Why users generate content

Theoretical and Empirical Findings on User's Motivation in Online Production

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A.   Delimiting the object of research

Multi-level delimitation of the object of research

Defining user-generated content

Criterions of delimitation

1   Rendered by user

2   Negligible revenues

3   Professional internet platform bearing media reference

Definition chosen for the research project

4   Contentual contribution (audio, photo, video, text)

5   Corpus produced by professionals

Source: Schweiger & Quiring (2006); Stöckl et al. (2006).

User integration already detectable on every step of the value chain

Change in media production by user-generated content

	Concepts, Know How, Technology	Content Production	Content Packaging	Content Marketing	Content Distribution	Recipient
traditional	Concepts, Know How, Technology	Content Production	Content Packaging	Content Marketing	Content Distribution	Recipient
UGC	User Generated Infrastructure & User Developed Functionality	User Created Content	User Organized Content	User Marketed Content	User Distributed Content	Recipient

Linux	YouTube	Web2mix	Firefox	eDonkey
FON	Wikipedia	OhmyNews	SETI@Home	gnutella
World of Worcraft	Current.tv	iTunes	Linkedin	in2movies

B.   Significance of the topic

Hard to ignore:
User generated content is changing media industry

Significance of the topic

Alexa Traffic Ranking: Top 10 USA

1	Yahoo
2	google
3	MySpace	Bought by News Corp. US$ 580 Mio.
4	msn
5	YouTube	Bought by Google US$ 1.65 Bill. + assumption of debts US$ 69 Mio.
6	eBay
7	Facebook
8	Windows Live
9	Craigslist	25% bought by eBay for estimated US$ 7-10 Mio.
10	Wikipedia	Takeover bid by Yahoo rejected US$ 1 Bill. [Unconfirmed]

Completely user-generated. Traffic Ranking accessed 06/26/2007

C.   Product characteristics and user motivation

Economic rational acting of consumers involved in user-generated content is doubtful

Theoretical framework of product attributes

Service provision
- No direct monetary reward leads to market failure

Characteristics of the provided good
- Attributes of a public good make free riding the (initially obvious) rational behavior

Theories of production of public goods
- Zero Contribution: rational acting persons don´t get involved in production of public goods, besides: small groups, forces or possible sanctions
- Collective Action: in case of market failure public goods are produced by collaboration
- Private Collective: public goods are provided if public profits exceed private costs

Exchange relations
- Counterperformance can be incertain, time-displaced and indirect

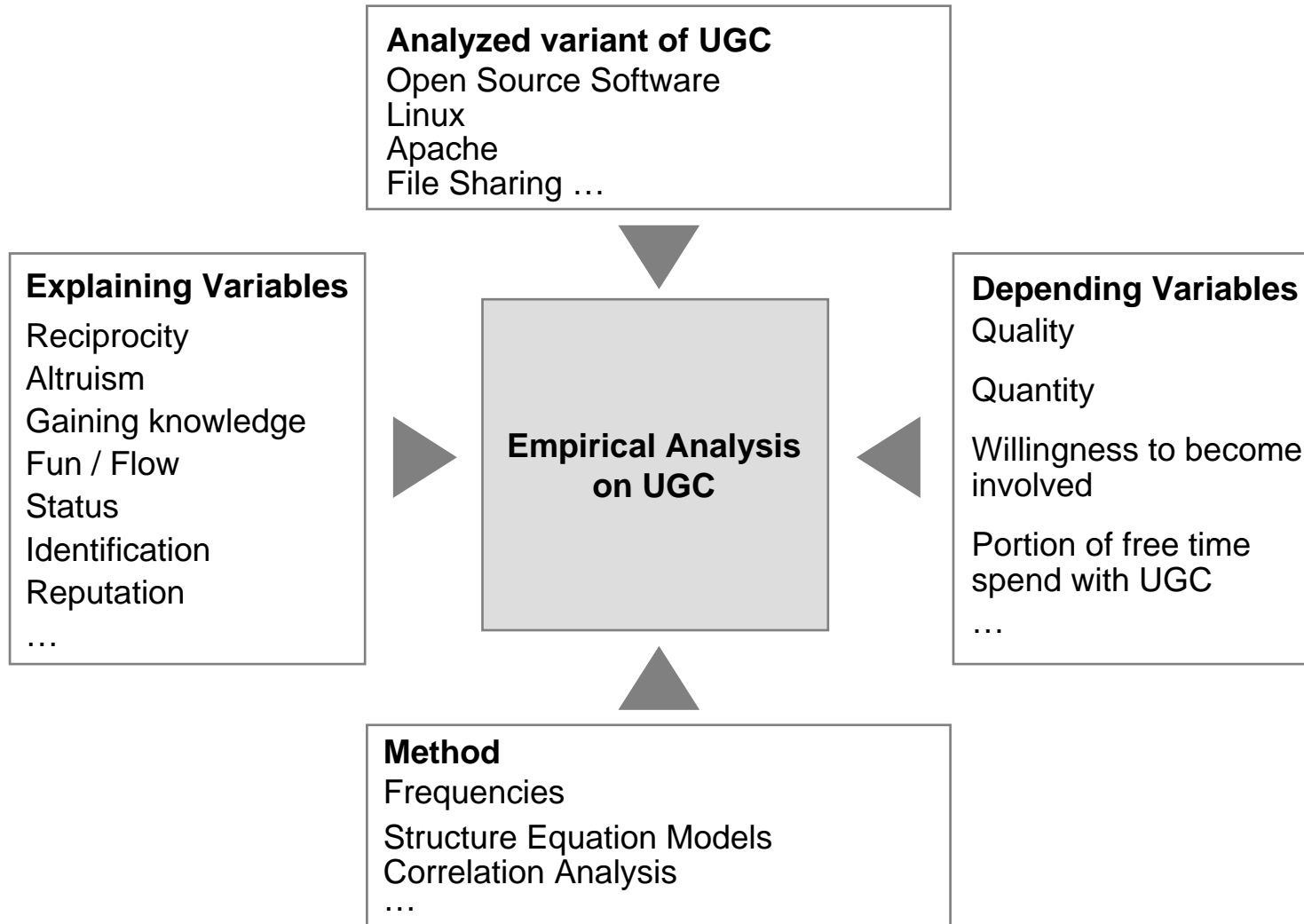**Do active users act economically rational?**

Motivation results of complex interactions from different determinants

Theoretical fundamentals of motivation research

	Micro Level (Individual)	Macro Level (Community/Organization)
Intrinsic	Altruism, Challenge, Self-fulfillment, Fun, …	
Sociology & Politics	Awareness, Bonding, Reciprocity, Education, …	Us vs. them, Reduction of company power, Politics, Promoting democracy, …
Economy	Career, Reputation, Signalling, Commercialization of complementary goods, …	Company success, Cost reduction, …
Product & Content	Personal requirements, Product quality, Enthusiasm for innovation, …	Variety of products, Reduction of innovation time, Raising efficiency, …

Extrinsic

Surveys on sections on UGC give first impression on motivation

Empirical research on motivation to participate in user-generated content

Analyzed variant of UGC
Open Source Software
Linux
Apache
File Sharing …

Explaining Variables

Reciprocity
Altruism
Gaining knowledge
Fun / Flow
Status
Identification
Reputation
…

Empirical Analysis on UGC

Depending Variables
Quality

Quantity

Willingness to become involved

Portion of free time spend with UGC
…

Method
Frequencies

Structure Equation Models
Correlation Analysis
…

Complex coherencies of motivation, individual influences and environment decide on participation

Systematics on relevant measures impacting on participation in value creation

- Fun
- Challenge
- Self-expression
- Identification
- …

- Education
- Career
- Social acknowledgement
- Personal requirements
- Product resp. content should be free
- …

Intrinsic Motives

Extrinsic Motives

Motivation

Individual Influences

- Experience
- Involvement
- Educational background
- Available Time
- …

Group Specifics & Environmental Influences

- Group size
- Trust in the team
- Life cycle phase
- Dependency on product
- Chances for project success
- Control & force
- …

Participation

- Time
- Quantity
- Quality
- (Opportunity-) Costs
- ...

Thank you!

Content production and social networks:
two closely interlocked trends of the internet

User-generated content and social networking

Medium

Traditional media usage

Consumption

Production

New media usage:
- User generated functionality
- User created content
- User organized content
- User marketed content
- User distributed content

Social Network Communication

New form of interaction

User

User

Private Communication

Traditional form of interaction
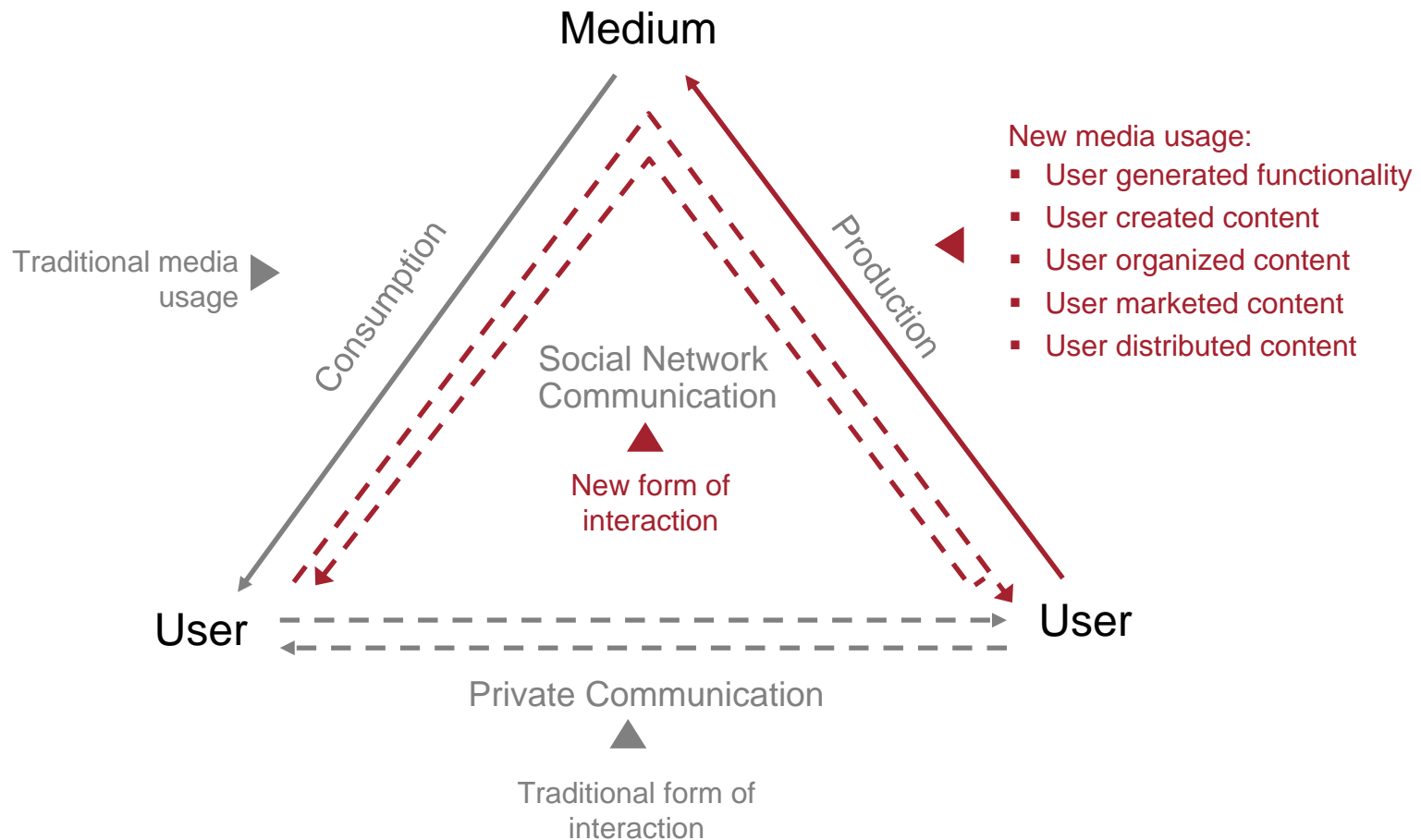
Integration of active users sets the trend in media industry

Significance of the topic

Blogs
86.8 Mio. Blogs registered at *Technorati*

Citizen Media
42,000 citizen reporters write for *OhmyNews*

Social Networking
MySpace has more than 100 Mio. Members

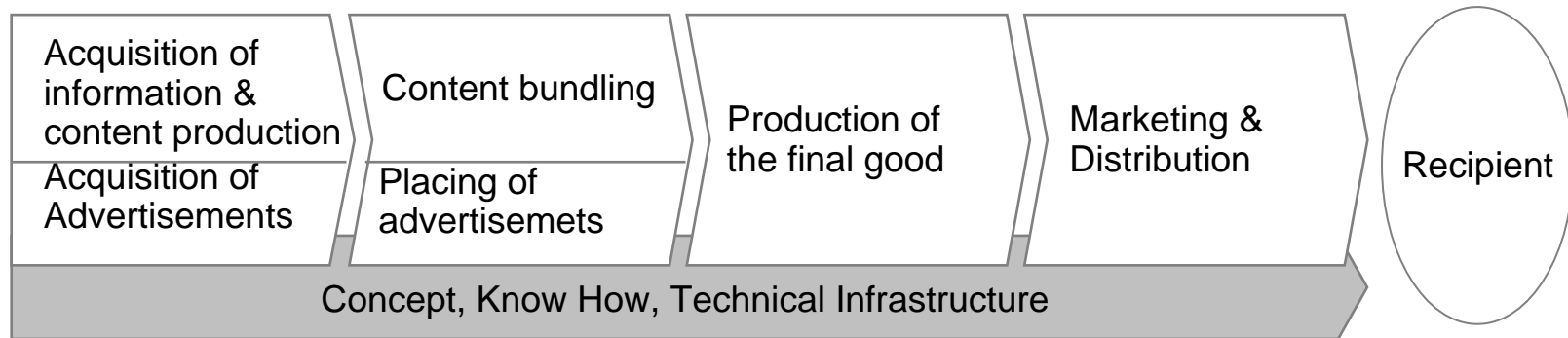16 Mio. registered users at *Facebook*

Video
 65.000 new Videos uploaded at *YouTube* daily

Second Life
7.035.176 *Second Life* inhabitants in May 2007

Media production requires coordination of economic, technical and journalistical performances

Value chain of media products

| Acquisition of information & content production | Content bundling | Production of the final good | Marketing & Distribution | Recipient |
| Acquisition of Advertisements | Placing of advertisemets | | | |

Concept, Know How, Technical Infrastructure

Results of the literature survey give overview of the motivational background

Overview (1/3)

Micro level (Individual)

Extrinsic | Intrinsic

Altruism[1,2,3,4,5,7,10,14,15,16,17,18,19, 23,24,25,26,28,32]

Need for competence/Intellectual gratification[4, 8,12,16,17, 21,23,25,29,32,33]

Ego gratification/Self-definition/Self-fulfillment/Self-expression[1,6,7,10,11,14,16,18,19,22,23,24,26,27,28,29,33,]

Feeling of obligation[1,3,9,17,18,23,25,28]

Challenge[8,9,12,17,18,19,23,24,28,29,30,32]

Identification with the task[1,11,19,23,29,30]

Creativity[4,27,28,30]

Self-determination[1,5,7,8,16,17,18,24,25,28,29,32,33,]

Fun/Flow/Entertainment[5,6,10,12,15,17,18,19,24,25,28,29,30,32,33]
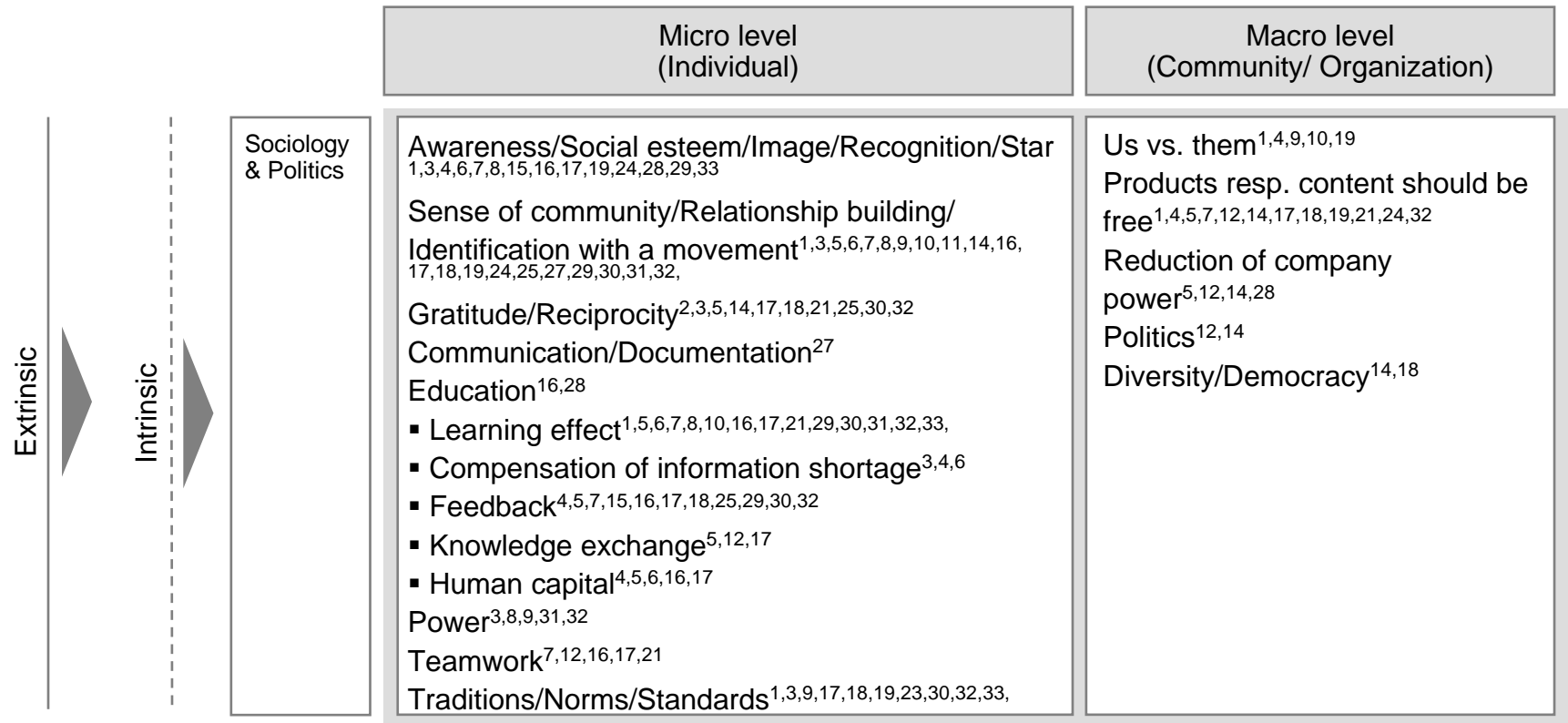
The frequency of naming does not display the attached importance.

For list of literature see page 17.

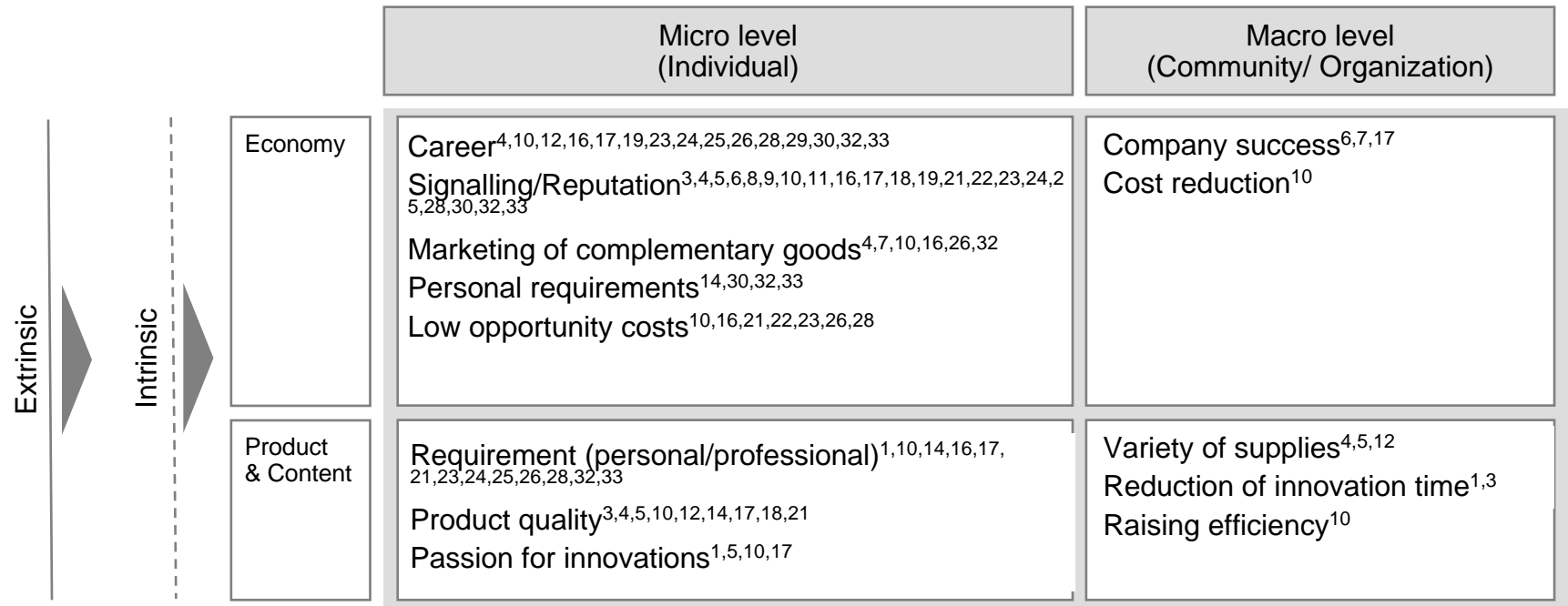# Results of the literature survey give overview of the motivational background

Overview (2/3)

		Micro level (Individual)	Macro level (Community/ Organization)
Extrinsic → Intrinsic →	Sociology & Politics	Awareness/Social esteem/Image/Recognition/Star [1,3,4,6,7,8,15,16,17,19,24,28,29,33] Sense of community/Relationship building/ Identification with a movement [1,3,5,6,7,8,9,10,11,14,16, 17,18,19,24,25,27,29,30,31,32,] Gratitude/Reciprocity [2,3,5,14,17,18,21,25,30,32] Communication/Documentation [27] Education [16,28] ▪ Learning effect [1,5,6,7,8,10,16,17,21,29,30,31,32,33,] ▪ Compensation of information shortage [3,4,6] ▪ Feedback [4,5,7,15,16,17,18,25,29,30,32] ▪ Knowledge exchange [5,12,17] ▪ Human capital [4,5,6,16,17] Power [3,8,9,31,32] Teamwork [7,12,16,17,21] Traditions/Norms/Standards [1,3,9,17,18,19,23,30,32,33,]	Us vs. them [1,4,9,10,19] Products resp. content should be free [1,4,5,7,12,14,17,18,19,21,24,32] Reduction of company power [5,12,14,28] Politics [12,14] Diversity/Democracy [14,18]

The frequency of naming does not display the attached importance.

For list of literature see page 17.

Results of the literature survey give overview of the motivational background

Overview (3/3)

	Micro level (Individual)	Macro level (Community/ Organization)
Economy	Career[4,10,12,16,17,19,23,24,25,26,28,29,30,32,33] Signalling/Reputation[3,4,5,6,8,9,10,11,16,17,18,19,21,22,23,24,25,28,30,32,33] Marketing of complementary goods[4,7,10,16,26,32] Personal requirements[14,30,32,33] Low opportunity costs[10,16,21,22,23,26,28]	Company success[6,7,17] Cost reduction[10]
Product & Content	Requirement (personal/professional)[1,10,14,16,17,21,23,24,25,26,28,32,33] Product quality[3,4,5,10,12,14,17,18,21] Passion for innovations[1,5,10,17]	Variety of supplies[4,5,12] Reduction of innovation time[1,3] Raising efficiency[10]

Extrinsic → Intrinsic

The literature enlisted is descended mainly from the broader field of user-generated content and user innovations.

1 Bagozzi/Dholakia (2006)
2 Becker/Clement (2006)
3 Bergquist/Ljungberg (2001)
4 Bonnaccorsi/Rossi (2003)
5 Bonnaccorsi/Rossi (2004)
6 Bowman/Willis (2003)
7 Cedergren (2003)
8 Deci/Ryan (2000)
9 Ellemers et al. (2004)

10 Feller/Fitzgerald (2002)
11 Fiol/O´Connor (2002)
12 Ghosh et al. (2002)
13 Gießler/Pohlmann (2003a)
14 Gießler/Pohlmann (2003b)
15 Goldhaber (2006)
16 Hars/Ou (2002)
17 Hemetsberger (2003)
18 Hemetsberger (2005)

19 Hertel et al. (2003)
20 Krishnan et al. (2004)
21 Lakhani et al. (2005)
22 Lancashire (2001)
23 Lerner/Tirole (2001)
24 Lerner/Tirole (2002)
25 Lindenberg (2001)
26 Luthiger (2005)
27 Nardi et al. (2004)

28 Roberts et al. (2006)
29 Ryan/Deci (2000)
30 Shah (2006)
31 Tropp/Brown (2004)
32 von Hippel/von Krogh (2003)
33 von Krogh/von Hippel (2006)