

MOTIVATION AND PARTICIPATION IN CITIZEN SCIENCE PROJECTS

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Social Innovation Conference

Vienna, 18th of November 2015






CLASSIFY STORY SCIENCE **GALAXY ZOO** DISCUSS PROFILE LANGUAGE

f t g+ r

Classify   Examples Restart

Note: Please always classify the galaxy in the center of the image.

SHAPE
Is the galaxy simply smooth and rounded, with no sign of a disk?

 Smooth  Features or disk  Star or artifact

[HTTP://MAPPINGFORCHANGE.ORG.UK/PROJECTS/ROYAL-DOCKS-NOISE-MAPPING/](http://mappingforchange.org.uk/projects/royal-docks-noise-mapping/)



NATURAL HISTORY SOCIETIES (E.G. [HTTP://WWW.LNHS.ORG.UK](http://www.lnhs.org.uk))

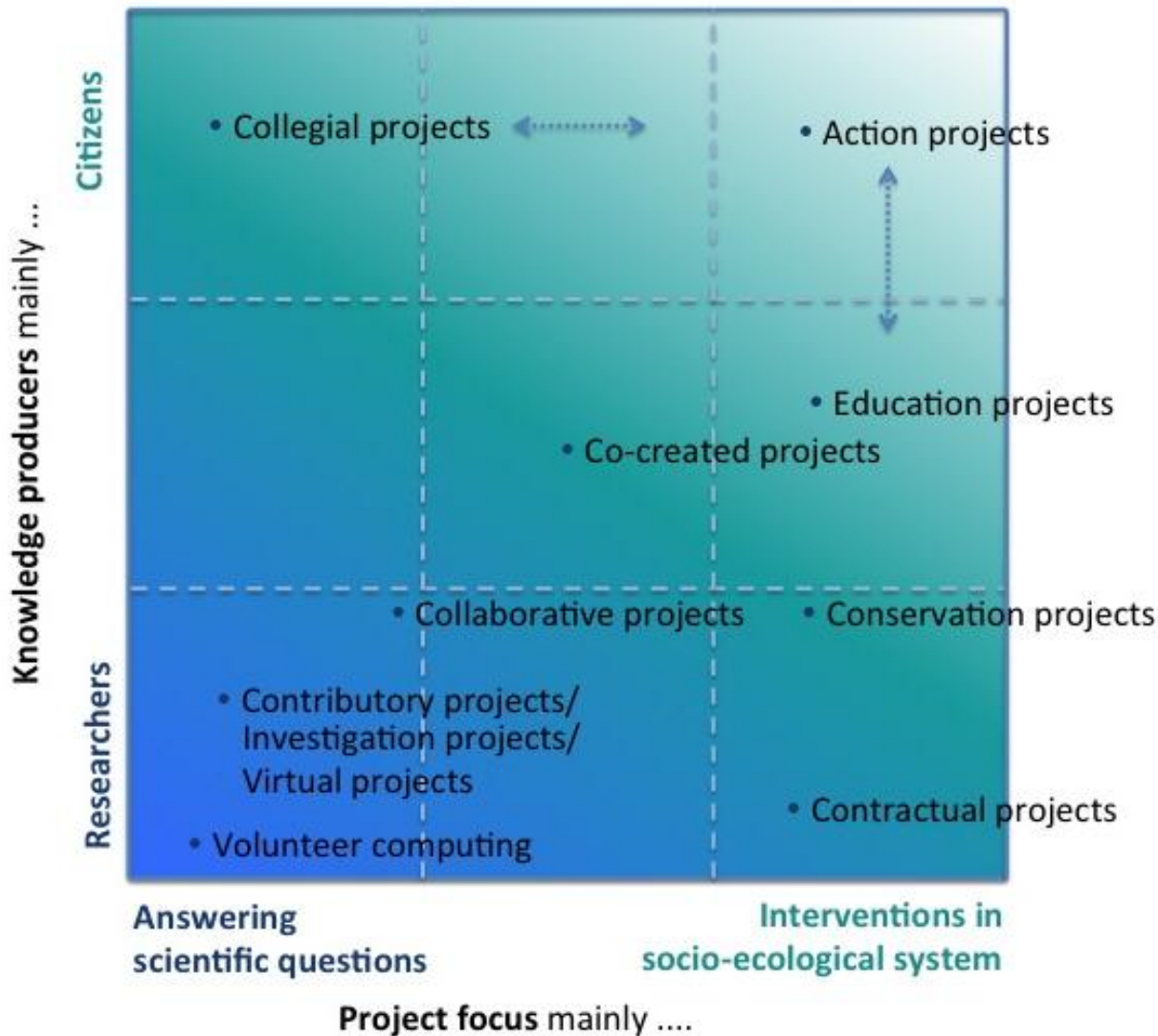
Bookham Common Field Study days

These popular and successful study days are designed for the beginner or someone with 'just a little knowledge', who would like to increase their knowledge and gain confidence in a particular subject area. They are informative, friendly, and fun. Teaching materials are supplied. If it rains, sessions are held in the Society's hut, which is a modern building with a large table, chairs, tea-making facilities, and plenty of space for the group to work in.

They start at **10.30** and finish at 16.00. Please bring lunch, a notebook, a pencil, and reference books. (There are some reference books at the hut). Meet at **Bookham station**



WHAT IS CITIZEN SCIENCE?



“CS refers to the **general public engagement in scientific research** when citizens actively contribute to science either with their **intellectual effort** or **surrounding knowledge** or with their **tools and resources.**”

MOTIVATIONAL FACTORS OF PARTICIPATION

The challenge of an **initial involvement** and **long-term interest** for both groups – scientists and citizens



Researchers ask themselves:

What do I gain by working with volunteers?



Volunteers ask themselves:

What do I gain by working with scientists?

MOTIVATIONAL DRIVERS FOR CITIZEN PARTICIPATION

Intrinsic motivators:

- Interest in the topic as such (e.g. astronomy)
- Satisfaction from contributing to important and relevant questions (e.g. cancer research, environmental protection)
- Enjoyment of playing a game, being challenged (e.g. gamification of complex tasks)

Extrinsic motivators:

- Community exchange and recognition
- Competitive elements (e.g. leader boards)
- Incentives (e.g. prizes, monetary remuneration)

Drivers for citizen engagement

Project design:

- Participatory design processes
- Adapted language
- Differentiated engagement opportunities

Acquisition:

- Cooperation with existing networks and organisations

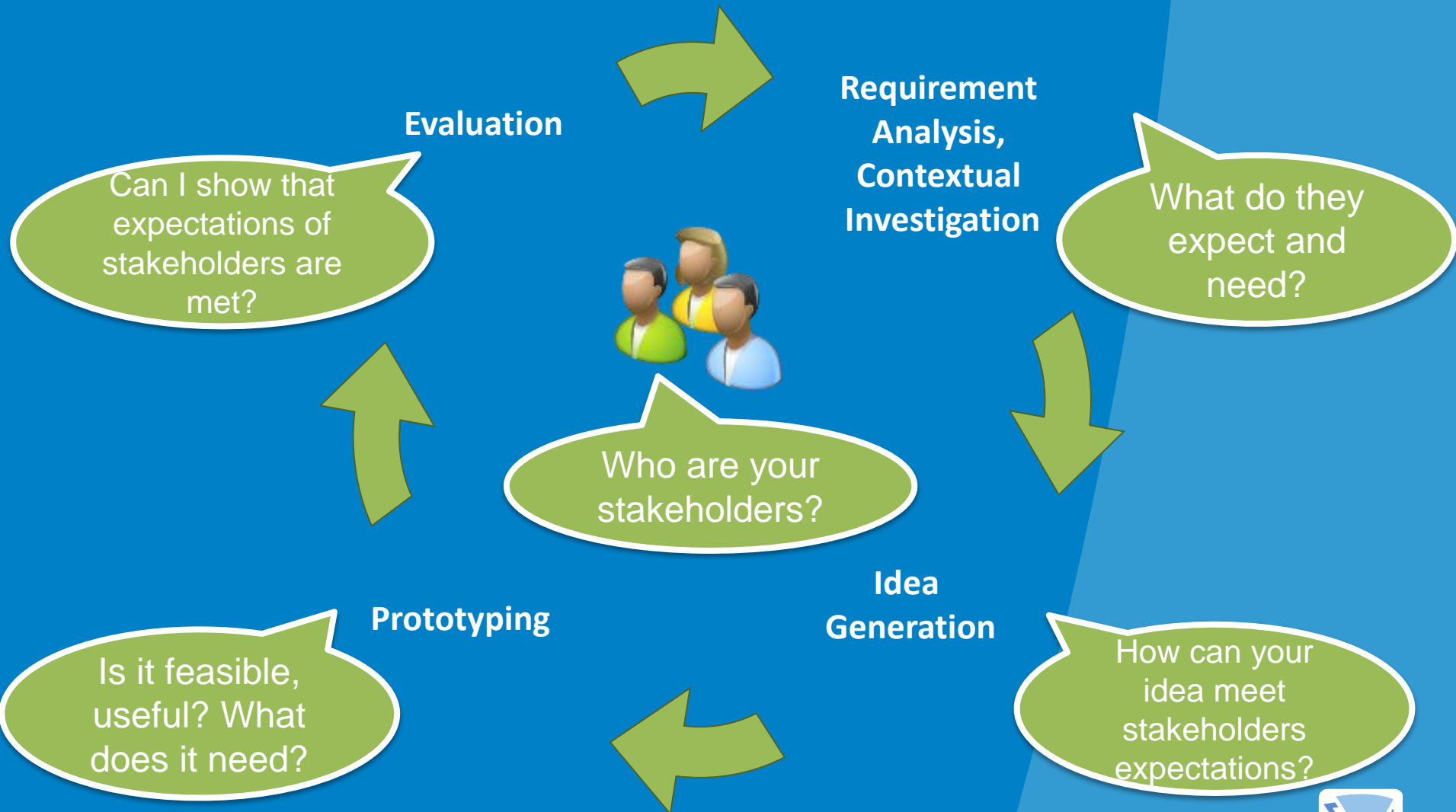
Motivation:

- Bi-directional communication
- Acknowledgement & visibility for citizens' contributions

Support:

- Specifically adapted support material (regarding target group, language, culture)

STAKEHOLDER INVOLVEMENT THROUGHOUT THE DEVELOPMENT OF SI



THANK YOU.

QUESTIONS?

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Slide: 10

