

# Crowdwork Motivation Scale (CWMS)

## Scale Description

The Crowdwork Motivation Scale (CWMS) is a multidimensional measurement tool developed for assessing the general underlying motivation of workers who perform tasks in paid crowdsourcing platform. Here we distinguish between general underlying motivation of working in a crowdsourcing platform and the task-specific motivation which refers to why one chooses a particular task to perform given various options usually available in the platform. The general crowdworking motivation is hypothesized to influence the task-specific motivation. The CWMS is based on the Self-Determination Theory (SDT) of motivation ([1, 4]) and measures the intrinsic and a spectrum of the extrinsic motivation in the context of crowdworking. Our results suggested that in context of crowdworking the dimensions integrated and introjected regulation of SDT should be merged.

The scale was developed and validated by conducting several crowdsourcing studies (see [2, 3]). The scale consists of 18 items and five dimensions.

## Reference

Please cite following book chapter:

Naderi, Babak. "How to Measure Motivation?." In *Motivation of Workers on Microtask Crowdsourcing Platforms*, pp. 29–44, Springer, Cham, 2018.

## The scale

For each of the following statements, please indicate *how true it is for you and to what extent each item corresponds to the reasons why you are presently performing tasks in MTurk<sup>1</sup>* on the given scale.

Does not correspond at all			Corresponds moderately		Corresponds exactly	
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○	○	○	○	○	○	○

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<sup>1</sup>Depending on the crowdsourcing platform used for the study, terminologies should be adapted.

### **Intrinsic Motivation**

I am enjoying doing tasks in MTurk very much.

I think tasks I do in MTurk are boring. (R)

I would describe HITs I do in MTurk as very interesting.

I perform HITs in MTurk, because I derive much pleasure from performing task.

### **Identified Regulation**

Because this is the type of work I chose to do to attain a certain lifestyle.

Because I chose this type of work to attain my career goals.

Because it is the type of work I have chosen to attain certain important objectives.

Because this job is a part of my life.

### **Introjected Regulation**

Because I want the requesters and others to think I'm smart and a good worker.

Because I want people (requesters or others) to like me.

I am strongly motivated by the recognition I can earn from other people.

I want other people to find out how good I really can be at my work.

### **External Regulation**

For the income it provides me.

Because it allows me to earn money.

### **Amotivation**

I don't know why, we are provided with unrealistic working conditions.

I don't know, too much is expected of us.

## **Scoring**

First you should reverse score of the item for which an (R) is shown after that (i.e. subtract the item response from 8, result should be used as the item score). Later, the value of each dimension should be calculated by averaging the score of items loading on that dimension. In addition, Relative Autonomy Index (RAI) can also be calculated ( $2 \times \textit{Intrinsic} + 1 \times \textit{Identified} - 1 \times \textit{introjected} - 2 \times \textit{External}$ ).

## References

- [1] Deci, E.L., Ryan, R.M.: Intrinsic motivation and self-determination in human behavior. Plenum (1985)
- [2] Naderi, B.: How to Measure Motivation?, pp. 29–44. Springer International Publishing, Cham (2018)
- [3] Naderi, B.: Motivation of Workers on Microtask Crowdsourcing Platforms. Springer International Publishing (2018)
- [4] Ryan, R.M., Deci, E.L.: Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist* **55**(1), 68–78 (2000). DOI 10.1037/0003-066X.55.1.68