**Version5**

1. Descriptive statistics and Correlation Matrix

Chart

Description automatically generated

Table1 correlation Matrix and descriptive statistics

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Min | Max | [1] | [2] | [3] | [4] | [5] | [6] | [7] | [8] | [9] | [10] | [11] | [12] |
| [1] | DV:Donation Amount | 9813 | 62978 | 0 | 3.4\*10^6 | 1 |  |  |  |  |  |  |  |  |  |  |  |
| [2] | Campaign Goal | 44797 | 154417 | 100 | 5\*10^6 | 0.47 | 1 |  |  |  |  |  |  |  |  |  |  |
| [3] | Tax Deductibility | 0.939 | 0.240 | 0 | 1 | 0.05 | -0.02 | 1 |  |  |  |  |  |  |  |  |  |
| [4] | Video use | 0.404 | 0.491 | 0 | 1 | -0.14 | -0.04 | 0.015 | 1 |  |  |  |  |  |  |  |  |
| [5] | Impact message | 0.569 | 0.806 | 0 | 2 | 0.26 | 0.42 | -0.03 | -0.15 | 1 |  |  |  |  |  |  |  |
| [6] | Number of images | 2.870 | 1.589 | 0 | 5 | 0.19 | 0.078 | -0.06 | -0.07 | 0.13 | 1 |  |  |  |  |  |  |
| [7] | Words of campaign | 138 | 67.5 | 1 | 309 | 0.19 | 0.21 | -0.02 | -0.001 | 0.21 | 0.08 | 1 |  |  |  |  |  |
| [8] | Words of NPO | 101 | 56.1 | 1 | 179 | 0.41 | 0.066 | 0.071 | -0.1 | 0.15 | 0.18 | 0.058 | 1 |  |  |  |  |
| [9] | Organization Cause | 3.033 | 1.536 | 0 | 5 | 0.46 | 0.057 | 0.019 | -0.13 | 0.12 | 0.16 | 0.054 | 0.52 | 1 |  |  |  |
| [10] | Campaign Cause | 3.456 | 0.982 | 0 | 4 | -0.08 | -0.04 | 0.071 | 0.085 | -0.02 | -0.11 | 0.023 | -0.05 | 0.27 | 1 |  |  |
| [11] | Description\_Campaign\_polarity | 0.165 | 0.155 | -0.8 | 1 | -0.12 | -0.055 | 0.016 | 0.085 | -0.02 | -0.07 | 0.04 | -0.1 | -0.13 | 0.05 | 1 |  |
| [12] | Description\_Campaign\_subjectivity | 0.422 | 0.143 | 0 | 1 | 0.12 | 0.002 | -0.03 | -0.08 | 0.07 | 0.11 | 0.1 | 0.13 | 0.14 | -0.04 | 0.35 | 1 |
| [13] | Avg\_Custom\_Amount |  |  |  |  | 0.13 | 0.5 | -0.03 | -0.01 | 0.66 | -0.043 | 0.24 | -0.084 | -0.11 | 0.02 | 0.095 | -0.044 | 1 |

\*Data-set size is 15979

*# The polarity item is the text positivity, which is a floating point number in the range of [-1.0, 1.0]*

*# The subjectivity item is a subjective score, which is a floating point number in the range of [0.0, 1.0], where 0.0 is very objective and 1.0 is very subjective*

2. Normality Test

With constant

|  |  |  |
| --- | --- | --- |
| Variables | VIF | Tolerance level |
| Constant | 44.51 | 0.022 |
| DV: Actual\_Donation\_Amount | 1.449 | 0.690 |
| Campaign Goal | 1.479 | 0.676 |
| Tax Deductibility | 1.019 | 0.981 |
| Video use | 1.060 | 0.944 |
| Impact message | 1.127 | 0.887 |
| Number of images | 1.080 | 0.926 |
| Words of campaign | 1.074 | 0.931 |
| Words of NPO | 2.324 | 0.430 |
| Organization Cause | 2.452 | 0.408 |
| Campaign Cause | 1.155 | 0.866 |
| Description\_Campaign\_polarity | 1.206 | 0.829 |
| Description\_Campaign\_subjectivity | 1.234 | 0.810 |
| Avg\_Custom\_Amount | 1.023 | 0.978 |

3. Data clean

Graphical user interface, text, application, email

Description automatically generated

4. QQ plot

Normal distribution

Chart, line chart

Description automatically generated

5. Model result

**Model 1**

Dependent variable : we just keep it to **Actual donation amount**

Independent variables are:

Campaign\_Goal + NPO\_Tax\_Deductibility +Campaign\_Video+ new\_msg\_category+

Campaign\_Image\_num + Num\_desc\_cam + Num\_desc\_NPO + Org\_causes + Cam\_causes + Description\_Campaign\_polarity+ Description\_Campaign\_subjectivity + Avg\_Custom\_Amount

