Science Crowdfunding Proposals

" The Science Crowdfunding Proposal (SCP) aims to **promote a research project in need of funding** in order to get Internet audiences involved through monetary donations and campaign outreach. In addition to finance their projects, these proposals can help scientists to:

- Gain international visibility as researchers and disseminate their work online
- Educate lay audiences in science and engage people in scientific issues, in line with the Open Science agenda
- Expand their research network for future collaborations with other scientists
- Foster people's trust in science
- Enhance their *SciComm* and persuasive communication skills

SCP are placed in website platforms. An example of a collaborative crowdfunding platform specialised in scientific projects is Experiment.com.

Click to access two examples of crowdfunding campaigns:

- https://experiment.com/projects/can-lead-and-limestone-contamination-of-soil-and-water-in-mine-sites-affect-agronomic-productivity-and-inhabitants?s=discover
- https://experiment.com/projects/does-artistic-experience-affect-the-mental-processes-used-when-viewing-visual-art?s=discover

Science Crowdfunding Proposals in this website consist of a **homepage** with a series of **rhetorical sections** (Overview, Methods, Lab Notes, Discussion), in which scientists can share information about their research. They always write about the context, goals and the importance of their projects, as well as provide basic data about the person or team behind them.

Overview and **Methods** sections are rich in terminology, and a more formal language is required. Texts must be descriptive, argumentative, demonstrative and persuasive.

Although not mandatory, most researchers also make use of the **Lab Notes section** to keep their potential backers updated about the steps forward in their daily work. This section functions as a blog would do, with spaces for posting and commenting on updates.

For further exchange of ideas, the **Discussion section** offers the opportunity to backers to interact with researchers directly and to congratulate them for their contributions to their fields of knowledge. These sections are rich in marks of orality and formulas of politeness.

In general terms, the **language** deployed in these projects is formal but with colloquial elements typical of conversation, that is why it can be said that a certain colloquialization of the academic discourse is exhibited in them.

Related publications:

Vela-Rodrigo, A. Á. (2023). A lexical bundle analysis of art-related crowdfunding projects. *Ibérica: Revista de la Asociación Europea de Lenguas para Fines Específicos (AELFE)*, (46), 321-349. https://doi.org/10.17398/2340-2784.46.321

Vela-Rodrigo, A. Á. (2024). A case study for the analysis of the rhetoric of crowdfunding communication. *Revista de Lenguas para Fines Específicos*. (in press)

Vela-Rodrigo, A. Á. (Forthcoming). Markers of discourse structure in digital crowdfunding science proposals. *Complutense Journal of English Studies*.