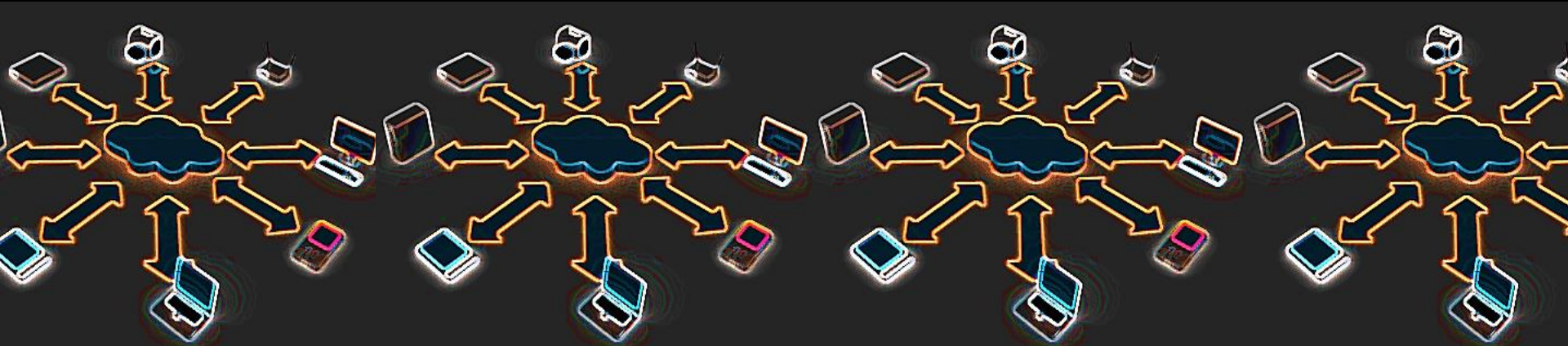


MOTIVATION FOR JOINING VOLUNTEER COMPUTING PROJECTS: WEB ADVERTISING EXPERIMENTS WITH GRIDREPUBLIC

Ofer Arazy, Oded Nov, Matt Blumberg



OUR PRIOR WORK IN THE AREA



VOLUNTEER COMPUTING

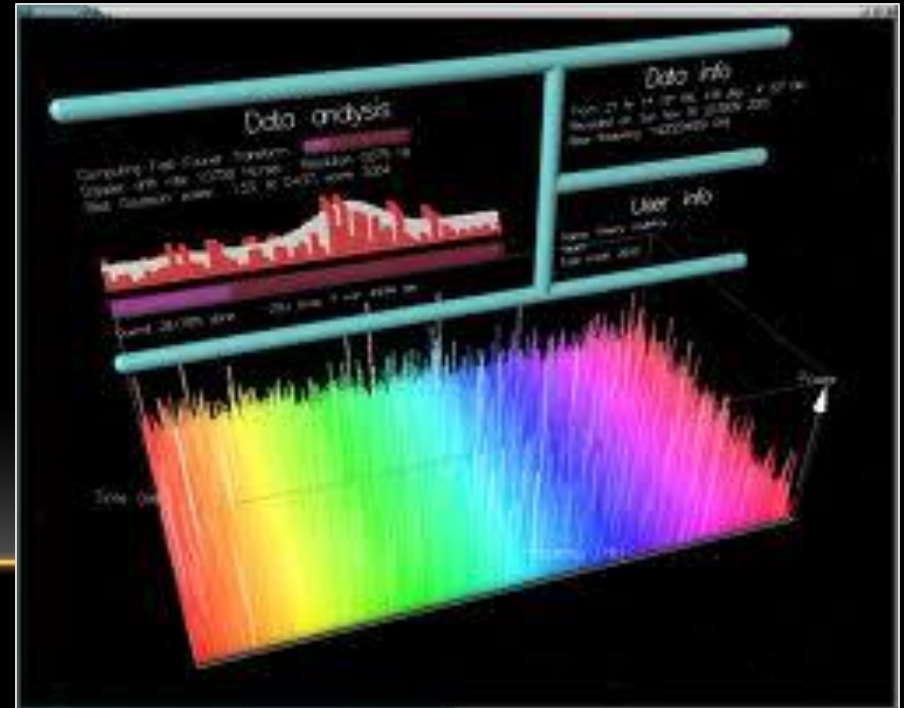
- SETI@home



- BOINC



- GridRepublic



GRIDREPUBLIC



HOME

ABOUT

PROJECTS

GIVING

GEAR

STATS

COMMUNITY

HELP



Join

Login

NEWS

New Hope for Brain Cancer Patients

Processing power volunteered through [Rosetta@home](#) made possible design of a promising new brain cancer medicine, "Toca 511", now in clinical trials. [Read more.](#)


Try our Facebook App

Developed in partnership with Intel, [Progress Thru Processors](#) makes volunteering your computer even easier. (*Winner of a [2012 Facebook Studio Award](#).)

► [more news](#)

Developed in Collaboration with BOINC

PROBLEM: HOW TO ATTRACT CONTRIBUTORS?



The image shows a screenshot of a news article on the Nature website. The header features the 'nature' logo and navigation links. The article title is 'Computer sharing loses momentum' by Nicola Jones, dated 04 February 2014. Below the title are buttons for 'PDF' and 'Rights & Permissions'. At the bottom of the article preview is a close-up photograph of a man's face.

nature International weekly journal of science

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Archive > Volume 506 > Issue 7486 > News > Article

NATURE | NEWS

Computer sharing loses momentum

Competition and education needed to keep people engaged.

Nicola Jones

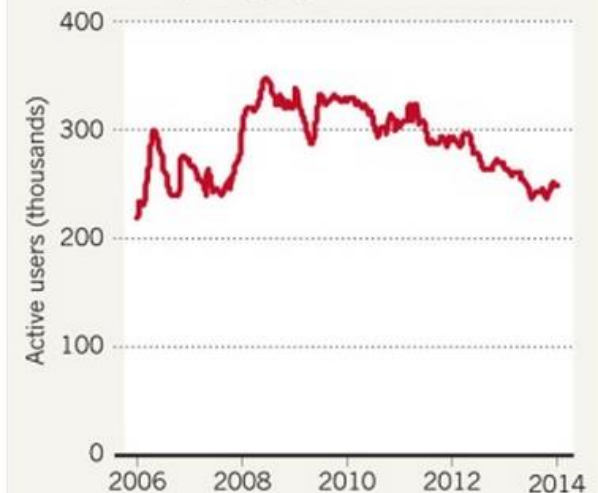
04 February 2014

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SLUMPING @HOME

The past several years have seen a decline in the number of active users in the BOINC family of volunteer computing projects.



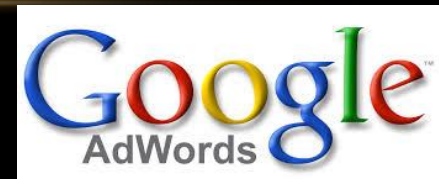
SOLUTION: INTERNET MARKETING

- Search engine advertisement
- Google Ads

The screenshot shows a Google search for "volunteer science". The search bar at the top contains the text "volunteer science" and the Google logo. Below the search bar, there are navigation tabs for "Web", "Images", "News", "Maps", "Videos", "More", and "Search tools". The search results indicate "About 229,000,000 results (0.36 seconds)".

Two columns of search results are highlighted with green rounded rectangles:

- Left Column:**
 - Volunteer Science - koodonation.com**
www.koodonation.com/
Volunteer. Little Actions Can Make a Big Difference. Get Started!
 - Science Expeditions - Help Protect Our Planet - Earthwatch.org**
www.earthwatch.org/ 1 (800) 776 0188
Volunteer for a Science Research Expedition.
 - volunteers needed abroad - 18-75. from \$37 A Day. Apply Now**
www.globalvolunteernetwork.org/Abroad
Recommended by CNN and Bill Gates
 - Volunteer - Vancouver - Science World British Columbia**
www.scienceworld.ca/volunteer
Science World volunteers receive a wide array of benefits, including challenging and rewarding job responsibilities, education programs, training, lounge ...
 - Let's Talk Science - Become a Volunteer**
www.letstalkscience.ca/get-involved/become-a-volunteer.html
Be their role model. Become a Let's Talk Science outreach volunteer. There are several ways you can make a difference and some volunteers donate their time ...
 - Portal Login - Let's Talk Science**
- Right Column:**
 - Conservation volunteering**
www.natureconservancy.ca/
Get involved in hands-on conservation projects.
 - Do You Want To Volunteer?**
www.giv3.ca/
Get To Know Canadian Charities and Start Volunteering Now! Visit Giv3
 - Volunteer Abroad**
www.unitedplanet.org/
Featured on CNN, life changing volunteer & community collaboration
 - Volunteer For Animals**
www.wspa.ca/
Work for WSPA and help save lives. Help animals. Apply now!
 - Free Volunteering**
www.ve-global.org/
1 (617) 245 0825
No Fee Volunteering Overseas For A Global Non-Profit. Learn More!





Search

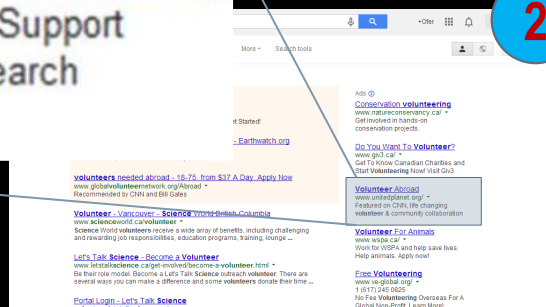
Advertisement

Web Site

Download



{Keyword: Be Part Of The Community}
Run Our Screensaver To Support
Scientific & Medical Research
www.GridRepublic.org



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**

The image shows a screenshot of a search engine results page. A callout box on the left highlights a specific advertisement with the following text:

{Keyword: Be Part Of The Community}
Run Our Screensaver To Support
Scientific & Medical Research
www.GridRepublic.org

The background shows a search engine interface with various search results. One result is highlighted with a blue box:

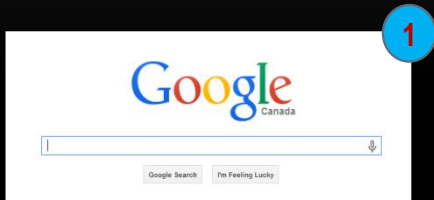
Volunteer - Vancouver - Science World British Columbia
www.scienceworld.ca/volunteer
Science World volunteers receive a wide array of benefits, including challenging and rewarding job responsibilities, education programs, training, lounge ...

Other visible search results include:

- Conservation volunteering** - www.natureconservancy.ca/ - Get involved in hands-on conservation projects.
- Do You Want To Volunteer?** - www.giv3.ca/ - Get To Know Canadian Charities and Start Volunteering Now! Visit Giv3
- Volunteer Abroad** - www.unitedplanet.org/ - Featured on CNN, the changing volunteer & community collaboration
- Volunteer For Animals** - www.wspca.ca/ - Work for WSPCA and help save lives. Help animals. Apply now!
- Free Volunteering** - www.vc-global.org/ - 1 (817) 245 0825 No Fee Volunteering Overseas For A Global Non-Profit. Learn More!

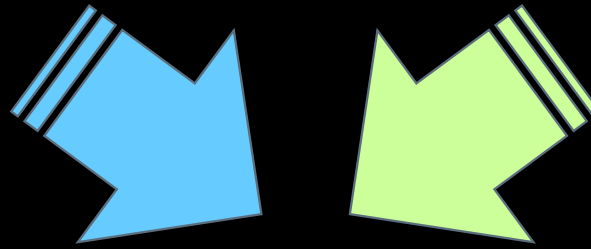
<https://docs.google.com/document/d/1tqmUz6XFkYfAteD6hs7alrRzey3oMclnWZWhrN7iDUc/edit>

ORIGINAL INFORMATION NEED



Help Medical Research

Download Screensaver



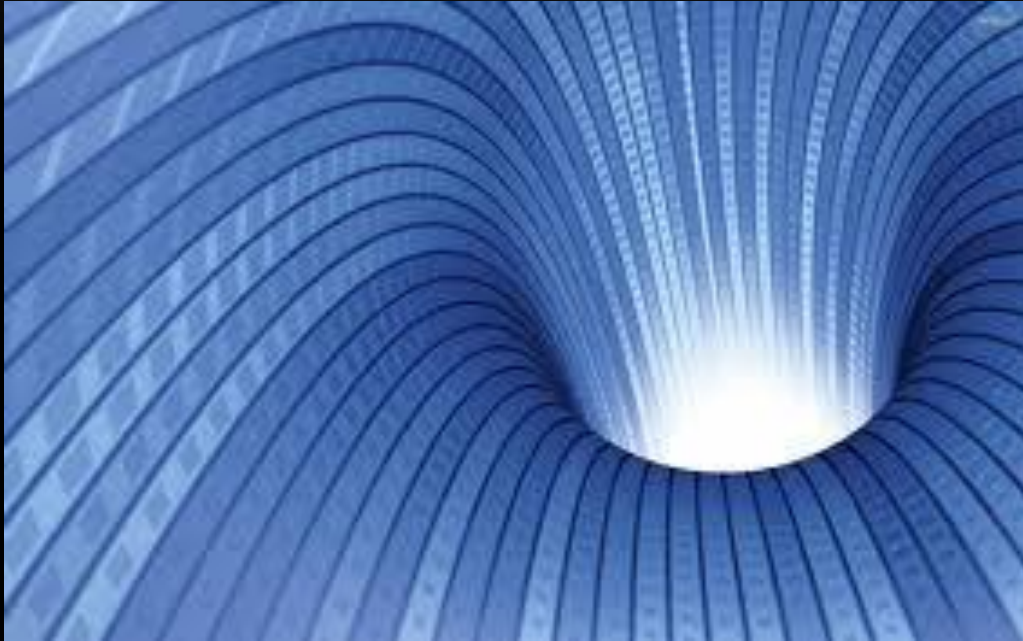
2

[{Keyword:Your PC Cares}](#)
www.GridRepublic.org
Run Our Screensaver to
Support Medical Research



EXAMPLE:

INFORMATION NEED = DOWNLOAD SCREENSAVER



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free screen saver

download screensavers

download screensaver

download screen saver

animated screensavers

animated screensaver

animated screen saver

desktop screensavers

desktop screensaver

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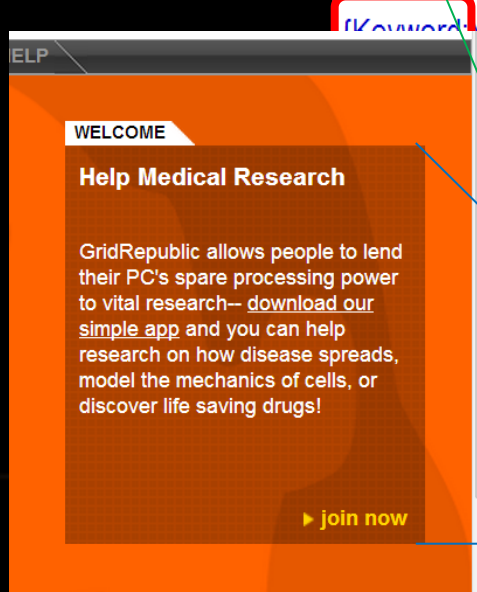
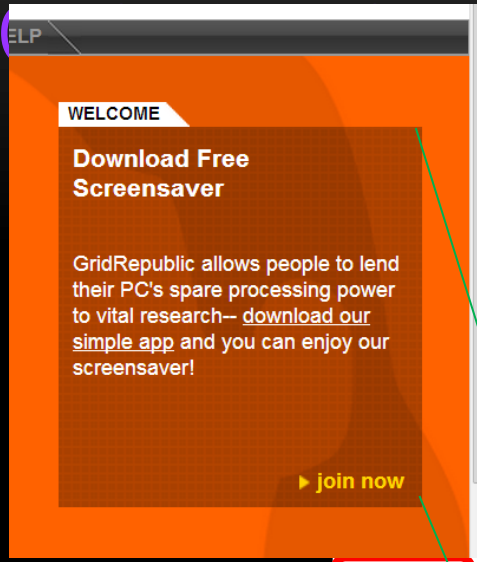
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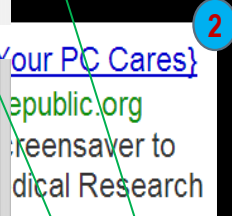
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ADDITIONAL STUDIES: AN ORIGINAL INFORMATION NEED



Help Medical Research

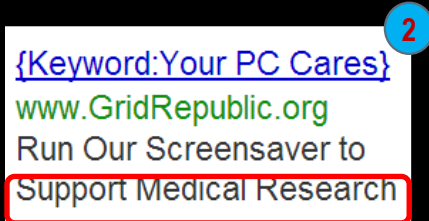
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STUDY# 3: BREADTH OF ORIGINAL INFORMATION NEED



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