Gender and Experience-Related Motivators for Contributing to OSM

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What we know about motivation in VGI

- E.g. studies by Coleman 2009; Haklay & Budhathoki 2010; Budhathoki et al. 2010; Lin 2011; Stark 2011, Lechner 2011

- Typical OSM contributor:
  - male
  - well-educated
  - technology-savy

→ Focus on active contributors
  - What about people, who do not contribute?
Advantages of broader contributor groups

- larger group of potential contributors
  - for collecting data
  - for updating data

- more diverse views of the world

Knowledge/data is created in a certain context. Which contents are regarded relevant? LAM et al. 2011; CALLAHAN & HERRING 2011
How to attract more diverse groups?

- What might motivate currently inactive groups?
- What are current barriers for contributing?

Our research: Initial focus on encouraging more women to participate in OSM.

Methodology:
- Longitudinal study
- Online questionnaire
Longitudinal study

- 12 female participants
  - equivalent to the typical OSM user (technology-savy, well-educated, 20-40 years old)
  - students of cartography, urban planning, information science
  - incentive: course credits

- Qualitative study to generate hypotheses on barriers and motivations
Longitudinal study

Mapping sessions

Session 1: Mapping with Walking Papers

Session 2: Armchair mapping: Mapping from aerial imagery

Session 3: Outdoor mapping with GPS (group activity)

Session 4: Free mapping task and reflection

Mapping diary

Follow-up survey

2 months later

4 months later
Longitudinal study: Motivators

- Improved help and support options
- Dedicated tutorial for beginners
- A more user-friendly interface
- Less time-consuming mapping solutions
- Positive feedback / rewards for editing
- Mapping with other people indoors
- Mapping with other people outdoors
- More profile options (e.g. for networking and sharing)
- Mapping for a dedicated purpose
Online questionnaire

- How important are these motivational aspects for different groups of inactive mappers?

Online survey

- February 2013
- Target group: people, who know OSM, but are not necessarily active

- dissemination channels:
  - mailing lists in the geo community
  - Twitter
  - OSM community
Online questionnaire: Results

- 516 persons completed the questionnaire
  - Mean age: 35.8; SD=11.7
  - 75.4% male, 23.6% females, 0.9% assigned to no gender

- Groups of OSM experience:
  - **Group 1**: “I have never heard of OSM.”
  - **Group 2**: “I know OSM, but I have never contributed data myself.”
  - **Group 3**: “I have an OSM account, but hardly ever contributed.”
  - **Group 4**: “I used to be active in OSM, but I am not anymore (e.g. no edits within the last 6 months).”
  - **Group 5**: “I am currently active in OSM.”
• 218 respondants in groups 2, 3, 4
Contexts of working with OSM

<table>
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<tr>
<th>Context</th>
<th>Females</th>
<th>Males</th>
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<tbody>
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What would make people contribute (again)?

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- Mapping for a dedicated purpose (e.g. crisis mapping)
- Less time-consuming mapping solutions (e.g. smartphone app)
- Dedicated tutorial for beginners
- A more user-friendly interface
- Mapping with other people outdoors
- Mapping with other people indoors
- Positive feedback / rewards for editing
- Improved help and support options
- More profile options (e.g. networking and sharing)

Group 2: females (n=47)
Group 2: males (n=81)
Group 3: females (n=15)
Group 3: males (n=36)
Group 4: females (n=5)
Group 4: males (n=34)
What would make people contribute (again)?

- Mapping for a dedicated purpose
- Less time consuming
- Dedicated tutorial for beginners
- A more user friendly interface

These (new) developments/tools might help already...
Qualitative responses

- open question on further aspects, which might make respondents contribute (again)
  - 43 comments
  - lack of time
e.g. “Changes in my life, the problems are not on the side of OSM”
  Male, 35, Group 4
  - overcoming first technical barriers
e.g. “courses offered at Universities etc., get a first time experience on how to contribute (how easy or difficult it really is)”
  Female, 27, Group 2
  - practical/social aspects
  e.g. “If my friends were still contributing”
  Female, 32, Group 3
  - discontentment with current license and organization of OSM
  e.g. “Less offensive contributor terms, transparency in OSMF, including clear policies and the ability for users and members to influence decisions [...]”
  Male, 31, Group 4
  - other aspects
Conclusion

- most important motivational factors:
  - „meaningful“ contribution tasks
  - less time-consuming mapping solutions
  - dedicated tutorials for beginners

- no significant gender-related differences were found in this study

- not all respondents can be motivated with the suggested aspects

- using these aspects for concrete action
  - discussion with the community
  - more research into attracting more diverse groups of contributors to VGI
Thank you!

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http://cartography.tuwien.ac.at/fem2map

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