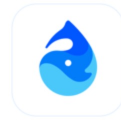


# How Medical Crowdfunding Helps People?

## A Large-scale Case Study on Waterdrop Fundraising

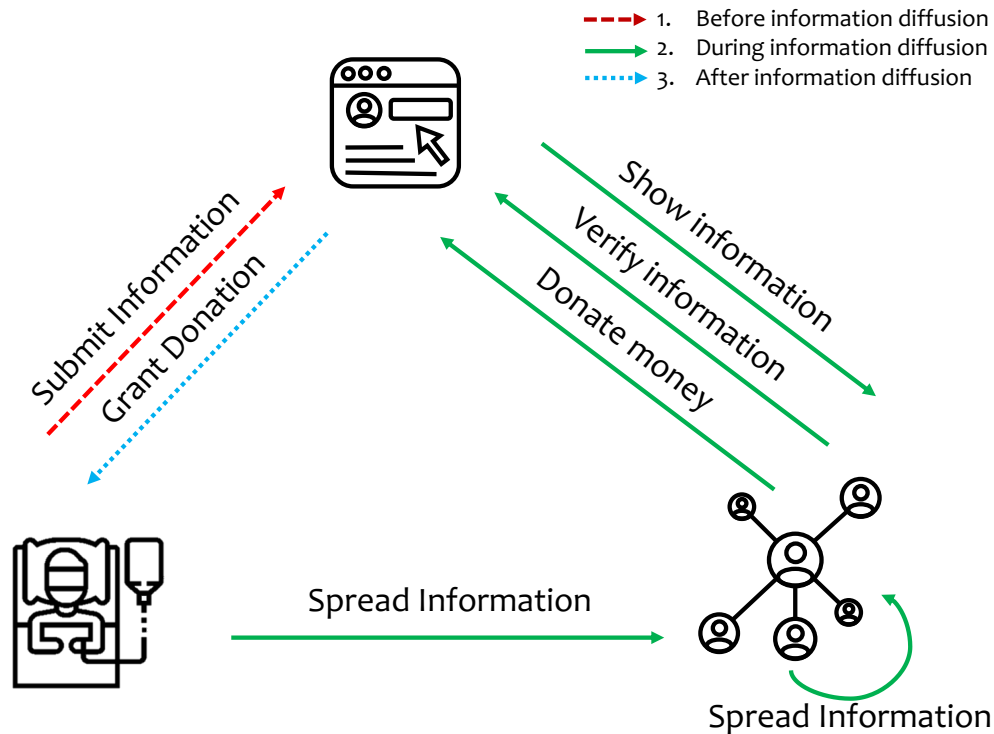


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Medical fundraising on the web can be divided into three phases:

- Before the information diffusion, a fundraiser proposes a new case to the platform to conduct a preliminary review.
- During the information diffusion, users use their social networks to spread the crowdfunding information and call for donations. The platform collects verified information and donations from social networks.
- After the information diffusion, the platform grants the donations to the fundraiser.

### Research Questions

- What factors affect fundraising campaigns at different phases of **information diffusion**? More specifically, before the information diffusion, what **social status factors** will affect the fundraising campaign? During the information diffusion, what **social network factors** will affect the fundraising?
- Based on social status factors and social network factors, can we build a **predictive model** that predicts future fundraising result in the early stages of information diffusion?

### Findings

- For social status impact, we find that some personal information affects the fundraising campaign.
- For social network impact, we analyze the utility of the platform, the social network verification mechanism, and the one-hop neighborhood.
- We adopted some popularity prediction methods for predicting the shared counts and donations.