

# User motivation and knowledge sharing in idea crowdsourcing

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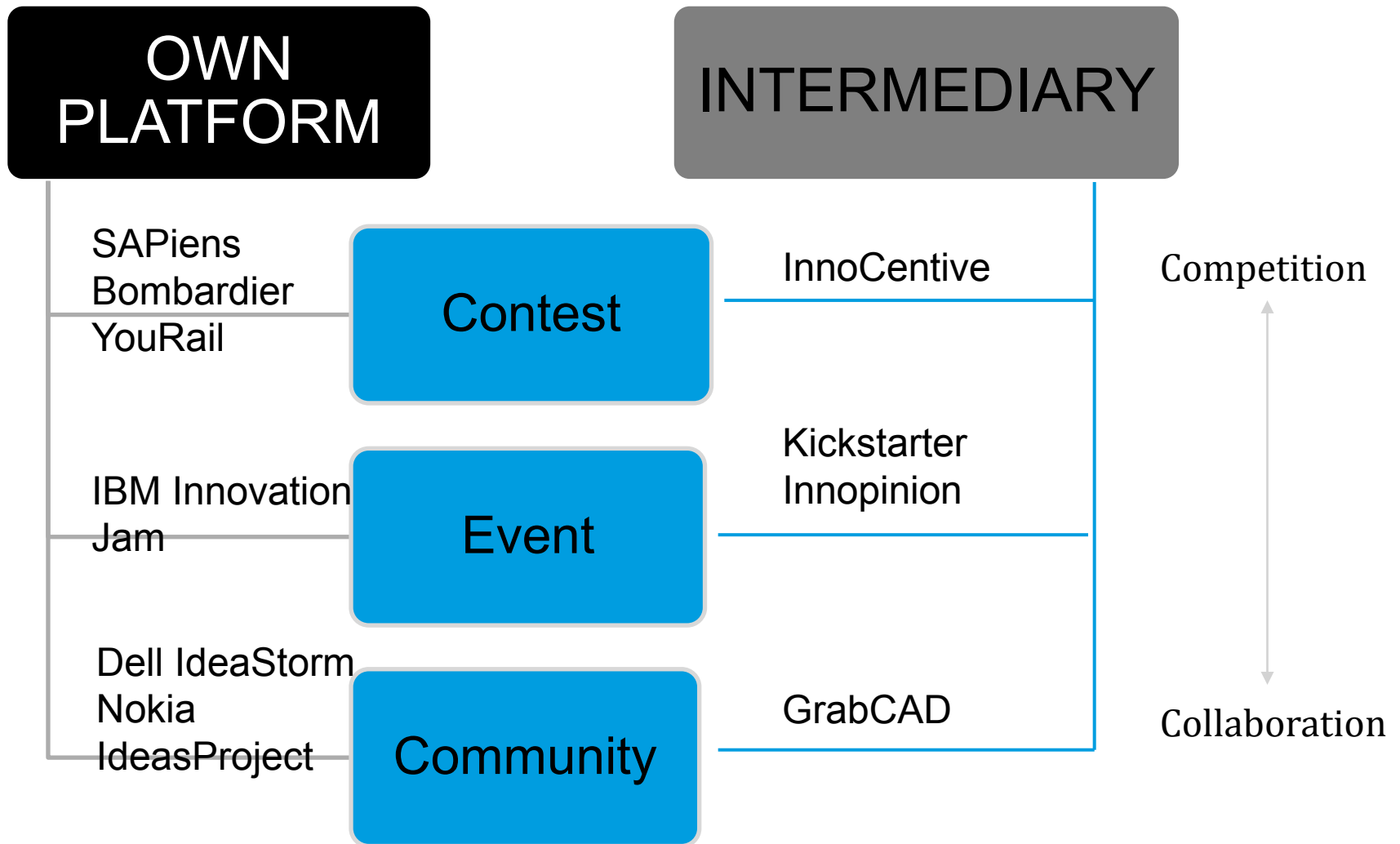
There is nothing new in crowd wisdom itself – just in the way we are now able to **connect** with each other and engage in knowledge-based interactions.





## Crowd wisdom flourishes, when

- there's a large enough **mass** of people to solve the problem
- people have the basic **knowledge** needed to discuss the problem
- people have the opportunity to work **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

| Motivation type   | Expected benefits (U&G, Katz et al., 1974)  |
|---|---|
| <b>Extrinsic</b><br>= performing an activity to obtain <b>an outcome</b> from external sources, e.g. reward | <b>Personal integrative</b> – strengthening one's status, credibility and confidence    |
| <b>Intrinsic</b><br>= performing an activity <b>for its own sake</b> , e.g. intellectual stimulation        | <b>Social integrative</b> – strengthening ties with relevant others, being able to help |
|   | <b>Cognitive</b> – getting information, learning new, being able to solve problems      |
|   | <b>Hedonic benefits</b> – aesthetic or pleasurable experiences, fun, enjoyment          |

## 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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