

Proposal_FanglinLIU_30357707 95

by Fanglin Liu

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A. Good job! I love this project and see a lot of potentials in it. You have clearly articulated your research background, research questions, and methods. I like how you have carefully crafted the scope of your project. I think it is of the right size -- feasible and interesting. Your proposed research methods look plausible. I am not sure where you are in terms of the data collection process. If you have secured the data, great! If you have not, start ASAP and let me know if you need help. Happy to talk further if you book an office hours session.

Title: Can Good Will be Biased? – An Explorational Analysis on Chinese Donors' Preference through Online Fund-raising Platform

Research Question

What factors affects the amount of donation received by women-focused philanthropic projects through online fund-raising platforms? Examining host organizations' characteristics, nature of projects, and the narrative strategies.

To narrow down the focus area and collect comparable data, this project would focus on projects related to women. *Very well-defined scope.*

Background

Fundraising and financial sustainability is one of the major concerns for non-profit organizations (NPOs). While fundings from the state and generous donations from high-net individuals or large enterprises have historically contributed to large proportion, a recent trend in China brings public donation back to the central stage. According to data from Tencent, its philanthropic platform has attracted 29 billion rmb donation from the public to support more than one hundred-thousand projects.

This new trend is motivated by tech-giants in China with the rise of e-payment and social media. Leading enterprises like Tencent, or ByteDance, and AliPay utilized their technologies in operating e-business started online fund-raising platforms as part of their corporate social responsibility. Any organizations acknowledged with legal status by the state could post their project on these platforms where they could accept direct donation from anyone who sees the message, with no limitation on the amounts (Figure 1).



Nice intro to the background.

您好, 欢迎参与腾讯公益 机构登录



Figure 1 A sample page

Data Source

1. Project Data Mining

This analysis would use the platform established by Tencent for analysis for two reasons. First, the Tencent philanthropic is the leading platform with most donations and number of projects, providing abundant data. Second, the data is transparent in structured website for easier data-mining.

A chrome extension named webscraper could be used to scrape form the website to construct an original database. The in-build search engine could be used to select women-related projects featuring keywords (“妇女”, “女性”). An initial research feature 5332 entries of projects.

HTML: https://gongyi.qq.com/succor/project_list.htm

For each entry, the following data would be collected (figure 2 & figure 3).

Have you collected these entries?

- project title [text]
- short description [text]
- long description [text]
- the name of the executing non-profit organization [text]
- fundraising goals [numerical]
- raised amount [numerical]

天才妈妈艺外之礼

项目简介 | 帮助困境手工艺女性可持续发展

筹款目标 | 1566600元

筹款时间 | 2020-08-27 至 2023-12-31

执行方 | 中国妇女发展基金会

项目状态:募款中

已筹: 333573.59元 98374人次捐款

21%

我要捐款

Figure 2

“小时候，我在妈妈的影响下拿起绣花针，晚上在煤油灯前穿针，刘海儿被煤油灯烧得噼里啪啦响，那种声音现在还回荡在我耳边。”

“小时候没有纸，就拈根针在沙地里画，纹样都是这样一代代传下来的。”

Figure 3

2. Features of the Organizations

- geographical location
- the level of administrative divisions (national, province, city, county, non-specified)
- organization size, illustrated by the registered capital (data available at the Ministry of Civil Affairs)
- Organization type (GONGO, Grassroot, Others)¹

Methodology – Data Analysis

1. Choropleth map

This part would use the donation amount data and the location of NGOs to visualize the unequal geographic distribution of public donation.

2. Text Analysis for project title and short description– Dictionary / Supervised Learning Method?

The aim is to automatically classify project into categories that indicate the project's 1) intervention; 2) target group. This would add two categorical variable data to each project. Descriptive statistics could be included to analyze how donation unevenly flows to different interventions and target groups, indicating the under-attended group and the preferred intervention by public donations.

3. Regression to evaluate variables related to the amount of donations

Dependent Variable: The amount of donation for each project

Potential Independent Variables and Underlying Hypothesis:

- Features of the Organizations (as indicated in Data Source, part 2)
 - Hypothesis 1: Larger organizations receives more public donations
- Intervention and target groups;
 - Hypothesis 2: The donations received is significantly related the intervention used and target groups.
- (Optional) sentimental analysis and the affective styles of long description data

¹ GONGO(Government-organized non-governmental organization) refers to these under direct supervision of the state.

Hypothesis 3: Stronger sentimental language used in the description is positively related to the donation amounts.

Interesting hypothesis! And there could be more than sentiment. Are certain topic areas more likely to attract donation?

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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

/100

PAGE 1

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PAGE 2

PAGE 3

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