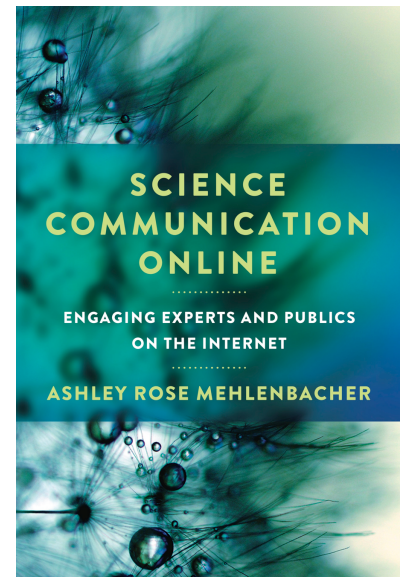


Science Communication Online— Crowdfunding

This handout provides an overview of the moves used in crowdfunding proposals for science. Moves are high-level strategies that help us build arguments. Moves don't always have to appear in a particular order, but you will often find these strategies used in successful crowdfunding proposals about science. By examining the following strategies, you will be able to model the basic structure for how to make a compelling argument in this genre of science communication. You will need to adapt your moves to your specific field, speciality, or topic.



| Moves Found in Crowdfunding Proposals | | |
|---|---|--|
| Move | Description | Steps |
| Establishing a Territory | Establishes the rhetorical situation to which the proposal responds through geographically, disciplinarily, temporally, or communally grounded means. | Step 1: Topic generalization |
| Establishing a Niche | Establishes the appropriate rhetorical and material response to the exigence, and may overlap with Swales' Establishing a Niche. | Step 1A: Indicating a gap <i>or</i> Step 1B: Adding to what is known <i>and</i> Step 2 (optional): Presenting positive justification |
| Occupying a Niche/Presenting the Research | Indicates the contribution that the project intends to make to respond to the exigence and may outline the rhetorical or material plans. | Step 1 (obligatory): Announcing present research descriptively and/or purposively Step 2 (optional): Presenting research questions or hypotheses Step 3 (optional): Clarifying definitions Step 4 (optional): Summarizing methods Step 5 (probable in some fields): Announcing principal outcomes Step 6 (probable in some fields): Stating the value of the present research |
| Justifying Expenses | Explains monetary expenses associated with present research and why those costs must be incurred. | Step 1: Listing expenses <i>and</i> Step 2: Outlining necessity |

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Contact: ashley.mehlenbacher@uwaterloo.ca.

More on genre studies, including pedagogical resources, see *Genre Across Borders: An International, Interdisciplinary Network of Researchers, Theories, and Resources* at <http://genreacrossborders.org/>.

| | | |
|----------------------|---|--|
| | | <i>and</i> Step 3 (optional): Appealing for support |
| Outlining Means | Includes methods, procedures, plans of action, and tasks required to occupy the niche. | Step 1: Stating methods or approach <i>and</i> Step 2: Detailing protocols and/or process <i>and/or</i> Step 3: Outlining project timeline and/or tasks |
| Claiming Importance | Underscores the centrality of the anticipated results or outcomes of a study in a value-system relevant to either the backers or a real-world issue. | Step 1: (Re)Stating significance <i>and</i> Step 2: Identifying who stands to benefit |
| Claiming Benefits | Explains the intended or projected outcomes that contribute to advancement of knowledge in the public domain. | Step 1A: Stating intended engagement activities <i>and/or</i> Step 1B: Stating intended policy influence |
| Stating Achievements | Describes the proposed or accomplished results, findings, or outcomes of the study for either the project and/or the community supporting the project. | Step 1: Stating intended research outputs <i>and</i> Step 2 (optional): Stating previous accomplishments <i>and/or</i> Step 3 (optional): Stating intended further research |
| Claiming Competence | Contains statements to the effect that the proposer is well qualified, experienced, and generally capable of carrying out the tasks set out. May also suggest some personal attributes. | Step 1: Stating specialization or expertise <i>and/or</i> Step 2: Stating credentials such as university affiliation or degrees <i>and/or</i> Step 3: Highlighting publications, previous studies, and awards <i>and/or</i> Step 4 (optional): Stating relevant personal history |

Moves have been adapted from Swales (1990, 2004) and Connor and colleagues (1998, 1999); see also A. R. Mehlenbacher (2017) for initial adaptations.

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