**Effectiveness in Advertising for Crowdfunding Campaigns**

Jacob Haight, Tyler Jolly, Charisse Spencer

**Abstract**

[1 paragraph, maybe]

**Introduction**

[2-3 paragraphs]

Crowdfunding is a common technique of fundraising for various projects

**Model**

[2-4 paragraphs per point]

* Social network graph

DESCRIPTION

REALISTIC?

* Consumers

DESCRIPTION

REALISTIC?

* Producers

DESCRIPTION

REALISTIC?

* Marketing Strategies

DESCRIPTION

REALISTIC?

* Simulation steps

DESCRIPTION

REALISTIC?

**Results**

[2-4 paragraphs]

[Data collated and analyzed from multiple runs and different parameters]

**Discussion**

[3-4 paragraphs]

CHALLENGES

REALISTIC?/USEFUL?

CONTINUING WORK

**Conclusion**

[1-2 paragraphs]

WRAP-UP

**References**

[1] Arieli, Itai, et al. “The One-Shot Crowdfunding Game.” Proceedings of the 2018 ACM Conference on Economics and Computation, 2018, <https://doi.org/10.1145/3219166.3219215>.

[2] Lin, Yusan, et al. “Modeling Dynamic Competition on Crowdfunding Markets.” Proceedings of the 2018 World Wide Web Conference on World Wide Web - WWW '18, 2018, <https://doi.org/10.1145/3178876.3186170>.

[3] Lee, Hsien-Da. “Factors Affecting Successful Crowdfunding.” Proceedings of the 10th International Conference on E-Education, E-Business, E-Management and E-Learning, 2019, <https://doi.org/10.1145/3306500.3306524>.

[4] Hollenbeck, Brett, et al. “Advertising Strategy in the Presence of Reviews: An Empirical Analysis.” SSRN Electronic Journal, 2017, <https://doi.org/10.2139/ssrn.3076239>.

[5] Jiang, Jie, et al. "Reasoning with agent preferences in normative multi-agent systems." Proceedings of the 2014 international conference on autonomous agents and multi-agent systems.2014. <https://dl-acm-org.dist.lib.usu.edu/doi/pdf/10.5555/2615731.2617479>.