

Figure S3: **The pathway of interactions leading to money raised for projects.** Diagram shows the relationships between different variables in our analyses. Only those relationships that explained significant amounts of variation are included (LR  $\chi^2$  test  $p \leq 0.05$ ). Coefficients represent linear relationships and are in the units of variables described with one exception. The relationship between Facebook Likes and post-goal page views is exponential, and is shown as such. Sample size varies between each analysis represented in the diagram below due to differences in respondent behavior and the exclusion or inclusion of outlier data.

