Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	**Bc. Tereza Hudcová**
Advisor:	**Mgr. Petr Polák, MSc.**
Title of the thesis:	**Does Language Drive the Crowd? Case of Czech Reward-Based Crowdfunding**

OVERALL ASSESSMENT *(provided in English, Czech, or Slovak):*

Please provide your assessment of each of the following four categories, summary and suggested questions for the discussion. The minimum length of the report is 300 words.

In her thesis, Tereza Hudcová focuses on the reward-based crowdfunding in the Czech Republic. The main (and from my perspective surprising) finding of the thesis is that the language style of project descriptions does not influence the success of the project. That conclusion is based on the analysis of all projects since the platform was launched in 2012. Nowadays, the video starts to dominate the Internet, and the thesis confirms that the inclusion of a video enhances the success of the project. Tereza worked on her thesis regularly, and all my critical remarks very incorporated in the draft.

Contribution
The original idea of the thesis is very interesting, and the results may be surprising. The thesis analyses the dataset as no other work in the Czech Republic. The influence of language style on crowdfunding success has been investigated before in other regions, but this thesis provides contradictor results. The thesis also provides a set of tools that can be further used in similar research. Further directions are nicely indicated at the end of chapter 6.

Methods
Tereza uses various quantitative methods in her thesis and combines them appropriately. Firstly the textual analysis is used to get variables for regression analysis. Then out of the pool of dozens of variables, the key ones are selected using Bayesian Model averaging, and lastly, logistic regression is used. These are proper techniques to investigate a dataset where the dependent variable is binary and also in a situation where there are quite a few possible explanatory variables.

Literature
The literature overview covers all key-studies that were written in the Czech Republic to show the added value of the thesis as well as similar research from abroad to support the key hypothesis, compare results and get further support in the used methods. The thesis is written using the standardized LaTeX template; hence the work with the literature is proper and original ideas are correctly referred to.

Manuscript form
The thesis is well structured and formatted. In the beginning, the thesis presents the motivation and the area of crowdfunding and language processing; then, it presents the methods and applies them. The language style is fine and quite readable, but one can always find a part that could be further improved.

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Summary and suggested questions for the discussion during the defense

I have not further questions regarding the content of the thesis. For the defense, I would suggest that Tereza elaborates on her expectations about the results that she had prior to the empirical investigation of the dataset.

I recommend the thesis for defence and for reasons stated above I suggest grade A.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY		POINTS
Contribution	*(max. 30 points)*	30
Methods	*(max. 30 points)*	30
Literature	*(max. 20 points)*	20
Manuscript Form	*(max. 20 points)*	18
TOTAL POINTS	*(max. 100 points)*	**98**
GRADE	**(A – B – C – D – E – F)**	**A**

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 2. 6. 2020

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Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong	*Average*	*Weak*
30	*15*	*0*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong	*Average*	*Weak*
30	*15*	*0*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong	*Average*	*Weak*
20	*10*	*0*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong	*Average*	*Weak*
20	*10*	*0*

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F