Participants' Motivation Factors and Profile In Crowdsourced Law Reform

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ABSTRACT

This paper examines participants' motivation factors and identity in crowdsourced policy-making, in which citizens collaboratively participate in online ideation and knowledge creation for policy reforms. Drawing on data from a crowdsourced law reform in Finland, this paper examines the drivers of the participants and their demographic profile. The findings show that the participants typically are male, educated, full-time working professionals with a strong interest in the off-road traffic issue. The motivations to contribute to crowdsourced policy-making are a mix of intrinsic and extrinsic factors. Intrinsic drivers include the desire to do what is one's "civic duty," that is, to participate constructively in a political process, and the desire to deliberate with peers and learn from them. Extrinsic motivations include the desire to have an impact on an issue of importance to participants. The drivers are, in part, similar to those that drive participation in traditional democratic processes like voting, and to those that motivate other volunteer-based large-scale online collaborations, like Wikipedia creation.

Categories and Subject Descriptors

H.5.3 Groups & Organization Interfaces—collaborative Computing, computer-supported cooperative work; J1; Administrative Data Processing, Government

General Terms

Design, Experimentation, Security, Human Factors, Theory,

Keywords

crowdsourcing, crowdlaw, digital democracy, large-scale ideation, knowledge creation, motivation factors, open knowledge, open government, policy-making,