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**Table S1. Snapshot of money raised by projects on Cancer Research UK.** Table shows money raised by the 43 projects that were live on Cancer Research UK on May 9, 2012 (data collected on this date from Cancer Research UK website:<http://myprojects.cancerresearchuk.org/projects>).

|  |  |
| --- | --- |
| **Funds raised (£)** | **Financial goal (£)** |
| 172,462 | 180,000 |
| 104,707 | 200,000 |
| 104,605 | 104,000 |
| 84,021 | 109,000 |
| 77,286 | 110,000 |
| 71,505 | 150,000 |
| 66,879 | 71,000 |
| 66,015 | 100,000 |
| 59,180 | 180,000 |
| 56,098 | 220,000 |
| 54,859 | 100,000 |
| 51,000 | 51,000 |
| 49,075 | 63,000 |
| 47,921 | 105,000 |
| 39,590 | 135,000 |
| 39,081 | 50,000 |
| 37,092 | 60,000 |
| 36,486 | 78,000 |
| 33,905 | 180,000 |
| 26,113 | 237,000 |
| 25,450 | 50,000 |
| 21,164 | 100,000 |
| 20,174 | 20,000 |
| 20,000 | 20,000 |
| 16,576 | 52,500 |
| 15,833 | 68,000 |
| 15,699 | 20,000 |
| 15,000 | 15,000 |
| 12,361 | 70,000 |
| 11,417 | 70,000 |
| 10,599 | 200,000 |
| 8,156 | 35,000 |
| 8,082 | 340,000 |
| 7,709 | 15,000 |
| 6,980 | 30,000 |
| 5,391 | 40,000 |
| 4,975 | 100,000 |
| 1,345 | 25,000 |
| 175 | 60,000 |
| 125 | 20,000 |
| 0 | 20,000 |
| 0 | 20,000 |
| 0 | 120,000 |

**Table S2**. **Survey given to round one #SciFund participants.** Numerous questions that required a response on a Likert scale (e.g., questions 47-55, 63-71) were changed to require specific numerical responses for the round two and three survey instrument. In addition, the round one dates associated with questions 72-74 were changed to the appropriate round two and three dates for their respective surveys.

|  |
| --- |
| 1. Name |
| 2. Age |
| 3. Gender |
| 4. #SciFund Challenge Project Name |
| 5. Ethnicity |
| 6. Current position |
| 7. Your institution |
| 8. What is the discipline of your highest degree? |
| 9. What is your highest degree you have completed? |
| 10. How many hours did you spend on your last grant proposal? |
| 11. Over the past five years, what approximate percentage of your grant proposals have been funded? |
| 12. Do you use Facebook? |
| 13. If you use Facebook, how many Facebook friends do you have now? |
| 14. Do you use Twitter? |
| 15. If you use Twitter, how many Twitter followers do you have now? |
| 16. If you use Twitter, for how many months have you been using it? |
| 17. Do you have a science-oriented blog? |
| 18. If you have a science-oriented blog, how many times a month on average do you post to it? |
| 19. If you have a science-oriented blog, for how many months has it existed? |
| 20. In the past twelve months, how many times have you: [Written a science-oriented article for a general interest news platform (print or online)] |
| 21. In the past twelve months, how many times have you: [Given a public talk about science intended for an audience of non-scientists] |
| 22. In the past twelve months, how many times have you: [Been interviewed by a journalist for a science story] |
| 23. If you are engaged in other types of social media, please describe. |
| 24. Did you have any experience with video editing prior to participating in the #SciFund Challenge? |
| 25. If you do have video experience, how many videos have you worked on (no matter how short)? |
| 26. How many hours did you spend: [Writing project text] |
| 27. How many hours did you spend: [Working on your video] |
| 28. How many hours did you spend: [Preparing images] |
| 29. How many hours did you spend: [Preparing and sending out project rewards] |
| 30. How many hours did you spend: [Making comments to other #SciFund Challenge projects on the wiki] |
| 40. To what degree did you change your #SciFund Challenge project in response to feedback on the wiki or RocketHub? [Text] |
| 41. To what degree did you change your #SciFund Challenge project in response to feedback on the wiki or RocketHub? [Images] |
| 42. To what degree did you change your #SciFund Challenge project in response to feedback on the wiki or RocketHub? [Video] |
| 43. To what degree did you change your #SciFund Challenge project in response to feedback on the wiki or RocketHub? [Rewards] |
| 44. Did you shorten your video? |
| 45. How many times did you change your video after posting it? |
| 46. How many hours did you spend promoting your project? |
| 47. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [E-mail] |
| 48. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Facebook] |
| 49. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Twitter] |
| 50. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Google +] |
| 51. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Blogging on your own blog] |
| 52. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Guest blogging on others' blogs] |
| 53. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [One-on-one conversations] |
| 54. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Public talks/appearances] |
| 55. What methods did you use to spread the word about your project (1 - not at all, 5 - a great deal)? [Communicating with journalists/bloggers] |
| 56. If you used other methods to spread the word about your project, please describe. |
| 57. Did you spread the word about your project via (1 - not at all, 5 - a great deal) [Personal connections] |
| 58. Did you spread the word about your project via (1 - not at all, 5 - a great deal) [Professional connections] |
| 59. What do you feel worked to get your project funded? |
| 60. What do you feel did not work to get your project funded? |
| 61. Do you feel that your #SciFund Challenge campaign was a success? Why or why not? |
| 62. How many hours did you spend promoting OTHER #SciFund projects? |
| 63. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [E-mail] |
| 64. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Facebook] |
| 65. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Twitter] |
| 66. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Google +] |
| 67. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Blogging on your own blog] |
| 68. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Guest blogging on others' blogs] |
| 69. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [One-on-one conversations] |
| 70. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Public talks/appearances] |
| 71. What methods did you use to spread the word about OTHER #SciFund projects (1 - not at all, 5 - a great deal)? [Communicating with journalists/bloggers] |
| 72. How much effort did you make to spread the word about your project during: [November 1-15] |
| 73. How much effort did you make to spread the word about your project during: [November 16-30] |
| 74. How much effort did you make to spread the word about your project during: [December 1-15] |
| 75. If you stopped promoting your project before the end of the #SciFund campaign period, please describe why. |
| 76. What percentage of the contributors to your project do you personally know? |
| 77. How many press or new media figures did you notify about your project? |
| 78. How many live events (not via computer) did you use to promote your project? |
| 79. If you hosted live events in support of your project, what was the average attendance at these events? |
| 80. Do you feel that the #SciFund Challenge as a whole was a success? Why or why not? |