

An Emphasis on Creativity-Speak Words Increases Crowdfunding Success

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Abstract : This study utilizes computer-aided text analysis (CATA) on the descriptions of 248,614 Kickstarter crowdfunding campaigns to reveal that backers are more likely to provide funding to projects that contain a higher percentage of creativity-speak words. Further, this relationship is observed to be stronger for product-based campaigns (e.g., games, technology, design) and weaker for content-based campaigns (e.g., film, music, publishing). In addition, both positive linguistic tone and the use of words expressing gratitude in the text of the campaign strengthen the positive effect of creativity-speak on campaign success.

Keywords : creativity-speak, crowdfunding, entrepreneurship, gratitude, tone

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