

Research on the Impact of Social Platforms on the Crowdfunding for public welfare ——Take WeChat as an example

Research-in-Progress

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Abstract

This research plans to use the method of step-by-step interview and questionnaire survey to analyze the influence of WeChat as a typical social platform on public welfare crowdfunding from the perspective of audience psychology. Combining the use and gratifications theory and group dynamics theory, we suggest not only to consider some of the system characteristics of social media itself, but also to consider the user's own motivation.

Keywords: social platforms, the Crowdfunding for public welfare, wechat, Step-by-step interview