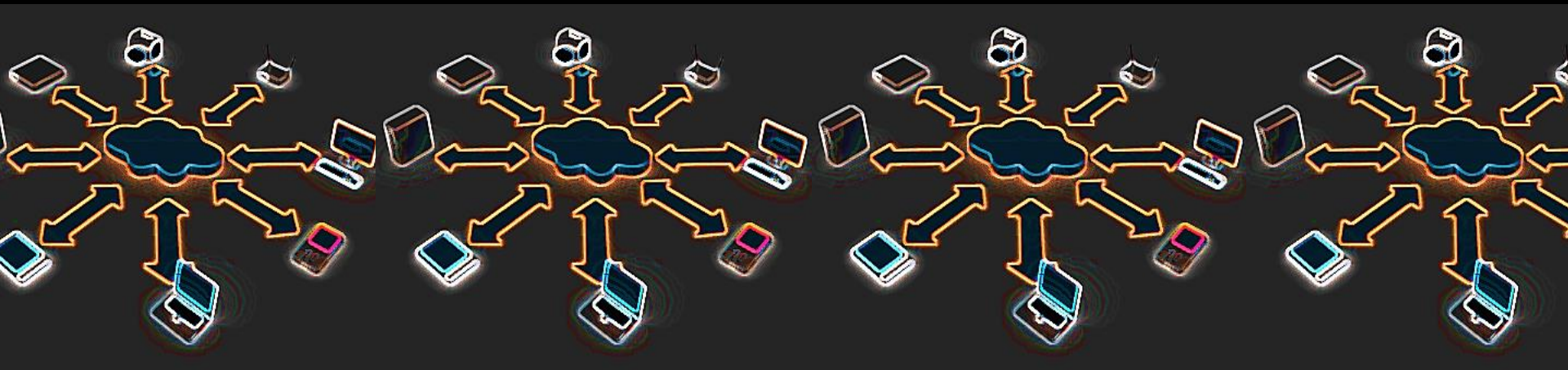
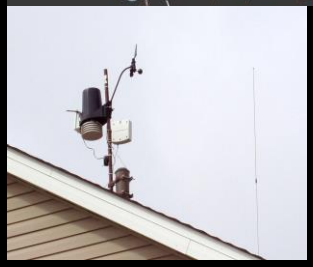
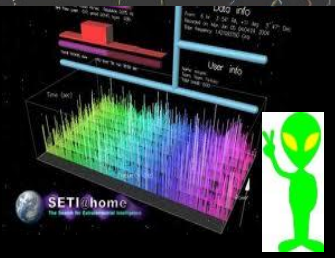
MOTIVATION FOR JOINING VOLUNTEER COMPUTING PROJECTS:
WEB ADVERTISING EXPERIMENTS WITH GRIDREPUBLIC

Ofer Arazy, Oded Nov, Matt Blumberg



OUR PRIOR WORK IN THE AREA





PLoS
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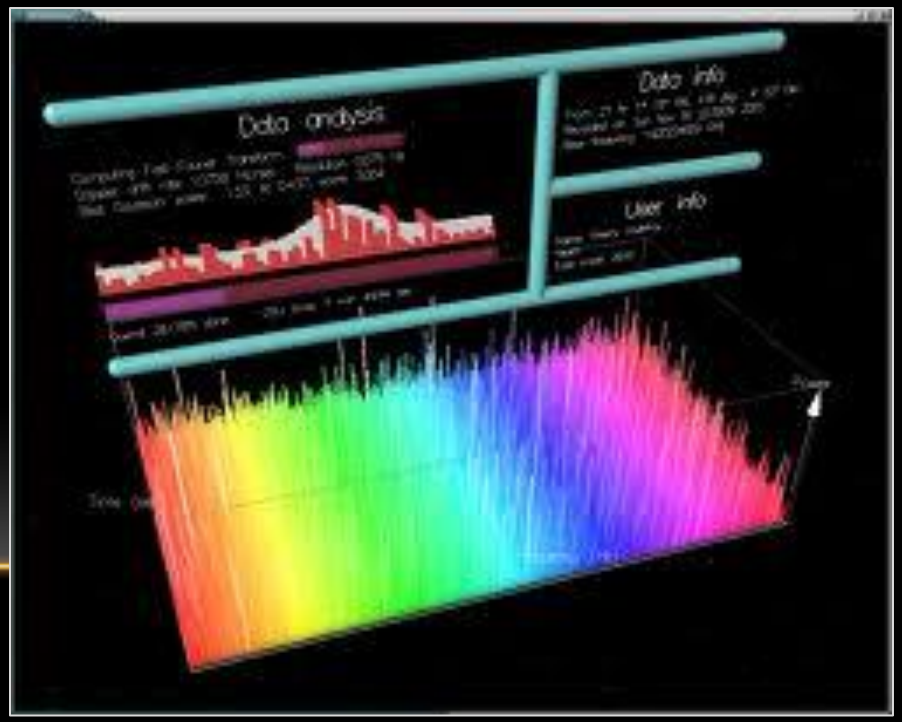
of SCIENCE

VOLUNTEER COMPUTING

- SETI@home
- BOINC
- GridRepublic



GRIDREPUBLIC

PROBLEM:
HOW TO ATTRACT CONTRIBUTORS?

nature International weekly journal of science

NATURE | NEWS

Computer sharing loses momentum

Competition and education needed to keep people engaged.

Nicola Jones

04 February 2014

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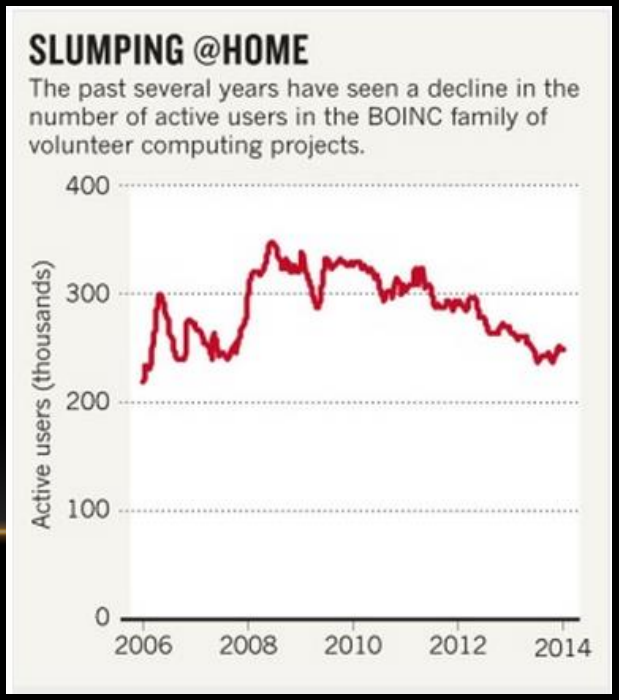
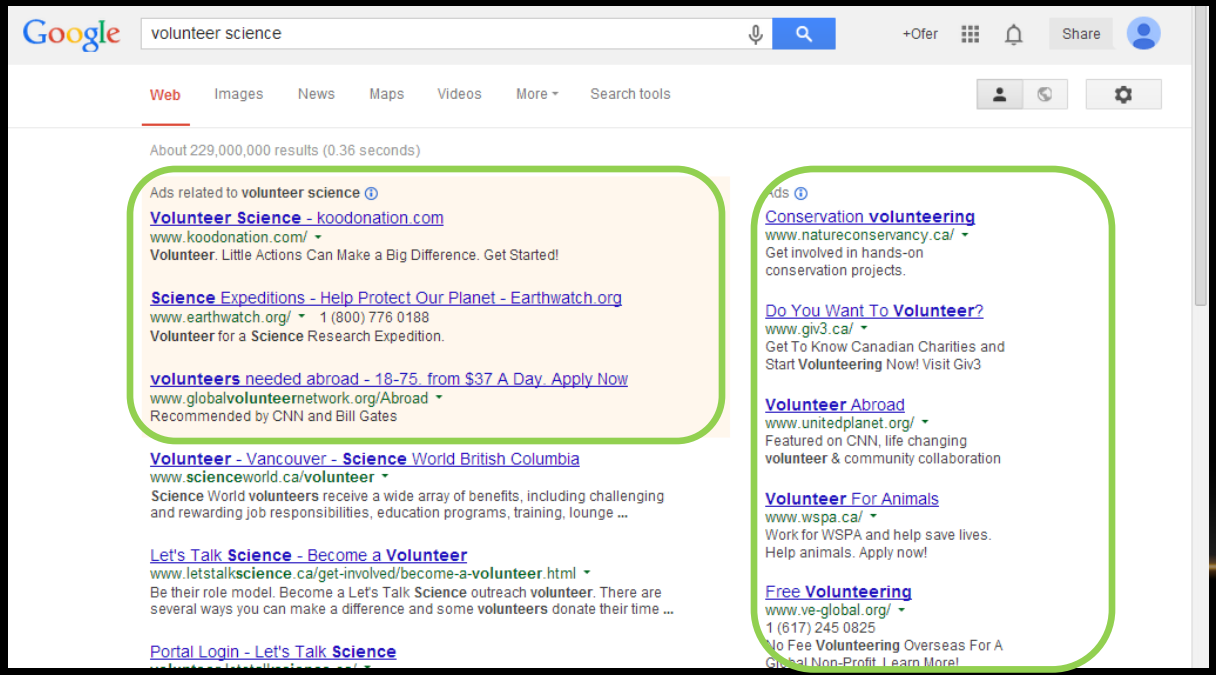
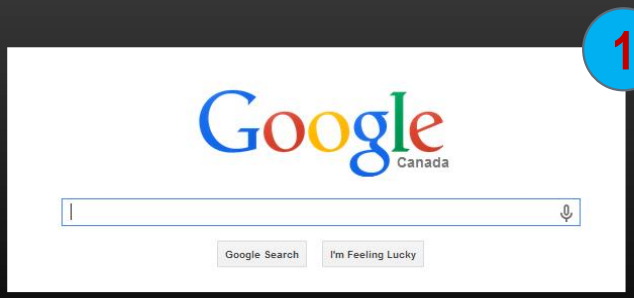


SOLUTION:
INTERNET MARKETING

- Search engine advertisement
- Google Ads



Google AdWords



Search

Advertisement

Web Site

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THEORETICAL FOUNDATION: MOTIVATION FOR CONTRIBUTING

- What motivates people?
  - The experience in itself
    - Job Characteristics Theory (Hackman & Oldham, 1975); 5 “core” job characteristics: skill variety, task identity, task significance, autonomy, and feedback
  - The potential outcomes
    - Klandermans’ (1997); 3 core motives: collective, cost-benefit, norm-oriented

APPROACH:
ONLINE MESSAGES AS MOTIVATIONAL STIMULI

- Collective Motives
  - “Your Action Affect Others”
- Cost-Benefit Motives
  - “Increase Your Reputation”
- Task Autonomy
  - “You Decide How to Work”
- Skill Variety
  - “Perform Challenging Tasks”

STUDY #1: CONTENT OF MESSAGE

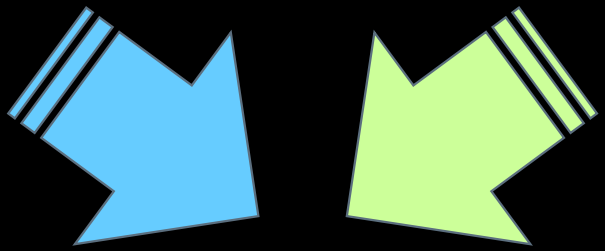
- Manipulation: ad title
- Results (in CTR): no clear difference between motives
- Conclusion:
  - It is **not** so much about the message content
  - It is about how it relates to the original information need

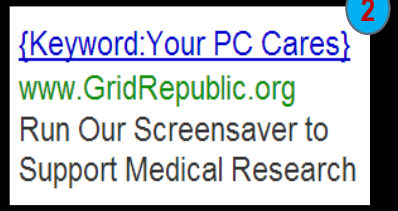
https://docs.google.com/document/d/1tqmUz6XFkyfAteD6hs7aIrRzey3oMcInWZWhrN7iDUc/edit

ORIGINAL INFORMATION NEED

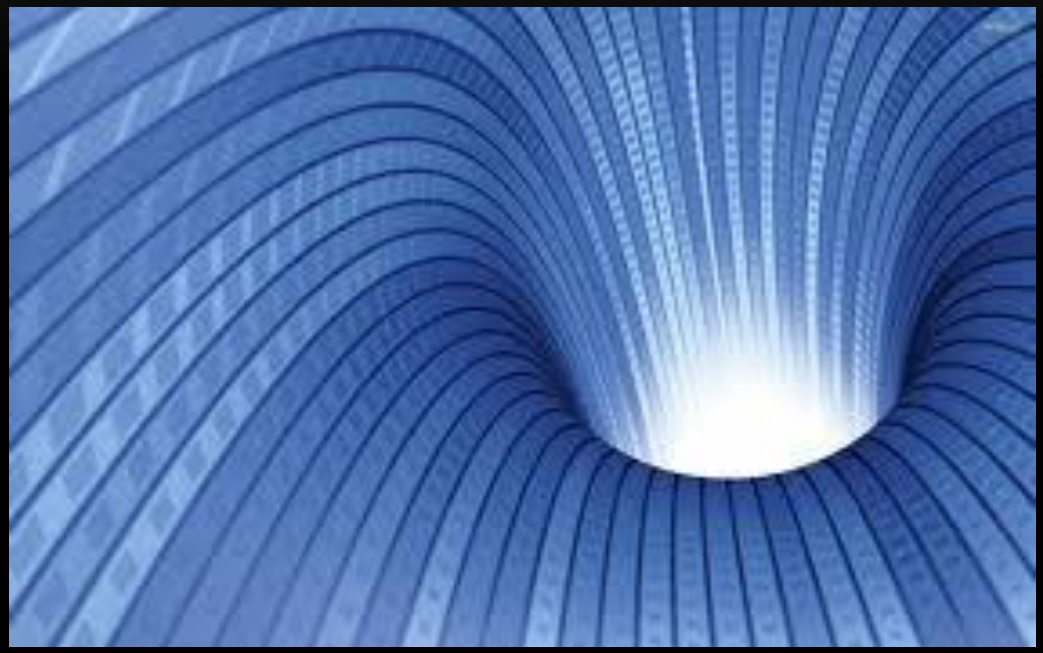
Help Medical Research

Download Screensaver





EXAMPLE:
INFORMATION NEED = DOWNLOAD SCREENSAVER



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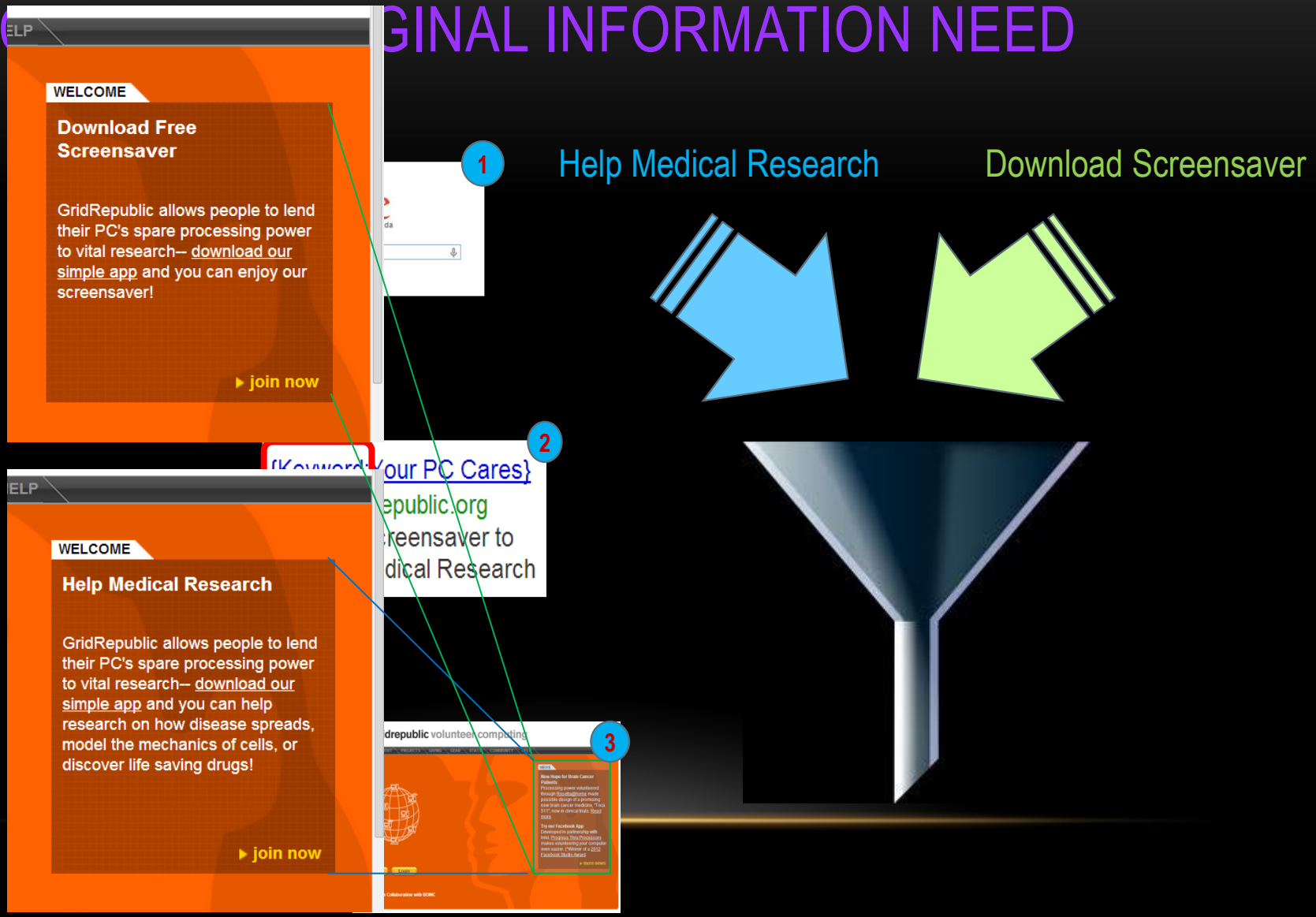
ADDITIONAL STUDIES:
ANG GINAL INFORMATION NEED



STUDY# 3:
BREADTH OF ORIGINAL INFORMATION NEED

Support Medical Research

Support AIDS Research

Support Medical Research

Support AIDS Research

PRELIMINARY CONCLUSIONS

- Ad design as motivational stimuli
- Not so much about the content of the ad
- Rather, about how stimuli relates to original information need => anchoring at
  - Ad
  - Landing page
- Breadth does not seem to matter much