How to Drive the “Forwarding” of Public Welfare Crowdfunding

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Keywords: Micro public welfare; Crowdfunding Forward Driving; Factors Intrinsic; Motivation of communicator

Abstract. Public welfare crowdfunding has become an important supplement of China’s medical security system. This paper summarizes those factors which drive the forwarding of new media information from the perspective of motivating the internal motivation of the communicators, and explore the factors that drive the forwarding of public welfare crowdfunding. Discovery-driven public welfare crowdfunding is mainly affected by two dimensions of information characteristics and user characteristics. For project publishers, the main focus is on the information characteristics of the project, which is the emotional content of information and the authenticity of information content perception.

1 Introduction

Although the national healthcare reform continues to deepen, but "seeing a doctor difficulty and expensively" is still a big problem now. Especially the phenomenon of "being poor due to illness" is widespread, and the protection of Chinese citizens' medical care mainly depends on social security and related health insurance, its disadvantages are still obvious. Datas show that more than 60% of China’s population is unable to resist major diseases. (IResearch China’s Health Insurance Industry Research Report 2018) Therefore, once encountering a major disease, how to seek social help has become an urgent problem for the whole crowd, and public welfare crowdfunding has provided convenience for this group. From 2016 to 2018, the number of public welfare crowdfunding projects has increased sharply, but the total financing amount has decreased by about 30% year-on-year, and the total forwarding and participation has decreased by nearly 40% year-on-year, the project’s success rate is also declining. By 2018, the project’s success rate was only 61.2%, a decrease of about 25.3% from 2016 (China Crowdfunding Development Report).

The forwarding of public welfare crowdfunding is the fastest and the lowest cost way to extend the influence and participation of public welfare crowdfunding projects, extending influence and participation will help to increase the number of participants[1, 2].Most of the existing researches focus on the dissemination of information on social platforms such as Weibo and WeChat, and few studies focus on the specific dissemination of information, especially the forwarding and dissemination of public welfare information such as public welfare crowdfunding. The research on public welfare crowdfunding is mainly focused on platform construction[3, 4], but it ignores the issue of participation of public welfare crowdfunding projects. Based on this and based on the influencing factors of new media information dissemination (in Table 1), this research develops a theoretical framework that drives the public welfare crowdfunding from the perspective of motivating the intrinsic motivation of the communicator to explore the driving factors of “forwarding” for public welfare crowdfunding, and provide a reference for the groups who have serious diseases in China and who want to seek social help.
2 Literature review

2.1 Related concepts of public welfare crowdfunding

2.1.1 Public welfare crowdfunding.
General crowdfunding refers to an investment method in which people use the Internet as a medium to implement financial support for a project to obtain returns[5]. Public welfare crowdfunding is different from ordinary crowdfunding, which mainly exists in the form of free donations[6]. Projects are usually initiated by individuals or organizations and are characterized by the absence of any material return.

2.1.2 Public welfare crowdfunding platform.
In the industry, public welfare crowdfunding platforms are divided into vertical and comprehensive platforms. Among them, vertical platforms mainly refer to professional platforms. The projects launched on the platforms are of public welfare, mainly including Tencent Public Welfare, Water Drop, etc. The comprehensive crowdfunding platform means that the platform has many other types of crowdfunding projects in addition to public welfare crowdfunding projects. Public welfare crowdfunding on these platforms only occupies a very small part, mainly on crowdfunding networks, Taobao crowdfunding, etc. This type of crowdfunding is based on websites, WeChat, APP, etc., and uses the retransmission to extend the influence and participation of the project to achieve the ultimate goal of achieving the project goals.

2.2 Driving factors for public welfare crowdfunding
In recent years, scholars' influence on the retransmission of new media information has evolved from the first-order multidimensional perspective to the second-order multidimensional perspective (in Table 1).

| Number | Researcher       | Research content                                      | Dimensions of Influencing Factors of Information Transfer in New Media Platform |
|--------|------------------|------------------------------------------------------|--------------------------------------------------------------------------------|
| 1      | Shengqiang Lai [7] | Factors Affecting User Weibo Information Forwarding  | First-order dimension: Celebrity, Relationship, Professionalism, Entertainment, Functionality, Novelty, Promotion |
|        |                   | Influencing Factors of Official Weibo Repost by Tourism Bureau | Second-order dimension: Communicator characteristics, content characteristics, audience characteristics |
| 2      | Jia Tang [8]      | Factors Influencing Weibo User Forwarding Behavior   |                                                                              |
| 3      | Shu Chen [9]      | Factors Influencing Network Mascot Forwarding         |                                                                              |
| 4      | Yeman Huang [10]  | Influencing factors of Weibo information transmission |                                                                              |
| 5      | Xingjun Liu [11]  | Influencing factors of health information transmission in WeChat circle of friends |                                                                              |
| 6      | Xiaoling Jin [12] | Information dissemination of WeChat                   |                                                                              |
| 7      | Dongsong Cai [13] | Information dissemination of WeChat                   |                                                                              |

According to Table 1, those factors driving users to forward new media information can be summarized into three dimensions: information characteristics, user characteristics and social characteristics. The information characteristics refer to the content of the project information itself,
the user characteristics refer to some influencing factors of the user itself, and the social characteristics refer to influencing factors generated by the user to meet social needs.

2.3 Willing to forward

Perceived usefulness and perceived ease of use have proven to be significant predictors of the acceptance of information technology [14], applying it to the field of information confirms that the intention of extension is the antecedent state of continuing to participate in an activity. In the information system’s research that followed, will be widely used to explain the antecedent state of behavior[15]. At the same time, there is a strong correlation between willingness and behavior[16]. On the other hand, because of the characteristics of social media, it is difficult to make statistics for the public welfare crowdfunding reposts in this research. Therefore, the reposting intentions of the users are measured to measure the reposting behaviors of the users.

3 Logical framework and research model

Based on the above theoretical background, this research transforms new media information into specific areas of public welfare crowdfunding and explores those factors that drive the forwarding of public welfare crowdfunding. Because charity crowdfunding has its own unique charitable donation characteristics, many factors that affect the user's reposting of information do not have an effect, and even some factors that do not exist in the field of charity crowdfunding research. For example, social characteristics and users are not affected by social characteristics when forwarding public welfare crowdfunding project information. Therefore, this study sorts out the existing research, and divides those factors driving the public welfare crowdfunding forward into two aspects: information characteristics and user characteristics:

3.1 Project information characteristics

The main factor driving public welfare crowdfunding is its project information characteristics. When people judge whether a project’s information should be forwarded, the first thing that affects it is the information revealed by the project itself. When it was placed in the area of charity crowdfunding, because of its own characteristics, it was found that only the emotional characteristics of the information had an impact. The social characteristics (need for social needs) and functional characteristics (usefulness of information) of information do not exist in public welfare crowdfunding. Among them, the emotional characteristics of information are mainly the emotional richness of information and the authenticity of perceived project information. People will judge whether to forward basing on these information characteristics of the project.

The information content is emotional, which mainly means that the information of the project can make the audience resonate with emotions. According to the interview, if the beneficiary of the public welfare crowdfunding project is a child or an elderly person, the user is more willing to forward it, because this type of information can more arouse the user's sympathy. At the same time, if the public welfare crowdfunding project description is vivid and the audience is more likely to have sympathy for it, then the audience will be more willing to forward it. Therefore, it can be concluded that the emotional content of information has a positive impact on the forwarding of public welfare crowdfunding.

Proposition1: The emotional content of the information has a positive impact on the forwarding of public welfare crowdfunding.

The authenticity of the perception of information content mainly refers to the fact that the audience perceives the item as authentic. The biggest influence on this factor is the platform, and the audience is more inclined to believe in the projects published by the standardized platform, and they are more willing to forward the projects. The second is whether the information and materials provided make the audience feel that it is authentic. If the audience perceives the project as authentic, then the audience will be more willing to forward it. From this, we can predict that the authenticity of the perception of information content will have a positive impact on the forwarding of public welfare crowdfunding.
Proposition 2: The authenticity of the perception of information content has a positive impact on the forwarding of public welfare crowdfunding.

3.2 User characteristics

Another major factor driving the public welfare crowdfunding is its user characteristics which are summarized as personal and social impacts. The individual aspect is mainly social psychology and relationship strength, and the social factor’s aspect is mainly group size and others [10, 13]. Because of the characteristics of charity donation, we don’t consider social psychological factors and the relationship strength factor. If the relationship between the user and the project is stronger, the audience tends to be more willing to forward. At the same time, research shows that audiences are also affected by herding and bystander effects when reposting public welfare crowdfunding [17], and audiences will choose herd behavior and bystander behavior according to the scale of participation.

Proposition 3: The stronger the relationship between the audience and the project, the more willing they are to forward public welfare crowdfunding projects.

Proposition 4: The scale of project participation affects the audience’s willingness to forward public welfare crowdfunding.

In summary, the theoretical model of this study is shown in Figure 1:

![Figure 1. The Theoretical Model for Influencing Factors of Public Welfare Crowdfunding.](image)

4 Conclusion

This study found three dimensions that affect information forwarding by summarizing the factors that affect the forwarding of new media information. When applying it to public welfare crowdfunding projects, according to the characteristics of public welfare crowdfunding, the influencing factors that drive the audience to public welfare crowdfunding forwarding were identified. For the publishers of public welfare crowdfunding projects, they need to pay more attention to the information characteristics of public welfare crowdfunding projects, the most important of which are making the information content emotional and making the audience feel the authenticity of the information content.

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