

Genki - The Effects of Varying Sequential Rewards for User's Motivation to Complete a Set of Crowdfunded Tasks

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Abstract

A good abstract will leave people satisfied that they know what you did, why you did it, and what you found out. Keep it at 120 words.

2.2 Rewards and Motivation

When explicit incentives seek to change behavior in areas like education, contributions to public goods, and forming habits, a potential conflict arises between the direct extrinsic effect of the incentives and how these incentives can crowd out intrinsic motivations in the run short and the long run.

(Gneezy, Meier, and Rey-Biel 2011)

1 Introduction

1.1 Motivation

1.2 Outline

2 Related Work

2.1 Crowdsourcing

1. Clearly identify the research goals;
2. Select a study method;
3. Devise an incentive mechanism;
4. Choose the target platform(s);
5. Design and develop the mobile app;
6. Prepare data collection;
7. Implement a scheme to obtain informed consent from users;
8. Distribute and promote the app;
9. Continuously monitor data collection for a designated time period;
10. Filter and analyze data to answer the research question

(Henze et al. 2013).

3 Genki

3.1 Implementation

3.2 Yahoo Crowdsourcing Japan

3.3 Crowdsourcing Campaign

Following the methodology suggested by (Choi et al. 2014), we want a study with a control group: fixed reward Using the same amount of money as an incentive. We'll do the progressive reward system, and study user drop rates.

4 Results

5 Conclusions

6 Acknowledgments

References

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