**Table 1.** Examples of the use of campaign and Chinese translations of the term in Chinese journal articles

| Translation | Title | Year |
|---|---|---|
| 运动 | 信息传播科技(ICT)在环境保护中的双重角色——中美环境运动 *(Environmental Campaigns)* 个案比较研究 | 2016 |
| 活动 | 环保NGO的政策倡议行为模式分析——以〝我为祖国测空气〞活动 *(The Campaign for Measuring Our Motherland's Air Quality)* 为例 | 2015 |
| 计划 | 群星闪耀照亮智能制造最后10厘米——施耐德电气〝*STAR Campaign*〞群星计划发布会召开 | 2016 |
| 项目 | 融资者个人因素以及社会关系对食品类众筹项目(*Crowdfunding Campaigns*) 的影响研究 | 2017 |

Note. Due to the large number of papers identified after the screen, the standard listed in Table 1 is based on the following characteristics: (1) articles; (2) the author has reported both English and Chinese translations; and (3) the date of publication. The English titles are simplified to keywords because of their length.