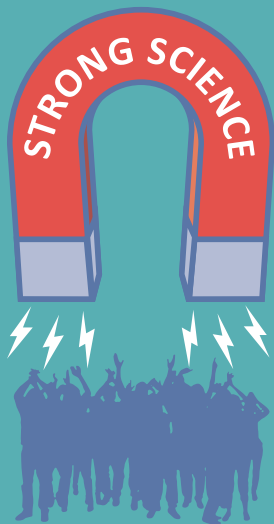
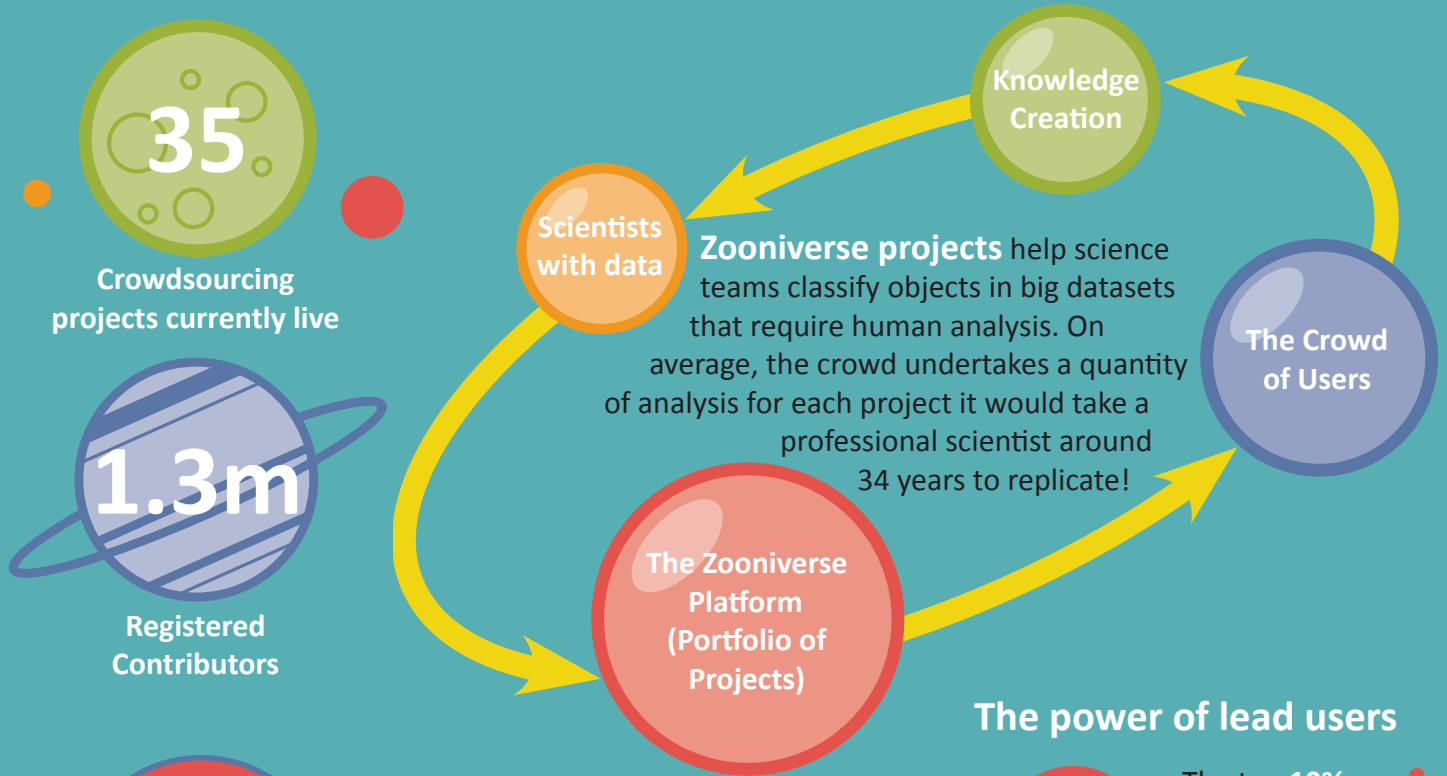
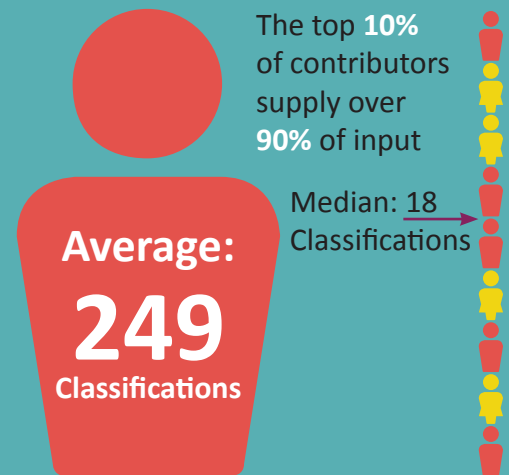


The team of researchers on **VOLCROWE** (Volunteer and Crowdsourcing Economics) is investigating the motivations and characteristics of contributors for a portfolio of crowdsourcing projects hosted on the **Zooniverse** platform (www.zooniverse.org).



Zooniverse projects aim to contribute to science while engaging the public. When we measure projects against these outcomes, they are more likely to make a contribution to science with low levels of public engagement than the reverse. This suggests the public seems to favour stronger science.

The power of lead users



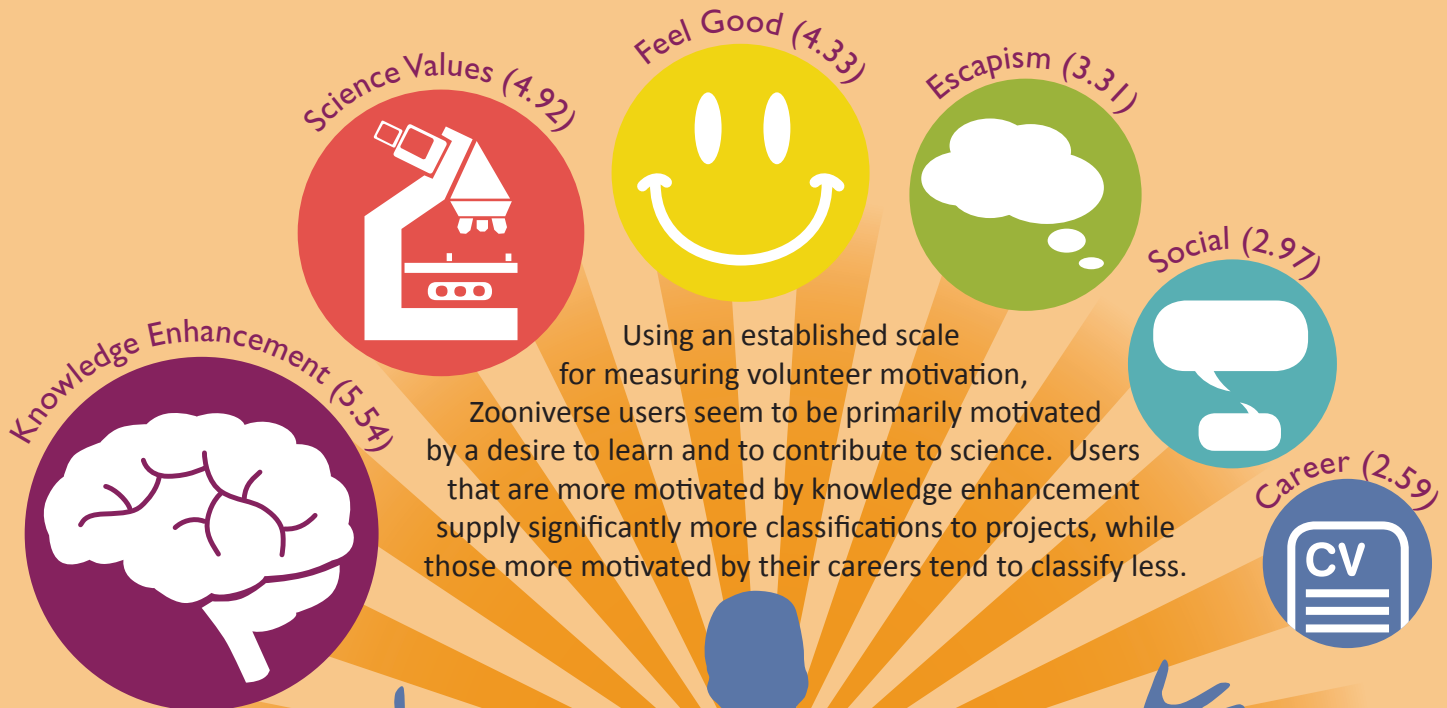
Zooniverse users seem more altruistic than normal; in an experiment, they chose to give a higher proportion of a \$100 lump sum away (to charity) than the typical participant.

Zooniverse Users - \$45.26



Average - \$28.35

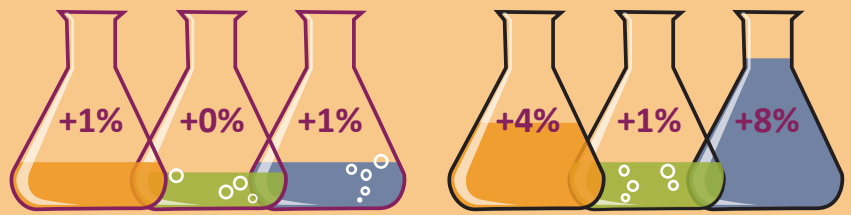




Using an established scale for measuring volunteer motivation, Zooniverse users seem to be primarily motivated by a desire to learn and to contribute to science. Users that are more motivated by knowledge enhancement supply significantly more classifications to projects, while those more motivated by their careers tend to classify less.

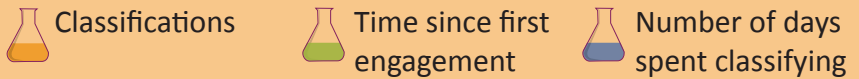
Motivations

Based on the Likert seven point scale

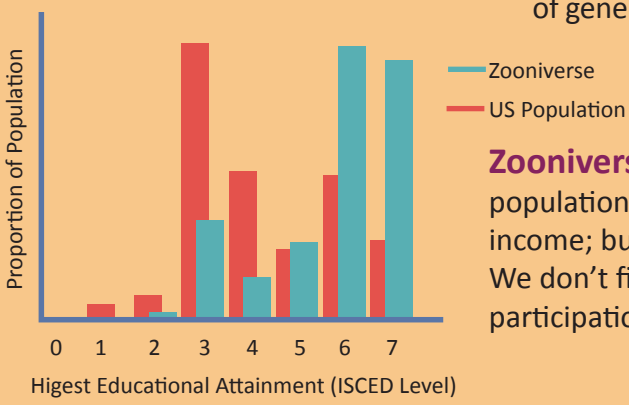


General Science Knowledge

Project Specific Knowledge



Contributors feel they are learning about science through their participation. Doubling participation levels associates on average with a significant improvement in knowledge regarding specific areas of science, but does not associate with improved knowledge of general science. We interpret this as evidence of learning.



Zooniverse users appear to be representative of the US population in terms of demographic factors such as age and income; but tend to be much better educated on average. We don't find any link between these factors and individual participation levels.

Visit us at www.volcrowe.org

