Department Seminars

DEM — DIPARTIMENTO DI ECONOMIA E MANAGEMENT

Crowdfunding Success: Human Insights VS Algorithmic Textual Extraction

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2:00 PM

Seminar Room Bruguier Pacini, DEM

A B S T R A C T

Classification and Regression Trees (CART) is a widely used statisticUsing a unique dataset of equity crowdfunding campaigns, we explore how human judgment and algorithmic analysis interact in evaluating business plans. Human evaluators (students) assessed each proposal using a structured grid, while we trained a machine learning model on advanced textual features.

We then compare prediction errors across humans, the algorithm, and their combination to uncover where and why they diverge. While AI outperforms humans in overall accuracy, human evaluations offer valuable insights, especially in areas requiring subtle judgment. Combining human input with AI's analytical power improves performance, highlighting their complementary strengths.

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