The Effects of Aesthetics of Crowdsourcing Application Interfaces in the Cultural Heritage Domain on People’s Motivation

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• **Technology-mediated access** to collections: user participation and collection exploration.

• **Invite users to assist** in selecting, cataloguing, contextualizing and curation.

• Social tagging/labeling of cultural heritage collections by **crowdsourcing** initiatives.
Problem

- Not much research on people’s motivation to participate in crowdsourcing initiatives.
- Crowdsourcing websites not visually pleasing.
- Increase motivation by focus on web aesthetics.
Research Question

What are the **effects of interface aesthetics** of crowdsourcing applications in the cultural heritage domain on people’s **motivation**?
Method

- Literature review
  - What is motivation and how does one measure motivation?
  - What is seen as aesthetically pleasing interface design?
  - What are the effects of interface aesthetics on people’s motivation?

- Operationalization
  - What am I going to measure and how?

- Stimulus material
  - Visually attractive version of Tag4Knowledge website.
  - Possible pre-tests to validate stimulus material.

- Measurements
  - Data gathering and analysis.
  - Real life online A/B-test on Tag4Knowledge website.
Outcome and Contribution

- Improve website visuals.
- Increase people’s motivation.
- Understanding people’s motivation.
- Crowdsquare more tags/labels.
- Improve digital cultural heritage collections.