Title	個と集団を媒介する物語の実証研究　—クラウドファンディングを対象とするテキストマイニング分析—
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Abstract

This study attempted to quantitatively examine the relationship between narratives and its effects on actual crowdfunding success narratives, based on the hypothesis that narratives evoke people's actions and form a collective phenomenon as a collective result. Narratives, including atypical narratives that are not limited to novels and movies, have been argued in various fields, including psychology and media studies, to form the basis of human communication. Among them, collective phenomena in which individual actions emerge collectively, such as financial crises and climate change countermeasures, are often mentioned as events related to narratives. However, the actual relationship between narratives and collective phenomena has not been fully demonstrated. Therefore, this study focused on crowdfunding as a type of collective phenomenon and aimed to empirically clarify the relationship between its success and narratives. First, we created three narrative indicators to quantify atypical narratives: narrative reversal, LIWC category and action. Text data from 13806 crowdfunding projects were subjected to multiple regression analysis. Multiple regression analysis was performed with crowdfunding attainment as the objective variable and multiple explanatory variables, including three different narrative indicators, reduced in steps. In conclusion, this study demonstrated one part of the mechanism by which narratives shape collective phenomena through individuals' arousal of action, and in particular, that indicators such as the number of "reversals" and cognitive processes based on LIWC have a significant effect on predicting crowdfunding success. In addition, the study suggests that the presence of narrative entities can be recognized in some crowdfunding genres and that their presence evokes action by supporters.