

Getting users involved in idea crowdsourcing contests: An experimental approach to stimulate intrinsic motivation and participation intention

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Abstract

topics since the emergence of the phenomenon. However, it is still not fully understood which practices are effective in stimulating users' motivation to participate. Building on the self-determination theory, we argue that the users' self-selection decisions are determined by their intrinsic motivation. We theorize that organizers can use small rewards, high task complexity, and autonomy-supportive linguistic to stimulate intrinsic motivation. We test our predictions in three experiments. We find that small (rather than no or large) rewards are an effective mechanism to intrinsically motivate users and increase their intention to participate in firm-hosted idea crowdsourcing contests. Also, our findings reveal that increasing rather than lowering task complexity and using non-controlling rather than controlling linguistic cues can stimulate intrinsic motivation and participation intention.

Keywords: *Idea crowdsourcing; intrinsic motivation; experiments*