

Generative AI for Medical Crowdfunding



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Overview



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Introduction

What is GoFundMe, and why is medical fundraising important?



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Results

How do human vs. AI-generated campaign descriptions vary?



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Objectives

How can GPT-3 optimize crowdfunding campaigns?



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Future Work

How do we perceive AI-generated campaigns?

Introduction

In the United States,

- A hospital visit costs \$2,883 per day on average
- Medical debt is cited in over 60% of bankruptcies

Annually, GoFundMe users

- Launch over 250,000 medical fundraising campaigns
- Raise over \$65 million for medical expenses

Between 2016 and 2020,

- Less than 12% of campaigns met their goal
- Low-income communities raised the least

Objectives

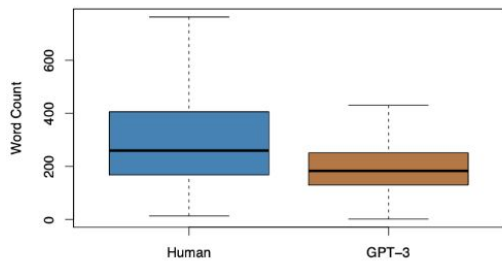
How do medical crowdfunding campaigns differ from AI-generated replications, and which is more successful with respect to fundraising?

So far, we have

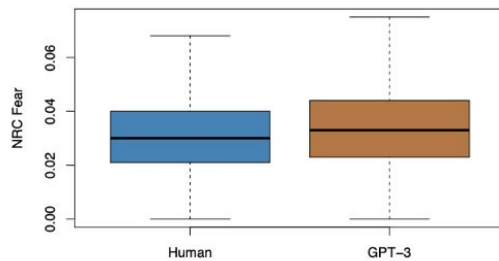
- Collected data from 1000 GoFundMe campaigns
- Prompted GPT-3 to rewrite each description
- Used NRC and LIWC to analyze differences in sentiment expression

NRC Analysis

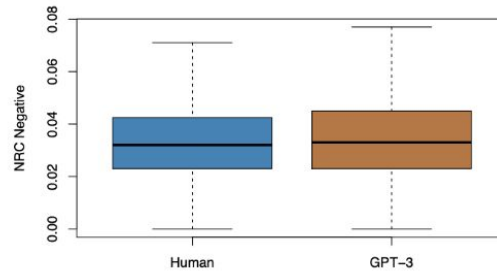
Word Count



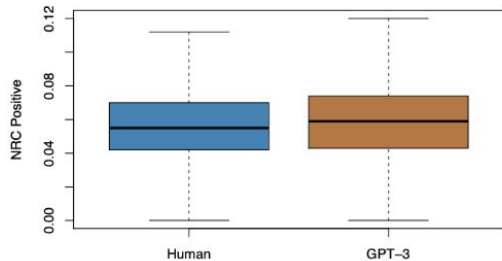
NRC Fear



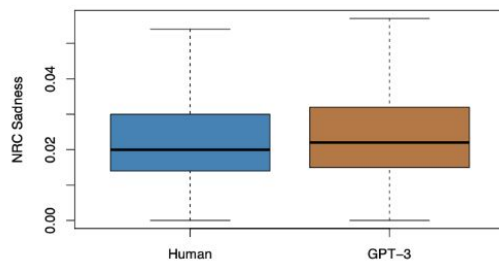
NRC Negative



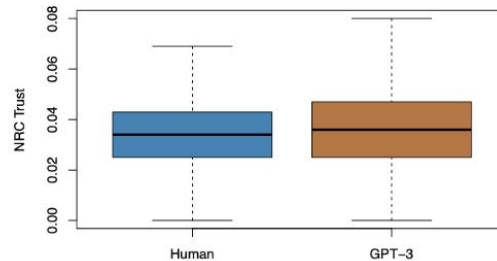
NRC Positive



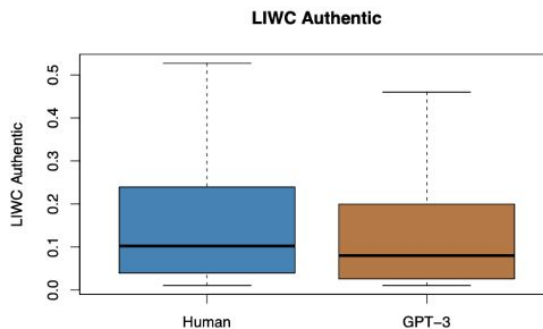
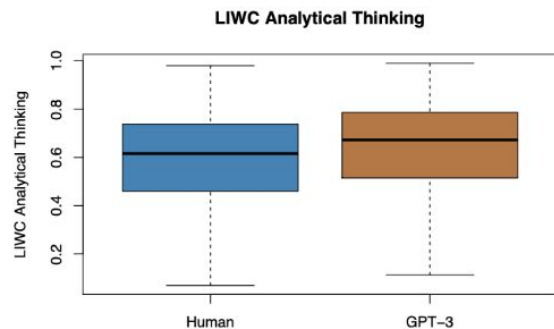
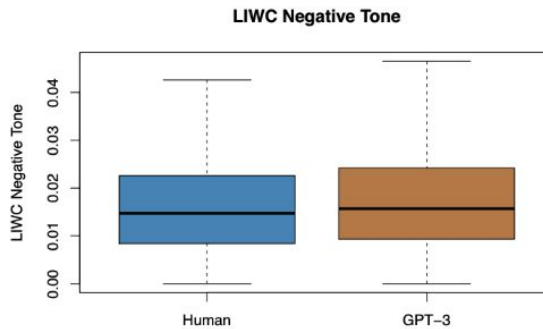
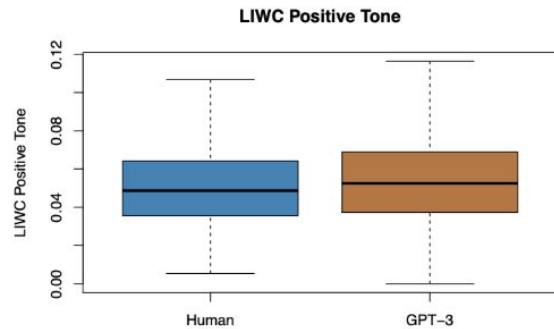
NRC Sadness



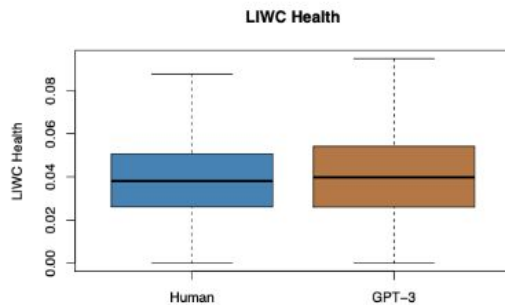
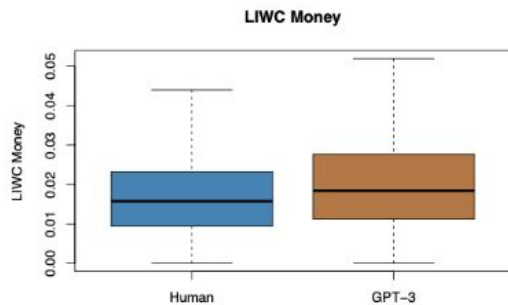
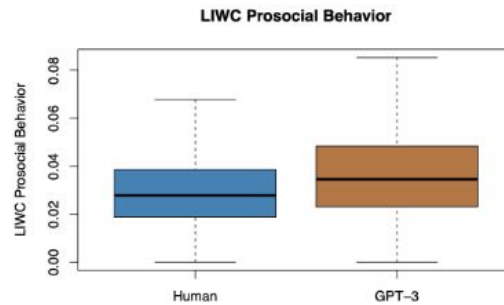
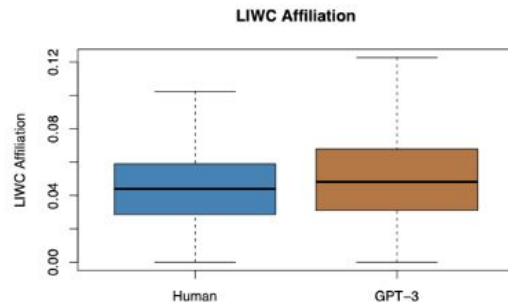
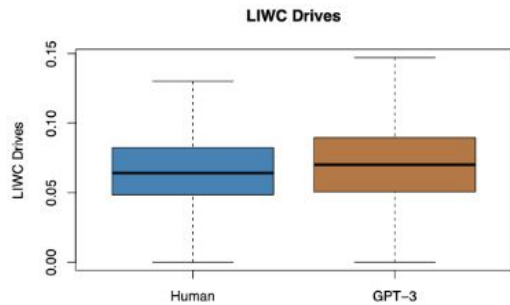
NRC Trust



LIWC Analysis - Tone

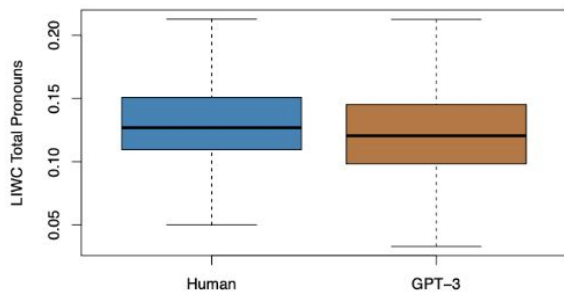


LIWC Analysis - Motivation

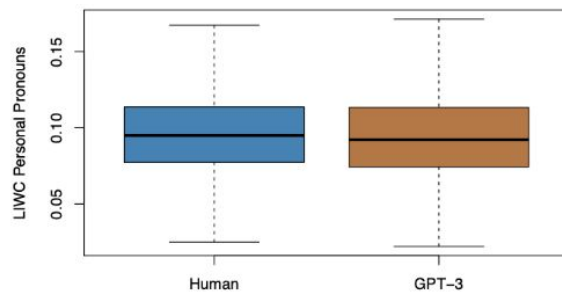


LIWC Analysis - Pronouns

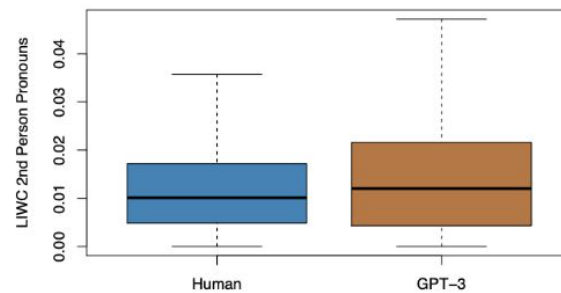
LIWC Total Pronouns



LIWC Personal Pronouns



LIWC 2nd Person Pronouns



Results

- GPT-3 displays more emotional range, despite also employing a more analytical tone
- Original descriptions are more likely to refer to oneself, while AI-generated descriptions are more likely to appeal to the reader

Future Work

We aim to

- Develop a fine-tuned model
- Work with survey respondents to analyze public perception of AI-generated campaigns

References

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