New dataset with 6972 campaigns:

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3) New dataset with 6972 campaigns:

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Description automatically generated

Log(x+1) result:

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Description automatically generated

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Description automatically generated

Correlation coefficient graph

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Skew | Kurt |
| [1] | DV: Donation Amount | 10393 | 31233 | 11.25 | 203 |
| [2] | Campaign Goal | 39600 | 110902 | 8.17 | 99 |
| [3] | Tax Deductibility | 0.95 | 0.21 | -4.36 | 16.99 |
| [4] | Campaign Duration | 111 | 109 | 1.37 | 0.578 |
| [5] | Campaign Video | 0.346 | 0.476 | 0.648 | -1.58 |
| [6] | Number of images | 3.01 | 1.56 | -0.005 | -1.51 |
| [7] | Words of campaign | 138 | 67 | 0.027 | -1.04 |
| [8] | Creator Type | 0.66 | 0.94 | 2.74 | 10.99 |
| [9] | Scale Type | 5.65 | 1.16 | -1.68 | 4.09 |
| [10] | Sector Type | 1.02 | 1.24 | 1.22 | 1.54 |
| [11] | Start Year category | 3.24 | 1.36 | -0.78 | -0.052 |
| [12] | Campaign frequency | 13.23 | 27.36 | 3.13 | 9.44 |
| [13] | Future tense % | 0.01 | 0.02 | 1.89 | 2.47 |
| [14] | Avg custom amount | 136 | 671 | 17.74 | 446.9 |

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 | 10393 | 31233 | 10 | 931228 | 1 |  |  |  |  |  |  |  |  |  |  |  |  |
| [2] | Campaign Goal | 39600 | 110902 | 100 | 2000000 | 0.65 | 1 |  |  |  |  |  |  |  |  |  |  |  |
| [3] | Tax Deductibility | 0.95 | 0.21 | 0 | 1 | 0.013 | -0.05 | 1 |  |  |  |  |  |  |  |  |  |  |
| [4] | Campaign Duration | 111 | 109 | 2 | 365 | 0.28 | 0.41 | -0.013 | 1 |  |  |  |  |  |  |  |  |  |
| [5] | Campaign Video | 0.346 | 0.476 | 0 | 1 | 0.056 | 0.047 | 0.0028 | 0.03 | 1 |  |  |  |  |  |  |  |  |
| [6] | Number of images | 3.01 | 1.56 | 0 | 5 | 0.074 | 0.067 | -0.026 | 0.067 | 0.038 | 1 |  |  |  |  |  |  |  |
| [7] | Words of campaign | 138 | 67 | 1 | 294 | 0.24 | 0.25 | -0.034 | 0.053 | 0.013 | 0.12 | 1 |  |  |  |  |  |  |
| [8] | Creator Type | 0.66 | 0.94 | 0 | 7 | -0.19 | -0.47 | 0.1 | -0.25 | 0.081 | -0.021 | -0.24 | 1 |  |  |  |  |  |
| [9] | Scale Type | 5.65 | 1.16 | 0 | 7 | 0.02 | -0.044 | 0.28 | 0.015 | -0.002 | -0.12 | -0.045 | 0.14 | 1 |  |  |  |  |
| [10] | Sector Type | 1.02 | 1.24 | 0 | 7 | 0.024 | 0.095 | -0.045 | 0.031 | 0.01 | -0.014 | 0.11 | -0.12 | -0.073 | 1 |  |  |  |
| [11] | Start Year | 3.24 | 1.36 | 0 | 5 | -0.077 | -0.16 | -0.062 | -0.17 | -0.028 | -0.12 | -0.041 | 0.16 | 0.012 | -0.035 | 1 |  |  |
| [12] | Campaign frequency | 13.23 | 27.36 | 1 | 134 | -0.23 | -0.36 | 0.11 | -0.18 | -0.092 | -0.14 | -0.15 | 0.29 | 0.2 | -0.12 | 0.31 | 1 |  |
| [13] | Future tense % | 0.01 | 0.02 | 0.0 | 0.129 | 0.15 | 0.28 | -0.1 | 0.099 | -0.005 | 0.082 | 0.14 | -0.53 | -0.095 | -0.004 | -0.077 | -0.18 | 1 |
| [14] | Avg custom amount | 136 | 671 | 0.0 | 25087 | 0.28 | 0.55 | -0.12 | 0.24 | -0.051 | 0.036 | 0.25 | -0.86 | -0.13 | 0.12 | -0.12 | -0.31 | 0.54 |

VIF Test

The new regression result.

Without log transformation

Actual\_Donation\_Amount 1.2069810104277907

Campaign\_Goal 1.2731889485381112

NPO\_Ipc\_Status\_For\_Tax\_Deductibility 1.2932281175938398

Campaign\_Duration 1.1275970472247532

Campaign\_Video 1.0283229581800035

Campaign\_Image\_Number 1.0738031761560938

Number\_of\_words\_describing\_campaign 1.0692821721720043

Creator\_Type 1.2310732197235983

Scale\_type 1.3367183466211825

Sector\_type 1.0347177336477438

Campaign\_Start\_Year\_category 1.1170697801630953

Campaign\_frequency 1.2204803850363526

Future\_tense\_percentage 1.164962392150795

Avg\_custom\_amount 1.0419935221668806

Base model

A screenshot of a computer

Description automatically generated

Updated version:

Residual Standard Error: 1.63113465960979

Predicted R2 : 0.48068882472442764

Base model + Log\_Future\_tense\_percentage Log(x+1) + Log\_avg\_custom\_amount(log(x+1))

A screenshot of a computer

Description automatically generated

Updated version:

Residual Standard Error: 1.6172175091172134

Predicted R2 : 0.48494800023760354

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

A screenshot of a computer

Description automatically generated

Update version:

Residual Standard Error: 1.6096926704855228

Predicted R2 : 0.4872441428242723

Robustness test 1

A screenshot of a computer

Description automatically generated

Updated version:

Residual Standard Error: 1.2996142200474188

Predicted R2 : 0.3486279251038208

Robustness test 2

A screenshot of a computer

Description automatically generated

New version:

Residual Standard Error: 0.11866596450952528

Predicted R2 : 0.23179689272092574

The result below are all based on Model 3

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Description automatically generated

A picture containing text, screenshot, line, diagram

Description automatically generated A picture containing text, screenshot, line, diagram

Description automatically generated

A picture containing text, diagram, line, screenshot

Description automatically generated

QQ plot

A picture containing diagram, plot, line

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