User motivation and knowledge sharing in idea crowdsourcing

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There is nothing new in crowd wisdom itself – just in the way we are now able to connect with each other and engage in knowledge-based interactions.
Crowd wisdom flourishes, when

- there’s a large enough \textbf{mass} of people to solve the problem

- people have the basic \textbf{knowledge} needed to discuss the problem

- people have the opportunity to work \textbf{independently} around the problem.
Crowdsourcing and risk assessment

- A new form of citizen science that provides real-time assessments e.g. of health-related exposures. Not "better" than expert methods, but complementary.

- Supports the collectivization of embodied knowledge inside communities that are affected

- Potential benefits
  - **Experiences** that are unaddressed in expert methods
  - **Noticing exposures** not detected at harmful levels by expert assessors

(McCormick, 2012)
Idea Crowdsourcing

= Designing a certain **problem** or **task** to an undefined, large group of people in order to solicit their **creative input** for solving the problem or improving the situation.
Our survey

What types of benefits do voluntary ideators expect? What motivates them?
Facts from the study

• Conducted by a research team at Lappeenranta University of Technology in 2012, results published 2013-2014
• In collaboration with Nokia IdeasProject: open innovation and brainstorming community around mobile lifestyle and products
• Final effective sample 244 Chinese users

Source: https://pixabay.com/fi/nokia-matkapuhelin-mobil-puhelin-157336/
Uses and Gratifications approach

• ”Build it and customers will come” does not work (Nambisan and Baron, 2009; Füller et al., 2008)

• Any chosen media, tool or platform is not applied for its own sake, but users expect some kind of benefit
# Motivation and Uses & Gratifications

<table>
<thead>
<tr>
<th>Motivation type</th>
<th>Expected benefits (U&amp;G, Katz et al., 1974)</th>
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<tbody>
<tr>
<td><strong>Extrinsic</strong></td>
<td><strong>Personal integrative</strong> – strengthening one’s status, credibility and confidence</td>
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<tr>
<td>= performing an activity to obtain an outcome from external sources, e.g. reward</td>
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<tr>
<td><strong>Intrinsic</strong></td>
<td><strong>Social integrative</strong> – strengthening ties with relevant others, being able to help</td>
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<tr>
<td>= performing an activity for its own sake, e.g. intellectual stimulation</td>
<td><strong>Cognitive</strong> – getting information, learning new, being able to solve problems</td>
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<td><strong>Hedonic benefits</strong> – aesthetic or pleasurable experiences, fun, enjoyment</td>
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Result 1: Social integrative benefits

The most important motivator/benefit was belonging to a valued community and being able to help others.
Result 2: Learning benefits

Secondly, users participated in order to enhance their knowledge of products and services, and to obtain solutions to problems.
Implications: Resourcing, Reworking, Rewarding

Consider what types of benefits does your crowd expect and invest in community building – ideation does not take place automatically.

Nurture community-level knowledge interactions: allow mutual support and processing ideas, not just ”submitting” them once.
Implications: Resourcing, Reworking, Rewarding

"We were astonished by the fact how much time the most enthusiastic users spend daily in IdeasProject.” - Community management team, background interview

In case of well-established brands, users may value and expect recognition from the hosting organization more than material rewards. Identify your valuable contributors and highlight their achievements.
THANK YOU!

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