

Understanding the Role of Community in Crowdfunding Work

This paper examines the nature of online crowdfunding communities, and highlights the importance of community in the success of a given crowdfunding venture. Five main design challenges in the creation and maintenance of online communities are cited: starting up the community, attracting members, motivating commitment, motivating contributions, and regulating community health and wellness. Having an online forum within which to propose a project idea, gain critical feedback for that idea, and get a sense of popular support for it, are shown to be essential for creators to be successful. Notably, the paper also found that creators consider giving back to the community as essential to maintaining a sustainable community ecosystem. There are likely many links that can be drawn from crowdfunding communities to that of online academic student communities, such as Piazza. Student creativity and learning would surely benefit from having healthy online communities within which one can ask and seek feedback, and then reciprocate this help.

Citation:

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