

## **Appendix A: Ensuring Validity and Reliability**

Five key threats to validity were identified in advance. The first and most fundamental is *descriptive validity*, i.e. the factual accuracy of data gathered and reported (Maxwell 1992). This was managed through the inclusion of an ‘inquiry audit’ (Lincoln and Guba (1985) that included ‘thick, rich descriptions’ (Creswell and Miller 2000), examples of coding processes, and illustrative extracts in subsequent appendices. Further, all online data used in this study (both central and less-central texts) are taken from open and publicly inspectable discourse.

The second threat is *reliability* (Patton 2002, Golafshani 2003), sometimes referred to as ‘interpretive validity’ (Maxwell 2002), or ‘dependability’ (Lincoln and Guba 1985, Thomas and Magilvy 2011), i.e. the ability for others to reproduce the theorising process and arrive at similar results. This was managed through parallel coding and consensus checks across both cases by two or more researchers, ensuring the reported results were robust to diverging interpretations. Triangulation was also used, both between central and less-central online sources, as well as between online sources and interviews, to corroborate findings and inform theory building (Creswell and Miller 2000, Urquhart and Vaast 2010, Vaast and Walsham 2013). This also included some ‘member checking’ (Creswell and Miller 2000, Thomas and Magilvy 2011) in interviews. This technique allows findings to be presented to individuals observed, who may corroborate interpretations based on their own experiences. This can be dangerous in situations where intersubjective findings have been critically analysed, synthesized, and abstracted across individuals, as these member checks can damage the validity of findings by forcing researchers to restrain and re-shape conclusions into more acceptable descriptive-level accounts (Guba and Lincoln 1981, Sandelowski 1993, Morse et al. 2002). This threat was continuously discussed among the research team. These discussions created a consensus of interpretation that reassured each individual where conclusions were potentially controversial.

The third threat is *construct validity* (Yin 2008), also referred to as ‘theoretical validity’ (Maxwell 2002), i.e. the clear link between data measures and corresponding theoretical concepts. In addition to multi-

coder comparisons, the use of sensitising propositions and pre-existing concepts from control theory acted to minimize this risk, as several key boundaries of inclusion/exclusion could be identified at the outset. The ongoing availability of data further lent itself to ‘prolonged engagement with the field’ (Creswell and Miller 2000), meaning discourse could be revisited during multiple iterations of data gathering for new insights and ‘data slices’ (Glaser and Strauss 1967).

The fourth threat is *internal validity* (Yin 2008), also termed ‘credibility’ (Krefting 1991, Golafshani 2003, Thomas and Magilvy 2011), i.e. the degree to which causal relationships between constructs can be trusted. This is typically challenging in qualitative research, though this study had the advantage of being able to analyze discourse over time, meaning events could be observed in sequence to identify temporal dependencies (c.f. Pentland 1999). However, the most effective approach is often to link observed patterns with established deeper theoretical explanatory mechanisms (Glaser and Strauss 1967, Hedström and Swedberg 1996, Urquhart et al. 2010). In this case, the Foucauldian CDA perspective provided such a foundation, as control-related behaviors could be related to underlying power-knowledge structures and key concepts, such as the *archaeology of knowledge*, the *genealogy of knowledge*, and the *panopticon*.

The fifth threat is *external validity* (Lincoln and Guba 1985), also described as ‘generalizability’ (Maxwell 2002) or ‘transferability’ (Thomas and Magilvy 2011). Again, this is challenging for qualitative research, particularly case studies that embrace the complexities of context (Yin 2008). As with *internal validity*, we manage this by linking findings to existing generalizable theory (Glaser and Strauss 1967, Urquhart et al. 2010) in the power and control literature.

## Appendix B: Examples of open, axial, and selective coding during discourse analysis

Selective Codes	Open Codes	Axial Codes
<p>“Other kickstarter projects update their progress on their Kickstarter page until product is ready to ship. Do the same, it’s not asking much”</p> <p>“A word from Zano would be much appreciated”</p> <p>“Would love an update or at least a bit more details on the iOS app”</p> <p>“we love reading all the comments and messages, so keep them coming! We are doing our very best to reply to every single one in a timely fashion”</p>	<p>Backer-to-project owner behavior controls</p>	<p>Backer-to-project owner controls</p>
<p>“well if they really say they will implement ideas from fans that are highly liked then it will be in the game”.</p> <p>“Thank you for your time and reading these 10 suggestions I have for the Yogventures! And I hope you consider at least 3 of them in the game”</p> <p>“thank you TG for taking these suggestions on board, we are so grateful”</p>	<p>Backer-to-project owner outcome controls</p>	
<p>“I am Dave! Yognaught”</p> <p>“I would rather wait and receive a functioning drone than a piece of hardware that doesn’t work right and have to update it myself”</p> <p>“I personally am in no rush for my Zano... I would rather wait another 6 months and receive the Gizmo I was hoping for instead of a part finished compromise”</p> <p>“lets leave the party for later”</p>	<p>Backer-to-project owner clan controls</p>	
<p>“I have faith that they filter 99% of the ridiculous suggestions out”</p> <p>“I do not think [the project owner’s first name] would intentionally misguide us, that's too evil”</p> <p>“It is quite apparent to me that the ZANO team are doing their absolute best to churn out these ZANOs for us and I appreciate their work. But some people here apparently cannot see that”</p>	<p>Backer-to-project owner self controls</p>	

Selective Codes	Open Codes	Axial Codes
<p>“Guys, stop whinging, about the fact that TG have been good enough to state what order things are bring delivered in”</p> <p>“sit back, quit complaining and you'll no doubt live longer and enjoy life a bit more”</p> <p>“Get off your high horse... It's not the end of the world... stop being so entitled”</p> <p>“posting the link 4 times on one page of comments counts as spam”</p>	Backer-to-backer behavior controls	Backer-to-backer controls
<p>“are you basically asking for help from people here (unpaid) to build up your site/forum with a user base so you can then just sell it for a personal profit once it is running?”</p> <p>“we get it you got a s****y forum up and you are trying to sell the domain for a quick buck”</p> <p>“wait there was like 400 posts yesterday, are you telling me that half the posts are yours ... dude this forum must be dead XD”</p>	Backer-to-backer outcome controls	
<p>“we have the right and power to start a class action lawsuit”</p> <p>“For the people that say starting a class action lawsuit is a waste of time that's bulls**t, because if you do some research on other failed campaigns you will see that people have done it and have gotten double what they gave”</p> <p>“wow, do you work for the company? You seem to have all the answers”</p>	Backer-to-backer clan controls	
<p>“I'm doing the petition to see if people are interested and if they are, I'm going to give it to [the first name of the project owner] and say : hey dude , I checked with the community and it seems people like the idea”</p> <p>“I don't think not even once have I been negative about the creators or the Zano! So I'm sure as a backer I have a right to ask a question without getting shot at by my so called backers!”</p> <p>“If Torquing polled their backers and 50% of them were willing to wait it would relieve the pressure on them to deliver”.</p>	Backer-to-backer self controls	

Selective Codes	Open Codes	Axial Codes
<p>“Getting p****d off at people looking down on people who only pledged 15 or 25, we're still helping yknow”</p> <p>“Donated, waiting for some update. After that, probably gonna up my pledge”</p> <p>“I was trying to find a way to be eloquent and poetical way to say thanks but to be honest, this kind of generosity has left me a bit speechless. We all thank you for this kind of support, your's is truly a big heart”</p>	Scale of individual investment	Scale of overall investment
<p>“the more we raise, the more the yogcast/winterkool have to make the game even better”</p> <p>“The initial goal was really just the tip of the iceberg and a way to measure interest, any extra money we raise will go directly to funding all the cool features the community wants this game to have”</p> <p>“500 GRAND!!! Now give us another update video”</p>	Scale of group investment	
<p>“We read all the messages and comments and in view of these, we are now delighted to inform you all of the following updates”</p> <p>“Why don't you come update in Kickstarter page often? You do realize this is where majority of your backer waiting for update right? Stop being so lazy”</p> <p>“NEW FB group dedicated specifically to organizing all the ZANO backers towards planning and taking concerted actions and speak with one big booming voice to what remains of the Torquing Group company and other parties... in order to get back our money or any other compensation”</p>	Accumulation of discourse	Scale of overall discourse
<p>“I can answer anything and everything”. Would this be of interest? Perhaps even do a live walk through of the app, functionality, and what we have in the pipeline for improvements... I can probably set something up fairly quickly”</p> <p>“Spread this scam and flawed system in various forum and newsgroup. Keep the momentum and make it big”</p>	Surges in discourse	

(Appendix cont.)

Selective Codes	Open Codes	Axial Codes
<p>“how long have you guys pledged for? Couple of hours maybe? A bit more? I've pledged on day 1, I've read every comment in this section, the yogscast forum every yweets by [the first name of the project owner], the development blog too. If you got a question after the guys at winterkewl and the yogscast themselves I'm one of the few who will probably know the answer”</p> <p>“you need to learn your f*****g place”</p> <p>“I think there were people who, not necessarily because of their backing level was, but because they had more of an inderstanding how stuff worked, they were listened to more”</p>	Individual right to impose controls	Individual contribution to discourse
<p>“what a f***king scam and not a peep from the TG”</p> <p>“Updates have been few and far in between and Progress seems tremendously slow”</p> <p>“It's always hard to hear a backer is disappointed in our progress, but I appreciate and understand your sentiment... I know this may all seem too little too late, but I hope that everyone will bear with us a little longer because I really believe in Yogventures and can't wait to see what adventures you all create and share in the future”</p> <p>“Can't wait to sue you guys”,</p> <p>“Torquing Group, you should be ashamed of yourselves, you are nothing but lying fraudsters”.</p>	Potential failure	Public perceptions of project failure

## Appendix C: Examples of memos from analysis

### Formal controls are more obvious than expected.

The crowd seem eager to request specific behaviours. This isn't just generic 'more communication, please' requests, they are often asking for updates on specific issues at specific times. They are also doing so in a style that is relatively bureaucratic, particularly during periods of uncertainty. Similarly, the crowd requests specific outcomes, typically referring to features of the final product, e.g. 'a sword like ...' or a particular colour. Project owners encourage this, sometimes by complying, other times by suggesting they are open to complying, and often by actively calling for these controls. It's not clear whether this compliance has a positive or negative long-term effect. Backers are certainly impressed initially, though the same backers don't appear any less angry if progress becomes compromised later on.

Follow-up observation in interviews: Many project owners feel a pressure to comply with these controls, taking pride in their responsiveness, despite a concern this pattern is to the detriment of the project. Most seem keen to bound areas where backers can impose these controls, partly to satisfy backers' desire to be involved, partly to discourage them from interfering with more sensitive aspects of development.

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### Project owners feel more obligation to comply with requests from certain backers.

Project owners appear more responsive to some backers than others. On one level this makes sense. After all, some people are quicker to assume destructive behaviours than others. However, we weren't expecting this to be a large factor, given the large numbers of backers and the tendency of backers to self-police. Despite these large numbers, it appears project owners become more aware of some individuals due to frequent interactions or the fact they 'speak the lingo'. There also seems to be some posturing among backers keen to show off their technical knowledge.

Follow-up observation in interviews: Project owners are worried about alienating or 'enraging' specific backers with a 'short fuse' in the discourse. One project owner highlighted a particular backer who believed they were being discriminated against when they weren't responded to directly. This created a tension those project owners didn't want to exacerbate, so they ended up responding to that individual routinely just to manage the potential deterioration.

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### Discourse deteriorated in both cases to a point the project owners retreated away from backers.

The signs of failure in both projects caused discourse to become increasingly assertive and, when project owners didn't provide satisfactory responses, hostile. This wasn't from all of the backers by any means; many were understanding (several even applauded the efforts of the project owner, seemingly to balance out some of the more negative discourse).

Follow-up observation in interviews: Project owners noted in interviews they were slow to engage because they felt they needed a positive story to tell backers, not just a list of ongoing problems that might cause those backers to start jumping ship and asking for refunds, or wrecking the reputation of the project prematurely. This created a 'vicious cycle', as backers felt increasingly disempowered by project owners' ability to ignore them, even temporarily.

Follow-up observation in interviews: Two project owners mentioned a frustration they couldn't change direction as the project progressed, due to the presence of backers who clearly wanted a particular overall outcome. This limited project owners' ability to be agile and follow emerging opportunities. They were instead forced to continue developing something they had since decided was sub-optimal. This had implications for morale and fatigue within the development team.

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## Appendix D: Sampling sources for the Zano and Yogventures

List of sampling sources for ZANO case	
Source	Sampling
Primary source	
Kick-starter	<p>General description, including 1 video and 15 images</p> <p>63 updates, including 7 videos and 2798 responses from backers.</p> <p>10,115 comments in the general comments section</p> <p>12,075 backer profiles</p> <p>Kickstarter Medium ‘Investigative Report by Mark Harris - How Zano Raised Millions on Kickstarter and Left Most Backers with Nothing’</p> <p>(<a href="https://medium.com/kickstarter/how-zano-raised-millions-on-kickstarter-and-left-backers-with-nearly-nothing-85c0abe4a6cb#.xp5az962w">https://medium.com/kickstarter/how-zano-raised-millions-on-kickstarter-and-left-backers-with-nearly-nothing-85c0abe4a6cb#.xp5az962w</a>)</p>
Secondary sources	
Zano Forum	<p>Unofficial Zano Links</p> <p><a href="http://zanoforum.com/viewtopic.php?t=15">http://zanoforum.com/viewtopic.php?t=15</a></p> <p>General Discussion (121 Topics) 1522 Posts</p> <p>User Video – Post your Zano Videos here! (3 Videos) 24 Posts</p>
Linkedin	<a href="https://www.linkedin.com/company/torquing-group-ltd">https://www.linkedin.com/company/torquing-group-ltd</a>
Twitter	<a href="https://twitter.com/hashtag/zano">https://twitter.com/hashtag/zano</a>
YouTube	<p>Video Nano Drone in Full Action on Kickstarter campaign (<a href="https://www.youtube.com/watch?v=q6UYFpdIDXc">https://www.youtube.com/watch?v=q6UYFpdIDXc</a>)</p> <p>ZANO Nano Mini Drone Review (<a href="https://www.youtube.com/watch?v=A4RREZcFUzU">https://www.youtube.com/watch?v=A4RREZcFUzU</a>)</p> <p>Zano Nano Drone – CES 2015 (<a href="https://www.youtube.com/watch?v=psvV5McbS3k">https://www.youtube.com/watch?v=psvV5McbS3k</a>)</p> <p>ZANO Drone Unboxing (<a href="https://www.youtube.com/watch?v=Qx-CzVlcfzo">https://www.youtube.com/watch?v=Qx-CzVlcfzo</a>)</p> <p>ZANO Nano Quadcopter Camera Drone (<a href="https://www.youtube.com/watch?v=B5Ya6jIjuhM">https://www.youtube.com/watch?v=B5Ya6jIjuhM</a>)</p> <p>ZANO world's most sophisticated nano drone for photo and HD video (<a href="https://www.youtube.com/watch?v=nOOWuYuw3ws">https://www.youtube.com/watch?v=nOOWuYuw3ws</a>)</p> <p>CES 2015 First Look - The Zano Drone - mini autonomous swarming (<a href="https://www.youtube.com/watch?v=OiRhuggSNV4">https://www.youtube.com/watch?v=OiRhuggSNV4</a>)</p> <p>Zano ‘talent’ drone (<a href="https://www.youtube.com/watch?v=uRvBAbYqg-8">https://www.youtube.com/watch?v=uRvBAbYqg-8</a>)</p>
Reddit	<p>ZANO – Biggest Kickstarter failure/scam in history (<a href="https://www.reddit.com/r/Zano/">https://www.reddit.com/r/Zano/</a>)</p> <p><i>Zano drone makers detail spending and apologise – BBC News</i> (<a href="https://www.reddit.com/r/shittykickstarters/comments/3ude5p/zano_drone_makers_detail_spending_and_apologise/">https://www.reddit.com/r/shittykickstarters/comments/3ude5p/zano_drone_makers_detail_spending_and_apologise/</a>)</p>

Other	<p>Media sites covering developments throughout the sampling period, e.g.</p> <p>‘Groundbreaking robot drone first aired in county’, Western Telegraph, (<a href="http://www.westerntelegraph.co.uk/news/11623368.Groundbreaking_robot_drone_first_aired_in_county/">http://www.westerntelegraph.co.uk/news/11623368.Groundbreaking_robot_drone_first_aired_in_county/</a>), November 25 2014</p> <p>‘ZANO Is An Autonomous Micro Drone That Wants To Take Selfies For You’, Simplebotics, (<a href="http://www.simplebotics.com/2014/12/zano-is-an-autonomous-micro-drone-that-wants-to-take-selfies-for-you.html">http://www.simplebotics.com/2014/12/zano-is-an-autonomous-micro-drone-that-wants-to-take-selfies-for-you.html</a>), December 03 2014</p> <p>‘Nano drone a Kickstarter success; Personal paparazzi devices ship in 2015’, Washington Times, (<a href="http://www.washingtontimes.com/news/2014/dec/9/nano-drone-kickstarter-success-personal-paparazzi-/">http://www.washingtontimes.com/news/2014/dec/9/nano-drone-kickstarter-success-personal-paparazzi-/</a>), December 09 2014</p> <p>‘Zano Zooms! Now Over \$1.3 Million Crowdfunding on Kickstarter’, Crowdfund Insider, (<a href="http://www.crowdfundinsider.com/2014/12/59770-zano-zooms-now-1-3-million-crowdfunding-kickstarter/">http://www.crowdfundinsider.com/2014/12/59770-zano-zooms-now-1-3-million-crowdfunding-kickstarter/</a>), December 18 2014</p> <p>‘Will drones become the next big cycling accessory?’, Bike Rumour, (<a href="http://www.bikerumor.com/2015/01/01/will-drones-become-the-next-cycling-accessory-the-trend-of-compact-camera-drones-is-making-action-sports-videos-easier-to-make/">http://www.bikerumor.com/2015/01/01/will-drones-become-the-next-cycling-accessory-the-trend-of-compact-camera-drones-is-making-action-sports-videos-easier-to-make/</a>), January 01, 2015</p> <p>‘Zano Drone Takes Selfies to New Heights’, Tom’s Guide, (<a href="http://www.tomsguide.com/us/zano-drone-selfies-specs,news-20171.html">http://www.tomsguide.com/us/zano-drone-selfies-specs,news-20171.html</a>), January 06 2015</p> <p>‘Zano Reaches £2 Million During the Final Hours on Kickstarter; Announces Changes to Original Specification’, Crowdfund Insider, (<a href="http://www.crowdfundinsider.com/2015/01/60683-zano-reaches-2-million-final-hours-kickstarter/">http://www.crowdfundinsider.com/2015/01/60683-zano-reaches-2-million-final-hours-kickstarter/</a>), January 06 2015</p> <p>‘Zano’s tiny drone wants to make aerial photography cheaper’, Engadget, (<a href="http://www.engadget.com/2015/01/07/zano-hands-on/">http://www.engadget.com/2015/01/07/zano-hands-on/</a>), January 07 2015</p> <p>‘CES 2015: Best Drones We’ve Seen so Far: Nixie, Zano, Micro Drone 3.0, Inspire 1, and Ghost’, TechTimes (<a href="http://www.techtimes.com/articles/25370/20150108/ces-2015-best-drones-weve-seen-so-far-nixie-zano-micro-drone-3-0-inspire-1-and-ghost.htm">http://www.techtimes.com/articles/25370/20150108/ces-2015-best-drones-weve-seen-so-far-nixie-zano-micro-drone-3-0-inspire-1-and-ghost.htm</a>), January 08 2015</p> <p>‘CES 2015: Meet the ZANO Autonomous Drone; Aerial Selfies Have Never Been so Easy!’, iPhoneLife Magazine, (<a href="http://www.iphonelife.com/blog/28861/ces-2015-meet-zano-autonomous-drone-aerial-selfies-were-never-easy">http://www.iphonelife.com/blog/28861/ces-2015-meet-zano-autonomous-drone-aerial-selfies-were-never-easy</a>), January 09 2015</p> <p>‘Zano – The Selfie Drone, Don’t Fly It! Task It!’, Yo Success, (<a href="http://www.yosuccess.com/blog/industry-updates/zano-selfie-drone-dont-fly-task/">http://www.yosuccess.com/blog/industry-updates/zano-selfie-drone-dont-fly-task/</a>), February 09 2015</p> <p>‘Zano drones struggle to achieve lift-off’, BBC News, (<a href="http://www.bbc.com/news/technology-34069150">http://www.bbc.com/news/technology-34069150</a>), August 27 2015</p> <p>‘Zano: Highly-anticipated selfie drone released even though promised features not ready’, IBTimes, (<a href="http://www.ibtimes.co.uk/zano-highly-anticipated-selfie-drone-released-even-though-promised-features-not-ready-1517302">http://www.ibtimes.co.uk/zano-highly-anticipated-selfie-drone-released-even-though-promised-features-not-ready-1517302</a>), August 27 2015</p> <p>‘Torquing Group Announces Shipping Update &amp; Schedule For Kickstarter Alum Zano’, Crowdfund Insider, (<a href="http://www.crowdfundinsider.com/2015/10/75834-torquing-group-announces-shipping-update-schedule-for-kickstarter-alum-zano/">http://www.crowdfundinsider.com/2015/10/75834-torquing-group-announces-shipping-update-schedule-for-kickstarter-alum-zano/</a>), October 15, 2015</p> <p>‘Kickstarter’s Zano drone fails to fly’, BBC News, (<a href="http://www.bbc.com/news/34787404">http://www.bbc.com/news/34787404</a>), November 11 2015</p> <p>‘Kickstarter’s Zano drones grounded as CEO quits’, Computer Business Review,</p>
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(<http://www.cbronline.com/news/internet-of-things/consumer/kickstarters-zano-drones-grounded-as-ceo-quits-4717780>’, November 12 2015

‘Zano: CEO resigns from selfie drone firm, plunging Kickstarter backers into more despair’, IBTimes, (<http://www.ibtimes.co.uk/zano-ceo-resigns-selfie-drone-firm-plunging-kickstarter-backers-into-more-despair-1528382>’, November 12 2015

‘Zano mini-drone project shut down by Torquing’, BBC News, (<http://www.bbc.com/news/technology-34858171>), November 18 2015

‘Zano mini drone project shuts down following delays’, Endgadget, (<http://www.engadget.com/2015/11/18/zano-mini-drone-project-shuts-down/>), November 18 2015

‘Largest UK Kickstarter Campaign Ever Zano Goes Bust. Begins Creditors’ Voluntary Liquidation’, Crowdfund Insider, (<http://www.crowdfundinsider.com/2015/11/77438-largest-uk-kickstarter-campaign-ever-zano-goes-bust-begins-creditors-voluntary-liquidation/>), November 18 2015

‘Crowdfunded Selfie Drone Zano Makers will Liquidate Instead’, Popular Science, (<http://www.popsoci.com/crowdfunded-selfie-drone-zano-maker-will-liquidate-instead>), November 18 2015

‘Trouble on Kickstarter as two massive projects hit the rocks’, The Guardian, (<https://www.theguardian.com/technology/2015/nov/19/trouble-kickstarter-massive-projects-hit-rocks-coolest-zano>), November 19, 2015

‘Zano drone makers detail spending and apologise’, BBC News, (<http://www.bbc.com/news/technology-34926371>), November 26 2015

‘The Zano Drone Is Dead: Here's Why’, PC Magazine, (<http://uk.pcmag.com/drones-1/73456/news/the-zano-drone-is-dead-heres-why>), 30 November 2015

‘Kickstarter launches probe into failure of Europe’s most heavily funded project’, Digital Trends, (<http://www.digitaltrends.com/cool-tech/kickstarter-launches-probe-failure-europes-heavily-funded-project/>), December 15 2015

‘Zano: The rise and fall of Kickstarter's mini-drone’, BBC News, (<http://www.bbc.com/news/technology-35356147>), January 20 2016

‘Kickstarter paid a journalist to investigate its biggest failed project — here's what he found’, Business Insider, (<http://uk.businessinsider.com/kickstarter-mark-harris-report-on-zano-2016-1>), January 21 2016

‘Zano drone: Kickstarter is not all about dazzling success stories’, Independent, (<http://www.independent.co.uk/life-style/gadgets-and-tech/zano-drone-kickstarter-is-not-all-about-dazzling-success-stories-a6826366.html>), January 21 2016

## Appendix D (continued): Sampling sources for the Zano and Yogventures

List of sampling sources for Yogventures case	
Source	Sampling
Primary source	
Kick-starter	<p>General description, including 2 videos and 6 images</p> <p>26 updates, including 7 videos and 1,464 responses from backers.</p> <p>7,985 comments in the general comments section and 13,647 backer profiles</p> <p>Kickstarter Medium ‘Investigative Report by Mark Harris - How Zano Raised Millions on Kickstarter and Left Most Backers with Nothing’</p> <p>(<a href="https://medium.com/kickstarter/how-zano-raised-millions-on-kickstarter-and-left-backers-with-nearly-nothing-85c0abe4a6cb#.xp5az962w">https://medium.com/kickstarter/how-zano-raised-millions-on-kickstarter-and-left-backers-with-nearly-nothing-85c0abe4a6cb#.xp5az962w</a>)</p>
Secondary sources	
Facebook	<a href="https://www.facebook.com/Yogventures/">https://www.facebook.com/Yogventures/</a>
Twitter	<a href="https://twitter.com/hashtag/yogventures">https://twitter.com/hashtag/yogventures</a>
Yog wiki	<a href="http://yogscast.wikia.com/wiki/Yogventures!">http://yogscast.wikia.com/wiki/Yogventures!</a>
YouTube	<p>Yogscast - Yogventures! The Yogscast Game - Kickstarter Video campaign (<a href="https://www.youtube.com/watch?v=eIod3ZUBpys">https://www.youtube.com/watch?v=eIod3ZUBpys</a>)</p> <p>Yogscast - Yogventures - Fire and Ice Update (<a href="https://www.youtube.com/watch?v=QTLCDYr6mc">https://www.youtube.com/watch?v=QTLCDYr6mc</a>)</p> <p>Yogscast - Yogventures Thank You Video (<a href="https://www.youtube.com/watch?v=ccvHa6X50d4">https://www.youtube.com/watch?v=ccvHa6X50d4</a>)</p> <p>Yogscast - E3 2012 - Yogventures! (<a href="https://www.youtube.com/watch?v=FYMOwns8xcA">https://www.youtube.com/watch?v=FYMOwns8xcA</a>)</p> <p>YogNews - Riddick, Hearthstone, and Yogventures Updates! (<a href="https://www.youtube.com/watch?v=HbnjFDm5scg">https://www.youtube.com/watch?v=HbnjFDm5scg</a>)</p> <p>Yogscast - Yogventures - Beards and Castles Update (<a href="https://www.youtube.com/watch?v=Mgilq-ryLvo">https://www.youtube.com/watch?v=Mgilq-ryLvo</a>)</p> <p>Yogscast - Yogventures! Thanks + Crystal Cave Update [Pre-Alpha Phase] (<a href="https://www.youtube.com/watch?v=DcUeQwO-qjY">https://www.youtube.com/watch?v=DcUeQwO-qjY</a>)</p> <p>The Yogventures Scandal: The Full Story   Dan Ibbertson (<a href="https://www.youtube.com/watch?v=KwBRNRkUAkw">https://www.youtube.com/watch?v=KwBRNRkUAkw</a>)</p>
Reddit	<p>Update from Lewis Re: Yogventures (<a href="https://www.reddit.com/r/Yogscast/comments/2b4jgb/update_from_lewis_re_yogventures/">https://www.reddit.com/r/Yogscast/comments/2b4jgb/update_from_lewis_re_yogventures/</a>)</p> <p>The Yogventures Scandal: The Full Story - Dan Ibbertson (<a href="https://www.reddit.com/r/Games/comments/5j2vev/the_yogventures_scandal_the_full_story_dan/">https://www.reddit.com/r/Games/comments/5j2vev/the_yogventures_scandal_the_full_story_dan/</a>)</p> <p>TB on Yogventures being cancelled (<a href="https://www.reddit.com/r/Cynicalbrit/comments/2b3068/tb_on_yogventures_being_cancelled_twitch_vod_you/">https://www.reddit.com/r/Cynicalbrit/comments/2b3068/tb_on_yogventures_being_cancelled_twitch_vod_you/</a>)</p>

	<p>Yogscast cheat backers for \$567,000 on the "Yogventures" Game Kickstarter  <a href="https://www.reddit.com/r/Games/comments/2apng1/yogscast_cheat_backers_for_567000_on/">(https://www.reddit.com/r/Games/comments/2apng1/yogscast_cheat_backers_for_567000_on/)</a></p> <p>Yogscast declines to comment on claim it received \$150,000 of Yogventures Kickstarter money  <a href="https://www.reddit.com/r/gaming/comments/2bbush/yogscast_declines_to_comment_on_claim_it_received/">(https://www.reddit.com/r/gaming/comments/2bbush/yogscast_declines_to_comment_on_claim_it_received/)</a></p> <p>what happened with The Yogscast and Totalbiscuit  <a href="https://www.reddit.com/r/Cynicalbrit/comments/43fx8e/what_happened_with_the_yogscast_and_totalbiscuit/">(https://www.reddit.com/r/Cynicalbrit/comments/43fx8e/what_happened_with_the_yogscast_and_totalbiscuit/)</a></p> <p>What is the Deal with TotalBiscuit and the Yogscast?  <a href="https://www.reddit.com/r/OutOfTheLoop/comments/2zodh8/what_is_the_deal_with_totalbiscuit_and_the/">(https://www.reddit.com/r/OutOfTheLoop/comments/2zodh8/what_is_the_deal_with_totalbiscuit_and_the/)</a></p>
Other	<p>Media sites covering developments throughout the sampling period, e.g.</p> <p>‘Yogventures!’, Steam Community,  <a href="http://steamcommunity.com/sharedfiles/filedetails/?id=92983551">http://steamcommunity.com/sharedfiles/filedetails/?id=92983551</a>), August 30, 2012</p> <p>‘Yogscast respond to cancelled Yogventures, say its failure is a "deep regret"’, PC Gamer,  <a href="http://www.pcgamer.com/yogscast-cancel-kickstarter-backed-yogventures-say-its-failure-is-a-deep-regret/">http://www.pcgamer.com/yogscast-cancel-kickstarter-backed-yogventures-say-its-failure-is-a-deep-regret/</a>), July 17, 2014</p> <p>‘Cancelled Kickstarter Game 'Yogventures' Raised Over \$500,000 In Crowdfunding’, Forbes,  <a href="https://www.forbes.com/sites/erikkain/2014/07/17/cancelled-kickstarter-game-yogventures-raised-over-500000-in-crowdfunding">https://www.forbes.com/sites/erikkain/2014/07/17/cancelled-kickstarter-game-yogventures-raised-over-500000-in-crowdfunding</a>, July 17, 2014</p> <p>‘Yogscast’s Kickstarter-funded Yogventures canceled’, Engadget,  <a href="https://www.engadget.com/2014/07/17/yogscasts-kickstarter-funded-yogventures-canceled/">https://www.engadget.com/2014/07/17/yogscasts-kickstarter-funded-yogventures-canceled/</a>), July 17, 2014</p> <p>‘Legal News – YogsCast Kickstarter game “Yogventures!” cancelled’, The Game Lawyer Blog,  <a href="https://strebecklaw.com/legal-news-yogscast-kickstarter-game-yogventures-cancelled/">https://strebecklaw.com/legal-news-yogscast-kickstarter-game-yogventures-cancelled/</a>), July 17, 2014</p> <p>‘YogsCast Kickstarter game “Yogventures!” cancelled - A legal perspective’, Gamasutra,  <a href="https://www.gamasutra.com/blogs/ZacharyStrebeck/20140717/221315/YogsCast_Kickstarter_game_Yogventures_cancelled__A_legal_perspective.php">https://www.gamasutra.com/blogs/ZacharyStrebeck/20140717/221315/YogsCast_Kickstarter_game_Yogventures_cancelled__A_legal_perspective.php</a>), July 17, 2014</p> <p>‘Yogcast’s Kickstarted Sandbox Game Cancelled’, Technobuffalo,  <a href="https://www.technobuffalo.com/2014/07/18/yogcasts-kickstarted-sandbox-game-cancelled/">https://www.technobuffalo.com/2014/07/18/yogcasts-kickstarted-sandbox-game-cancelled/</a>), July 18, 2014</p> <p>‘Yogventures Kickstarter Cancelled - Backers Offered Free (Other) Game’, The Escapist,  <a href="http://www.escapistmagazine.com/forums/read/7.855710-Yogventures-Kickstarter-Cancelled-Backers-Offered-Free-Other-Game">http://www.escapistmagazine.com/forums/read/7.855710-Yogventures-Kickstarter-Cancelled-Backers-Offered-Free-Other-Game</a>), July 18, 2014</p> <p>‘Artist got \$35K for two weeks of no work, says developer of failed Kickstarter game’, Polygon,  <a href="https://www.polygon.com/2014/7/20/5920079/yogscast-kickstarter-cancelled-yogventures-winterkewl">https://www.polygon.com/2014/7/20/5920079/yogscast-kickstarter-cancelled-yogventures-winterkewl</a>), July 20, 2014</p> <p>‘Yogventures Kickstarter Game Failed Thanks to Inexperienced Devs’, Technobuffalo,  <a href="https://www.technobuffalo.com/2014/07/24/yogventures-kickstarter-game-failed-thanks-to-inexperienced-devs/">https://www.technobuffalo.com/2014/07/24/yogventures-kickstarter-game-failed-thanks-to-inexperienced-devs/</a>), July 24, 2014</p> <p>‘Yogscast gift Landmark to all of Yogventures' backers’, PC Games,  <a href="https://www.pcgamesn.com/landmark/yogscast-gift-landmark-all-yogventures-backers?amp">https://www.pcgamesn.com/landmark/yogscast-gift-landmark-all-yogventures-backers?amp</a>), August 11, 2014</p>

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## Appendix E: Interview respondents

Interview participants					
	Project	Platform	Project success	Participation	Gender
Project owner 1	ZANO	Kickstarter	No	-	Male
Project owner 2	Other	Kickstarter	Yes/delayed	-	Female
Project owner 3	Other	Other	Yes/delayed	-	Female
Project owner 4	Other	Other	Yes	-	Male
Project owner 5	Other	Other	Yes/delayed	-	Male
Backer 1	Yogventures	Kickstarter	No	Mid	Male
Backer 2	Yogventures	Kickstarter	No	Low	Male
Backer 3	Yogventures	Kickstarter	No	High	Female
Backer 4	ZANO	Kickstarter	No	Low	Male
Backer 5	Other	Kickstarter	Yes/delayed	High	Male
Backer 6	Other	Other	Yes/delayed	High	Male
Backer 7	Other	Kickstarter	Yes/delayed	Mid	Male

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