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SME Finance, Middlesex June 20th 2017
<table>
<thead>
<tr>
<th>Feminist Approach</th>
<th>Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>liberal</em></td>
<td>different access to essential resources.</td>
</tr>
<tr>
<td><em>socialist</em></td>
<td>innate due to power relations in a capitalist economy system. Gender related to entrepreneurship.</td>
</tr>
<tr>
<td><em>marxist</em></td>
<td>women question structure of societal gender relationships</td>
</tr>
<tr>
<td><em>radical (neoliberal)</em></td>
<td>proposes alternative and often separatist arrangements in order to raise consciousness.</td>
</tr>
</tbody>
</table>
Entrepreneurship and Social Change

Entrepreneurship
„a social change activity with a variety of possible outcomes” p. 553 (Calas, 2009)

Entrepreneurialism
exercise choice by simultaneously believing in market efficacy (Ahl, 2016)
Research Questions

• What are the rhetorical strategies employed by women in their narratives in CF campaign videos?

• What themes are the most common in CF campaigns initiated by women entrepreneurs?

• In addition
  – How do women-run campaigns differ from men-run campaigns?
  – Does CF offer more equal chances for women?
Methodology I/II

post-structuralism

\[\downarrow\]

Textual analysis (Fairclough 1992):
- linguistic analysis
- intertextual analysis
  - narratives

\[\downarrow\]

Social constructivist discourse analysis (Foucault 1982)

\[\downarrow\]

254 documents; 38 campaign videos; funding sum $11,180,010
Methodology II/II

Activity System Graph (p. 78) (Engeström 1987)
Findings I/III – The Model

- **Power Relations**
  - Evokes
  - Helps deliver

- **Linguistic Discourse (Rules)**
  - Loads value
  - Creates meaning

- **Elements (Artefacts)**
  - Relate to
  - Are combined to

- **Tropes (Subject)**
  - Interact

- **Themes (Object)**
  - Support
  - Authenticity, Signaling, Internal Legitimacy

- **Value Propositions**
  - Create

- **Public Legitimacy**
Findings II/III - Tropes

<table>
<thead>
<tr>
<th>Most Frequent Tropes</th>
<th>Suited Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship (12)</td>
<td>liberal</td>
</tr>
<tr>
<td>Community (11)</td>
<td>social &amp; liberal</td>
</tr>
<tr>
<td>Strong Woman (11)</td>
<td>social</td>
</tr>
<tr>
<td>Natural Woman (8)</td>
<td>social</td>
</tr>
<tr>
<td>Sexuality (7)</td>
<td>social</td>
</tr>
</tbody>
</table>
Entrepreneurship

She Started It a Documentary on Women Tech Founders

WOMEN

Found only 3% of tech startups.
Comprise only 4% of venture capitalists.
Earn only 12% of undergraduate Computer Science degrees.

CAMPAIGN VIDEO:

AS SEEN IN

Forbes  GLAMOUR  RUDE BAGUETTE
Community

The Lemonade Stand Cookbook: Kid-Tested, Kid-Empowering.

11,338 $
10,000 $ des Zielbeitrags finanziert

$49,688 USD gesammelte Finanzmittel insgesamt
129% erreicht am April 8, 2017

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Strong Woman

Apocalypse Survival Training: an audio fitness adventure app

15.225 £
10,000 £ das Zielbetrag finanziert
## Findings III/III - Themes

<table>
<thead>
<tr>
<th>Most Frequent Themes</th>
<th>Suited Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empowerment (15)</td>
<td>social &amp; liberal</td>
</tr>
<tr>
<td>Self Determination (11)</td>
<td>liberal</td>
</tr>
<tr>
<td>Health (6)</td>
<td>social &amp; liberal</td>
</tr>
<tr>
<td>Body Image (6)</td>
<td>social</td>
</tr>
<tr>
<td>Sharing Economy (5)</td>
<td>social</td>
</tr>
</tbody>
</table>
Empowerment

Refugees by Status, Chefs by Nature

An unprecedented cookbook featuring recipes and stories by refugees now working as chefs in New York City.

Erstellt von
Eat Offbeat

1.782 Unterstützer haben 97.357 $ beigetragen, um dieses Projekt zu verwirklichen.

SCARS  STRETCH MARKS  SKIN ROLLS  BLEMISHES  BRUISES

EVERY IMAGE HAS BEEN LEFT
UNTouched
TO DISPLAY WHAT A REALISTIC FEMALE BODY LOOKS LIKE

IT’S TIME TO REDEFINE WHAT IT MEANS TO BE BEAUTIFUL
Self Determination

Lorica Clothing - Armored Leggings | 174,609 $
Health
Conclusion

• CF can be seen as a **catalyst** for feminist ideas.

• **Empowerment and Community** are very much at the basis of many Crowdfunding campaigns, even implicitly.

• Tropes and Themes often are related to **power issues**, which are induced by using certain **artifacts**.
Implications

Even in times of social change, research on entrepreneurship is still largely based on a realist ontology → Problem!

Typically power relations in discourse, and the theory of social change → research would embrace a socio-constructivist ontology and an interpretivist epistemology.

However, because of the nature of Crowdfunding, we propose:
• To employ interdisciplinary research
• To take a pragmatic view on generalization, combining realist and constructivist approaches in CF research

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