Online-Appendix zu

„Do birds of a feather always flock together? A multidimensional examination of homophily in crowdfunding“

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Appendix

Appendix 1: Overview of the different Indiegogo categories

Top-Level Category	Category
Tech & Innovation	Audio
	Camera Gear
	Education
	Energy & Green Tech
	Fashion & Wearables
	Food & Beverages
	Health & Fitness
	Home
	Phones & Accessories
	Productivity
	Transportation
	Travel & Outdoors
Creative Works	Art
	Comics
	Dance & Theater
	Film
	Music
	Photography
	Podcasts, Blogs & Vlogs
	Tabletop Games
	Video Games
	Web Series & TV Shows
	Writing & Publishing
Community Projects	Animal Rights *(no longer available)*
	Culture
	Environment
	Human Rights
	Local Businesses
	Spirituality *(no longer available)*
	Wellness

Source: Own illustration modified from Indiegogo (2017)*

* Indiegogo. (2017). Blog - Announcing new project categories to make discovery easier.
Retrieved 20.03.2021 from https://go.indiegogo.com/blog/2017/03/new-project-categories.html

Appendix 2: Correlation matrix based on the overall dataset

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Age deviance	1												
2. Sex deviance (Female) – DeepFace	0.09	1											
3. Sex deviance (Female) – Genderize.io	0.09	0.28	1										
4. Race deviance (White)	0.04	0.01	0.03	1									
5. Race deviance (Black)	0.00	0.03	0.02	-0.41	1								
6. Race deviance (Asian)	-0.08	0.01	0.01	-0.43	-0.06	1							
7. Race deviance (Indian)	0.02	0.12	0.08	-0.14	-0.04	0.11	1						
8. Race deviance (Latino Hispanic)	-0.02	0.06	0.00	-0.33	0.03	-0.03	-0.02	1					
9. Race deviance (Middle Eastern)	0.03	-0.01	-0.09	-0.30	-0.07	0.13	-0.03	-0.06	1				
10. Funded Occupation (Tech & Innovation)	0.01	-0.07	-0.15	0.04	-0.09	-0.01	-0.01	0.02	0.04	1			
11. Funded Occupation (Creative Works)	0.02	0.11	0.09	-0.10	0.09	0.08	0.03	-0.05	0.01	-0.80	1		
12. Funded Occupation (Community Projects)	-0.05	-0.08	0.07	0.10	-0.01	-0.11	-0.04	0.04	-0.07	-0.15	-0.48	1	
13. Backer age	0.28	0.07	0.04	0.00	0.07	0.05	0.10	-0.05	0.02	-0.03	0.07	-0.06	1
14. Backer sex (Female) – Genderize.io	0.06	0.10	0.35	0.00	0.06	-0.01	-0.11	-0.04	0.01	-0.15	0.07	0.11	0.01
15. Backer sex (Female) – DeepFace	0.07	0.13	0.20	-0.06	-0.03	0.02	-0.03	0.01	0.10	-0.03	0.06	-0.05	0.06
16. Backer race (Black)	-0.01	0.02	-0.04	-0.18	0.35	-0.04	-0.04	-0.06	-0.06	0.00	0.03	-0.05	-0.05
17. Backer race (Asian)	0.01	0.06	0.04	-0.09	-0.04	0.11	-0.01	0.09	-0.01	0.07	-0.05	-0.01	-0.07
18. Backer race (Indian)	-0.05	-0.05	-0.01	-0.05	-0.02	0.00	0.12	-0.04	0.00	-0.01	0.02	-0.02	-0.07
19. Backer race (Latino Hispanic)	0.04	-0.11	0.06	-0.09	-0.05	0.05	0.01	0.16	0.02	-0.02	0.05	-0.06	-0.06
20. Backer race (Middle Eastern)	0.01	-0.09	-0.08	-0.01	-0.02	-0.04	0.02	0.01	0.05	-0.04	0.04	-0.01	0.07
21. Backer race (White)	-0.02	0.06	0.00	0.23	-0.15	-0.05	-0.01	-0.10	0.01	-0.01	-0.04	0.08	0.09
22. Number of own projects	-0.02	-0.05	-0.05	0.10	-0.01	-0.06	0.02	-0.02	-0.06	-0.06	0.06	-0.01	-0.11
23. Number of comments	-0.03	0.05	-0.15	-0.08	-0.04	0.21	0.04	0.14	0.12	0.15	-0.11	0.08	0.00
24. Number of contributions	-0.03	0.10	-0.14	-0.01	-0.04	0.16	0.05	0.13	0.12	0.17	-0.13	-0.03	0.00
25. Facebook connected	0.07	-0.08	-0.09	0.01	-0.06	-0.02	-0.06	0.08	0.08	-0.11	0.12	-0.04	0.01
26. Twitter connected	0.00	0.02	0.03	-0.06	0.08	0.05	0.02	0.00	0.01	-0.11	0.17	-0.12	-0.03
27. Profile verified	0.07	-0.04	-0.13	-0.01	0.02	-0.04	-0.10	0.07	-0.01	0.13	-0.06	-0.10	0.03
28. Number of FBF	-0.02	-0.03	-0.01	-0.09	0.10	0.03	-0.01	0.00	0.03	-0.12	0.15	-0.07	-0.08
29. Profile word count	-0.08	-0.02	-0.05	-0.09	0.04	0.09	0.02	0.03	0.08	0.01	0.01	-0.02	0.06

	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
14	1															
15	0.47	1														
16	-0.03	-0.05	1													
17	0.03	-0.04	-0.09	1												
18	-0.03	-0.04	-0.03	-0.03	1											
19	-0.02	-0.04	-0.08	-0.08	-0.03	1										
20	-0.10	-0.04	-0.06	-0.06	-0.02	-0.05	1									
21	0.06	0.10	-0.47	-0.50	-0.16	-0.42	-0.31	1								
22	-0.17	-0.06	0.06	-0.09	0.00	0.00	-0.03	0.03	1							
23	-0.14	-0.10	-0.04	0.17	-0.02	-0.04	-0.01	-0.05	0.02	1						
24	-0.12	-0.07	-0.04	0.14	-0.05	-0.04	0.01	-0.03	0.13	0.74	1					
25	-0.06	-0.03	-0.16	0.04	-0.03	0.13	0.03	-0.01	0.07	0.10	0.05	1				
26	-0.11	-0.02	0.00	0.09	-0.02	0.08	0.01	-0.02	0.06	0.17	0.06	0.52	1			
27	-0.11	0.03	0.00	-0.05	0.03	-0.08	-0.05	0.00	0.10	0.06	0.12	0.11	0.04	1		
28	-0.03	-0.04	0.04	-0.05	0.01	0.06	-0.03	-0.01	0.11	0.13	0.11	0.13	0.10	0.03	1	
29	-0.17	-0.14	0.02	0.03	-0.01	0.02	0.00	-0.04	0.01	0.09	0.08	0.16	0.13	0.05	0.03	1

Source: Own illustration

Appendix 3: Summary statistics based on the overall dataset

Variable	Min.	Max.	Median	Mean	SD
Age deviance	-15.30	21.84	-0.14	0.13	4.09
Sex deviance (Female) – DeepFace	0.00	1.00	0.00	0.25	0.44
Sex deviance (Female) – Genderize.io	0.00	1.00	0.00	0.37	0.48
Race deviance (White)	0.00	1.00	1.00	0.57	0.50
Race deviance (Black)	0.00	1.00	0.00	0.12	0.32
Race deviance (Asian)	0.00	1.00	0.00	0.24	0.43
Race deviance (Indian)	0.00	1.00	0.00	0.03	0.18
Race deviance (Latino Hispanic)	0.00	1.00	0.00	0.15	0.36
Race deviance (Middle Eastern)	0.00	1.00	0.00	0.13	0.34
Funded Occupation (Tech & Innovation)	0.00	1.00	0.00	0.18	0.38
Funded Occupation (Creative Works)	0.00	1.00	1.00	0.74	0.44
Funded Occupation (Community Projects)	0.00	1.00	0.00	0.08	0.28
Actual average distance	0.00	19,441.52	4,596.03	5,045.13	3,555.46
Expected average distance	1,092.66	7,849.64	5,527.77	5,009.87	1,403.69
Backer age	20.00	67.00	31.00	31.95	6.04
Backer sex (Female) – DeepFace	0.00	1.00	0.00	0.16	0.36
Backer sex (Female) – Genderize.io	0.00	1.00	0.00	0.28	0.45
Backer race (Black)	0.00	1.00	0.00	0.06	0.24
Backer race (Asian)	0.00	1.00	0.00	0.11	0.31
Backer race (Indian)	0.00	1.00	0.00	0.02	0.14
Backer race (Latino Hispanic)	0.00	1.00	0.00	0.07	0.26
Backer race (Middle Eastern)	0.00	1.00	0.00	0.06	0.24
Backer race (White)	0.00	1.00	1.00	0.68	0.47
Number of own projects	0.00	235.00	0.00	0.04	0.48
Number of comments	0.00	2,003.00	0.00	2.39	16.82
Number of contributions	1.00	3,802.00	5.00	10.74	18.83
Facebook connected	0.00	1.00	0.00	0.01	0.11
Twitter connected	0.00	1.00	0.00	0.01	0.10
Profile verified	0.00	1.00	0.00	0.35	0.48
Number of FBF	0.00	5,034.00	193.00	409.60	646.99
Profile word count	0.00	1,548.00	0.00	0.75	10.83

Source: Own illustration

Appendix 4: Share of investments per category

Category	Share of Investments (in %)
Film	16.09
Phones & Accessories	12.21
Health & Fitness	7.32
Music	7.04
Home	6.05
Fashion & Wearables	5.94
Travel & Outdoors	5.85
Local Businesses	5.65
Audio	5.26
Education	3.75
Dance & Theater	3.59
Productivity	3.31
Art	2.51
Video Games	2.34
Writing & Publishing	1.91
Comics	1.88
Transportation	1.61
Camera Gear	1.51
Energy & Green Tech	1.39
Food & Beverages	1.15
Environment	0.89
Animal Rights	0.78
Web Series & TV Shows	0.57
Photography	0.39
Tabletop Games	0.39
Human Rights	0.21
Podcasts, Blogs & Vlogs	0.17
Culture	0.15
Wellness	0.08
Spirituality	0.01

Source: Own illustration

Appendix 5: Founder-characteristics per category among all investments

Category	Ø Age Founders	Ø Backer-Founder-Distance (km)	Share Female Founders (genderize.io)
Animal Rights	30.96	3411.62	0.49
Art	31.59	2925.69	0.32
Audio	28.93	6872.49	0.16
Camera Gear	29.50	6654.79	0.09
Comics	30.79	3419.25	0.11
Culture	28.59	2000.96	0.25
Dance & Theater	30.16	1092.66	0.41
Education	30.82	3309.70	0.32
Energy & Green Tech	39.30	7849.64	0.02
Environment	31.53	3281.28	0.33
Fashion & Wearables	29.01	6024.97	0.12
Film	30.43	3003.78	0.30
Food & Beverages	30.78	4331.20	0.16
Health & Fitness	29.56	5511.73	0.21
Home	31.16	5943.78	0.09
Human Rights	29.82	2731.81	0.51
Local Businesses	31.12	3300.27	0.32
Music	30.41	3181.76	0.29
Phones & Accessories	29.10	6755.64	0.12
Photography	30.07	3797.91	0.24
Podcasts, Blogs & Vlogs	30.87	4125.53	0.10
Productivity	30.34	6479.78	0.06
Spirituality	32.83	3254.50	0.41
Tabletop Games	32.53	4599.08	0.13
Transportation	30.81	4421.14	0.04
Travel & Outdoors	29.26	5893.36	0.07
Video Games	30.09	4975.22	0.15
Web Series & TV Shows	35.01	3817.29	0.18
Wellness	30.04	3539.73	0.55
Writing & Publishing	31.11	3126.31	0.36

Share Male Founders (genderize.io)	Share Female Founders (DeepFace)	Share Male Founders (DeepFace)	Share White Founders
0.51	0.18	0.82	0.72
0.68	0.17	0.83	0.80
0.84	0.01	0.99	0.79
0.91	0.00	1.00	0.23
0.89	0.08	0.92	0.57
0.75	0.07	0.93	0.47
0.59	0.30	0.70	0.76
0.68	0.20	0.80	0.67
0.98	0.03	0.97	0.62
0.67	0.13	0.87	0.72
0.88	0.05	0.95	0.80
0.70	0.16	0.84	0.74
0.84	0.07	0.93	0.74
0.79	0.07	0.93	0.72
0.91	0.03	0.97	0.65
0.49	0.12	0.88	0.84
0.68	0.23	0.77	0.75
0.71	0.17	0.83	0.78
0.88	0.01	0.99	0.63
0.76	0.15	0.85	0.78
0.90	0.34	0.66	0.81
0.94	0.03	0.97	0.88
0.59	0.20	0.80	0.80
0.87	0.04	0.96	0.38
0.96	0.01	0.99	0.81
0.93	0.04	0.96	0.74
0.85	0.04	0.96	0.67
0.82	0.06	0.94	0.94
0.45	0.32	0.68	0.71
0.64	0.25	0.75	0.73

Share Black Founders	Share Asian Founders	Share Indian Founders	Share Middle Eastern Founders	Share Latino Hispanic Founders
0.04	0.08	0.00	0.12	0.04
0.04	0.08	0.02	0.03	0.04
0.05	0.14	0.00	0.00	0.02
0.00	0.73	0.03	0.01	0.00
0.07	0.03	0.00	0.32	0.02
0.03	0.30	0.10	0.03	0.07
0.05	0.09	0.01	0.04	0.06
0.09	0.11	0.02	0.06	0.06
0.01	0.02	0.00	0.04	0.32
0.03	0.11	0.01	0.03	0.05
0.02	0.06	0.01	0.08	0.07
0.07	0.08	0.02	0.05	0.05
0.01	0.11	0.01	0.03	0.08
0.07	0.11	0.01	0.04	0.05
0.03	0.07	0.01	0.05	0.00
0.13	0.16	0.01	0.01	0.04
0.05	0.11	0.02	0.04	0.04
0.05	0.05	0.01	0.06	0.05
0.04	0.19	0.03	0.06	0.06
0.02	0.04	0.00	0.08	0.08
0.02	0.04	0.00	0.01	0.13
0.01	0.03	0.01	0.55	0.01
0.00	0.00	0.00	0.17	0.03
0.02	0.07	0.00	0.00	0.03
0.01	0.04	0.00	0.01	0.13
0.04	0.07	0.00	0.15	0.06
0.02	0.13	0.00	0.06	0.06
0.08	0.09	0.01	0.06	0.05
0.02	0.02	0.00	0.02	0.01
0.06	0.08	0.01	0.04	0.08

Source: Own illustration

Appendix 6: Share of campaigns launched per category

Category	Share of Projects (in %)
Film	30.66
Music	12.82
Local Businesses	9.75
Dance & Theater	8.56
Education	8.29
Art	5.16
Health & Fitness	4.05
Writing & Publishing	3.91
Fashion & Wearables	2.40
Animal Rights	1.88
Environment	1.67
Phones & Accessories	1.56
Comics	1.39
Video Games	1.24
Travel & Outdoors	1.10
Home	0.94
Web Series & TV Shows	0.62
Photography	0.57
Food & Beverages	0.55
Productivity	0.49
Audio	0.40
Transportation	0.33
Human Rights	0.32
Culture	0.28
Camera Gear	0.25
Tabletop Games	0.25
Wellness	0.21
Energy & Green Tech	0.17
Podcasts, Blogs & Vlogs	0.13
Spirituality	0.02

Source: Own illustration