From Ink to Insight: A Methodology Review of Questionnaire Design and Validation for Crowdfunding in Social Media

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Abstract
Small and Medium Enterprises (SMEs) face numerous challenges, such as limited resources and difficulties accessing funding through traditional channels. Crowdfunding, with its collaborative approach via social media platforms, emerges as a promising alternative for these ventures. This study conducts a systematic literature review (SLR) to identify crowdfunding participation predictors and develops a valid Crowdfunding in Social Media Users' Questionnaire (CSUQ) to assess crowdfunding participation via social media. The content validity of the measurement instrument is rigorously evaluated using the Content Validity Index (CVI). The research findings reviewed the measuring items in the questionnaire through the content validity and discovered that the items measured are valid in which the index value meet acceptable levels, and that the questionnaire's scale has thus attained an acceptable level of content validity. The current study sheds light on the important components and constructs as the measuring items in the study for providing comprehensive models and frameworks for the crowdfunding participation intention through social media.
Keywords: Crowdfunding, Social Media, SMEs, Content Validation, Entrepreneurial Initiatives

Introduction
Today, SMEs encounter various obstacles and difficulties, such as limited resources, inadequate infrastructure, insufficient innovation and technology, legal and regulatory restrictions, and difficulty accessing the market (Razak et al., 2018). Entrepreneurs lack the financial knowledge necessary to steer their businesses in the right direction, which can lead to crucial business decisions and growth. Due to their narrow margins, SMEs cannot self-finance, and banks and financial markets do not always provide funding (Salima & Hind, 2021). Even if they know there are alternatives to bank loans, they often can't or won't fulfil professional investors' standards (Ghazali & Yasuoka, 2018). Smaller, less diversified, and weaker financial arrangements make borrowing cash difficult for SMEs (Fenwick et al., 2018). As a consequence of this, SMEs and start-up businesses are unable to locate the instruments

that are most suited to meet their requirements. In recent years, crowdfunding has become an alternate technique for funding new ideas or projects, and it is widely viewed as an early-stage financing option for entrepreneurial initiatives in terms of generating donations through collaborative contributions from the audience (Laurell et al., 2019).

The utilization of crowdfunding has become a vital approach to facilitate connections between people and implement fair distribution mechanisms (Robiady et al., 2021). Crowdfunding also allows businesses to gain feedback on their products and services and realise their ideas (Datta et al., 2019). Financial institutions that have traditionally engaged in microfinance have yet to fully adopt internet technologies, specifically interactive and social media platforms that can serve as an accelerator of the public (Ibrahim & Verliyantina, 2012). Crowdfunding platforms connect project creators with contributors. Previous research has examined a variety of project and platform variables that affect crowdfunding success (Tan & Reddy, 2021). Research by Liu et al (2021) shows that integrating crowdfunding into social networks can improve crowdfunding performance. Although most of the research has concentrated on the factors that impact entrepreneurs' adoption and usage of social media, it has been established that entrepreneurs are presently utilizing social media for objectives other than marketing, such as business networking, information gathering, and crowdfunding (Olanrewaju et al., 2020). Consequently, the purpose of this study is to present the most recent valid measuring items to evaluate the involvement intention in crowdfunding via social media. This research will equip future studies with the necessary components and novel dimensions to develop more robust models for crowdfunding research.

Research Question and Objective

This paper outlined one research question – what is/are the valid measuring items developed for the components that were obtained from the SLR in order to conduct an analysis of the participants' intentions towards participation in crowdfunding projects via social media. The research objective for this paper aims to identify crowdfunding participation predictors and develops a valid Crowdfunding in Social Media Users' Questionnaire (CSUQ) to assess crowdfunding participation via social media.

Methodology
Instrument Development and Validation

In pursuit of the study's objectives, a systematic literature review (SLR) was meticulously conducted through several stages. A systematic literature review (SLR) was carried out on 149 papers acquired from a multidisciplinary repository (Elsevier's Scopus) between 2011 and the beginning of 2023. This study focused its search on publications that included the terms "crowdfunding AND social media." By evaluating the abstracts, duplicates or papers that are irrelevant to the topic are identified. Following a methodical process of inclusion and exclusion criteria in line with the objectives and conceptual limits, the authors conducted a meta-analysis on a final list of 41 English-language articles to identify the prominent themes and concepts. Following the database selection, search keywords, inclusion and exclusion criteria, duplicate removal, and meta-analysis is the methodology for choosing articles. Firstly, a well-defined review protocol was established and presented, outlining the inclusion and exclusion criteria. Subsequently, a comprehensive search strategy was devised and executed. The study selection process was rigorously characterized, and a meticulous quality assessment was performed.

Finally, the data extraction and synthesis procedures were thoroughly elucidated. The present study's methodology encompasses the following sequential steps:

- Construct Extraction
- Measurement Items Derivation
- Validation

Survey questionnaire is one of the most popular tools used to collect data (Taherdoost, 2016). Survey is defined by Laaksonen (2018) as a series of tasks that finally results in a statistical file of numerical unites and their characteristics (variables), where the units may refer to an individual, households, organization, enterprises, communities, or any other form of society. Planning is necessary while creating a questionnaire to make sure that pertinent inquiries and items are considered in a way that represents particular structures. Yusoff et al (2021) outlined a few steps in questionnaire design and development. The first step is setting a clear aim and goals, through several questions in obtaining a successful questionnaire development shown in Table 1. Based on the research objectives and research questions developed for the purpose of this study, a Crowdfunding in Social Media Users' Questionnaire (CSUQ) is developed.

Table 1

Crowdfunding in Social media Users' Questionnaire (CSUQ) Development

Items Questioned	Descriptions
What exactly will this survey be measuring?	This survey (CSUQ) is developed to assess the factors that lead to CF participation among social media users.
Who is the target audience, exactly?	The intended target group for CSUQ is the social media user of Facebook.
Why is it necessary to develop it?	Prior to the development of the CSUQ, there are many questionnaires that measure the factors of participation but considering Theory of Social Capital is yet to be found. This would guarantee the originality of a questionnaire by preventing the researchers from inventing a tool that is similar to an already-existing inventory and preventing the wastage of time and resources.

The next step is to describe the attributes that represent the intended outcomes to be measured by the questionnaire after what, who, why, and how questions have been satisfactorily addressed (Yusoff et al., 2021). An attribute often refers to a subject's quality, trait, or characteristic, whether that subject is a person or an item. It is conceptualized as the construct, domain, or factor to be measured in the context of a questionnaire (Brace, 2018). A comprehensive and in-depth analysis of the literature is essential to develop a firm foundational understanding of the survey and how past research has expanded on them, to find other attributes that already exist, and to find objects that are connected to the attributes (Yusoff et al., 2021). To gain knowledge from previous study, it is important to review the literature at the beginning of a study. From the literature, the variables that need to be measured can be assessed based on previous research process and the gap to be filled in from the findings of previous works, either to be adopted or adapted into the current study. A

review of the literature offers a foundation for how the questionnaire might seem and how it might be different from the ones now in use.

The last step is to plan the questionnaire to ensure the development and validation process runs smoothly (Yusoff et al., 2021). There are several items that need to be considered in the planning phase which are the content of the survey questionnaire, the target population, estimated completion time and scoring interpretation. Most quantitative research employed structured questionnaires as it is easy to administer, provide consistent answers and easy access to data management (Bidhan, 2010). The survey's questions and contents should reflect the research aim and objectives and are written in a way that will make it simple for respondents to understand and give truthful responses. When a questionnaire has been developed, the researcher should validate it by running a pilot test and conclude that the questions are correctly understood and interpretable by the intended respondents.

Construct Extraction

The researchers reviewed each of the key studies in the SLR in depth. This was done to find the promising crowdfunding participation intention predictors. Earlier research identified a number of characteristics associated with the intention to participate in crowdsourcing. However, it is impossible to incorporate all characteristics into a single research questionnaire. Therefore, the researchers selected the criteria that were most relevant to the study's primary purpose. Table 2 provides a summary of the key constructs utilised in this investigation.

Table 2
Constructs Selection and Definition

No.	Construct	Definition	Author(s)
1	Motivation	The degree of stimulated motives that controls an individual's behavior in a certain situation by developing the biological, cognitive, and social capacities to carry out the behavior	(Ryan & Deci, 2000)
2	Trust	an individual willingness to be vulnerable to another individual action based on the expectation that the other will perform a specific action important to the trustor, regardless of the ability to monitor or control that other party	(Aljazzaf et al., 2010)
3	Risk	the people's perceptions and assessments of the risks they experience or could experience when participating in CF especially involving monetary issue	(Kim et al., 2020)
4	Familiarity	investors' familiarity with the CF platform throughout the conversation	(Alharbey & van Hemmen, 2021)
5	Attitude in helping others	evaluations of helping or assisting others that are constant	(Rodriguez-Ricardo et al., 2018)

6	Interpersonal connectivity	establishing and maintaining contact with other people, such as for the purposes of receiving social support, developing friendships, and having intimate relationships	(Rodriguez-Ricardo et al., 2018)
7	Social identification	feeling of being part of and recognize by the group they belong	(Rodriguez-Ricardo et al., 2018)
8	Financial Resources	The resources, such as finances and capital, that businesses can tap into in order to finance their operations, including their investments and their day-to-day operations.	(Akkucuk, 2014)
9	Information Resources	the processes, equipment, and software that are utilized, created, built, operated, and maintained to gather, record, process, store, retrieve, display, and transmit information, as well as the individuals associated with these activities, including consultants and contractors.	(Khosrowpour, 1997)
10	Social Influence	People's perceptions of how their close friends and family believe they should think about a conduct are an example of what is known	(Li et al., 2017)
11	Reference network size	person's estimation of the number of donors on a given platform	(Wang et al., 2019)
12	Innovativeness in business	The degree to which a person accepts new ideas significantly sooner than the average member of his or her social system	(Rodriguez-Ricardo et al., 2018)

Measurement Item Derivations

The survey questionnaire is designed in bilanguage. Questionnaire item selected based on the literature done on the variables identified. There are three sections to the survey questionnaire. Section A asked respondent for demographic information such as gender, age, income, educational level, and region of residence. Section B gathered information about crowdfunding-related attributes. Section A consists of multiple-choice questions (MCQ), while Section B consist of Likert scale questions, varies from agree to disagree level (1 – strongly agree, 2 – agree, 3 – neither agree nor disagree, 4 – disagree, 5 – strongly disagree) (Vagias, 2006). The development of the questionnaire is shown in Table 3.

Table 3
Questionnaire Items

Author (Year)	Questions	Question code		Modified Questions
(Tung & Liu, 2018)	I want to help the creators of the project.	Motivation (M)	M1	I like helping others' business.
(Wang et al., 2019)	Not helping others goes against my principles.		M2	Helping others is my principle
	It would be morally wrong for me not to help others.		M3	It would be morally wrong for me not to help others.

	It would be advantage to participate in a new form of investment.		M4	It would be advantage to participate in a donation
(Tung & Liu, 2018)	I like the thought that others recognize me as a dedicated sponsor/funder.		M5	I like the thought that others recognize me as a dedicated donator
	I am aware of the after-consequence of participating in this project.		R1	I know the risk of donating into a business
	I am aware of the disappointment of the finance return.		R2	I am aware there might not have any financial return if I donate
(Moon & Hwang, 2018)	I am doubtful that the technology/products that are developed through the investment and sponsorship of appropriate technology will function properly	Risk (R)	R3	I am doubtful if the business will success thorough donation
	I believe that investment and sponsorship of appropriate technology will result in poor quality of technology/products.		R4	I believe business that need donation will have poor quality in their product
	I am doubtful that the technology and products that are developed through investment and sponsorship of appropriate technology will increasing quality of life of people in the developing world.		R5	I am doubtful the business that I donate into can give benefits to other people.
(Rodriguez-Ricardo et al., 2019)	The crowdfunding system is trustworthy.	Trust (T)	T1	The crowdfunding system can be trust
	I trust in crowdfunding because it keeps my best interests in mind.		T2	I trust in crowdfunding because it keeps my best interests in mind.
	The crowdfunding system keeps promises and commitments to consumers		T3	The crowdfunding system keeps promises and commitments to consumers

	I believe that the project creator has the competence and the efficiency to successfully achieve the goals and to keep all promises made to me.		T4	I trust the business I donate into is competence and efficient to achieve their goal
	I am convinced that the project creator will fulfil their obligations.		T5	I am convinced that the business I donate into will fulfil their obligations.
(Moysidou & Hausberg, 2020)	I am generally familiar with crowdfunding.		F1	I am generally familiar with crowdfunding.
(Alharbey & van Hemmen, 2021)	I am familiar with conducting online investments in crowdfunding projects.		F2	I am familiar with conducting online donation in crowdfunding projects.
	The process of supporting crowdfunding projects is known to me	Familiarity (F)	F3	I am familiar in the process of supporting crowdfunding projects
	This platform is a competent and knowledgeable crowdfunding platform.		F4	The crowdfunding platform consist of all the information needed
(Moysidou & Hausberg, 2020)	Judging by the funding status of the project, the project is popular with the crowd.		F5	I can see how success is a crowdfunding campaign based on the fund collection status
	People should be willing to help others who are less fortunate.		AH1	I am willing to help other business in need
(Rodriguez-Ricardo et al., 2018)	Helping people with their problems is very important to me.	Attitude in helping others (AH)	AH2	Helping business with their problems is very important to me.
	People should be more charitable towards others in society.		AH3	I believe that we need to help others in our society
(Wang et al., 2019)	People in need should receive support from others.		AH4	People in need should receive

				support from others.
	I would feel guilty if I do not help others.		AH5	I would feel guilty if I do not help others.
	I see myself as a member of a social group that is concerned about charitable causes.	Interpersonal connectivity (IC)	IC1	I see myself as a member of a social group that is concerned about charitable causes.
	I would like to meet other people who regularly visit the communities.		IC2	I would like to meet other people who regularly visit the communities.
	I often feel like I am a worthy member of a social group that is concerned about charitable causes.		IC3	I often feel like I am a worthy member of a social group that is concerned about charitable causes.
	I have a lot in common with the other members of the social group that is concerned about charitable causes.		IC4	I have a lot in common with the other members of the social group that is concerned about charitable causes.
	I would like to exchange and share opinions with the fundraisers or other people.		IC5	I would like to exchange and share opinions with the business that need donations.
(Rodriguez-Ricardo et al., 2019)	I like to stay in touch with others.	Social identification (SID)	SID1	I like to stay in touch with others.
(Wang et al., 2019)	I do quite a bit of socializing in the communities.		SID2	I do quite a bit of socializing in the communities.
(Rodriguez-Ricardo et al., 2018)	I feel much attached to a crowdfunding community.		SID3	I feel much attached to a crowdfunding community.
	I share the same objectives with others crowdfunding community members.		SID4	I share the same objectives with others crowdfunding community members.

	I see myself as a part of the crowdfunding project community.		SID5	I see myself as a part of the crowdfunding project community.
(Kusumarani & Zo, 2019)	I expect to have the budget needed to participate.	Financial Resources (FR)	FR1	I expect to have the budget needed to participate in crowdfunding
	Having the budget needed would make it much easier to participate.		FR2	It is easier for me to participate in donation if I have the budget
	There would always be a budget for me to participate in crowdfunding.		FR3	I always need to have the budget to participate in donation.
	The budget did not limit me to participate.		FR4	Money is not an issue for me to participate in donation.
	I always have budget for any crowdfunding project.		FR5	I always have the budget to participate in donation.
(Moysidou & Hausberg, 2020)	Information quality of the project influence me to give fund.	Information Resources (IR)	IR1	Information quality of the business influence me to participate in donation.
	This project includes a realistic business idea.		IR2	I will participate in the donation if the business idea is realistic
	I believe that this business plan can be successfully implemented.		IR3	I will participate in the donation if the business plan can be successfully implemented
	The project page provides sufficient information when I try to make an investment decision.		IR4	The business provides sufficient information when I try to make the donation decision.
	I am satisfied with the information on this project page.		IR5	I am satisfied with the information provided by the business that I want

				to participate in donation
(Moon & Hwang, 2018)	People around me seem to be encouraging me to sponsor and invest in appropriate technology crowdfunding projects.	Social Influence (SI)	SI1	People around me encouraging me to participate in donation to the business.
	People around me are likely to give me advice and help in investing and sponsoring an appropriate technology crowdfunding project.		SI2	People around me are likely to give me advice and help in donating for a crowdfunding project.
	My friends are likely to follow if they encourage investing in and sponsoring an appropriate technology crowdfunding project.		SI3	My friends are likely to follow if they encourage donating in an appropriate technology crowdfunding project.
	Most of the people who have important influence on me will donate.		SI4	Most of the people who have important influence on me will donate.
(Y. Chen et al., 2019)	The government actively advocates and implements help others in need.		SI5	The government actively encourage people to help others in need.
	The number of funders participate influence me to donate.	Reference network size (RNS)	RNS1	The number of donators participate influence me to donate.
	Fundraisers having successful experience can improve consumer confidence and helps to get support.		RNS2	Business that have successful experience can improve consumer confidence and helps to get donation.
(Wang et al., 2019)	Many people are engaging in this donation crowdfunding.		RNS3	Many people are engaging in the crowdfunding project.
	Many famous people who I know are engaging in this donation crowdfunding.		RNS4	Many famous people who I know are engaging in the

				crowdfunding project.
	Many relatives or friends around me are engaging in this donation crowdfunding.		RNS5	Many relatives or friends around me are engaging in the crowdfunding project.
(Rodriguez-Ricardo et al., 2019)	I like to experiment with new ways of doing things	Innovativeness in business (IB)	IB1	I like to experiment with new ways of doing things
	I like to fool around with new ideas even if they turn out to waste of time.		IB2	I like to particpate with new business ideas even if they turn out to waste of time.
	I like to try new and different things.		IB3	I like to try new and different things.
	I like to have something to do with others.		IB4	I like to have something to do with others.
	The business idea attracts me to participate.		IB5	The business idea attracts me to participate in donation.
(Gunawan et al., 2019)	I am interested to participate in crowdfunding activities.	Intention (INT)	INT1	I am interested to participate in crowdfunding activities.
	Given the chance, I intend to participate in crowdfunding projects.		INT2	Given the chance, I intend to participate in crowdfunding projects.
	Given the chance, I predict that I would participate in a crowdfunding project in the future.		INT3	Given the chance, I predict that I would participate in a crowdfunding project in the future.
	It is very likely that I will participate in a crowdfunding project in the near future.		INT4	It is very likely that I will participate in a crowdfunding project in the future.
(Razak et al., 2021)	I am likely to recommend this project to my friends.		INT5	I am likely to recommend this crowdfunding

				project to my friends.

Validation

In this study, face and content validity were assessed to ensure the appropriateness and representativeness of the measurement instrument used. Face validity, which refers to the superficial appearance of the instrument, was evaluated to ascertain whether it appeared to measure the intended construct. Although not a comprehensive measure of validity, it serves as an initial step in establishing the relevance of the instrument. Content Validity, on the other hand, aimed to ensure that the items included in the instrument adequately covered the full range of the construct (Sürücü & Maslakci, 2020). A panel of five experts, consisting of researchers and practitioners in the field, was selected based on their expertise and qualifications. The experts were provided with a rating scale and guidelines to assess the relevance and representativeness of each item. The ratings were then aggregated and analysed.

The Content Validity Index (CVI) approach was utilised to validate the content validity of the suggested measurement instrument (Yusoff, 2019). Two distinct types of CVI were calculated: Item-level Content Validity Index (I-CVI) and Scale-level Content Validity Index (S-CVI). I-CVI addresses the content validity of individual items, whereas S-CVI addresses the content validity of the total questionnaire. A 4-point ranking system was employed to evaluate the relevance and simplicity of each component. Table 4 shows the CVI Indices definition and formula used for the validation and Table 5 shows the result. Numerous researchers have suggested that the appropriate number for S-CVI/UA is 0.80 or higher (Nazari et al., 2022; Polit et al., 2005). On the basis of the foregoing calculation, we can conclude that I-CVI, S-CVI/Ave, and S-CVI/UA meet acceptable levels, and that the questionnaire's scale has thus attained an acceptable level of content validity.

Table 4

The Definition and Formula of I-CVI, S-CVI/Ave and S-CVI/UA (Yusoff, 2019).

The CVI indices	Definition	Formula
I-CVI (item-level content validity index)	The proportion of content experts giving item a relevance rating of 3 or 4	I-CVI = (agreed item)/ (number of expert)
S-CVI/Ave (scale-level content validity index based on the average method)	The average of the I-CVI scores for all items on the scale or the average of proportion relevance judged by all experts. The proportion relevant is the average of relevance rating by individual expert.	S-CVI/Ave = (sum of I-CVI scores)/(number of item) S-CVI/Ave = (sum of proportion relevance rating)/ (number of expert)
S-CVI/UA (scale-level content validity index based on the universal agreement method)	The proportion of items on the scale that achieve a relevance scale of 3 or 4 by all experts. Universal agreement (UA) score is given as 1 when the item achieved 100% experts in agreement, otherwise the UA score is given as 0.	S-CVI/UA = (sum of UA scores)/(number of item)

Table 5
The Relevance Ratings on the Item Scale by Five Experts

Question code	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Number of agreements	I-CVI	UA
M1	3	3	4	4	3	5	1	1
M2	4	4	4	4	4	5	1	1
M3	4	3	3	4	4	5	1	1
M4	3	3	3	3	3	5	1	1
M5	4	4	4	4	4	5	1	1
R1	4	4	3	4	4	5	1	1
R2	4	3	2	3	4	4	0.8	0
R3	4	4	4	4	3	5	1	1
R4	3	3	3	4	4	5	1	1
R5	3	3	4	4	3	5	1	1
T1	4	4	4	4	4	5	1	1
T2	4	3	3	4	4	5	1	1
T3	3	3	3	3	2	4	0.8	0
T4	4	4	4	4	4	5	1	1
T5	4	4	3	4	4	5	1	1
F1	4	3	3	3	4	5	1	1
F2	4	4	4	4	3	5	1	1
F3	3	2	3	4	4	4	0.8	0
F4	4	4	4	4	3	5	1	1
F5	3	3	3	4	4	5	1	1
AH1	4	4	4	4	3	5	1	1
AH2	3	3	3	4	4	5	1	1
AH3	3	3	4	4	3	5	1	1
AH4	4	4	4	4	4	5	1	1
AH5	4	3	3	4	4	5	1	1
IC1	3	3	2	3	3	4	0.8	0
IC2	4	4	4	4	4	5	1	1
IC3	4	4	3	4	4	5	1	1
IC4	4	3	3	3	4	5	1	1
IC5	4	4	4	4	3	5	1	1
SID1	3	3	3	4	4	5	1	1
SID2	4	3	2	2	4	3	0.6	0
SID3	4	4	4	4	3	5	1	1
SID4	3	3	3	4	4	5	1	1
SID5	4	4	4	4	4	5	1	1
FR1	4	4	4	4	4	5	1	1
FR2	4	4	4	4	4	5	1	1
FR3	4	4	4	4	4	5	1	1
FR4	4	4	4	4	4	5	1	1
FR5	3	3	4	4	3	5	1	1
IR1	4	3	3	4	4	5	1	1
IR2	3	3	3	3	3	5	1	1

IR3	4	4	4	4	4	5	1	1
IR4	4	4	3	4	4	5	1	1
IR5	4	3	3	3	4	5	1	1
SI1	4	4	4	4	3	5	1	1
SI2	3	3	2	4	4	4	0.8	0
SI3	4	3	3	3	4	5	1	1
SI4	4	4	4	4	3	5	1	1
SI5	3	3	3	4	4	5	1	1
RNS1	4	4	4	4	4	5	1	1
RNS2	3	3	4	4	3	5	1	1
RNS3	4	4	4	4	4	5	1	1
RNS4	4	3	3	4	4	5	1	1
RNS5	3	3	2	2	3	3	0.6	0
IB1	4	4	4	4	4	5	1	1
IB2	4	4	3	4	4	5	1	1
IB3	4	3	3	3	4	5	1	1
IB4	4	4	4	4	3	5	1	1
IB5	3	3	3	4	4	5	1	1
INT1	4	3	3	2	4	4	0.8	0
INT2	4	4	4	4	3	5	1	1
INT3	3	2	3	4	4	4	0.8	0
INT4	4	4	4	4	4	5	1	1
INT5	4	4	4	4	4	5	1	1
Proportion relevance	1	1	0.97	0.95	0.98			
Average proportion of items judged as relevance across the ten experts						0.98		
						S-CVI/Ave	0.97	
						S-CVI/UA		0.86

Conclusions

The validity of an assessment's content is essential to ensuring the validity of the assessment as a whole; hence, a methodical approach to content validation should be carried out based on the evidence and the best practice. In this article, a method that is both evidence-based and systematic for doing a proper content validation has been offered. As part of the objectives of this research project, valid measuring items were developed for the components that were obtained from the SLR in order to conduct an analysis of the participants' intentions towards participation in crowdfunding projects via social media. The elements were taken from previously published research and modified to fit the objectives of the current investigation. The CVI was used to validate the items with relation to their level of simplicity as well as the relevance of the information they contained. Based on the findings, the measuring items used for the survey questionnaire are valid. The next part of this ongoing research project, which is currently in the piloting stage, will involve evaluating the validity and reliability of the measuring items. That in and of itself can serve as a suggestion for additional research to be conducted. The current analysis provides light on the aspects as well as the constructs that are necessary for offering more up-to-date models and frameworks for the involvement intention through social media crowdfunding.

Acknowledgments

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