

Different user-types and their motives to be active on the user-driven news-platform NUjij.

A case-study of NUjij-users, qualitatively and quantitatively analysing differences between user-types and their motives to consume, participate with or produce user-created content.

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1. Introduction

1.1 The active audience and the news

The phenomenon of the active audience has increasingly been the focus of Internet-related research (Bowman & Williams, 2003; Bruns, 2007, 2008; Livingstone, 2004; Nielsen, 2006; Wunsch-Vincent & Vickery, 2006). Instead of merely consumers, audiences became users of media. Users started interacting with media content, professional media producers and other users on internet platforms. The news industry, which in nature is organized from the top-down, has recognized the need to interact with audiences to keep up with its desires (Bruns, 2008; Hermida & Thurman, 2008). Bruns (2008) states that the news industry has seen an increase of interaction with its consumers and users in the last five years. For example, 37 percent of users of online news platforms search for options to comment on news stories important and 25 percent regularly comments on news stories (Purcell, Rainie, Mitchell, Rosenthal, & Olmstead, 2010).

This progressive adoption of user-created content by professional journalists was also noticed by Paulussen and Ugille (2008). Bowman and Willis (2003) state the inclusion of and interaction with users has been experimented with since the 1990's. At least 20 percent of the daily newspapers in the USA between 1994 and 2001 have practiced some form of journalism that included user-created content. However, nowadays differences exist between how much freedom users have or get from professional journalists. Some platforms are completely user-created without any control from mainstream media, like the South-Korean *OhMyNews* and the international *WikiNews*, while others are hosted and regulated by professional journalists and editors, like the American *Examiner* and the Dutch *NUJij*¹.

1.2 Desirability of user-created content

When users are actively producing content and uploading it on the Internet, this is generally defined as user-created content (Engelfriet, 2009)². Even though professional journalists recognize the need to include their audiences in the production process, most are hesitant to admit to this need. Professional journalists are concerned user-created content could

¹ The differences between different user-driven news platforms will be elaborated on in 2.2.

² A more elaborate definition is will be given in 2.1.

reduce brand image and trust due to its reduced quality (Jönsson & Örnebring, 2011; Wardle & Williams, 2010). Hermida and Thurman (2007) state that professional journalists are concerned that without censorship of user-created content their news platforms would become a free-for-all that would annoy the bigger audience. Also, simply because users only produce content about topics that interest them and when they have the time, users could be considered unreliable producers of news (Paulussen & Ugille, 2008).

In interviews with professional journalists of BBC in 2007, Hermida and Thurman concluded that user-created content needs to be moderated to ensure the quality their audiences are used to. They state publishing user-created content without moderation is considered very risky (Hermida & Thurman, 2007). Furthermore, according to Banks and Humphreys (2008) and Paulussen and Ugille (2008), handling user-created content and interacting with users increases the workload of professional journalists. Even though user-created content is expected to be of reduced quality, its producers to be unstable, and to increase the workload for professional journalists, both professional journalists and society can benefit from increasing user participation and user-created content production on news platforms.

1.2.1 Professional advantages

For professional journalists, increasing interactivity and letting users actively contribute possibly results in a more loyal audience (Thurman, 2008). Users who participate within a community, feel more invested and accepted within that community, and consequently their loyalty and commitment towards the brand and brand community will grow (Jang, Olfman, Ko, Koh, & Kim, 2008). Professional journalists interviewed by Hermida and Thurman (2008) assume that adopting user-created content initiatives will create a sense of ownership of the website, strengthen users' ties to the news brand and make them feel responsible for its well-being. Bowman and Willis (2003) concluded that practices and initiatives to include and interact with users in the news process had a positive effect on the community as a whole. Furthermore, a stable two-sided relationship with the audience generally helps achieve a better market position in comparison to news platforms that do not offer opportunities to participate (Jönsson & Örnebring, 2011). Wunsch-Vincent and Vickery (2006) stated that audiences of user-driven platforms, given the strong network effects, are more likely to grow

exponentially. In other words, if users are participating and producing, the audience will increase. Overall, professional journalists letting users participate in the news-making process will create opportunities for better relations between professional journalists and users and eventually a larger audience.

Furthermore, professional journalists can also benefit from user-created content because it could be cost-efficient. For example, professional journalists could never be as omnipresent as their users with their camera phones with internet connections with which they can catch the latest events live (Leung, 2009; Paulussen, Heinonen, Domingo and Quandt, 2007). User-created content could therefore be used as an inspiration and a source for professional news content (Paulussen, et al., 2007; Wardle & Williams, 2010). However, according to Wardle and Williams (2010) useful user-created content is rare. In their qualitative research about user-created content acceptance and inclusion by professional news outlets, one journalist states that “buried among the comments ... were insights from those who had valuable information” (p. 791). According to Bowman and Willis (2003), user-created content could also function as a fact-checking tool; some comments of users suggest adjustments or point out mistakes in the professional content.

1.2.2 Societal advantages

User-created content could also be considered desirable for society because it increases the diversity of views on news and multiplies the opinions available online. Wunsch-Vincent and Vickery (2006) state that user-created content has the possibility to enrich specifically political and societal debates. Two aspects of user-created content ensure these possibilities. Firstly, the sheer size of the user population, in comparison with the professional journalist population, has a larger probability of including more diverse views and different opinions (Bowman & Willis, 2003; Paulussen, et al., 2007). Secondly, users lack the responsibility to commercial imperatives³, which gives them more freedom to speak their mind (Paulussen, et al., 2007). Users do not need to consider possible consequences or repercussions from colleagues or managers, advertisers and sponsors when creating content. Lastly, users increasingly get more opportunities to act as watchdogs of mainstream media (Bowman & Willis, 2003). Users are not just producing original content, but also

³ The lack of responsibility to commercial imperatives will be elaborated on in 2.1.

respond, comment on, and criticize mainstream news content. This could increase the quality of professionally produced content. These decentralized approaches of content production in the news industry could be beneficial for the whole community (Wunsch-Vincent & Vickery, 2006).

In short, professional journalists are motivated to increase user-created content production for two reasons, namely to build a better relation with their users and to use it as a source for news. A user-created content has a positive effect on the community as a whole, because it has the possibility of including different and opposing opinions and increasing diversity of topics in online news.

1.3 Research problem

However, the amount of user-created content that is consumed by majority of users, is produced by only a minority of the users (Horowitz, 2006; Wunsch-Vincent & Vickery, 2006). According to Bernoff (2009), only 24 percent of the online population creates user-created content. However, a quantitative survey taken by Eurostat from 2012 concluded that only 9 percent of the European Internet population has created a website or blog in the last three months. Looking at the participation rates of individual websites, inequality is even more present. In general, the rule-of-thumb of participation and content creation on any specific website is 90-9-1 (Horowitz, 2006). Horowitz (2006) divides the three groups as follows; 90 percent of the Internet population are so-called 'lurkers', consumers who solely consume; 9 percent create content from time to time, but are not really invested in it and; 1 percent can be defined as content creators, responsible for the majority of the user-created content on the website. These statistics are expected to be higher for younger generations, digital natives, and lower for older generations, digital immigrants (Bruns, 2007; Prensky, 2001; Wunsch-Vincent & Vickery, 2006). However, as stated in the previous section, user-created content can benefit both professional journalists and users. Although not every user needs to be a producer, those who can be motivated to produce should be motivated optimally to increase their participation with and production of user-created content. However, this is not an easy task, since users are motivated in different ways. The following section will introduce differences between user-types and their motives.

1.3.1 Motivating different user-types

When user-driven news platforms aspire to increase the ratio of users that participate and produce, they need to keep in mind that each individual user is different. The only things users have in common are an Internet connection and, if necessary, a registration at a particular website. However, multiple scholars created rough user-types with broad characterisations (Jönsson & Örnebring, 2011; Nielsen, 2006; Shao, 2009). Jönsson and Örnebring (2011), for example, characterized users on basis of the quantity of their participation on user-driven news platforms. Nielsen (2006) and Shao (2009), on the other hand, identified users based on the different activities they perform on user-driven news platforms. Shao (2009) argues that these different user-types are motivated in different ways to participate with or produce user-created content. However, Shao's findings are mainly based on theoretical assumptions, which is why further confirmative research is necessary.

1.3.2 Research question

In this master thesis the following research question will be answered

To what extent do motives to be active on NUJij differ between different user-types?

The first concept mentioned, motives to be active, refers to seven different themes of motives discovered in literature for users to be active on user-driven platforms. It is possible to research these motives because the uses and gratification theory states that users are able to recognize their motives to use particular media in specific ways (Leung, 2009; Ruggiero, 2000). Therefore, users should be able to identify, as well as recognize, their motives for being active on user-driven platforms. The second concept, different user-types, refers to the four different user-types as they are suggested by previous research (Jönsson & Örnebring, 2011; Nielsen, 2006; Shao, 2009). These user-types are based on different types and quantity of activities on user-driven platforms. The data for both concepts will be combined and compared to test to what extent different user-types have different motives to be active on user-driven platforms (Shao, 2009).

The research question and seven hypotheses⁴ will be answered and tested with a

⁴ The seven hypotheses will be introduced in 2.4.

mixed method analysis using an online questionnaire posted on the user-driven news platform NUJij⁵. Firstly, during a qualitative open-coding process users' motives to be active on the platform in general will be explored. The qualitative data will be compared with the motives suggested by literature to analyse differences and similarities. Secondly, respondents of the survey will be identified as one of the four user-types, after which their opinion towards the motives as suggested by literature will be measured. This data will be combined with the statistical program SPSS to test the seven hypotheses and consequently answer the main research question.

1.3.3 Research aim

The overall aim of this research is to conclude whether the differences between motives for different user-types as predicted by Jönsson and Örnebring (2011) and Shao (2009), are also true for users of NUJij. Similarities and differences could indicate areas for further research. If hypotheses are rejected, reasons for differences with what Jönsson and Örnebring (2011) and Shao (2009) suggest, need to be explored. If hypotheses are accepted, however, more research is necessary to see whether these different motives for different user-types are also applicable for other user-driven platforms in other countries.

Overall, different motives will be connected to different user-types. User-driven news platforms could use this information to their advantage. NUJij specifically, would know how its different users are motivated to be active on its platform. When translated into practical guidelines, different user-types could be motivated according to the motives they agree with most. In other words, NUJij would be able to motivate only the user-types it aspires more participation or production from. The results of this research could, apart from just NUJij, also affect other news-platforms dealing with participating users and user-created content. Overall, this master thesis will provide information on how to increase user participation with content and user-created content production in the news industry, which, as stated before, would be beneficial for both professional journalists and users. In short, the conclusions of this master thesis could lead to a better understanding of the motives of the audience to be active in a news industry context.

⁵ NUJij will be introduced in 1.4.

1.4 Case-study: NUJij

NUJij is a Dutch user-driven news platform, hosted and managed by editors of the mainstream news website NU. The company is owned by the Finish magazine publisher Sanoma. NUJij thrives on content created and posted by its users. According Paulussen et al. (2007), the users of NUJij are active on a platform of participatory journalism, in which they are allowed to contribute within a professional framework. NUJij was created in 2007 as a platform where registered users could post links to news articles and comment or vote on them. In 2013 the platform had approximately 90,000 registered users of which 52 percent were male and 48 percent were female (Sanoma, 2013). The largest age-group of the registered users is 35-49-year old (36 percent). Together with users over 50-years old (30 percent), these 'digital immigrants' are the majority on this user-generated news platform (Prensky, 2001). NUJij is interesting to research because at this moment, it is the only user-driven news platform in the Netherlands that completely relies on users for its content, but is hosted and managed by professional journalists. Furthermore, the platform encounters heated and long discussions on a daily basis and articles are posted every several minutes.

1.5 Research structure

This master thesis consists of five chapters, of which this first one is the introduction. In the second chapter, the conceptual framework, firstly the theoretical background of user-created content, its definition and its place within the news-industry will be discussed to create a complete picture. Secondly, different user-types and their characteristics will be discussed. Finally, the uses and gratifications theory will be explained and six motive themes and anti-motives to be active on user-driven platforms are introduced. The last two sections combined will provide the information necessary to formulate hypotheses. These are based on differences between user-types and their motives to be active on NUJij.

In the third chapter, the methodology will be elaborated on. Firstly, the method of data gathering, an online questionnaire, will be explained and argued for. The process of creating, posting online and retrieving a substantial amount of respondents will be addressed. Secondly, the user-driven news platform NUJij will be introduced. Thirdly, the main concepts of the research question and hypotheses will be operationalized in the survey structure. Operational constructs are based on literature, ensuring validity. Fourthly,

methods of data analysis, for both qualitative and quantitative data, will be explained. The process of open-coding and comparing data with literature will be explained. Additionally, different statistical tests are introduced and argued for. Fifthly and finally, the sampling method and sample population will be elaborated on. Furthermore, the sample population will be compared to the actual population to see how representative the sample is.

The results of both qualitative and quantitative data analysis will be discussed in chapter four. Firstly, differences and similarities between motives that literature suggested and motives that users responded with will be addressed in the qualitative analysis section. Secondly, hypotheses are tested accordingly with the use of SPSS. The results will be given and each hypothesis will be either accepted or rejected. These results will be discussed and concluded in the fifth chapter. In this final chapter the main research question will be answered with a combination of the results from both qualitative and quantitative analysis. Furthermore, managerial implications, limitations of this research and recommendations for further research will conclude this master thesis.

2. Conceptual framework

To properly address the relation between user-types and motives to be active on user-driven news platforms, literature relevant to the concepts and context of the research question will be addressed. Before addressing the core concepts of the research question, the complete context of users' efforts to create content will be given with a practical and specific definition for user-created content. Secondly, the position of user-created content in the news industry will be discussed. Thirdly, the four user-types will be discussed. To differentiate between users, different levels of participation and activities are discussed, which will lead to specific characteristics for different user-types. Fourthly, the different six themes of motives to be active on user-created content platforms will be discussed. Each motive category is combined with one or more user-type, as suggested by literature. According to these suggestions, hypotheses will be formulated.

2.1 User-Created Content

To ensure a complete understanding of the overall context of users producing content in the news industry, the concept of user-created content will be defined. Many scholars use different definitions, highlighting different aspects of user-created content (Wunsch-Vincent & Vickery, 2006). Therefore, it is necessary to propose one overarching and complete definition for this specific research. Multiple aspects from definitions proposed by different scholars will be discussed in themes, after which one definition will be formulated that will be used in this research.

2.1.1 Created by users

First of all, the term user-created content is not universally accepted by scholars. In fact, the majority of scholars define content created by users as user-generated content (Bruns, 2007, 2008; Daugherty, Eastin, & Bright, 2010; Hermida & Thurman, 2007; Shao, 2009). However, according to Wunsch-Vincent and Vickery (2006), user-created content, is the correct term. However, the difference between user-generated and user-created is only explained by Engelfriet (2009). Although focused on the legal aspects of user-production, Engelfriet (2009) gives an elaborate explanation of the important differences between three types of content by and from users within virtual communities; user-generated; user-distributed; and user-

created content. The first, *user-generated* content refers to data users leave without the intention of doing so. Internet history and user-data are two examples of user-generated data. Profile information as well, which is required for most websites where users are registered, is considered as user-generated content. This type of content, even though superficial, can be used by websites and companies to define their target groups and to sell to advertisers.

The second type of user content, *user-distributed* content refers to data users re-distribute from other websites and other users (Engelfriet, 2009). An example of user-distributed content is when a user records an episode of a newscast and posts the recording on YouTube. The user that posted it did not create the actual content, but merely re-distributed it. However, not all user distributed content can be qualified as user-created content. The third and last type of content, *user-created* content, refers to content that is actually created and produced by users. In other words, even though user-distributed content can be user-created, this does not necessarily have to be the case. For example, even though all posts on NUJij are from users, on average less than 25 percent of most popular posts on NUJij link to actual user-created content. The majority of posts are re-distributed news articles from mainstream news outlets and, according to Engelfriet (2009), should therefore be defined as user-distributed content. In short, user-created content is content actually created by users (Wunsch-Vincent & Vickery, 2006), whereas user-generated content is merely a by-product of users visiting websites (Engelfriet, 2009). Therefore, the term user-created content will be used in this master thesis.

2.1.2 Users versus professional journalists

Secondly, the producers of user-created content will be defined. As can be expected, in general user-created content is created by users (Bruns, 2007, 2008; Bowman & Willis, 2003; Stoeckl, Rohrmeier, & Hess, 2007). These users are considered to be part of the audience they are producing for. However, who qualifies as a user is still debated by scholars. Bruns (2007) defined the process of creating user-created content as a “mode of collaborative content creation which crucially involves users” (p. 4). In this process of creating user-created content, the user acts as a hybrid user-producer, also called a produser (Bruns, 2007). In other words, produsers are the users that create user-created content. According

to Daugherty et al. (2010) user-created content is produced and created by the general public as opposed to paid professionals. Hereby they draw the line between professionals who get financial remunerations and hobbyists. Wunsch-Vincent and Vickery (2006) phrase it slightly different and state that user-created content is created outside of professional routines and practices. Bruns (2007, 2008) states that by definition, users produce in a different manner than professional journalists.

Leadbeater and Miller (2004), however, see producers differently and describe a movement of amateurs, called professional amateurs (pro-ams); users that aspire to produce content to professional standards. These users are innovative, committed, networked and work on a semi-professional level. However, even though pro-ams aspire to produce professional content, it can still be argued that pro-ams work in different ways and still produce amateur content. Simply because they are not working within a professional institution or have access to the same resources they are not able to produce the same content as professional journalists. Thus, even though these producers might want to produce professional content, they do not have the same skills, practice and routines as professionals. Overall, Leadbeater and Miller (2004) do also state that pro-ams are not making a living of creating user-created content. However, according to Stoeckl et al. (2007) this does not exclude later remuneration for high quality content. In other words, money or profit is never the immediate motivation of users to create user-created content.

Nowadays however, a trend towards the monetization of user-created content by mainstream media players has occurred. Some platforms have included a financial reward system for user-created content producers that produce high quality or very popular content. For example, some popular YouTube channels or personal blogs are financially remunerated through advertising revenues. An example within the news industry specifically is the platform *OhMyNews*, which pays its contributors per published article.

2.1.3 Community-based & communal property

Thirdly, Bruns (2007, 2008) states that another core characteristic of user-created content is that it should be created within a community. It is assumed that the community as a whole has the possibility to contribute more than a small team of professionals (Bruns, 2007, 2008). The diversity and size of the interested community will per definition have more and

higher quality knowledge to share. According to Bruns (2008), every community member will act according to his or her personal skills and knowledge. Their roles are fluid and dependent on the context of the user-created content produced. Because every community member contributes according to their skills and knowledge, quality will increase (Bruns, 2008).

Furthermore, user-created content is not only created within a community, but the content also becomes common property of the community it is published in. In other words, when user-created content is published, it is not the author's property anymore. Any user that wants to use it, can. However, users creating and producing can still merit from it individually. So, even though users give up their rights of intellectual property by publishing within an online community like NUJij, they still have the possibility of being rewarded for high quality content production individually. In short, user-created content is created and produced within a community, and because of this, it is of higher quality than content produced by users on their own.

2.1.4 Publicly available

The fourth aspect of user-created content discussed is that it is primarily distributed on the Internet (Daugherty, et al., 2010). Furthermore, user-created content is always publicly available to other users of the Internet (Bruns, 2007, 2008; Shao, 2008; Wunsch-Vincent & Vickery, 2006). Practically, this excludes content send through private message systems like e-mail and chat-rooms. Stoeckl et al. (2007) phrases is slightly different and states that user-created content is always mass-media oriented. Therefore, user-created content has an unlimited and unknown number of recipients, precisely because it is published on public domains of the Internet. Paulussen et al. (2007) furthermore argue that this is exactly the unique significance of the Internet. It provides the necessary infrastructure for users to distribute the content to an unlimited audience. However, some platforms that host user-created content do require users to register or create an account before they are allowed to consume and post user-created content.

2.1.5 Unfinished

The fifth aspect of user-created content is that user-created content is always under development and therefore never finished (Bruns, 2007, 2008; Wunsch-Vincent & Vickery, 2006). The initial author(s) and other users are always able to adjust, add and comment on

user-created content, continually improving and adapting the original content. Bruns (2008) argues that user-created content should therefore be seen as a continuous product, in which every user can have his or her say. Even though some content might never be adjusted or commented on by other users, it should have the possibility to be considered user-created content. This relates back to the aspect of user-created content being a communal product, which every user of the community can adapt.

2.1.6 Creative input

The last aspect of user-created content that will be addressed is creative input. Some scholars suggest user-created content should include at least some creative input (Bruns, 2007, 2008; Wunsch-Vincent & Vickery, 2006). However, creative input is difficult to define in a practical way, since it is considered very subjective. Wunsch-Vincent and Vickery (2006) state creative effort refers to actually creating content or adapting existing content. Therefore creative input can also be understood as referring to the originality of content. Consequently, this means whether the content is created or adapted by the user and not just duplicated from other authors. This refers to the difference between user-distributed and user-created as explained by Engelfriet (2009). It can thus be stated that user-distributed content is not creative, where-as user-created content is considered creative.

2.1.7 Definition

Taking into consideration all previous discussed literature the following definition of user-created content is formulated:

User-created content is content created, and not just unconsciously generated or distributed, by users, outside of professional routines and practices. However, it can be created to professional standards, but without immediate financial remuneration and is publicly published for an unknown number of recipients. Its production happens within a community and the end-result is never finished and can be adjusted by any community member.

Practically this includes all types of online content as blog-posts, podcasts, photos, wikis, user-forum posts, fan fiction, quizzes, songs, remixes, mash-ups, home videos, video remixes comments and ratings (Daugherty, et al., 2010; Wunsch-Vincent & Vickery, 2006).

2.2 News and users

In the following section, active users, their activities and user-created content in the news industry will be discussed. Because this master thesis focuses users of a user-driven news platform, it is necessary to elaborate on the context of the changing roles of the audience in the news industry. Three types of news platforms that include user efforts will be discussed; interactive journalism, participatory journalism and citizen journalism (Paulussen, et al., 2007). Secondly, user-created content will be compared to professional content and the differences will be argued for.

2.2.1 Interactive journalism

Interactive journalism is a form of journalism where professional journalists post articles and the users are allowed and solicited to comment and discuss (Paulussen, et al., 2007). For example; discussion threads on www.telegraaf.nl or on www.ad.nl (see figure 2.1). With this form of journalism, the professional journalists remain in complete control over what can be commented on and which comments are deleted. Furthermore, users only have the option to comment on articles posted by professional journalists, and thus have no influence on the overall news agenda. Even though users are allowed to discuss the news articles, they are not able to post articles themselves.



The screenshot shows the top navigation bar of the website 'AD.nl' with categories: NEDERLAND, BUITENLAND, SPORTWERELD, SHOWBIZZ, and MEER AD. Below this, the article title is 'Ruud (71) 'zomaar' geslagen: 'Ik dacht dat hij dood was''. The page features a comment section titled 'JOUW MENING TELT!' with a 'ZEND' button. There are two visible comments: one from 'The-NewsDetective' and another from 'phoe'. To the right, there are related news items with small images and titles, such as 'Chyenne Verweij (16) weer vermist' and 'Terreurkat' teistert buurt in Nootdorp'. At the bottom right, there is an advertisement for 'Bungalowparken Korting'.

Figure 2.1: message board or comment option on www.ad.nl, a Dutch mainstream news-outlet.⁶

⁶ <http://www.ad.nl/ad/nl/1040/Den-Haag/article/detail/3650689/2014/05/07/Ruud-71-zomaar-geslagen-ik-dacht-dat-hij-dood-was.dhtml>

2.2.2 Participatory journalism

The second type of journalism is called participatory journalism, where professional journalists and mainstream media outlets invite and solicit their users to contribute to the process of actual news production (Paulussen, et al., 2007; Wunsch-Vincent & Vickery, 2006). Within participatory journalism, professional journalists become forum leaders and mediators, as opposed to simply lecturing their audiences (Bowman & Willis, 2003). Users are not just allowed to discuss and vote on content, but are also allowed to post original news content and articles created by themselves. Furthermore, Hermida and Thurman (2007) state that participatory journalism requires a community in which ordinary people have opportunities to contribute to the news production process and to collaborate with professional journalists. An example of participatory journalism is NUjij, where professional journalists are still in control over the platform and remain the definitive authority, but it thrives on content created and posted by its users (Hermida & Thurman, 2007).

2.2.3 Citizen journalism

This final form of journalism excludes professional journalists completely and prioritizes the users as producers. Leung (2009) argues that citizen journalism refers to “a citizen or a group of citizens playing an active role in the process of collecting reporting and analyzing and disseminating news and information” (p. 1334). In other words, the users are active in and responsible for every stage of news production process. However, this does not mean every user has to be active in every stage of the production process. Bruns (2008) argues that because this form of journalism is organized by citizens, it is random and cannot be considered stable or good journalism. He states that citizens only produce user-created content on occasion and do not cover the wide range of topics professional journalists would (Bruns, 2008). Users will most likely not provide content about topics that they are not interested in (Paulussen & Ugille, 2008). Platforms for citizen journalism are created from the bottom-up, by users themselves. The following citizen journalism platforms gained popularity and status within the news industry in the last few years; *Indymedia*, *Slashdot*, *Wikinews* and *Kuro5hin* (Paulussen, et al., 2007). In short, these platforms are created, hosted and moderated by users. Users are active in each aspect of news production; writing; posting; commenting; voting on; and moderating articles.

2.2.4 Differences with mainstream media

As stated before, even when users aspire to produce content on a professional level, like pro-amers do, differences with professional news content occur. According to Bowman and Willis (2003) user-created content is different from professional content because users and professional journalists value different things. User-driven platforms, on the one hand, are based on networked communities that value conversation, collaboration and egalitarianism. Professional journalist platforms, on the other hand, are based on hierarchical communities that value effective editorial workflow, profitability and integrity. Overall, the style of coverage of users is likely to differ from professional journalists because of three reasons (Bruns, 2008). Firstly, users might lack the education and experience professional journalists have (Leadbeater & Miller, 2004). Secondly, instead of merely reporting events and stating facts, user-created content provides opinions of the author (Bruns, 2008). Users are not primarily motivated financially and therefore they are free to write anything they want about everything. Therefore, users are more likely to evaluate and write about their personal feelings as opposed to professional journalists (Bowman & Willis, 2003). This also relates to the third and final reason, users will only produce content about the topics that interest them (Paulussen & Ugille, 2008). According to Paulussen and Ugille (2008), the majority of news content produced by users is focused on popular culture and personal/everyday life content, or soft news. Users very rarely post actual news or informational content, or hard news. However, according to Wardle and Williams (2010) this division does not hold for specific events. Certain types of actual news events are more likely to be extensively covered by users, for example terrorist attacks and extreme weather like tornados. The 2005 bombings in London are a good example, since user-created content was firstly considered just as newsworthy as professional content (Hermida & Thurman, 2007).

Overall, user-created content is different, but valuable for professional journalists and users. However, to increase participation with news content and production of user-generated content, professional journalists need information about who their users are and what motivates them to be active on their platform. In the following section, the focus is on different user-types scholars have defined. Ultimately, users will be divided in different groups matching their activities and different levels of engagement and participation.

2.3 User-types

Even though users are different, some characteristics apply to all users. First of all, users need to have access to a personal computer and broadband access (Leung, 2009). Secondly, a certain level of media saturation, skills and time should be present (Bird, 2011). However, even people that are Internet savvy enough still might not produce user-created content. In other words, having access to the means to produce user-created content does not necessarily result in production. In reality, the majority of Internet users is not producing user-created content (Bird, 2011; Comor, 2010). Actually, according to Shao (2008), the minority of users account for the majority of the content and system activity. The rule of thumb for online participation and content production is 90-9-1, meaning only 1 percent of all Internet users produces content, 9 percent participates with content and 90 percent merely consumes content (Horowitz, 2006). However, multiple scholars have concluded different percentages on different user-driven platforms, with different types of research (Comor, 2010; Hermida & Thurman, 2007; Wu, 2010). Comor (2010), for example, concluded that 24 percent of all Internet users have posted a blog, updated a webpage or uploaded a video in the last month, and defines them as actual producers of user-created content. Hermida and Thurman (2007), on the other hand, found that only 0.05 percent of the BBC news website audience actually contributes to its daily content. Wu (2010) furthermore states that the ratio between hyper- and occasional contributors may be anywhere from 99:1 to 5:1. Even though these numbers differ to a great extent, it can be concluded that not every Internet user takes advantage of the opportunities to participate with or produce content.

In both literature and practical cases a distinction between users and activities on user-driven platforms is noticed. In 2006 Nielsen researched user-types on the Internet and concluded there were three user-types on user-driven platforms, based on quantity of production of user-created content. The first user-type, lurkers, was defined as users that consume content and never produce content (Nielsen, 2006). The second user-type, intermittent contributors, was defined as users that consume, and sometimes produce content (Nielsen, 2006). The third and last user-type, heavy contributors, was defined as users that produce the majority of content on the platform (Nielsen, 2006). Nielsen's (2006) division is primarily based on the quantity of content production, but does not take into

account other activities users might perform on user-driven platforms.

Brandtzaeg and Heim (2011) suggest a different approach. Instead of basing user-types on quantity of content production, they base user-types on different activities users perform on user-driven platforms. The first user-type, according to Brandtzaeg and Heim (2011), sporadics, is defined as users that visit occasionally and passively consume content. The second user-type, lurkers, is defined as users that visit regularly and passively consume content. According to Brandtzaeg and Heim (2011) both lurkers and sporadics act on a low participation level; they do not or rarely produce user-created content. They are also defined as “free-riders, who consume others’ user-created content” (p. 32). In this master thesis, these two user-types are combined, since their activities are only marginally different and are on the same participation level (Nielsen, 2006). The third user-type, according to Brandtzaeg and Heim (2011), socializers, is defined as users that actively seek contact and make connections with other users. The fourth user-type, debators, is defined as users that actively discuss and contribute to existing content. According to Brandtzaeg and Heim (2011) both socializers and debators act on a high participation level. They both produce user-created content on a regular basis. These two user-types are also combined for this master thesis, since both relatively perform the same activities; comment and discuss. According to Nielsen’s (2006) typology, both socializers and debators would be defined as intermittent contributors. The fifth and final user-type, actives, is defined as users that actively produce and create content (Brandtzaeg & Heim, 2011). These users are considered to be the ‘heavy contributors’, which Nielsen (2006) defines as the smallest group. Actives produce original content and are active on all levels of participation (Brandtzaeg & Heim, 2011).

To create measurable user-types for this master thesis, they will be based on different activities performed by NUJij users, alike Brandtzaeg and Heim’s typology (2011). The first activity that can be performed on NUJij is consumption of content, which refers to users reading articles and comments. The second activity is specific for NUJij; voting. On NUJij, users are allowed to vote on articles and comments. This can be seen as a way for users to express their opinion that requires less engagement in comparison to actually discussing and commenting on articles (Örnebring, 2008). By voting on content, users can agree or disagree with content with just one click. The third activity is commenting and discussing articles on NUJij. The fourth and final activity that can be performed on NUJij is the

uploading of articles. However, there is a difference between posting links to articles from other news sources and posting links to original content from users. As explained before, the former is defined as user-distributed and the latter as user-created.

Following is a description of the four different user-types based on the activities on NUJij. Included in the definitions of four user-types are also the following characteristics; different types of content (Engelfriet, 2009) and level of participation (Brandtzaeg & Heim, 2011; Jönsson & Örnebring, 2011).

2.3.1 The lurkers and sporadics

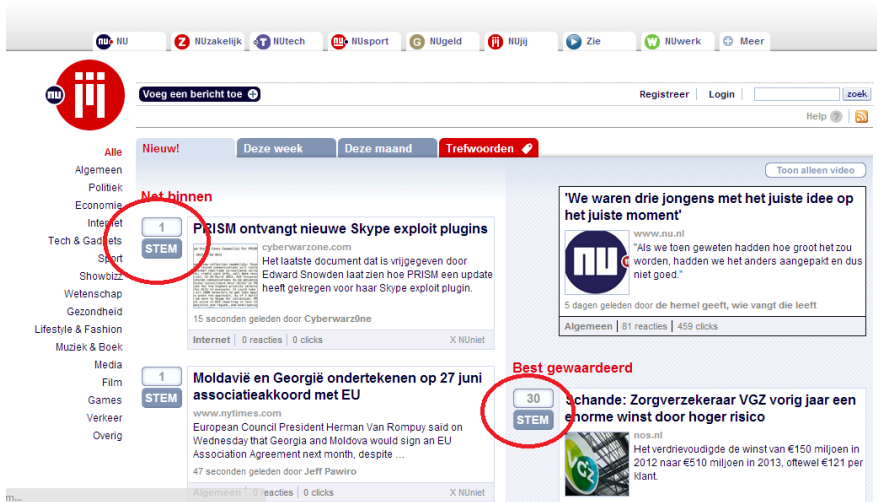
The activity of lurking literally means; “to read messages written by other people on the Internet in a newsgroup, or other places, without writing any messages yourself”⁷. As stated before by Nielsen (2006) and Brandtzaeg and Heim (2011), lurkers are identified as free-riders that consume content, but never contribute. Sporadics are users who visit and/or comment every once in a while. Brandtzaeg and Heim (2011) state that 50 percent of users of news platforms are lurkers and sporadics. The first type of user-content as discussed by Engelfriet (2009), user-generated, is unconsciously created by this user-type. The only activity necessary to 'produce' user-generated content is to visit a webpage or read an article. However, lurkers and sporadics, when possible, might adapt and customize homepages to suit their specific needs. Although this requires more effort and engagement, it can still be defined as merely consumption of content. Due to a low level of participation with content, no effect on the news content occurs, other than the view number rising (Jönsson & Örnebring, 2011).

3.2 The voters

The second user-type, voters, is not distinguished as a separate user-type by Brandtzaeg and Heim (2011) or Nielsen (2006). However, according to Örnebring (2008), voters exist between lurkers and sporadics and socializers and debators. As their name suggests, voters vote on online content. However, this content does not necessarily have to be user-created. Örnebring (2008) and Jönsson and Örnebring (2011) state that voting on polls and rating comments is classified as acting on a low participation level. For example, by voting on a

⁷ <http://www.merriam-webster.com/dictionary/lurking>

specific article on a news website, voters collectively select which articles are most popular.



For some news websites this means the article will be featured on the front page or highlighted within the search results (see figure 2.2). Furthermore, ratings could also adapt the context of an article. For example, if an article

has a very low rating, readers might be less inclined to read it.

Figure 2.2: Voters activity and impact.⁸

2.3.3 The socializers and debators

The third type, socializers and debators, comments on and discusses both user-created content and professional content. Instead of merely agreeing or disagreeing, like voters do, socializers and debators state their opinions in the discussion threads. The results of their activities can be found in discussion threads of forums, news websites and other platforms that have the possibility to comment. Brandtzaeg and Heim (2011) concluded that 30 percent of users on user-driven platforms can be defined as socializers and debators. According to Örnebring's guidelines (2008) their activities are defined as participating with user-created content. Furthermore, Jönsson and Örnebring (2011) define commenting on content to be on the medium participation level. It requires users to create actual user-created content, but only when actively solicited. The content they are debating is readily available, and their comments are asked for in the comment boxes below articles. Socializers and debators do not have to put in a lot of effort to participate with the content. This user-type creates extra content that enriches and might give new insights and information to the original content (see figure 2.3).

⁸ www.nu.nl



Figure 2.3: Socializers and debators activities.⁹

2.3.4 The actual producers

In the fourth and last user-group, the actual producers are users who actually post news articles are included (Örnebring, 2008). However, there is still a difference between user-distributed content and user-created content (Engelfriet, 2009). The first lacks the creative input user-created content requires, since it is just re-distributed content from other users or professional journalists. Therefore re-distributing content from mainstream news outlets is not considered to be an activity performed by actual producers. Brandtzaeg and Heim (2011) concluded that only 20 percent of the users of news websites can be defined as actual producers. According to Jönsson and Örnebring (2011) producing content can be grouped under the highest level of participation. Since the actual producers create the content necessary for the activities of the other user-types, they are the highest in the

⁹ <http://www.nu.nl/buitenland/3774711/soedanese-riiskeert-doodstraf-geloofskeuze.html>

production chain. If they did not produce content to read, vote or comment on, there would be no user-driven platform.

In the following section motives for users to be active on user-driven platforms will be discussed in depth, after which specific motives will be matched with user-types and hypotheses are formulated.

2.4 Motives

To influence behavior, firstly a clear understanding of motivational sources must be achieved (Daugherty, et al., 2010). Stoeckl et al. (2007) state that motivations are intentions of users' behavior. Users act a certain way because they want to achieve something. In other words, whatever users intent to achieve with a certain action motivates them. When users' motives for specific actions are clear, they can be offered incentives appropriately to repeat or not repeat those actions. In other words, if professional journalists desire higher quality and more user-created content from their users, their users' motives should be researched. For new media, the uses and gratifications theory was developed to explain its users' motives.

2.4.1 Uses and gratification theory

The uses and gratification theory originated in the media effects studies and was developed as a theory to analyse the gratifications that motivate audiences to use specific types of media and consume specific types of content (Leung, 2009; Ruggiero, 2000; Shao, 2008). One of the assumptions the theory is based on is that users of media make conscious decisions to use specific types of media and consume specific types of content (Ruggiero, 2000). Furthermore, the theory assumes users can self-report their motives for making a choice (Shao, 2009). These two aspects of the uses and gratification theory are most important for this master thesis.

Shao (2008) states that different types of activities, or uses (consumption, participation and production), have different motives, or gratifications. Furthermore, Diakopoulos and Naaman (2011) state that the biggest difference between motives is between the two activities consumption and production of user-created content. Since the four user-types in the previous section are based on different activities that can be performed on user-driven platforms, it can be assumed they have different gratifications. In the following section, based on motives elaborated on in the literature, six themes of

motives and four anti-motives, are defined. Furthermore, for each motive a hypothesis is formulated which identifies which user-type is motivated by which motive.

2.4.2 Extrinsic

Firstly, the difference between extrinsic and intrinsic motive will be elaborated on. Users are intrinsically motivated when they receive no apparent reward except for the activity itself (Stoeckl, et al., 2007). Benkler (2006) states that intrinsic motives are caused by feelings about what people should do, if they were a well-adjusted citizen and a decent member of society. For example, helping someone cross the street is done for personal satisfaction or pleasure. Extrinsic motives, on the other hand, are impositions from the outside. These can include money or other material rewards (Benkler, 2006). Therefore, material consequences, either positively or negatively, are called extrinsic motives (Stoeckl, et al., 2007). According to Benkler (2006) all motives ultimately come down to either economic status (extrinsic) or social status (intrinsic). In other words, on the one hand users are motivated to become rich or rich enough and on the other hand becoming famous or known. However, will be explained in the other motive theme sections, other motives do exist¹⁰.

Since the definition of user-created content used in this master thesis states that producers of user-created content are not primarily motivated by financial remuneration, it can be assumed that intrinsic motives are the cause of consumption, participation with and production of user-created content (Stoeckl, et al., 2007; Wunsch-Vincent & Vickery, 2006). Bruns (2008) argues that, instead of producing for monetary rewards, concepts of passion, enthusiasm, expertise and interest are crucial for producers of user-created content. Banks and Humphreys (2008) also found that for the producers of user-created content the emphasis was on non-monetary rewards. However, this assumption still needs to be tested to see whether this is also true for all user-types of NUjjj. The following first hypothesis is formulated:

H1: None of the user-types of NUjjj are motivated by extrinsic motives.

¹⁰ These motives will be elaborated on in 2.4.3, 2.4.4, 2.4.5, and 2.4.6.

In the following section, different intrinsic motives to consume, participate with and produce user-created content will be discussed in depth. The motives are divided in five themes, according to their characteristics according to literature.

2.4.3 Cognitive

The first theme of intrinsic motives is focused on knowledge, information and understanding yourself and others. Diakopoulos and Naaman (2011) state that information-seeking and -gathering is the main motive for users to consume user-created content. Daugherty et al. (2010) and Shao (2008) explain that users are motivated to consume user-created content to gain and organize information in order to be able to understand their environment.

Moreover, they consume it to understand and make sense of their personal experiences and to put these into context. Furthermore, Leung (2009) states that users consume user-created content to broaden their knowledge, to understand events and to refine their thinking. According to Daugherty et al. (2011), Diakopoulos and Naaman (2011), Leung (2009), and Shao (2008), it can be assumed that the user-type lurkers and sporadics are motivated more by cognitive motives than the other user-types.

However, Bowman and Willis (2003), Shao (2008) and Stoeckl et al. (2007) state that the production of user-created content is motivated by the urge to distribute information and inform others. Nov (2007) combines the motives of consumption and production of user-created content and states that to understand information, users have to exercise knowledge. When users include their own new perspective, it makes them understand a problem better. Furthermore, Bowman and Willis (2003) state that producers of user-created content broaden their knowledge by using the platform to showcase and practice their skills. Diakopoulos and Naaman (2011) state that users produce user-created content to educate others, share experiences, correct factual errors and to add information. In other words, producers of user-created content learn while informing other users about their expertise. Thus, according to Bowman and Willis (2003), Diakopoulos and Naaman (2011), Nov (2007), Shao (2008), and Stoeckl et al. (2007), actual producers are also motivated by the cognitive aspects of user-driven platforms. Therefore the following hypothesis is formulated:

Jacky Kuyt - Different user-types and their motives to be active on the user-driven news platform NUJij.

H2: Both user-types lurkers and sporadics and actual producers are motivated more by the cognitive aspects of NUJij than the other user-types.

2.4.4 Value- and self-expressive

This second theme of motives focuses on the aspects of user-created content platforms where users can express their values and identity. According to Leung (2009), Shao (2008), Stoeckl et al. (2007), and Wunsch-Vincent and Vickery (2006), users produce content to create a personal online identity. This is done through self-expression and self-actualization. Self-expression, firstly, is exercised through self-disclosure, either explicit (by producing content about ones' self) or implicit (by topic and word choice). Personal pages, for example, are a visualization of a user's online persona. Users therefore have the ability to create an image of themselves within the online community. Self-actualization, secondly, refers to motives of recognition and fame, which are defined in a different motive theme¹¹. Taylor, Strutton and Thompson (2012) furthermore argue that users expressing their identity online can be seen as acts of impression management. Stoeckl et al. (2007) state that documenting and expressing one's personal identity is an important motive to produce user-created content.

Daugherty et al. (2010) and Wunsch-Vincent and Vickery (2006) also state that, apart from managing and expressing one's identity, users also need to express their values. When their values are expressed and shared in a community, users may feel inherently gratified. When they become members of an online community that shares the same principles and morals as they do, their sense of self-esteem will increase. Bowman and Willis (2003) argue that to this that users are motivated to participate and contribute because it builds their self-esteem. The simple activity of creating and producing does this already. Diakopoulos and Naaman (2011) furthermore state that producing user-create content is done to express feelings and emotions. Therefore, according to Bowman and Willis (2003), Daugherty et al. (2010), Diakopoulos and Naaman (2011), Leung (2009), Shao (2008), Stoeckl et al. (2007), Taylor, Strutton and Thompson (2012), and Wunsch-Vincent and Vickery (2006), actual

¹¹ The fame and recognition motive will be elaborated on in 2.4.7.

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producers are motivated by the value- and self-expressive aspects of user-driven platforms. Therefore, the following hypothesis was formulated:

H3: The user-type actual producers is motivated more by the value- and self-expressive aspects of NUjij than the other user-types.

2.4.5 Social

The third theme of motives focuses on the social aspects of user-driven platforms. As stated in the definition user-created content is produced and shared within a community.

According to Bowman and Willis (2003) users are motivated to produce because they have the need to feel like they belong to this community as a whole, and some of its specific sub-communities. Reasons for users to join an online user-created content community include friendship (Nov, 2007), social support, desire for contact (Stoeckl, et al., 2007), connecting with peers (Wunsch-Vincent & Vickery, 2006), to integrate within a community and to have social interaction (Leung, 2009; Shao, 2008). In other words, users meet new people, make friends, find support and connect with other users in online communities. Furthermore, they become members of self-developed communities and have meaningful discussions (Chau, 2010; Nov, 2007). Merely consuming user-created content does not gratify these needs. Therefore one must at least participate with or produce user-created content. When users participate with content from other users, relationships might be build. In reality, about 45 million users of online communities say that these have helped them connect with other like-minded people (Bowman & Willis, 2003). In short, according to Bowman and Willis (2003), Chau (2010), Leung (2009), Nov (2007), Shao (2008), Stoeckl et al. (2007), and Wunsch-Vincent and Vickery (2006), voters and socializers and debators participate on user-driven platforms motivated by the social aspects of the platform. Therefore the third hypothesis is:

H4: Both user-types voters and socializers and debators are motivated more by the social aspects of NUjij than the other user-types.

2.4.6 Fun and entertainment

Even though news production might be a serious matter, Stoeckl et al. (2007) also concluded that enjoyment was one of the key motives for users to consume, participate with and produce user-created content. Shao (2008) elaborates more on the aspect of enjoyment and states that one of the motives for consuming and producing content is to entertain one's self, to release tensions from daily life, and as a distraction from day-to-day grind. According to Shao (2008) merely consuming user-created content is mainly done to be entertained. Leung (2009) states that users are motivated to consume to simply pass time and out of curiosity.

Production of user-created content, however, is also done to entertain others and be entertained (Bowman & Willis, 2003). In Nov's (2007) research, the need for fun, was defined to be of most impact on participation with and production of user-created content. Overall, users feel entertained and like they are having fun when consuming, participating with and producing user-created content. Based on Bowman and Willis (2003), Leung (2009), Nov (2007), Shao (2008), and Stoeckl et al. (2007), the following hypothesis is formulated:

H5: All user-types, from lurkers and sporadics to actual producers, are motivated by the fun and entertainment aspects of NUJij.

2.4.7 Recognition and fame

The last theme of motives to be active on user-driven platforms discussed is the need for users to feel recognized, be respected and have some sort of social status within a community (Leung, 2009; Wunsch-Vincent & Vickery, 2006). Shao (2008) and Banks and Humphreys (2008) state that this recognition of efforts is one of the most important motives for users to be active on user-driven platforms. Through social recognition a certain social status within the community can be achieved (Bruns, 2008). Wunsch-Vincent and Vickery (2006) argue that producers of user-created content are motivated to achieve a certain level of fame, notoriety or prestige within the community. Bowman and Willis (2003) and Leung (2009) even concluded that the need to be recognized by other community members is the strongest motivation for producing user-created content in the blogosphere. Through becoming known to individual participants within a community, users achieve a sense of self-worth (Comor, 2010). Consequently, when user-created content is valued by other

members from the community, according to Nov (2007), the producers feel needed, which in turn increases their self-esteem. In other words, producers of user-created content are instantly gratified with attention and approval from members of the community (Bowman & Willis, 2003). This also refers to Shao's (2008) definition of the motive to produce user-created content, self-actualization. According to Shao (2008), the goals of self-actualization are to be recognized for their participation and to become known within the community.

Recognition comes in many forms, ratings and votes are one example. A response of another user can also be defined as recognition. According to Chau (2010) and Shao (2008), users produce user-created content to get a response, negative or positive, from other users. Shao (2008) and Taylor et al. (2012) refer to this as the reinforcement model. According to this model, producers of user-created content are more likely to produce again when their initial content was responded to, positively or negatively, by other users. In short, according to Bowman and Willis (2003), Bruns (2008), Chau (2010), Comor (2010), Leung (2009), Nov (2007), Shao (2008), Taylor et al. (2012), and Wunsch-Vincent and Vickery (2006), actual producers are motivated by the need to be recognized and to feel valued. Therefore, the following hypothesis is formulated:

H6: The user-type actual producers is motivated more by the recognition and fame aspects of NUjjj than the other user-types.

2.4.8 Anti-motives

Stoeckl et al. (2007) also state anti-motives, or in other words, reasons to not be more active on higher levels of participation on user-driven platforms. Firstly, a lack of journalistic experience can cause users to be hesitant towards participating with and producing user-created content. Furthermore, a lack of time and/or money can cause users to stay a lurker and not get more engaged. Finally privacy is of great concern to users of the platform. Since most user-created content includes opinions users could feel less safe if privacy needs are not met accordingly (Stoeckl, et al., 2007). It is important to address these anti-motives in this master thesis, because even if users are motivated by one of the earlier mentioned motives, anti-motives could still prevent users from being active on higher participation levels. Because these anti-motives only really affect lurkers and sporadics to act on a higher participation level, the following hypothesis is formulated:

H7: The user-type lurkers and sporadics are influenced more by anti-motives than the other user-types.

2.6 Conclusion

To sum up, in this theoretical chapter firstly different aspects of user-created content were discussed. Taking into consideration many different scholars a definition of user-created content specific for this master thesis was formulated. Secondly, three different types of user-driven news platforms were elaborated on to understand the context of the research subject better. Between these different types of platforms, users are allowed to participate on different levels. However, according to Horowitz (2006), Nielsen (2006) and Shao (2009) the users on each platform also participate on different levels, and they were divided into different user-types. The findings from different scholars were combined and compared to the user population of NUJij. The user-types that resulted from the combined theory and practice are:

- Lurkers and sporadics
- Voters
- Socializers and debators
- Actual producers

Fourthly, the uses and gratification theory was introduced. Shao (2009) suggests that, because different user-types perform different activities, or uses, on user-driven news platforms, they will have different motives, or gratifications. These motives were deducted from multiple scholars and combined with the theory about the activities of the four user-types. In table 2.1, this information is visualized to demonstrate which user-types are motivated by which motives, as suggested by the literature.

<i>Motive</i> User-type	1 st	2 nd	3 rd	4 th
Lurkers & Sporadics	Cognitive	Fun and entertainment		Anti-motives
Voters	Social	Fun and entertainment		
Socializers & Debators	Social	Fun and entertainment		
Actual producers	Cognitive	Value and self-expressive	Fun and entertainment	Recognition and fame

Table 2.1: Summary of user-types and their motives according to literature.

In the next chapter, the methodology used for this master thesis will be discussed. The focus will be how the four user-types and six themes of motives are operationalized so they can be measured with an online questionnaire. Also, data analysis methods for both qualitative and quantitative data will be addressed. Furthermore, sampling strategies and the sample population will be discussed.

3. Methods

In this chapter firstly the methods to research the correlation between user-types and motives will be discussed. Secondly, the choice for NUJij as specific case-study will be argued for. Thirdly, the structure of the online questionnaire will be elaborated on. In this section the concepts used in the research question and hypotheses will be operationalized.

Furthermore, methods of data analysis for both qualitative data and quantitative data will be elaborated on. In the qualitative data analysis section, coding instructions will be given and explained. In the quantitative data analysis section, the multiple statistical tests used, inter-coder reliability test results and reliability test results per motive constructs will be stated.

3.1 Online questionnaires

According to Babbie (2008), surveys are valuable vehicles for measuring attitudes in larger populations. Furthermore, according to the uses and gratifications theory, users are able to describe and distinguish their own uses and gratifications (Leung, 2009; Ruggiero, 2000; Shao, 2009). Consequently, users are able to identify their own user-type when it is defined with a specific activity. Also, users are able to identify their own motives to perform these activities. For this research an online survey was not only most practical, but also fitted the research subjects most. Respondents will remain in the environment in which they feel safe and comfortable. Furthermore, the anonymity of the survey and self-administered answers will increase the likelihood of respondents reporting any controversial or deviant behaviour (Babbie, 2008).

The survey was designed with the principles of informed consent in mind. In the introductory section respondents are informed about the nature of the study. Furthermore, it is stressed that respondents are voluntarily participating in the survey and that it is administered completely anonymously. This excludes any potential risks of being identified in the final study. Reassuring participants about their privacy and confidentiality of the data should increase the response rate and motivate the respondents to be honest (Babbie, 2008). Since no questions relating identity, other than age and sex, are asked, respondents can be sure they will not be identified. Additionally, for both age and sex, the option of 'I'd rather not say' is given. After finishing the survey, respondents are debriefed and thanked. They also have the possibility to give their e-mail address if they want to be informed about

the results of the research.

The online questionnaires is in Dutch, since NUJij is a Dutch website. After consultation with NUJij test-lab employees, who have created multiple questionnaires for NUJij users, a maximum of 40 questions/statements was set. This means the questionnaires would take the average respondent around 5-10 minutes to complete. This would decrease drop-out rates and keep respondents concentrated. The survey will be administered through the university programme Qualtrics and will be online until a minimum of 250 respondents is met.

Before posting the questionnaire on the NUJij homepage, multiple NUJij editors checked it to see if the questions fit the vocabulary of the NUJij user population. Some sentences and statements were adjusted to make the questions and statements more understandable and suitable to the NUJij user population.

3.2 Case study

This master thesis is limited to the users of NUJij, which makes it a specific case study. According to Yin (2005) case study research can be applied to most types of research questions. Even though choosing a specific case limits the research to one specific website and its users, it does make the research more feasible within the given timeframe, and gives it the possibility to go more in-depth. The case of NUJij is especially interesting because the user-driven news platform exists and operates solely online, and is relatively new compared to more traditional news outlets. Furthermore, at this moment NUJij is the only user-driven news platforms governed by mainstream media in the Netherlands. Therefore, it relies heavily on its users' participation and user-created content. Thus, since user participation and user-created content are essential for NUJij, it can be stated that NUJij is the ideal platform to research the relationship between user types and motives.

Furthermore, no specific research about Dutch users has been executed in the literature found. Even though this research is unable to analyse whole population of the Internet, it will give a very specific and in-depth analysis of a sample of the users of NUJij. Therefore it will most certainly provide new information, not just about Dutch users, but possibly add knowledge that can be used in further international research.

3.3 Survey structure

In the next section the actual structure of the online survey will be elaborated on and argued for. Firstly, the core concepts of the research question and hypotheses, user-types and motives, will be operationalized. Secondly, background variables and control variables will be elaborated on.

3.3.1 Operationalization

In the following paragraphs the variables used in the hypotheses will be operationalized based on the literature discussed in the previous chapter. The individual items of which the variables exist will be explained and argued for. Validity is ensured since questions and statements are based on a broad range of literature.

3.3.1.1 User-type

The first concept, user-type is the independent variable for the research question and hypotheses. The four nominal options for this variable are

1. Sporadics and lurkers
2. Voters
3. Socializers and debators
4. Actual producers

As stated by Ruggiero (2000) and Shao (2009), users are able to identify their own uses of media. Furthermore, the user-types are defined based on the different uses on the user-driven platform. Therefore, when user-types are explained with their corresponding activity, respondents are able to identify themselves as one of them. Two questions in the online questionnaire focus on identifying the respondent's user-type. Firstly, user-type stated by users (Ustype), where respondents choose either one out of four user-types as suggested by the literature, or answer in their own words. However, the names of the user-types are adapted to represent the activities the user-types perform (see 7.1.3: question 4). This makes it easier for respondents to identify with a user-type. Option e. 'other, namely...' , will result in textual responses that will firstly be qualitatively analysed, after which the responses will be re-coded into the four user-types by the researcher¹². The initial coder will

¹² Instructions for qualitative data analysis and coding instructions will be given in 3.4.

be checked by a second coder to ensure inter-coder reliability.

Secondly, respondents will be asked which activity they perform mostly on NUJij. This information will be used to analyse whether users identify with the activity they exercise most or with the activity they exercise less, but value more. This will be determined by letting respondents rank their activity according to which they spend most time (see 7.1.3: question 3). This will result in ordinal-level data, since each activity level requires a more active user. Only the activity that is ranked first will be compared to the user-type respondents choose, other rankings will not be taken into account.

3.3.1.2 Motives – Open question (MotOpen)

In the questionnaire, respondents are asked to complete the statement ‘I am active on NUJij because...’ in their own words (see 7.1.3: question 5). This question will be asked before any statements about motives are given, in order to make sure respondents are not influenced. As stated before, users are able to self-report their motives to use specific types of media in specific ways. Therefore, responses will give insight into the main motives for users to be active on NUJij. Furthermore, after qualitative data analysis¹³, these responses are manually recoded for statistical analysis.

3.3.1.3 Motives – Likert scales

The following items will determine respondent’s attitudes towards specific motives. All motives are determined by measuring attitudes towards specific statements. The opening sentence for each statement is ‘I am active on NUJij because...’. In Leung (2009) the sentence ‘I participate in content-generation online’ was used as the start of all statements answered with Likert-scales. However, since this research includes all activities possible on NUJij, and not just content-generation, the term ‘I am active on NUJij’ was chosen. As stated before, 5-point Likert-scales will be used to acquire interval-level data. According to Babbie (2008) Likert-scales will measure the attitude of respondents towards statements. The response options range from 1 till 5, in which 1 is coded as completely disagreeing, 2 as somewhat disagreeing, 3 as neither disagreeing nor agreeing, 4 as somewhat agreeing and 5 as completely agreeing. Different statements make up each motive, which will be tested with

¹³ Instructions for qualitative data analysis and coding instructions will be given in 3.4.

reliability analysis to see if they measure the same construct. When the reliability analysis calculates an alpha over 0.6, items will be added so they can be statistically tested as a constructs.

Extrinsic Motive

To see whether users are motivated by extrinsic motives, two statements about how financial remuneration affects them to be active on the platforms are included (see 7.1.3: statements 6 & 7). According to Stoeckl et al. (2007), the extrinsic motive factor includes 'being paid now or in the future'.

Cognitive motives (CogMot)

To see whether users are motivated by cognitive motives, five statements about how knowledge gathering and sharing affect them to be active are included (see 7.1.3: statements 8-12). According to Diakopoulos and Naaman (2011), cognitive motives consist of 'getting/knowing information', 'understanding information', 'informing others' and 'learning'. Daugherty et al. (2010) includes 'making sense of experiences' and 'to organize and understand my environment'. Stoeckl et al. (2007) furthermore state that 'informing others' are included. Leung (2009) also includes 'refine thinking' and 'understanding events'.

Value- and self-expressive motives (ValMot)

To see whether users are motivated by value- and self-expressive motives, five statements about opinion-sharing, self-expression and discussing affects them to be active are included (see 7.1.3: statements 13-17). According to Diakopoulos and Naaman (2011), identity is expressed through 'emotions and feelings' and 'opinions'. Leung (2009) includes 'to express feelings' and 'to share views, thoughts and experiences'.

Social motives (SocMot)

To see whether users are motivated by social motives, four statements about how social activities and friendship building affects them to be active are included (see 7.1.3: statements 18-21). According to Diakopoulos and Naaman (2011), social motives are expressed through 'community feel' and 'other people's opinions'. Stoeckl et al. (2007) state that 'communication with others' and 'keeping in touch' are also social motives. Bowman and Willis (2003) furthermore include 'find like-minded people' and 'make friends'.

Fun and entertainment motives (FunMot)

To see whether users are motivated by fun and entertainment motives, four statements about how fun and time-passing affect them to be active are included (see 7.1.3: statements 22-25). According to Diakopoulos and Naaman (2011), users are motivated by 'humour' and 'fun'. Stoeckl et al. (2007) and Leung (2009) furthermore include 'enjoyment/relaxation' and 'time-passing'. Bowman and Willis (2003) also state 'distraction' and 'fun' are part of the fun and entertainment motive.

Recognition and fame motives (RecMot)

To see whether users are motivated by recognition and fame motives, six statements about how respect and attention from the community affects them to be active are included (see 7.1.3: statements 26-31). Bowman and Willis (2003) include 'social recognition' in this construct. Leung (2009) states 'respect' is also included.

Anti-motives (AntiMot)

To see whether users are worried about certain things, and therefore are less active on NUjij, four statements about how lack of skills and privacy concerns affects users are included (Shao, 2009; see 7.1.3: statements 32-35).

3.3.1.4 Background variables

Two variables were added to include some background information about the use of NUjij of the respondents (see 7.1.3: questions 1 & 2). Firstly, respondents are asked about their visit-frequency of NUjij. Secondly, their time spend per visit is questioned. The responses to these questions are not used in actual data analysis, but are useful as background information about the habits of NUjij users.

3.3.1.5 Control variables

The variables, age and sex, are used as control variables to check if the sample population is similar to the actual user population of NUjij (see 7.1.3: questions 36 & 37). The response options for these variables are based on information about the total population of NUjij (Sanoma, 2013). To make sure participants do not feel threatened about their privacy and anonymity, the option 'I'd rather not say', was added.

3.4 Data analysis

In the following sections the two different strategies of data analysis, qualitative and quantitative, will be explained and argued for. Firstly, the analysis of the response to the open question in the online questionnaire will be elaborated on. Secondly, coding instructions to re-code the qualitative data into quantitative data will be explained. Thirdly, the data analysis of the quantitative data and thus the statistical tests will be elaborated on.

Overall, combining both qualitative and quantitative data analysis to answer different aspects of the research question increases the overall quality of the research. By testing the literature with qualitative and quantitative data analysis, new perspectives might emerge. Although literature has given a solid foundation for the research, the research remains open enough to be able to recognize differences and analyse them accordingly.

3.4.1 Qualitative data analysis

The motives as discussed in literature have not been tested on an online user-driven news platform before. Therefore an open question was added to the online questionnaire to ensure these motives exist for the user population of NUJij. The textual responses of respondents to question 5 (see 7.1.3) will be openly coded with the literature in mind. If or when new or other trends are noticed, they will be explained and elaborated on in the results section. To analyse the qualitative data, each individual response was evaluated separately. While evaluating responses, trends were noticed and categorized accordingly. For each response it was decided whether it fit into an already existing category, created from previous responses, or it needed a new descriptive category. After inductively coding all responses, the labels and descriptions of categories were compared to motives suggested by literature. During this process most categories were explained by and recoded to motives as suggested in the literature. However, specific trends within these motives were noted and few respondents expressed motives that were not present in literature at all¹⁴.

3.4.1.1 Recoding qualitative data

After the qualitative data analysis, the nominal data needs to be recoded into categories so it can be used for statistical analysis. Therefore, the qualitative responses of both option e

¹⁴ The responses that were different than suggested by literature are discussed in 4.1.

for question 4 (other, namely...) and question 5 (I am active on NUJij because...) will be recoded. For question 4, all responses are recoded into the four categories as suggested by the literature (1; Lurkers and sporadics, 2; Voters, 3; Socializers and commentators, and 4; Producers). When respondents give responses that are completely different from the four user-types, they will be coded other (5).

Secondly, the variable motives – open question, will also be recoded. The methods of coding this variable are discussed in a previous section about qualitative data analysis. In short, responses, when possible and fitting, will be recoded into the six categories as suggested by the literature (1: Extrinsic motives, 2: Cognitive motives, 3: Value- and self-expressive motives, 4: Social motives, 5: Fun and entertainment motives, 6: Fame and recognition motives). Responses that do not fit any of these categories, will be coded as other (7). For both the responses that need to be coded, the second coder, Leroy Nijhoff, was informed through the information in the conceptual framework

3.4.2 Quantitative data analysis

In the conceptual framework, different scholars have argued that there are four user-types on user-driven news platforms and six types of motives and anti-motives to be active on user-platforms. The combination of this data needs quantitative testing to define relationships between these two concepts and answer the research question. Since both concepts, user-types and motives, are widely discussed by scholars, combining their results and executing a quantitative research seems most logical, convenient and effective. Shao (2009) has predicted the relationship between different uses and different gratifications on user-driven platforms, but has not tested this with quantitative analysis. In other words, since this master thesis focuses on testing hypotheses that originate in literature, quantitative research is most suitable to test them.

The statistical analysis programme SPSS will be used to analyse the relationships between the different variables to check whether they are significant. Different test of statistical significance will be used to test the hypotheses. Since the overall hypothesis to test is whether there is a correlation between different user-types and different motives to be active on NUJij, a chi-square test of independence will calculate whether there is a significant relation between user-types and motives. Furthermore, to find differences

between groups with a nominal-level independent variable (user-type) and a dependent ratio-level variable (motives), one-way ANOVA's will be calculated (Babbie, 2008).

Furthermore, to find between which user-types these differences lie, post-hoc tests (Dunnet's and Tukey HSD) will be calculated.

3.4.2.1 Inter-coder reliability

To test whether coding instructions for the recoding of the qualitative responses were adequate, inter-coder reliability tests were computed. In total, 17 respondents filled in a textual response for question 4 (Ustype). These responses were recoded to fit one of the four user-types as suggested by literature. A second coder, Leroy Nijhoff, also coded all cases to measure consistency for the variable. The inter-coder reliability for this variable was found to be Kappa= 0.77, ($p < .000$) (See appendix 7.2.1). According to Landis and Koch (1977), any Kappa value between 0.60 and 0.81 means the agreement between coders is substantial.

Secondly, the responses to question 5 about users' motives to be active on NUJij were recoded. All 393 respondents textually responded and finished the sentence 'I am active on NUJij because'. After qualitative analysis, responses were coded openly to fit either one of the six motives that were discovered in literature, or the option 'other'. A second coder, Leroy Nijhoff, also coded 10 percent of all cases ($N=39$) to measure consistency for the variable. The inter-coder reliability for this variable was found to be Kappa= 0.83, ($p < .000$) (See appendix 7.2.4). According to Landis and Koch (1977), any Kappa value higher than 0.81 means the agreement between coders is good.

3.4.2.2 Reliability of motive constructs

Furthermore, all separate motive constructs that consist of multiple statements were tested to see if they were consistent and reliable (see appendix 7.2.6). Cronbach's Alpha was used to assess the reliability of the Likert-scale items that made up the constructs. According to Gliem and Gliem (2003), Cronbach's Alpha is acceptable when higher than 0.7. The following constructs were found to be reliable according to these guidelines. Firstly, the construct extrinsic motives, which consisted of two items, was found to be reliable ($\alpha=0.801$). The constructs cognitive motives and value- and self-expressive motives, both consisting of five items, were also found to be reliable ($\alpha=0.785$ and $\alpha=0.986$, respectively). The construct

social motives, four items, was also found to be reliable ($\alpha=0.787$). Finally, the construct fame and recognition motive was found to be highly reliable (6 items; $\alpha=0.860$). None of the previous constructs could be more reliable if any items was deleted. For these constructs, new variables consisting of all items were computed by adding the values of the five different statements and dividing the result by the number of statements. This resulted in five new variables; Extrinsic Motive Total (ExMotTot); Cognitive Motive Total (CogMotTot); Value- and Self-expressive Motive Total (ValMotTot); Social Motive Total (SocMotTot); and Fame and Recognition Motive Total (RecMotTot). These included the responses to all their statements considering the specific constructs. The responses range from 1 (completely disagree) to 5 (completely agree), with 3 as the middle-point (neither disagree nor agree).

Both constructs fun and entertainment and the anti-motive construct were found to be unreliable (both 4 items; $\alpha=0.659$ and $\alpha=0.595$ respectively). For the construct 'fun and entertainment motive', deleting the item 'because it passes time', would increase α to 0.665, which is still considered unreliable (Gliem & Gliem, 2003). Therefore for further analysis, the statements of these constructs will be analysed separately.

3.5 Sample

3.5.1 Convenience sampling

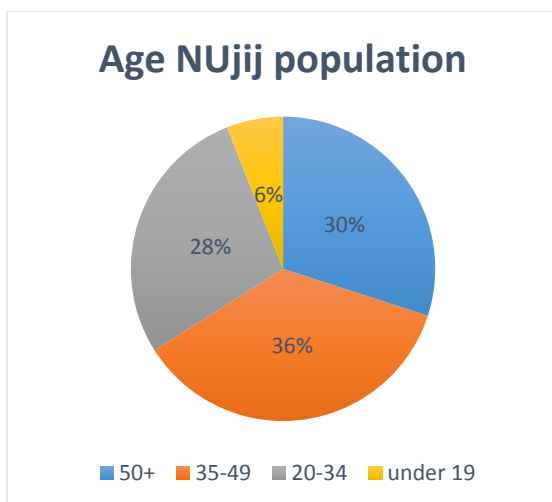
Overall, every active user of NUJij is a possible respondent of the questionnaire. The link to the online survey questionnaire will be posted on the homepage of NUJij as an advertorial¹⁵. This means that convenience sampling will be used to meet the minimum number of respondents of 250. The advertorial with an accompanying text was posted on the 25th of April, 2014 and was online until the 28th of April, 2014 (for translated accompanying text see appendix 7.1.1). An example of the placing and advertorial can be seen in appendix 7.1.2. A total of 598 respondents started the survey. When the survey was taken offline, the advertorial had received 643 clicks, meaning 643 users of NUJij at least read the post. From all users exposed to the actual survey request, the response rate is 93 percent. However, in total only 393 respondents completed the survey, which results in a drop-out rate of 34.3 percent. Most respondents dropped-out after or during the introductory section, meaning impatience or lack of attention was not the reason for them to drop out. However, even

¹⁵ <http://www.nujij.nl/algemeen/onderzoek-help-mee-om-uw-nujij-ervaring-te.27970412.lynkx>

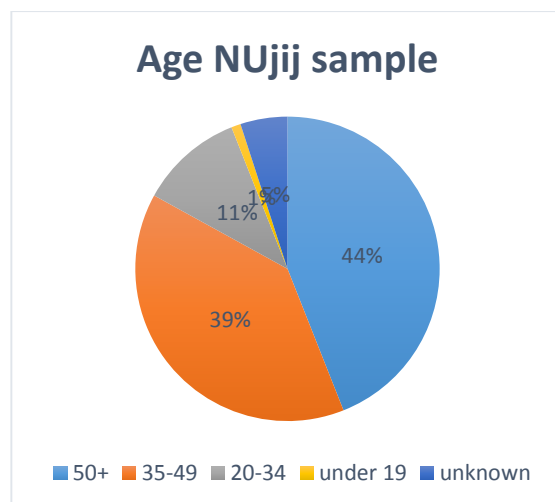
though the response rate is relatively high, and the drop-out rate relatively low, the sample could be biased. When asking users for their opinions, socializers and debators and actual producers are more likely to respond. Since they are actively participating and producing content on NUjij, they are more likely to invest time and effort in improving their experience. Therefore, it can be assumed these groups to be over-represented in the sample. Even though the sample of respondents might not be representative of the user population of NUjij, it is representative for the different types of users and their motives. The focus of this research is not adequately representing the user population of NUjij, but to analyse the different groups that are present and compare their motives. Therefore it is not necessary to have a representative sample of the complete population, as long as this is acquired from the different groups of users.

3.4.2 Sample population

As can be seen in the following two graphics, the sample differs slightly from the actual user population of NUjij (graphic 3.1a and b; 3.2a & b). For the control-variable age, in both samples the 35-49 year-old users are represented relatively equally (see graphic 3.1a and b). Users older than 50 are over-represented in the sample as compared to the actual population. Contrarily, users between 20 and 34 years old are under-represented in the sample.

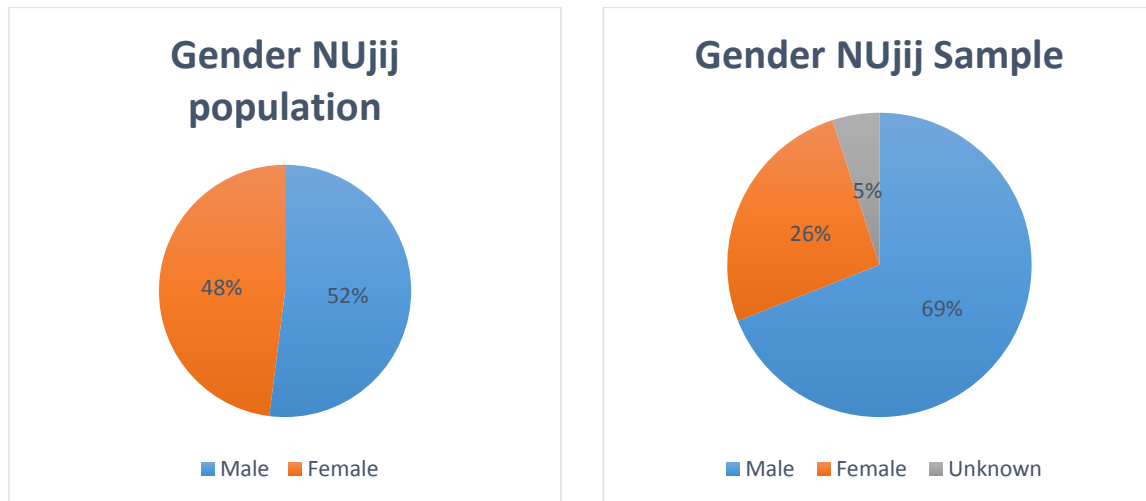


Graphic 3.1a: Age representation real population.



Graphic 3.1b: Age representation sample population.

For the control variable gender, it was noticed that in both populations, actual and sample, males are slightly over represented in comparison to women (see graphic 3.2a and b). However, in the sample men are over-represented more than in the actual sample.



Graphic 3.2a: Gender representation real population. Graphic 3.2b: Gender representation sample population.

3.6 Conclusion

In this chapter it was firstly argued why an online questionnaire is the most suitable to analyse the possible relation between user-types and motives. Secondly, the survey structure was explained and all constructs were operationalized. Each construct and statement was based on previous literature, discussed in the conceptual framework, which increases the validity and overall quality of the research. Thirdly, the data analysis methods for both qualitative and quantitative data were addressed. Open coding instructions were elaborated on first, after which different quantitative tests were argued for. Furthermore, test results for both inter-coder reliability and construct reliability were calculated and explained. It was concluded that two motive constructs, fun and entertainment and anti-motives, were not reliable. Therefore, their statements will be analysed separately in statistical data analysis. Fourthly, it was concluded that the sample population slightly differed from the actual user population of NUjij, based on age and sex. However, since the focus of this research is not on representing the population of NUjij, but analysing differences between user-types, this has no effect on its validity. In the following chapter, the results of both qualitative and quantitative data analysis will be stated and explained. Furthermore, the seven hypotheses as stated in the conceptual framework will be tested.

4. Results

In this chapter, firstly the results from the qualitative data analysis will be addressed. In this first section motives mentioned by respondents were openly coded, to check whether they were consistent with those suggested by literature. The differences and similarities found will be elaborated on and discussed. Secondly, in the quantitative data analysis section, hypotheses will be tested with the use of statistical tests. The statistical programme SPSS and multiple statistical tests, as addressed in the methodology chapter, will analyse how different user-types are affected by different motives.

4.1 Qualitative analysis

As stated in the methodology chapter, respondents were asked one open question, namely 'I am active on NUJij, because'. Their textual responses were varying. Although the majority of responses fitted the motive constructs suggested by literature, some gave new insights on different aspects of these constructs. As suggested by Banks and Humphreys (2008), Bruns (2008), Stoeckl et al. (2007), and Wunsch-Vincent and Vickery (2006), none of the respondents mentioned money or material rewards to be the motive of their activities on NUJij. Furthermore, a minority of the textual responses did not fit the six motive constructs as suggested by literature. These are addressed after all motive constructs suggested by literature are discussed. Citations from independent respondents are identified by gender; M for male and F for female; and user-type, LS for lurkers and sporadics, V for voters, SD for socializers and debators, and AP for actual producers.

4.1.1 Cognitive motive

The textual responses that were considered to match the cognitive motive had two clear main trends. Firstly, respondents are interested in news articles and the opinion of the public. Respondents for example replied: *"to read the news"* (M:LS), *"curiosity about the news"* (F:LS), and *"news-gathering"* (M:SD). Furthermore, being up to date and catching up with the news was also mentioned: *"to keep up with the news"* (M:SD), *"to stay up to date"* (F:LS), and *"to read about actualities"* (F:LS). In general, respondents are interested in the news and found NUJij interesting. Several respondents replied: *"general interest"* (M:LS), *"interested"* (F:V), and *"interesting"* (M:LS). However, respondents did not always elaborate

on what exactly they were interested in, or what they found interesting about NUjij.

However, in contrary to reading just the news, users are also interested in the public opinion, represented in the comments. Respondents state they are interested in what other users think and feel. Within these responses two sub-trends were noted. Firstly, some respondents are merely interested in what other users think. For example: *“curious about what everybody is thinking”* (M:SD), *“interested to see what others think of news”* (M:SD), and *“interested in knowing how the public responds”* (F:LS). Secondly, other respondents are interested in finding out whether their opinion matched the public opinion. For example: *“to see whether more people in the Netherlands share my opinion”* (M:SD), *“to compare my opinion with others”* (F:LS), and *“to recognize my opinion in others”* (F:SD). All these slightly different responses are grouped under the construct of cognitive motives, since they focus on learning and knowledge gathering. To conclude, the users of NUjij are interested in two different types of content, namely professional content and user-created content.

Furthermore, as stated in the literature, informing others was also defined as a cognitive motive (Bowman & Willis, 2003; Shao, 2008; Stoeckl, et al., 2007). This was also mentioned in the textual responses by respondents, for example: *“to share information”* (M:SD) and *“to share knowledge”* (M:SD). This aspect of the cognitive motive is therefore also supported by the qualitative data. Another trend noted considering the cognitive motive focuses on the specific news source and sort of news. Some respondents state they are active on NUjij for a specific type of news that they are not able to find on mainstream media platforms. According to the respondents, NUjij is a source of diverse and different news. A male voter stated that *“NUjij is about what people care about, not what the media cares about”*. Furthermore, respondents stated that NUjij provides *“news that is not or less focused on by most news sites”* (M:SD), *“news articles that are selected by users, which are more interesting than news articles selected by professional journalists”* (M:SD), and *“articles from alternative media”* (M:AP). However, since all these responses consider NUjij as an important news and information provider and are motivated by this aspect, these response are considered to be part of the cognitive motive construct.

4.1.2 Value- and self-expressive motive

The aspects mentioned by literature considering the value- and self-expressive motive were also mentioned by respondents. Three main trends were noted during the open coding process. A clear difference was found between respondents who were motivated by expressing their opinion, respondents who were motivated to change other users' opinions and influence them, and respondents who were motivated by actually discussing news. As discussed in the conceptual framework, to express values and identity a user must participate with the content. A female socializer and debator states the difference clearly in her response: *"Sometimes I just post my opinion, I have to be in a certain mood to actually start discussing"*.

The first group of users, who merely post their opinions and feelings, state that they are active on NUJij because *"I love expressing my opinion"* (M:SD), *"to give my uncensored opinion about things that affect me"* (F:SD), and *"I want to ventilate my opinion"* (M:SD). A female socializer and debator stated that the anonymity on NUJij gives her the confidence to respond openly. She states: *"It's just nice sometimes to give your opinion anonymously. Sometimes you have an opinion you can't or don't want to ventilate publicly"*.

Alike this group of users who are motivated by merely expressing their opinions and feelings, is a group of users who are motivated to be active on NUJij because they want to change other users' opinions. A male actual producer stated that he *"hopes to have some kind of influence on the readers' thoughts"* and a female voter stated that she *"wants to influence just a little"*. Even though these users do aspire an effect of their comments, they are still not actively participating in discussions. It can be considered a little more engaged than the previous group, since they do not just post their opinion. This group of users wants to accomplish something by posting their opinion, which is convincing or influencing other users.

The last group of users responded that they are actually actively engaged in discussions with other users and stated they are active on NUJij to discuss, participate in debate and to share thoughts with other people. More specifically, some respondents state they learn more and gain insights from sharing thoughts and opinions with others. For example: *"I sometimes gain more, or different insights when opinions are shared"* (F:SD) and *"to gain different insights and to give them"* (M:SD). In conclusion, it can be stated that some

users are motivated merely to express their opinions, others want to convince others of their opinion, and the last group is motivated to participate in discussions with others and learn from them. In general, the first group is less engaged with the content and platform than the last group.

According to these qualitative findings, users express values on user-driven platforms on two levels. The first level is value expression focused on the original article, to which the first and second group of users discussed belong to. These users only respond to the article and therefore do not participate in an actual conversation or discussion, even if they are trying to convince other users. The second level is value expression focused on the audience, whereby authors actively discuss the content and other users' responses.

4.1.3 Social motive

Only two respondents mentioned the social aspects of NUJij to be their motive to be active on the platform. The first respondent stated she was there for "*cosiness!*" (F:SD) and the other stated that "*it created a bond within specific discussion-threads*" (M:SD). However, overall the social motive is not clearly present in the textual responses.

4.1.4 Fun and entertainment motive

Overall, respondents stated their reason for being active on NUJij was simply because it is fun. Since they did not state any of the other motives as a reason why they think it is fun (e.g. it is fun because I can share my opinion), these responses are considered to fit the fun and entertainment motive. Other respondents reported their motive was "*to pass time*" (M:SD) or "*to relax*" (M:SD). A male socializer and debator stated that "*NUJij is a good mental distraction for me*".

Interestingly however, some respondents stated being active on NUJij was a habit, and they did not know why exactly they did it. A female lurker and sporadic for example stated that she was active on NUJij because of "*the force of habit*", and a male socializer and debator stated that "*it used to be fun to do, but now it's just a habit*". Some respondents were a little bit more extreme and stated they were addicted to being active on NUJij. Even though these responses resemble the characteristics of the fun and entertainment motive, they can be considered different. Habitual force and addiction were not the most clearly

evident motives for users to be active on NUjij, however should be considered for future research.

4.1.5 Recognition and fame motive

This last motive, according to literature, was also evident in the textual responses by users.

Overall respondents express they aspire recognition and want other users to agree and respond to their efforts. A female socializer and debator stated that, even though she wants to be recognized, read, and acknowledged, she knows the chances or recognition are small; *"It gives me the feeling, even though unreal, that people are listening to my opinion"*.

Another male socializer and debator even stated he was motivated to be active on NUjij

because: *"I hope that politicians read along and learn from comments from citizens."*

However, it's probably just wishful thinking". Overall, some users seem motivated by a need

to be recognized by other users. Although most users state they aspire recognition from no

specific audience, for example: *"I want to be read"* (F:AP) or *"I want to feel important"*

(M:SD). A male voter specifically stated he wanted recognition from the professional editors

of NUjij. He stated: *"I hope my vote or comment on articles catches on with the editors so they know what is relevant for their readers"*.

4.1.6 Other motives

In this section responses that did not fit any of the previous mentioned motives will shortly be discussed. These responses might be interesting for future research since they are different from what literature suggest about user motives at this moment. Only one recurring trend was found within these responses, namely civic engagement or civic commitment. This motive was mentioned by multiple respondents as their motive for being active on NUjij. In other words, these respondents are active on NUjij because they are interested and committed to society as a whole. This could be related to Benkler's (2006) definition of intrinsic motives as stated in the conceptual framework. These users are motivated to participate because they think it is the decent thing to do as a member of society. This construct could for example be considered as a mixture of cognitive and value- and self-expressive motives. Cognitive motives, because the respondents are interested in society, and therefore want to read and learn about it. Value- and self-expressive motives, because if they are truly committed to the community, they will express their opinion and

feelings about news and public opinion. However, since civic engagement and commitment have not yet been researched within the user-created content production and user-driven platform context, no real conclusions can be drawn.

Other responses to the open question were for example *"I have no idea"* (M:LS) and *"I keep wondering myself"* (M:AP). Although these responses could be considered sarcastic, they are interesting. Even though these users apparently have no clear reason for being active on NUjij, they still are active on the platform. Other responses mentioned respondents who were active on NUjij because they were interested in how other users behave. A male lurker and sporadic for example stated that: *"I find it interesting to study human behaviour, in articles as well as the responses that follow"*. A female lurker and sporadic answered: *"I am professionally and personally interested in the way people think and respond, especially those people who do not know as much and cannot analyse or reason as well"*.

4.1.7 Conclusion

Overall most textual responses, after qualitative analysis, could be recoded to the following five motives; cognitive, value- and self-expressive, social, fun and entertainment, and recognition and fame. However, within the cognitive and value and self-expressive motives, sub-motives were discovered and discussed. Furthermore, a minority of responses could not be recoded into the five motives as suggested by literature. In conclusion it can be stated that the five motives that literature suggested are the main reason for all activity on NUjij. In the following section, statistical tests will be executed to test the hypotheses that were formulated in the conceptual framework and to eventually conclude which user-types are motivated by which motives.

4.2 Quantitative data analysis

In this section, the seven hypotheses will be tested to see in which ways motives to be active on NUjij differ between user-types. Firstly, some general information about both the independent variable, user-type, and dependent variable, motives, will be given. Secondly, a simple chi-square test will calculate whether different user-types are correlated with different motives. Finally, with the use of one-way ANOVA's and post-hoc tests, the hypotheses will be tested.

4.2.1 General information- User type

After recoding textual responses, the majority, 55.2 percent, mentioned they identified most with the user-type socializers and debators (N= 393, Mo= Socializers and debators, see Appendix 7.2.2). Secondly, 29.5 percent of respondents identified most with lurkers and sporadics. Thirdly, 9.4 percent of respondents identified with voters, and finally 5.9 percent of respondents identified with actual producers. Interestingly, when respondents mention their most performed activity on NUJij, they seem less engaged in higher levels of activities. Overall, 77.6 percent of respondents stated their most performed activity on NUJij is reading news articles (see appendix 7.2.3). Therefore it should be considered that users of NUJij tend to identify themselves with different user-types than their most performed activity suggests. This could be, as already suggested in the methodology, because users identify themselves with activities they value more. Since these respondents do identify themselves with a user-types and their activity, the frequency of the reported activity is of lesser importance. Therefore, the respondents own choice of user-type is used to group the respondents into the four groups.

The data does however contradict the rule-of-thumb suggested by the Wunsch-Vincent and Vickery (2006) and others, which stated that lurkers and sporadics would be the largest group, and actual producers the smallest. Even though actual producers are the smallest in this sample, socializers and debators are the largest group within the sample. As explained in the methodology chapter however, it is possible that the sample bias is the cause of the group-size differences between user-types. Since socializers and debators are motivated by sharing their opinion, according to the literature, it can be assumed that they are more inclined to respond to surveys that specifically ask for opinions than the other user-types.

4.2.2 General information – Motives

After recoding textual responses, the following frequencies occurred for the Motive open-coded variable. The majority of respondents, 46.8 percent, stated they are motivated by cognitive motives (N=393, see appendix 7.2.5). Secondly, 33.6 percent of respondents are motivated by value- and self-expressive motives. Thirdly, the fun and entertainment motive was mentioned by 11.5 percent of the respondents. Motives mentioned the least were the

social motive and the recognition and fame motive (0.8 and 1.3 percent, respectively). The extrinsic motive is not mentioned by any of the respondents. In total, 24 responses did not fit any of the existing motives and were coded as 'other' (6.1 percent).

Table 4.1 gives an overview of the overall attitude towards the different constructs (excluding the fun and entertainment and anti-motive).

Motive	Mean	Standard Deviation
Extrinsic	1.18	0.54
Cognitive	3.07	0.95
Value- and self-expressive	3.30	3.37
Social	2.00	0.88
Fame and Recognition	2.18	0.92

Table 4.1: General attitude towards motive constructs.

Overall, as can be seen in table 4.1, on average respondents disagreed with the statements. The only constructs that received positive feedback were the cognitive motive and value- and self-expressive motive constructs.

So far, it can be stated that both cognitive and value- and self-expressive motives were most clearly present within the sample of NUjjj users. The social motive and fame and recognition motive were mentioned by a small minority as a response to the open question. Furthermore, respondents disagreed with their constructs.

4.2.3 User-types and motives.

The responses to the variable Motive open-recoded are compared with the variable of user-type. A chi-square test of independence was performed to examine the relation between user-type and motives. The relation between these variables was tested to be significant, $\chi^2(15, N = 393) = 69.503, p = 0.000$ (see Appendix 7.27). Therefore it can be assumed that different user-types have different motives to be active on NUjjj.

<i>Motive</i> User-type	<i>1st</i>	<i>2nd</i>	<i>3rd</i>
Lurkers and sporadics	Cognitive (71.6 %)	Value- and self-expressive (12.1 %)	Fun and entertainment (7.8 %)
Voters	Cognitive (54.1 %)	Value- and self-expressive (21.6 %)	Fun and entertainment (16.2 %)
Socializers and debators	Value- and self-expressive (47 %)	Cognitive (33.6 %)	Fun and entertainment (12 %)
Actual producers	Value- and self-expressive (39.1 %)	Cognitive (34.8 %)	Fun and entertainment (17.4 %)

Table 4.2: Recoded responses to open question (OpenMotrecoded) according to user-type.

According to table 4.2, the biggest differences can be found between the first two user-types, lurkers and sporadics and voters, and the latter two, socializers and debators and actual producers. However, to test differences between specific motive constructs and specific user-types, one-way ANOVA's and post-hoc tests are conducted. The results will be given in the following sections per motive to answer all hypotheses.

4.2.3.1 Extrinsic motive

The first hypothesis to test is

H1: None of the user-types of NUJij are motivated by extrinsic motives.

In the general overview of the variable Motive Open-recoded, it was already stated that none of the respondents stated extrinsic motives to be their reason to be active on NUJij. For the actual construct of extrinsic motive (ExMotTot), on average, respondents disagreed completely (M=1.18, SD=0.537). Overall 94.1 percent of the respondents did not agree at all or somewhat with the extrinsic motive. 5.3 percent stated they neither disagree nor agree and a minority of 0.6 percent stated they completely or somewhat agreed. However, to see if there were no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among the

user-types, $F(3, 389) = 3.05, p = .028$ (see appendix 7.2.8). However, as stated in table 4.3, none of the user-types actually agree with the extrinsic motive.

User-type	Attitude	
Lurkers & Sporadics	M= 1.11	SD= 0.43
Voters	M= 1.20	SD= 0.62
Socializers & Debators	M= 1.18	SD= 0.52
Actual producers	M= 1.48	SD= 0.85

Table 4.3: Extrinsic motive construct attitude per user-type.

Equal variances cannot be assumed since Levene's statistic was 9.21, $p = .00$. Therefore a post-hoc Dunnett's test was calculated, to see where the differences between user-types lie. The only significant difference was calculated between lurkers and sporadics and actual producers ($p = 0.015$). Lurkers and sporadics ($N=116$) scored a mean of 1.11 for the extrinsic motive, while the actual producers ($N=23$) scored a mean of 1.48. Even though both user-types disagree with the extrinsic motive, lurkers and sporadics disagree more, on a statistically significant level, than the actual producers disagree.

Overall, it can thus be assumed that all user-types disagree with the construct of extrinsic motives and therefore H1 can be accepted. None of the user-types are extrinsically motivated to be active on NUJij, as was suggested by Bruns (2007), Stoeckl, et al. (2007) and Wunsch-Vincent and Vickery (2006). However, actual producers are disagreeing slightly less with the extrinsic motive than lurkers and sporadics. An explanation could be that actual producers feel like they should be rewarded for the production of user-created content. However, since they do not actually agree with the extrinsic motive construct, it cannot be assumed they are motivated by financial remunerations.

4.2.3.2 Cognitive motive

The second hypothesis to test is

H2: Both user-types lurkers and sporadics and actual producers are motivated more by the cognitive aspects of NUJij than the other user-types.

In the general overview of the variable Motive Open-recoded, it was stated that the cognitive motive was mentioned by the majority of users as their reason to be active on

NUJij (47.1 percent). For the actual construct of the cognitive motive (CogMotTot) on average, respondents neither disagreed nor agreed ($M= 3.07$, $SD=0.95$). Overall, 39.4 percent of the respondents did not agree at all or somewhat with the cognitive motive. 7.1 percent stated they neither disagree nor agree, and 53.5 percent stated they completely or somewhat agreed. However, to see if there were any differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among the user-types, $F(3, 389) = 15.48$, $p = .000$ (see appendix 7.2.9). As stated in table 4.4, both user-types lurkers and sporadics and voters, on average disagreed somewhat with cognitive motives. Both user-types socializers and debators and actual producers, on the other hand, agreed somewhat with cognitive motives.

User-type	Attitude	
Lurkers & Sporadics	M= 2.64	SD= 1
Voters	M= 2.99	SD= 0.74
Socializers & Debators	M= 3.25	SD= 0.91
Actual producers	M= 3.71	SD= 0.95

Table 4.4: Cognitive motive construct attitude per user-type.

Equal variances cannot be assumed since Levene's statistic was 5.95, $p= 0.001$. Therefore a post-hoc Dunnett's test was calculated, to see where the differences between user-types lie. Multiple significant differences were calculated between the user-types. Firstly, a significant difference between lurkers and sporadics and socializers and debators was calculated ($p= 0.000$). Secondly, lurkers and sporadics also differ significantly from actual producers ($p= 0.000$). Therefore, it can be assumed that lurkers and sporadics are motivated less by cognitive motives than socializers and debators and actual producers. Thirdly, the user-type voters differs significantly from actual producers ($p= 0.000$). Thus, it can be assumed that voters are less motivated by cognitive motives than actual producers. Fourthly, socializers and debators differ significantly from actual producers ($p= 0.004$). Therefore it can be assumed that socializers and debators are motivated less by cognitive motives than actual producers. In other words, actual producers differ significantly from all other user-type. They are motivated, in comparison to the other user-types, most by cognitive motives to be active

on NUJij.

According to the results of the one-way ANOVA and post-hoc tests, H2 is partially accepted and partially rejected. On the one hand, actual producers are motivated by cognitive motives to be active on NUJij, while lurkers and sporadics on the other hand, are not. In fact, lurkers and sporadics are motivated the least by cognitive motives in comparison to the other user-types. Although the data here provides evidence that actual producers agree more with the cognitive motive than the other groups, on average actual producers still only somewhat agree. Lurkers and sporadics disagree somewhat with the cognitive motive construct. This is in contrast to what Daugherty et al. (2010), Diakopoulos and Naaman (2011), Leung (2009) and Shao (2008) state, namely that lurkers and sporadics consume user-created content to gain and organize information and to broaden their knowledge.

4.2.3.3 Value- and self-expressive motive

The third hypothesis to test is

H3: The user-type actual producers is motivated more by the value- and self-expressive aspects of NUJij than the other user-types.

In the general overview of the variable Motive Open-recoded, it was evident that the value- and self-expressive motive was mentioned by the second biggest group of users as a reason to be active on NUJij (34.4 percent). For the actual construct of the value- and self-expressive motive (ValMotTot) on average, respondents slightly agreed ($M= 3.30$, $SD= 3.33$).

Overall 36.6 percent of the respondents did not agree at all or somewhat with the value- and self-expressive motive. 6.1 percent stated they neither disagree nor agree and 57.3 percent stated they completely or somewhat agreed. However, to see if there were any differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among the user-types, $F(3, 389) = 2.98$ $p = .031$ (see appendix 7.2.10). As stated in table 4.5, lurkers and sporadics, on average, disagreed somewhat with value- and self-expressive motives. On the other hand, the other three user-types, voters, socializers and debators and actual producers, on average, agreed somewhat with value- and self-expressive motives.

User-type	Attitude	
Lurkers & Sporadics	M= 2.57	SD= 1.19
Voters	M= 3.06	SD= 0.85
Socializers & Debators	M= 3.71	SD= 4.38
Actual producers	M= 3.41	SD= 1.05

Table 4.5: Value- and self-expressive motive construct attitude per user-type.

Equal variances are assumed since Levene's statistic was 0.17, $p= 0.919$. Therefore a post-hoc Tukey HSD test was calculated, to see where the differences between user-types lie. Only one significant difference was calculated between the user-types; lurkers and sporadics differ significantly from socializers and debators ($p= 0.018$). In other words, it can be assumed that lurkers and sporadics are not motivated by value- and self-expressive motives and socializers and debators are. Even though descriptive data supports H3, no significant difference between actual producers and the other user-types was found. Therefore H3 is rejected. However, the data does not necessarily contradict the claims made by Leung (2009), Shao (2009) and Stoeckl et al. (2010), which suggest actual producers are motivated to be active on user-driven platforms to express their identity and their values and opinions. However, these results add that both voters and socializers and debators are also motivated by value- and self-expressive motives.

4.2.3.4 Social motive

The fourth hypothesis to test is

H4: Both user-types voters and socializers and debators are motivated more by the social aspects of NUJij than the other user-types.

In the general overview of the variable Motive Open-recoded, it was evident that the social motive was only mentioned by a very small group of users as a reason to be active on NUJij (1.3 percent). For the actual construct of the social motive (SocMotTot) on average, respondents disagreed somewhat (M= 2, SD= 0.88). Overall 80.9 percent of the respondents did not agree at all or somewhat with the extrinsic motive. 7.6 percent stated they neither disagree nor agree, and 11.5 percent stated they completely or somewhat agreed. However, to see if there were any differences between user-types, as suggested by literature, a one-

way ANOVA was conducted. The results revealed statistically significant differences among the user-types, $F(3, 389) = 4.09$ $p = .007$ (see appendix 7.2.11). As stated in table 4.6, all user-types on average disagreed somewhat with social motives. However, lurkers and sporadics, on average, disagreed most, and actual producers, on average, disagreed least.

User-type	Attitude	
Lurkers & Sporadics	M= 1.80	SD= 0.84
Voters	M= 1.83	SD= 0.72
Socializers & Debators	M= 2.11	SD= 0.88
Actual producers	M= 2.21	SD= 1.06

Table 4.6: Social motive construct attitude per user-type.

Equal variances are assumed since Levene's statistic was 1.59, $p = 0.191$. Therefore a post-hoc Tukey HSD test was calculated, to see where the differences between user-types lie. Only one significant difference was calculated between the user-types; lurkers and sporadics differ significantly from socializers and debators ($p = 0.011$). In other words, it can be assumed that lurkers and sporadics, in comparison, are motivated less by social motives than the user-type socializers and debators. This partially supports H4, since it provides evidence that socializers and debators disagree less with social motive construct than lurkers and sporadics. However, since neither actually agree with the construct of social motives, it cannot be stated that socializers and debators are motivated by social motives more than lurkers and sporadics. Furthermore, no significant difference between voters and the other user-types was found. In conclusion, since none of the user-types agreed ($M < 3$), it can be stated that none of the user-types on NUjij are motivated by the social motives. This contradicts Stoeckl et al. (2007) and Bowman and Willis (2008) who state that users participate with user-created content in order to communicate with others, find a community feel and like-minded people, and make friends.

4.2.3.5 Fun and entertainment motive

The fifth hypothesis to test is

H5: All user-types, from lurkers and sporadics to actual producers, are motivated by fun and entertainment aspects of NUjij.

In the general overview of the variable Motive Open-recoded, it was evident that the fun and entertainment motive was only mentioned by a small group of users as a reason to be active on NUJij (10.9 percent). Since, as mentioned in the methodology chapter, the items of fun and entertainment did not add up to be a reliable scale, all four statements will individually analysed.

The first statement of the fun and entertainment motive, I am active on NUJij because I think it is fun, has a mean of 3.93, SD= 1.13. This means, on average, respondents agreed somewhat with this particular statement. Overall, 73.3 percent of the respondents agreed somewhat or completely with this particular statement. 16.8 percent stated they neither disagree nor agree and a minority of 10 percent stated they completely or somewhat disagreed. However, to see if there were no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among user-types, $F(3, 389) = 7.84$ $p = .000$. As stated in table 3.7, all user-types on average agreed somewhat or completely with this particular statement. However, lurkers and sporadics, on average, agreed least and real producers, on average, agreed most.

User-type	Attitude	
Lurkers & Sporadics	M= 3.53	SD= 1.36
Voters	M= 3.89	SD= 1.05
Socializers & Debators	M= 4.12	SD= 0.96
Actual producers	M= 4.22	SD= 0.90

Table 4.7: Attitude per user-type 'because it is fun'.

Equal variances cannot be assumed since Levene's statistic was 10.53 $p = 0.000$. Therefore a post-hoc Dunnett's test was calculated, to see where the differences between user-types lie. The first significant difference between user-types was calculated between lurkers and sporadics and socializers and debators ($p = 0.000$). The second significant difference between user-types was calculated between lurkers and sporadics and actual producers ($p = 0.022$). Thus, it can be assumed that socializers and debators and actual producers, in comparison to lurkers and sporadics, agree more with this particular statement (because it is fun).

The second item of the fun and entertainment motive, I am active on NUJij because it

relaxes me, has a mean of 3.12, SD= 1.24. This means, on average, respondents neither agreed, nor disagreed with this particular statement. Overall, 32.5 percent of the respondents agreed somewhat or completely with this particular statement. 31.8 percent stated they neither disagree nor agree and 25.6 percent stated they completely or somewhat disagreed. However, to see if there are no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among user-types, $F(3, 389) = 3.704$ $p = .012$. As stated in table 4.8, all user-types, except actual producers, on average neither agreed nor disagreed with the statement. Actual producers, on average, somewhat agreed.

User-type	Attitude	
Lurkers & Sporadics	M= 2.84	SD= 1.39
Voters	M= 3.38	SD= 1.01
Socializers & Debators	M= 3.19	SD= 1.17
Actual producers	M= 3.52	SD= 1.12

Table 4.8: Attitude per user-type: because it relaxes me.

Equal variances cannot be assumed since Levene's statistic was 3.89, $p = 0.009$. Therefore a post-hoc Dunnett's test was calculated, to see where the differences between user-types lie. However, no significant differences between user-types were found in the post-hoc test of Dunnett.

The third item of the fun and entertainment motive, I am active on NUJij because it distracts me from my problems, has a mean of 2.01, SD= 1.18. This means, on average, most respondents disagreed somewhat with this particular statement. Overall only 12.7 percent of the respondents agreed somewhat or completely with this particular statement. 22.4 percent stated they neither disagree nor agree, and a majority of 64.9 percent stated they completely or somewhat disagreed. However, to see if there were no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant differences among user-types, $F(3, 389) = 1.110$ $p = .345$. This means there is no significant difference between the user-types and their attitude towards the statement 'it distracts me from my problems'.

The fourth item of the fun and entertainment motive, I am active on NUJij because it passes the time, has a mean of 2.9, SD= 1.41. On average, respondents neither agree, nor disagree with this particular statement. Overall 30.2 percent of the respondents agreed somewhat or completely with this particular statement. 21.6 percent stated they neither disagree nor agree, and 38.2 percent stated they completely or somewhat disagreed. However, to see if there were no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant differences among user-types, $F(3, 389) = 0.858$ $p = .934$. This means there is no significant difference between the user-types and their attitude towards the statement 'it passes the time'.

The descriptive results of the fun and entertainment motive construct are summarized in table 4.9. Statistical significant differences are indicated with a capital letter per difference between user-types.

<i>User-type</i> Item	<i>Lurkers and</i> <i>Sporadics</i>	<i>Voters</i>	<i>Socializers and</i> <i>debators</i>	<i>Actual</i> <i>producers</i>	<i>Total</i>
It is fun	M=3.53 A, B SD=1.36	M=3.89 SD=1.05	M=4.12 A SD=0.96	M=4.22 B SD=0.9	M=3.93 SD=1.13
It relaxes me	M=2.84 SD=1.39	M=3.38 SD=1.01	M=3.19 SD=1.17	M=3.52 SD=1.12	M=3.12 SD=1.24
It distracts me from my problems	M=2.09 SD=1.28	M=1.70 SD=1.08	M=2 SD=2.13	M=2.13 SD=1.22	M=2.01 SD=1.18
It passes the time	M=2.97 SD=1.5	M=2.86 SD=1.42	M=2.86 SD=1.35	M=2.91 SD=1.47	M=2.9 SD=1.41
Total	M=2.87 SD=1.38	M=2.96 SD=1.14	M=3.04 SD=1.40	M=3.20 SD=1.18	M=2.99 SD=1.24

Table 4.9: Means and standard deviations for all four items of the fun and entertainment motive construct.

To conclude it can be stated that the first statement, I am active on NUJij because it is fun, on average is agreed upon by the majority of respondents. However, a one-way ANOVA and post-hoc tests revealed that socializers and debators and actual producers, in comparison to lurkers and sporadics, agree more with this particular statement. The second statement, I

am active on NUjij because it relaxes me, on average is neither agreed nor disagreed upon. Post-hoc tests revealed there were no significant differences between user-types considering this statement. The third statement, I am active on NUjij because it distracts me from my problems, on average, is disagreed upon. A one-way ANOVA revealed that there were no significant differences between user-types considering this statement. Finally, the fourth statement, I am active on NUjij because it passes the time, is neither agreed nor disagreed upon. A one-way ANOVA again revealed there were no significant differences between user-types considering this statement. In conclusion, H5 is rejected. Most statements considering the fun and entertainment motive construct were disagreed upon. Also, the only statement that, on average, had a positive average (because it is fun), had significant differences between groups, and does therefore not support H5. This contradicts with statements made by Leung (2009) and Stoeckl et al. (2007) who claim time-passing, fun and distraction are motives for users to be active on user-driven platforms.

4.2.3.6 Recognition and fame motive

The sixth hypothesis to test is

H6: The user-type actual producers is motivated more by fame and recognition aspects of NUjij than the other user-types.

In the general overview of the variable Motive Open-recoded, a very small group of respondents mentioned recognition and fame motives to be their reason to be active on NUjij. For the actual construct of recognition and fame motive (RecMotTot) on average, respondents disagreed somewhat ($M=2.18$, $SD=0.92$). Overall 78.1 percent of the respondents did not agree at all or somewhat with the recognition and fame motive. 4.1 percent stated they neither disagree nor agree, and a minority of 17.1 percent stated they completely or somewhat agreed. However, to see if there were any differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed statistically significant differences among the user-types, $F(3, 389) = 16.45$, $p = .000$ (see appendix 7.2.12). As stated in table means all user-types somewhat disagree with the fame and recognition motive.

User-type	Attitude	
Lurkers & Sporadics	M= 1.73	SD= 0.81
Voters	M= 2.08	SD= 0.90
Socializers & Debators	M= 2.39	SD= 0.88
Actual producers	M= 2.58	SD= 1.06

Table 4.10: Fame and recognition motive construct attitude per user-type.

Equal variances are assumed since Levene's statistic was 0.558, $p=0.643$. Therefore a post-hoc Tukey HSD test was calculated, to see where the differences between user-types lie. Lurkers and sporadics differs significantly from socializers and debators ($p=0.000$), and actual producers ($p=0.000$). Therefore it can be assumed that both socializers and debators, and actual producers disagree less with fame and recognition motive than lurkers and sporadics. However, it cannot be assumed they are motivated by recognition and fame, since all user-types on average disagree. In other words, H6 can partially be accepted, since actual producers do significantly differ from lurkers and sporadics. However, actual producers still disagree with the fame and recognition motive. Therefore, H6 is rejected. This is in contradiction to what Bowman and Willis (2003) and Leung (2009) suggested, that actual producers are motivated to be active on user-driven platforms because they need recognition and respect from the community.

4.2.3.7 Anti-Motives

The seventh and last hypothesis to test is

H7: The user-type lurkers and sporadics is influenced more by anti-motives than the other user-types.

Since, as stated in the methodology chapter, the items of anti-motives did not add up to be a reliable scale, all four statements will be analysed separately. The first anti-motive, lack of experience in the journalistic field, has a mean of 1.58, $SD= 1$. This means, on average, people completely disagreed with this particular statement. 81.7 percent of the respondents state to completely or somewhat disagree with the given statement. 13.4 percent of the respondents state they neither agree nor disagree, and only 5.1 percent of respondents state that they agree somewhat or completely. However, to see if there are no differences

between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant difference among the user-types, $F(3, 389) = 0.927$, $p = .428$. In other words, there is no significant difference between user-types and their concern about their journalistic skills.

The second anti-motive, time consumption, has a mean of 2.54, $SD = 1.01$. This means that, on average, respondents neither agree, nor disagree with this particular statement. 75.6 percent completely or somewhat disagree with the statement about being worried being active on NUJij consumes too much of their time. Only 9.9 percent of respondents agree with the statement, and 14.5 percent state that they neither agree nor disagree. However, to see if there are no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant differences among the user-types, $F(3, 389) = 0.929$, $p = .427$. In other words, there is no significant difference between user-types and their concern about time consumption.

The third anti-motive, concern for privacy, has a mean of 2.54, $SD = 1.53$. This means, on average, respondents neither agree nor disagree. For this particular statement, 52.4 percent state they somewhat disagree or completely disagree, and 31.3 percent state they somewhat agree or completely agree. 16.3 percent state they neither agree nor disagree. However, to see if there are no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant differences among the user-types, $F(3, 389) = 0.786$, $p = .502$. In other words, there is no significant difference between user-types and their concern for privacy.

The fourth and final anti-motive, copyrights over comments and posts, has a mean of 1.93, $SD = 1.29$. This means that, on average, respondents somewhat disagree with this particular statement. 71 percent of respondents disagree completely or somewhat with the statement. 14.4 percent, on the other hand, completely or somewhat agree and 15 percent state they neither agree nor disagree. However, to see if there are no differences between user-types, as suggested by literature, a one-way ANOVA was conducted. The results revealed no statistically significant differences among the user-types, $F(3, 389) = 1.507$, $p = .212$. In other words, there is no significant difference between user-types and their concern for copyright over their comments and posts.

The descriptive results of the anti-motive construct are summarized in table 4.11.

<i>User-type</i> Item	<i>Lurkers and</i> <i>Sporadics</i>	<i>Voters</i>	<i>Socializers and</i> <i>debators</i>	<i>Actual</i> <i>producers</i>	<i>Total</i>
Lack of journalistic experience	M=1.67 SD=1.08	M=1.41 SD=0.83	M=1.59 SD=1.01	M=1.39 SD=0.72	M=1.58 SD=1.00
Time consumption	M=1.66 SD=0.99	M=1.84 SD=1.17	M=1.87 SD=1.15	M=1.78 SD=0.85	M=1.80 SD=1.09
Privacy concern	M=2.53 SD=1.61	M=2.68 SD=1.53	M=2.56 SD=1.50	M=2.09 SD=1.35	M=2.54 SD=1.53
Copyright concern	M=1.73 SD=1.18	M=1.92 SD=1.42	M=2.04 SD=1.32	M=1.83 SD=1.23	M=1.93 SD=1.29
Total	M=1.90 SD=1.22	M=1.96 SD=1.24	M=2.015 SD=1.23	M=1.77 SD=1.04	M=1.96 SD=1.23

Table 4.11: Means and standard deviations for all four items of the anti-motive construct.

In conclusion, H7 should be rejected. The lurkers and sporadics, on average, did not agree with the anti-motives. Furthermore, the other user-types did not agree either, and no significance differences between their attitudes was found. On NUJij, apparently, none of the users are concerned about the anti-motive aspects of user-driven platforms as they were suggested by Stoeckl et al. (2007).

4.2.4 Conclusion

The results from quantitative analysis are summarized in table 4.12. Statistical significant differences are indicated with a capital letter per difference between user-types.

<i>User-type</i> Motive	<i>Lurkers and Sporadics</i>	<i>Voters</i>	<i>Socializers and Debaters</i>	<i>Actual producers</i>	<i>Overall</i>
Extrinsic motive	M=1.11 A SD=0.43	M=1.20 SD=0.62	M=1.18 SD=0.52	M=1.48 A SD=0.85	M=1.18 SD=0.54
Cognitive motive	M=2.64 B, C SD= 1	M=2.99 D SD=0.74	M=3.25 B, E SD=0.91	M=3.71 C, D, E SD=0.95	M=3.07 SD=0.95
Value- and Self- expressive motive	M=2.57 SD=1.19	M=3.06 SD=0.85	M=3.71 SD=4.38	M=3.41 SD=1.05	M=3.3 SD=3.33
Social motive	M=1.8 SD=0.84	M=1.83 SD=0.72	M=2.11 SD=0.88	M=2.21 SD=1.06	M=2 SD=0.88
Fame and Recognition motive	M=1.73 SD=0.81	M=2.08 SD=0.9	M=2.39 SD=0.88	M=2.58 SD=1.05	M=2.18 SD=0.92

Table 4.12: Means and Standard deviations for all four user-types and five motive constructs.

To conclude each user-type and its motives to be active on NUJij will be discussed. The majority of lurkers and sporadics, according to the recoded qualitative data, is motivated by cognitive motives. However, according to the quantitative data, lurkers and sporadics do not agree with any of the motive constructs. The only statement they agree, on average, with is 'I am active on NUJij because it is fun'. It can thus be concluded that lurkers and sporadics are motivated by cognitive motives, as well as fun.

The majority of voters, according to the recoded qualitative data, is motivated by cognitive motives. However, according to the quantitative data, voters only agree with the

value- and self-expressive motive construct. Furthermore, on average, they agree with two statements of the fun and entertainment motive; 'it is fun' and 'it relaxes me'. It can thus be concluded that voters are motivated by cognitive motives, value- and self-expressive motives, fun, and relaxation.

The majority of socializers and debators, according to the recoded qualitative data, is motivated by value- and self-expressive motives. The quantitative data also states socializers and debators are motivated by value- and self-expressive motives, as well as cognitive motives. Furthermore, on average, they agree with the same statements of the fun and entertainment motive as voters; 'it is fun' and 'it relaxes me'. It can thus be concluded that socializers and debators are motivated by value- and self-expressive motives, cognitive motives, fun and relaxation.

According to the recoded qualitative data, almost an equal number of actual producers is motivated by cognitive motives as value- and self-expressive motives. The results from quantitative data confirm this. Furthermore, they agree with the same statements of the fun and entertainment motive as voters and socializers and debators; 'it is fun' and 'it relaxes me'. It can thus be concluded that actual producers are motivated by cognitive motives, value- and self-expressive motives, fun and relaxation.

Overall, the social motive and fame and recognition motive are neither mentioned or agreed upon by majorities of user-types. Furthermore, the last two statements of the fun and entertainment motive, 'it distracts me from my problems' and 'it passes the time' are, on average, disagreed upon. None of the anti-motives, as suggested by Stoeckl et al. (2007), are a concern of any of the user-types of NUjij.

In the following chapter the results of this research will be compared with literature and discussed in depth. The qualitative and quantitative results discussed in this chapter will be used to provide an all-inclusive answer to the research question.

5. Conclusion and Discussion

The main focus of this master thesis has been on the relation between user-types and different motives to be active on user-driven platforms. The online user-driven news-platform of NUJij was selected to be the case-study of this research. According to Hermida and Thurman (2008) NUJij can be defined as a platform for participatory journalism, where users of the platform are actively engaged and encouraged to participate in the news-making process. In the introduction, it was argued that including user-created content and letting users participate in the news-making process has three main advantages; it increases loyalty (Jang, et al., 2008, Paulussen, et al., 2007; Thurman, 2008); it can be used as a source for professional journalists (Paulussen, et al., 2007; Wardle & Williams, 2007); and it increases the diversity of views and opinions online (Bowman & Williams, 2003; Paulussen, et al., 2007).

Unfortunately, scholars concluded not all users of the Internet participate or produce user-created content (Comor, 2010; Hermida & Thurman, 2007; Nielsen, 2006; Shao, 2009). If professional journalists aspire to motivate their users to increase their activity on user-driven platforms, it is necessary to research their motives. According to the uses and gratifications theory, users are motivated differently according to the ways in which they use specific media (Leung, 2009; Ruggiero, 2000). Four different user-types, inductively created from literature, were created based on different uses. Since these four user-types performed different uses on the user-driven platform, their gratifications, and thus motives, were assumed to differ.

This research focused on analysing where the differences between user-types and motives to be active on the user-driven news platform NUJij lie. Qualitative and quantitative data was gathered with an online questionnaire posted in an advertorial on the NUJij homepage. A total of 393 respondents finished the survey and provided the necessary data. In the following sections firstly the results of both qualitative and quantitative analysis will be combined and compared to existing literature to provide a comprehensive and all-inclusive answer to the research question. The qualitative analysis focused on the motives that users expressed when asked why they are active on NUJij. The quantitative analysis focused on which user-type is affected by which motive to be active on NUJij. Furthermore,

managerial implications, research limitations, and further recommendations for research will be elaborated on.

5.1 Discussion

5.1.1 Absence of extrinsic motivation

The extrinsic motive was not mentioned by any of the respondents as a motive to be active on NUjij in the qualitative data. Furthermore, in the quantitative data, the extrinsic motive, on average, was disagreed with by all user-types the most. This is in accordance with H1, as predicted by Banks and Humphreys (2008), Bruns (2008), Stoeckl et al. (2007), and Wunsch-Vincent and Vickery (2006). In other words, users are not motivated by monetary rewards on NUjij. However, this does not exclude that users could be motivated by financial remunerations in the future. At this moment there is no financial reward system for users of NUjij, therefore by not mentioning or agreeing with extrinsic motives they are merely being realistic in their expectations about receiving remunerations for their activities. Only by experimenting with financial remunerations, NUjij will be able to find out whether its' users can be motivated with extrinsic motives.

5.1.2 Public opinion and more diverse news on NUjij

The cognitive motive was mentioned by the majority of three user-types, lurkers and sporadics, voters and actual producers, as a response to the question why they are active on NUjij. In the quantitative data, however, only socializers and debators and actual producers agree with the cognitive motive construct. According to the quantitative data and statistically significant, actual producers are motivated slightly more by cognitive motives than socializers and debators. It can be concluded that, when combining qualitative and quantitative results, all user-types are motivated by cognitive motives. However, the textual responses that were coded as cognitive motive included two sub-trends. Firstly, respondents stated they were looking for not just news and information, but also the public's opinion about the news. Also, respondents explicitly stated they liked the diversity of news on NUjij. Both trends implicitly support the idea that the inclusion of user-created content in the news industry will create a greater diversity of opinions and views (Bowman & Willis, 2003; Paulussen, et al., 2007; Wunsch-Vincent & Vickery, 2006). Although no conclusions can be

drawn about the actual user-created content on NUjjj, users are apparently motivated to be active on NUjjj because of the presence of public opinion and a great diversity of views.

5.1.3 Different levels of value- and self-expression

The value- and self-expressive motive was mentioned by the majority of both user-types socializers and debators, and actual producers, as a response to the question why they are active on NUjjj. The results of the quantitative tests confirm that these user-types are motivated by value- and self-expressive motives. Overall, socializers and debators are slightly more motivated by value- and self-expression motives than actual producers.

During qualitative data analysis, different levels of value- and self-expression were noticed. Firstly, commenting on or responding to the original article, and secondly, conversing with other users. According to Bowman and Willis (2003) the first, participation with content, already builds confidence, even if nobody agrees or cares about the participation. The second, participation with the audience, refers to sharing values within a like-minded community, as Daugherty et al. (2010) and Wunsch-Vincent and Vickery (2006) suggested.

5.1.4 Fun and relaxation

The fun and entertainment motive was mentioned by a minority of all user-types as a response to the question why they are active on NUjjj. However, the quantitative data calculated that the only statement that were agreed upon by all user-types is 'it is fun'. The statement 'it relaxes me' was agreed upon by all user-types but lurkers and sporadics. The statements, 'it distracts me from my problems' and 'it passes the time', were mentioned in textual responses, but disagreed upon by the majority of users. Furthermore, most textual responses that referred to fun and entertainment motives fit the characteristics that Bowman and Willis (2003), Nov (2007) and Shao (2008) stated. However, respondents do not give reasons why it is fun to be active on NUjjj.

5.1.5 Minor motives

Recognition and fame motives were only mentioned by a small minority of the respondents as a response to the question why they are active on NUjjj. The results from quantitative data analysis confirms this; none of the user-types are motivated by recognition and fame motives. This contradicts Banks and Humphreys (2008) and Shao (2008), who state that

social status within the community is one of the most important motives to participate with and produce user-created content. However, the respondents that do mention recognition and fame as their motive to be active on NUjjj, accept they will probably never become famous or recognized. Similar to the extrinsic motive, users seem very realistic in their expectations of being recognized for their efforts on a platform that hosts so many users and so much content. In the qualitative data, the respondents accept that being known within the whole community is too far-fetched, and focus on being known by the right kind of people.

Furthermore, the social motive was mentioned by only two respondents as a response to the question why they are active on NUjjj. This is confirmed by the results from quantitative data. None of the user-types are motivated by social motives on NUjjj. However, this could be due to the fact that NUjjj does not provide any social options on its platform. For example, users are unable to become friends with other users, or build a social network. At this moment the focus is purely on news articles and discussion threads. Since there are no social options available, users are at this moment not motivated by social motives. However, since Bowman and Willis (2003), Chau (2010), Leung (2009), Nov (2007), Shao (2008), Stoeckl et al. (2007), and Wunsch-Vincent and Vickery (2006) state that users do participate with online content to socially connect with like-minded people, it might be useful to experiment with social functions on NUjjj.

5.1.6 Conclusion

All the findings explained in the previous sections are summarized in table 5.1.

<i>Motive</i> User-type	<i>According to recoded qualitative data</i>	<i>According to quantitative data</i>
Lurkers & Sporadics	Cognitive	'it is fun'
Voters	Cognitive	'it is fun' & 'it is relaxing'
Socializers & Debators	Value- and self-expressive	1 st : Value- and self-expressive 2 nd : Cognitive 'it is fun' & 'it is relaxing'
Actual producers	Cognitive Value- and self-expressive	1 st : Cognitive 2 nd : Value- and self-expressive 'it is fun' & 'it is relaxing'

Table 5.1: Summary of user-types and their motives according to research findings.

This table summarizes the elaborate answer to the research question proposed in the introduction of this master thesis; to what extent do motives to be active on NUJij differ between user-types? When this table with the summary of results is compared to table 2.1, with the summary of the motives per user-type suggested by literature, some similarities and differences are noticed. First of all, on the one hand lurkers and sporadics are, as suggested by literature, motivated by cognitive motives and one aspect of the fun and entertainment motive. Anti-motives, on the other hand, do not affect lurkers and sporadics. Secondly, neither voters nor socializers and debators are motivated by social motives. However, they are motivated by two aspects of the fun and entertainment motive. Voters and socializers and debators are both motivated by cognitive motives. Furthermore, socializers and debators are also motivated by value- and self-expressive motives. The suggestions for motives of actual producers according to table 2.1 are correct, except for the fourth motive; fame and recognition.

5.2 Managerial implications

The findings concluded in this master thesis could have multiple implications for professional journalists in general, and specifically the editors of NUJij. Firstly, since financial remunerations are not available on NUJij at this moment, they could consider experimenting with financial reward systems by paying users for high quality content. Since there is no financial reward system at this moment, users are not motivated by extrinsic motives. However, this could change if the possibility of financial rewards is introduced. This research-design could be duplicated when this system set up, to test whether users are extrinsically motivated when there is a financial reward system. The same suggestion can be applied to possible social aspects of NUJij. The simple fact that NUJij users are not motivated by social motives could be because there are no social options (e.g. the possibility to become friends and build a social network) on the platform. The only way to find out whether it is possible to motivate users with social aspects is to experiment with it.

Secondly, since all user-types are motivated by the cognitive aspects of NUJij, editors should prioritize making information about others and the opinions of other users readily available and easier to access. As stated in the qualitative data analysis, users are mostly interested in other people's opinion. Therefore, this could mean discussion-threads need to be re-arranged to make it easier for users to browse. For example, highly appreciated comments could get a more prominent place, whereas the comments which do not add new perspectives or information could receive less prominent placing. A chronological order option for the discussion-threads should still be available for users if they want to see the complete discussion in its original flow. However, users need to be able to see the most important and most valued comments from the discussions in an instance if they desire to.

Thirdly, if the editors of NUJij merely want to motivate the socializers and debators and the actual producers to be more active, they should focus on value- and self-expressive aspects of their platform. For example, they could create the option of live-chats for popular news articles in which users can discuss live, express their opinions quicker, and receive quicker responses from their discussion partners.

5.3 Limitations

Some limitations were encountered when gathering and analyzing the data from the NUJij users. Firstly, as predicted in the methods chapter, actual producers and voters are under-represented in the sample in comparison to the other user-types. Fortunately, the groups were large enough to calculate statistical tests. However, bigger groups of actual producers and voters could have included more insights or variation, especially for the qualitative data analysis.

Furthermore, a clear difference between respondents' self-reported answers to the open motive question and their attitude towards the motive constructs was noticed. This could be an indication that respondents did not completely understand the Likert-scale mechanisms of the online questionnaire. However, it could also be an indication that the items, even though based on literature, do not clearly represent the constructs. Finally, since the users on NUJij, as expressed in literature, have a certain freedom within the boundaries of that the professional editors set, the conclusions are only applicable to other participatory journalism platforms. However, this research design could be duplicated for other user-driven platforms.

5.5 Recommendations for further research

As noticed during analysis and in the results section, the motives as expressed in the literature, are not as evidently present as literature suggests. There could be multiple reasons for the absence of the motives on NUJij. Firstly, it could be that the uses and gratifications theory might not be sufficient to research differences between user-types as Shao (2009) suggested. Users might not be able to self-report their motives as well as is suggested by this theory. Therefore, different research methods should be exercised to research user-types and their motives. Experiments, for example, also could emphasize specific aspects of a platform and analyse which user-types will be more active.

Furthermore, complete qualitative research could create more depth into how user-types think and feel they are motivated. The differences and new trends found during the open-coding analysis of the responses to the open motive question were very interesting and should be researched more in-depth. For example, the respondents that mentioned

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addiction to be their motive to be active on NUJij, is not mentioned in literature, but could be an interesting angle for future research.

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7. Appendix

7.1 Appendix Methods

7.1.1 Accompanying text on NUJij

Original Dutch tekst:

Onderzoek: Help mee om uw NUJij-ervaring te verbeteren

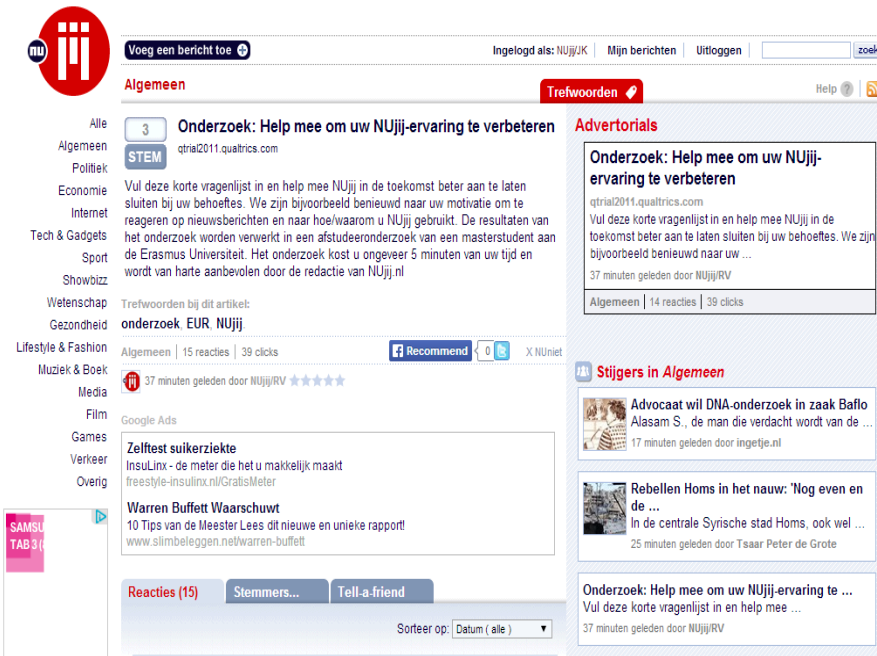
Vul deze korte vragenlijst in en help mee NUJij in de toekomst beter aan te laten sluiten bij uw behoeftes. We zijn bijvoorbeeld benieuwd naar uw motivatie om te reageren op nieuwsberichten en naar hoe/waarom u NUJij gebruikt. De resultaten van het onderzoek worden verwerkt in een afstudeeronderzoek van een masterstudent aan de Erasmus Universiteit. Het onderzoek kost u ongeveer 5 minuten van uw tijd en wordt van harte aanbevolen door de redactie van NUJij.

Translation:

Research: Help improve your NUJij-experience!

Fill in this short questionnaire and help NUJij connect to your needs more in the future. We are for example interested in your motives to respond on articles and in how/why you use NUJij. The results of the research will be presented in a master-thesis of a student at the Erasmus University. The research will take about 5 minutes of your time and is highly recommended by the editors of NUJij.

7.1.2 Examples of invitations to respond to the survey



7.1.3 Questionnaire - translated

Dear user of Nujij,

Thanks in advance for responding to this questionnaire.

Your responses and answers will be treated confidentially and will not be shared with third parties.

The results are used to improve user-experience on Nujij and will be presented in a master-thesis from a student of the Erasmus University.

The questionnaire exists of three parts; your use of Nujij, your motives to do so and personal characterisations. A short explanation will be given per section of the questionnaire.

In the first section of the questionnaire questions about your use of Nujij will be asked. Try and be as accurate as possible when referring to your personal habits.

1. How many times do you visit Nujij?
 - a. At least once a day
 - b. At least once a week
 - c. At least once a month
 - d. Less than once a month

2. How long does an average visit on Nujij take?
... min

3. Drag the following activities in the order in which you exercise them most on Nujij.
 - a. reading news articles
 - b. Voting on articles and comments of other users
 - c. Posting comments on messages of other users
 - d. Posting news articles from other websites
 - e. Posting articles you wrote yourself

4. With which of the following categories do you identify most?
 - a. I am a consumer; a user who spends most of its time consuming other users' content (based on Nielsen (2006) & Brandtzaeg and Heim (2011)).
 - b. I am a voter; a user who spends most of its time voting on other users' content (based on Nov, 2007).
 - c. I am a participant in discussions; a user who spends most of its time participates in discussions about articles. (based on Nielsen (2006) & Brandtzaeg and Heim (2011)).
 - d. I am a producer of articles; a user who spends most of its time posting news articles. (based on Nielsen (2006) & Brandtzaeg and Heim (2011)).
 - e. other, namely...

In the next section of the questionnaire, after one open question, statements will be presented to you. You can state to which level you either agree or disagree with the statements on a scale from 1 till 5. 1 means that you completely disagree with the statement, and 5 means that you completely agree with the statement. Option 3 consequently means that you neither disagree nor agree with the statement.

The term, I am active on Nujij, includes all the above mentioned activities on the website. Shortly recapped these are; reading articles, voting on comments and articles, posting comments, posting articles created by others and posting articles produced by you.

5. Describe why you are active on Nujij.

I am active on Nujij because

6. I make money from it.
7. I might make money from it in the future.

I am active on Nujij because

8. I learn new things.
9. It makes me understand the world.
10. It makes me put personal experiences in context.
11. I can inform others about things I know.
12. I learn new things from sharing my knowledge with others.

I am active on Nujij because

13. I can be myself.
14. I can express my personal identity well.
15. I can express my personal feelings.
16. I can express my opinion.

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17. I can convince other users of my opinion.

I am active on Nujij because

18. It enables me to find new social contacts.

19. It enables me to find people like me.

20. I have made friends there.

21. I feel good within the community.

I am active on Nujij because

22. I like it.

23. It relaxes me.

24. It makes me forget my problems.

25. It passes the time.

I am active on Nujij because

26. I think it's important to get recognition and be known with other users.

27. I think it's important to be respected by other users.

28. I like it when other users respond to my content (comments or articles).

29. I think it's important to get recognition and be known with the editors of Nu.nl.

30. I think it's important to get a response from other users, positive or negative.

31. I think it's important to get a response from the editors of Nu.nl, positive or negative.

I am worried about ... on Nujij.

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32. My personal lack of experience in the journalistic field.

33. The time it consumes.

34. My privacy.

35. The copy-rights of my comments and posts.

Personal characteristics

36. Age

- a. 13-19 years-old
- b. 20-34 years-old
- c. 35-49 years-old
- d. 50 years and over
- e. I'd rather not say

37. Gender

- a. Male
- b. Female
- c. I'd rather not say

Thank you so much for cooperating in this research. If you are interested in the results of this research, you can fill in your e-mail address in below. Any questions about the research or the questionnaire can be send to j.kuyt@hotmail.com.

7.2 Appendix Results

7.2.1 Inter-coder reliability results – User-type

Table 1.: Cohen's Kappa for User-type

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.773	.155	4,367	.000
N of Valid Cases	17			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.2 User-type frequencies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lurkers and Sporadics	116	29,5	29,5	29,5
Voters	37	9,4	9,4	38,9

Socializers and Debators	217	55,2	55,2	94,1
Actual producers.	23	5,9	5,9	100,0
Total	393	100,0	100,0	

7.2.3 User-activities first rank

Activity	Percentage of respondents that ranked it as 'most performed'	Frequency
1. Reading news articles	77.6 %	305
2. Voting on comments and articles	10.9 %	43
3. Commenting	9.4 %	37
4. Posting news articles from others	1 %	4
5. Producing news articles	1 %	4

7.2.4 Inter-coder reliability results – Motives open recoded

Table 1.: Cohen's Kappa for Motive Open-recoded

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	,829	,096	6,441	,000
N of Valid Cases	39			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.5 Open motive recoded frequencies

Openmotiverecoded					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Cognitive Motive	184	46,8	46,8	46,8
	Value- and self-expressive motive	132	33,6	33,6	80,4
	Social Motive	3	,8	,8	81,2
	Fun and Entertainment Motive	45	11,5	11,5	92,6
	Recognition and Fame motive	5	1,3	1,3	93,9
	other	24	6,1	6,1	100,0
	Total	393	100,0	100,0	

7.2.6 Reliability test results – motive constructs

Extrinsic Motives - ExMot1 & ExMot2

Reliability Statistics

Cronbach's Alpha	N of Items
,801	2

Cognitive Motives - CogMot1, CogMot2, CogMot3, CogMot4, & CogMot5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,785	,785	5

Value- and self-expressive Motives - ValMot1, ValMot2, ValMot3, ValMot4, & ValMot5

Reliability Statistics

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Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,986	,987	5

Social Motives - SocMot1, SocMot2, SocMot3, & SocMot4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,787	,799	4

Fun and entertainment motives - FunMot1, FunMot2, FunMot3, & FunMot4.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,659	,666	4

Fame and recognition motives - RecMot1, RecMot2, RecMot3, RecMot4, RecMot5 & RecMot6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,860	,865	6

Anti-Motives - AntiMot1, AntiMot2, Antimot3, & Antimot4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,595	,592	4

7.2.7 User-type x Motive: Chi-square test statistics

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71,430 ^a	15	,000
Likelihood Ratio	72,656	15	,000
Linear-by-Linear Association	5,593	1	,018
N of Valid Cases	393		

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,23.

7.2.8 Extrinsic motive: ANOVA & post-hoc test

ANOVA

ExMot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,600	3	,867	3,053	,028
Within Groups	110,431	389	,284		
Total	113,032	392			

Multiple

Comparisons

Dependent Variable: ExMot

Dunnnett T3

(I) User-type	(J) User-type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lurker and Sporadic	Voter	-,09063	,10919	,954	-,3896	,2084
	Socializer and debator	-,06535	,05369	,781	-,2076	,0769
	Actual producer	-,36619	,18089	,269	-,8813	,1489
Voter	Lurker and Sporadic	,09063	,10919	,954	-,2084	,3896
	Socializer and debator	,02528	,10759	1,000	-,2700	,3206
	Actual producer	-,27556	,20350	,688	-,8398	,2887
	Lurker and Sporadic	,06535	,05369	,781	-,0769	,2076

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Socializer and debator	Voter	-,02528	,10759	1,000	-,3206	,2700
	Actual producer	-,30084	,17992	,471	-,8141	,2124
	Lurker and Sporadic	,36619	,18089	,269	-,1489	,8813
Actual producer	Voter	,27556	,20350	,688	-,2887	,8398
	Socializer and debator	,30084	,17992	,471	-,2124	,8141

7.2.9 Cognitive motive: ANOVA & post-host test

ANOVA

CogMotTot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38,041	3	12,680	15,480	,000
Within Groups	318,649	389	,819		
Total	356,689	392			

Multiple

Comparisons

dependent Variable: CogMotTot

Dunnett T3

(I) User-type	(J) User-type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lurker and Sporadic	Voter	-,35322	,15360	,134	-,7669	,0605
	Socializer and debator	-,60839*	,11156	,000	-,9045	-,3123
	Actual producer	-1,07166*	,14427	,000	-1,4638	-,6796
Voter	Lurker and Sporadic	,35322	,15360	,134	-,0605	,7669
	Socializer and debator	-,25517	,13675	,334	-,6275	,1171
	Actual producer	-,71845*	,16453	,000	-1,1661	-,2708
Socializer and debator	Lurker and Sporadic	,60839*	,11156	,000	,3123	,9045
	Voter	,25517	,13675	,334	-,1171	,6275
	Actual producer	-,46327*	,12618	,004	-,8127	-,1139
Actual producer	Lurker and Sporadic	1,07166*	,14427	,000	,6796	1,4638
	Voter	,71845*	,16453	,000	,2708	1,1661
	Socializer and debator	,46327*	,12618	,004	,1139	,8127

*. The mean difference is significant at the 0.05 level.

7.2.10 Value- and self-expressive motive: ANOVA & Post-hoc test

ANOVA

ValMotTot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	100,015	3	33,338	2,978	,031
Within Groups	4355,431	389	11,196		
Total	4455,446	392			

Multiple Comparisons

Dependent Variable: ValMotTot

Tukey HSD

(I) User-type	(J) User-type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lurker and Sporadic	Voter	-,49073	,63177	,865	-2,1208	1,1393
	Socializer and debator	-1,13646*	,38486	,018	-2,1295	-,1435
	Actual producer	-,83456	,76376	,694	-2,8052	1,1361
Voter	Lurker and Sporadic	,49073	,63177	,865	-1,1393	2,1208
	Socializer and debator	-,64573	,59515	,699	-2,1813	,8899
	Actual producer	-,34383	,88849	,980	-2,6363	1,9486
Socializer and debator	Lurker and Sporadic	1,13646*	,38486	,018	,1435	2,1295
	Voter	,64573	,59515	,699	-,8899	2,1813
	Actual producer	,30190	,73376	,976	-1,5913	2,1951
Actual producer	Lurker and Sporadic	,83456	,76376	,694	-1,1361	2,8052
	Voter	,34383	,88849	,980	-1,9486	2,6363
	Socializer and debator	-,30190	,73376	,976	-2,1951	1,5913

*. The mean difference is significant at the 0.05 level.

7.2.11 Social motive: ANOVA & Post-hoc test

ANOVA

SocMotTot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,238	3	3,079	4,094	,007
Within Groups	292,571	389	,752		
Total	301,809	392			

Multiple Comparisons

Dependent Variable: SocMotTot

Tukey HSD

(I) User-type	(J) User-type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lurker and Sporadic	Voter	-,03151	,16374	,997	-,4540	,3910
	Socializer and debator	-,30873*	,09975	,011	-,5661	-,0514
	Actual producer	-,40695	,19795	,170	-,9177	,1038
Voter	Lurker and Sporadic	,03151	,16374	,997	-,3910	,4540
	Socializer and debator	-,27721	,15425	,276	-,6752	,1208
	Actual producer	-,37544	,23028	,363	-,9696	,2187
Socializer and debator	Lurker and Sporadic	,30873*	,09975	,011	,0514	,5661
	Voter	,27721	,15425	,276	-,1208	,6752
	Actual producer	-,09823	,19017	,955	-,5889	,3925
Actual producer	Lurker and Sporadic	,40695	,19795	,170	-,1038	,9177
	Voter	,37544	,23028	,363	-,2187	,9696
	Socializer and debator	,09823	,19017	,955	-,3925	,5889

*. The mean difference is significant at the 0.05 level.

7.2.12 Fame and recognition motive: ANOVA & post-hoc test

ANOVA

RecMotTot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37,446	3	12,482	16,448	,000
Within Groups	295,205	389	,759		
Total	332,650	392			

Multiple

Comparisons

Dependent Variable: RecMotTot

Tukey HSD

(I) User-type	(J) User-type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lurker and Sporadic	Voter	-,34813	,16448	,150	-,7725	,0762
	Socializer and debator	-,66326*	,10020	,000	-,9218	-,4047
	Actual producer	-,85126*	,19884	,000	-1,3643	-,3382
Voter	Lurker and Sporadic	,34813	,16448	,150	-,0762	,7725
	Socializer and debator	-,31513	,15494	,177	-,7149	,0847
	Actual producer	-,50313	,23131	,132	-1,1000	,0937
Socializer and debator	Lurker and Sporadic	,66326*	,10020	,000	,4047	,9218
	Voter	,31513	,15494	,177	-,0847	,7149
	Actual producer	-,18801	,19103	,759	-,6809	,3049
Actual producer	Lurker and Sporadic	,85126*	,19884	,000	,3382	1,3643
	Voter	,50313	,23131	,132	-,0937	1,1000
	Socializer and debator	,18801	,19103	,759	-,3049	,6809

*. The mean difference is significant at the 0.05 level.