration 1.1290674641871534

Campaign\_Video 1.0280731837572972

Campaign\_Image\_Number 1.0738155148383175

Number\_of\_words\_describing\_campaign 1.0689606933132165

Creator\_Type 1.2288056734118626

Scale\_type 1.336568057168552

Sector\_type 1.0345894887525895

Campaign\_Start\_Year\_category 1.1169914900554465

Campaign\_frequency 1.2195330005582665

Future\_tense\_percentage 1.1639295925179671

Avg\_custom\_amount 1.0263801660354002

Base modelA screenshot of a computer

Description automatically generated

Residual standard error: 1.5875834139825278

Predicted R2: 0.3395480186514015

Base model + Future\_tense\_percentage + Log\_avg\_custom\_amount

A screenshot of a computer

Description automatically generated

Residual standard error: 1.5849140549661294

Predicted R2: 0.3415543555034526

Model 3 = Model 2 + Future\_tense\_percentage\_X\_Log\_avg\_custom\_amount

A screenshot of a computer

Description automatically generated

Residual standard error: 1.58213757230085

Predicted R2: 0.34366431775478046

Robustness test 1 A screenshot of a computer

Description automatically generated

Residual standard error: 1.2615295245458051

Predicted R2: 0.272537461813088

Robustness test 2

A screenshot of a computer

Description automatically generated

Residual standard error: 0.3526142393655064

Predicted R2: 0.221949339097257

The result below are all based on Model 3

Residual Plot

A picture containing text, screenshot, diagram, plot

Description automatically generated

QQ Plot

A picture containing diagram, plot, line, text

Description automatically generated

A blue line with a red line

Description automatically generated with low confidence