

Encouraging Contribution

Social Web, 2010

Jakob Rogstadius

Encouraging contribution

- Goal of lecture:
 - Give examples of ways to make people do things online
 - Share content in a social networks; write reviews and articles; or respond to surveys
- Encouragement = motivation
- Two categories
 - Intrinsic
 - Extrinsic

Intrinsic motivation

- Interest or enjoyment of the task itself
- Altruistic
 - Contributions are of a benefit to others
 - Examples: Movie and book reviews, Answering questions
- Egoistic
 - Fun
 - Learning about an interesting topic
 - Meeting and maintaining contact with friends

Manipulating intrinsic motivation

- Difficult to manipulate, but can be leveraged
 - Point out intrinsic value by reminding and explaining value to self and others
 - Emphasize uniqueness of contribution
- Intrinsic motivation increases quality of contribution.
- Example: MMO games, Folding@home, Wikipedia

Extrinsic motivation

- Comes from outside the individual
- Direct
 - Money and rewards
 - Threats, risk of punishments (e.g. account removal, removal from search hits)
 - Setting goals
- Indirect
 - Improved social status within or outside of community, fame
 - Improved professional skills
 - Minimize cost of contribution (make it really easy)

Social status & contribution ranks

- Promoting active users
 - Personal profiles
 - Who is online?
 - What are they doing?
 - List top contributors
- Scores & ranks
 - Facebook & Twitter – friends and followers count
 - Forums – post counts
 - Amazon – Reviewer ranks, helpfulness votes, list of reviews
 - CouchSurfing – reviews of person by others

Find a good metric for the type of contribution that matters in your community, then score people by that metric and make this score visible to other users.

Paying people

- Level of pay is important
 - Very low payments are often considered insulting
 - Higher payment gets much more work done
 - Perception of payment level varies around the world
- Payment lowers intrinsic value
 - Quality of contribution is mainly intrinsic
 - Paying nothing can be better than paying too little
- Payment is much easier to introduce than to remove

Setting goals

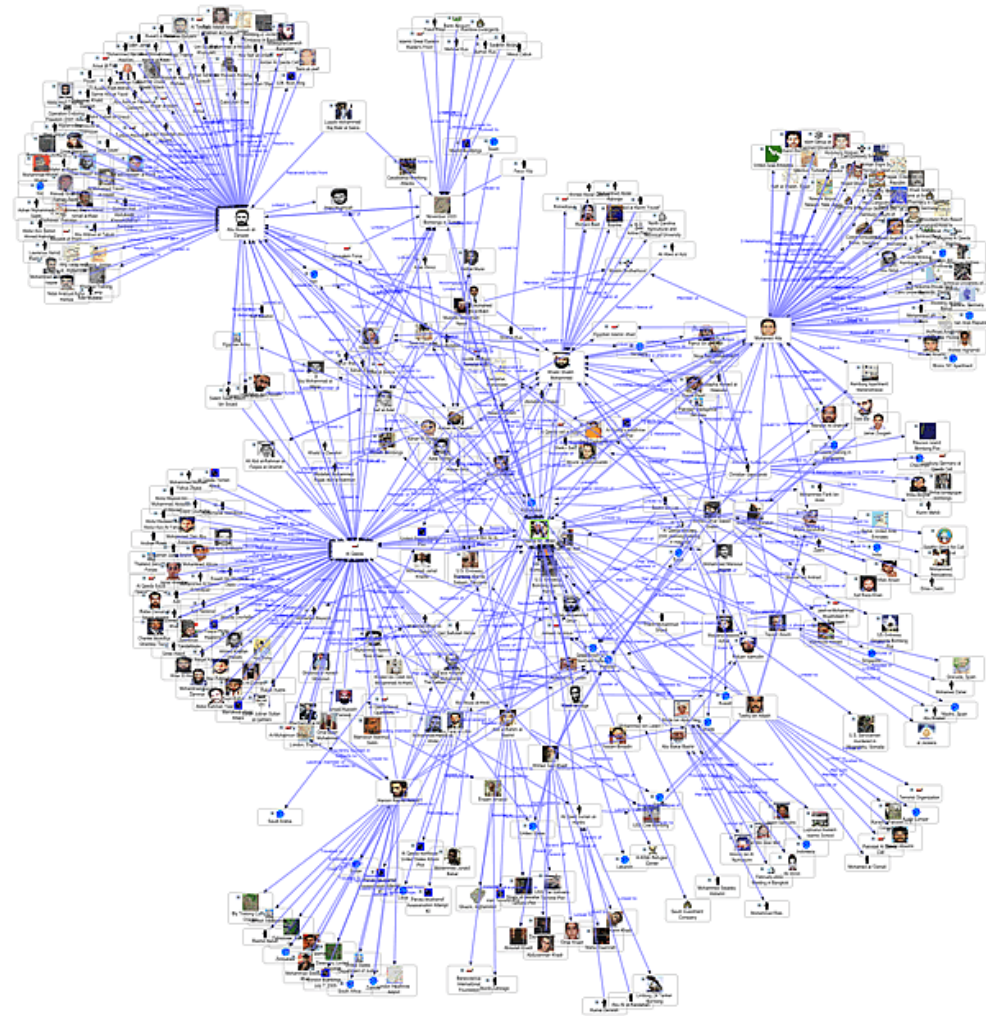
- Fundraising on Wikipedia
- Complete your profile on LinkedIn
- Contribute at least as much as the average user
- Fundamental in everyday management of projects, groups and individuals, but rarely used on the social web

Minimize cost of contribution

- Suggest relevant content that needs to be contributed
 - Friends to add
 - Status messages and photos to comment on
 - Questions to reply to
 - Articles to edit
 - Products to rate
- Examples:
 - Wikipedia – Edit without account
 - Akinator – Train a learning algorithm by winning

A note on network structures

- People stay around to interact to people
- A few people do most interaction
- Don't lose the center nodes!



References

- Greezy, U., Rustichini, A. Pay enough or don't pay at all. *The Quarterly Journal of Economics*, MIT Press (2000), pp. 791-810.
- Rogstadius, J., Kostakos, V., Kittur, A., Smus, B. Laredo, J., Vukovic, M. Turking for charity: An assessment of intrinsic and extrinsic motivation on crowdsourcing task performance. *Pending review*.
- Ma, M., Agarwal, R. Through a glass darkly: Information technology design, identity verification, and knowledge contribution in online communities. *Information Systems Research*, University of Maryland (2007), vol. 18, no. 1, pp. 42-67.
- Wasko, M., Faraj, S. Why should I share? Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly* (2005), vol. 29, no. 1, pp. 35-58.
- Cosley, D., Frankowski, D., Terveen, L., Riedl, J. Suggestbot: Using intelligent task routing to help people find work in Wikipedia. In *Proc. IUI07*, ACM Press (2007), pp. 32-41.
- Beneen, G., Ling, K., Wang, X., Chang, K., Frankowski, D. Using Social Psychology to Motivate Contributions to Online Communities. In *Proc. CSCW04*, ACM Press (2004).