Understanding User Motivation in Crowdsourcing

A Qualitative Study of LEGO Ideas

En forståelse af brugermotivation i crowdsourcing
- Et kvalitativt studie af LEGO Ideas

Master Thesis
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73 pages | 178,837 characters

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Abstract

En forståelse af brugermotivation i crowdsourcing

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Denne opgaver beskæftiger sig med fænomenet 'crowdsourcing', hvor formålet er at besvare hovedspørgsmålet: *hvordan og hvorfor er brugere motiveret til at deltage i crowdsourcing initiativer?* Opgaven er udformet med et social konstruktivistisk videnskabsperspektiv igennem et kvalitativt studie, der gør brug af syv personlige interviews for at forstå brugernes motivation for crowdsourcing platformen, LEGO Ideas. Med en deduktiv tilgang undersøger opgaven 12 underspørgsmål, som eftersøger i hvilket omfang brugere er motiveret af 12 faktorer, herunder syv ydre og fem indre. Disse faktorer er identificeret i en gennemgang af tidligere litteratur på området: vidensdeling, peers anerkendelse, virksomhedsanerkendelse, social engagement, gensidighed, økonomisk belønning, platformens design, brand identifikation, community identifikation, kreativitet, fornøjelse og passion.

Igennem en tematisk analyse af de syv interviews fremviser opgaven, at brugerne er motiveret af flere faktorer i deres brug af LEGO Ideas:

- *Vidensdeling*, fordi den åbne deling giver adgang til inspiration og feedback.
- *Virksomhedsanerkendelse*, fordi det forbedrer jobmuligheder og fremmer projekter.
- *Peers anerkendelse*, fordi det er en anerkendelse og giver support.
- *Social engagement*, fordi det driver engagement med peers.
- *Platformens design*, fordi designet er tiltrækkende og brugervenligt, mens fastsatte regelsæt udfordrer brugerne.
- *Brand identifikation,* fordi det aktiverer og forstærker forbindelser og internalisering af brandet.
- *Community identifikation*, fordi brugerne mærker en fælles identitet, der rækker ud over crowdsourcing communitiet.
- *Kreativitet*, fordi det giver mulighed for udvikling af unikke ideer.
- *Passion*, fordi det kræver dedikation og en vision.

Disse er sammenkoblet således, at motivation ikke stammer fra én faktor alene. De mest bemærkelsesværdige motivationsfaktorer er vidensdeling, hvor feedback er en primær årsag til deltagelse, platformens design, da platformens regelsæt udfordrer brugerne og passionen for at vinde. Omvendt er motivationen fra økonomisk belønning, gensidighed og fornøjelse meget begrænset for deltagerne. Grunden hertil er, at brugerne ikke forventer at få noget tilbage, hverken penge eller stemmer. Samtidig er det tydeligt, at fornøjelsen mest er til stede i processerne inden brugerne tilmelder sig platformen, idet det kræver hårdt arbejde og dedikation at være på platformen. På den baggrund fremlægger opgaven otte udsagn og tre konsekvenser for ledelsen af crowdsourcing initiativer.

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1 Introduction

The amount of online, user-generated content is escalating due to the evolution of the Internet, having induced better access to information, fewer geographical limitations and greater networking in consumer communities (Prahalad & Ramaswamy, 2004). This is causing a market space where consumers are becoming empowered: "*customers are fundamentally changing the dynamics of the marketplace. The market has become a forum in which consumers play an active role in creating and competing for value*" (Prahalad & Ramaswamy, 2000, p. 80). It has implications for brand management and strategic organisational processes, as it increases the possibilities for consumers to interact with brands and each other, hence it "*challenge[s] traditional divisions between the organization and its context*" (Pelsner & Gulbrandsen, 2015, p. 3). Consequently, new forms of collaboration and co-creation between companies and consumers are arising. Prahalad and Ramaswamy (2004) argue that co-creation, as a joint problem definition and -solving between individual users and companies, can generate value for all parties involved. As a result, companies need to adapt to the market changes and consider stakeholders as engaging individuals in value creation instead of passive recipients.

This co-creation between companies and consumers may generate insights and innovation for firms (Pelsner & Gulbrandsen, 2015), why the central element investigated in this thesis is the co-creation phenomenon of **crowdsourcing**. The thesis seeks to understand what motivates users to participate in crowdsourcing initiatives and why. Crowdsourcing is used to achieve some changes in regard to a defined or unknown problem. This means, it is founded in a process or investigation that is not driven by an organisation or designer but through a focus and understanding of the users' situational needs (Ind, Fuller & Trevail, 2012). In other words, crowdsourcing concerns the creation of new ideas, designs or solutions in a community with users instead of for users.

1.1. Theoretical Position of Crowdsourcing

This thesis is founded on the theoretical position of crowdsourcing. Crowdsourcing is a relatively recent phenomenon, initially coined by Howe (2006a) in a Wired magazine article as a new paradigm, where companies outsource activities to a crowd of people. From an etymological point of view, the term is formed from two separate words: **the crowd**, consisting of the individuals who are participating in crowdsourcing initiatives on a voluntary basis, and **sourcing**, which is the practice of finding, evaluating and engaging suppliers (Merriam Webster, n.d. a). In accordance with Howe's (2006b) definition of the term, crowdsourcing is therefore the act of "*taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call*" (parentheses in original). Hence, crowdsourcing leverages on the intelligence of an undefined

crowd of people to solve internal challenges. Howe (2006b) further clarifies that crowdsourcing does not need to move the task from employees currently performing it; the process can start directly with the crowd.

Crowdsourcing has since been the focus of a number of studies within various academic fields, which is causing an ambiguous meaning of the term. Based on an extensive literature review, Estellés-Arolas and González-Ladrón-de-Guevara (2012) identify 40 different definitions of crowdsourcing, visualising that crowdsourcing is a complex concept, resulting in an integrated definition of the term:

> "*Crowdsourcing is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task. The undertaking of the task, of variable complexity and modularity, and in which the crowd should participate bringing their work, money, knowledge and/or experience, always entails mutual benefit. The user will receive the satisfaction of a given type of need, be it economic, social recognition, self-esteem, or the development of individual skills, while the crowdsourcer will obtain and utilize to their advantage what the user has brought to the venture, whose form will depend on the type of activity undertaken*" (p. 197)

The current thesis shall refer to crowdsourcing through this perspective – though it will expand on the notion of user motivation – as it contains a complete outline of the four key characteristics of crowdsourcing (as elaborated by Brabham, 2013, p. 3):

1)   An organisation with a need to solve a problem
2)   A crowd of individuals willing to undertake the task voluntarily
3)   An online platform to perform the task
4)   The process is mutually beneficial for the organisation as well as the crowd.

The following sections will account for each of these four characteristics crowdsourcing.

1.1.1.   Problem-solving

Crowdsourcing is treated as a ***problem-solving*** model, where companies approach public crowds with any sort of problem to have contributors solve it. Brabham (2010) elaborates, "*[…] crowdsourcing companies operate by broadcasting problems or challenges to the crowd. Individuals in the crowd offer solutions to these problems and post the solutions back to the online commons.*" (p. 1124). This means, organisations use crowdsourcing as a tool to develop solutions to a wider variety of business

challenges than product development (see also Prpić et al., 2015); in fact, Brabham (2013) introduces a typology of four kinds of problem solving in crowdsourcing:

Type	How it works	Examples
Knowledge discovery	The crowd is asked to find information and collect it into a common location and format	*SeeClickFix*
Broadcast search	The crowd is asked to solve empirical problems	*InnoCentive*
Peer-vetted creative production	The crowd is asked to develop creative ideas and select between submissions	*Threadless*
Distributed human-intelligence tasking	The crowd is tasked with analysing large portions of information	*Amazon Mechanical Turk*

Table 1: Typology of Crowdsourcing (adapted from Brabham, 2013)

In such manner, organisations can approach a crowd with any of these four types of challenges in order to leverage on the shared intelligence that the crowd possesses. The case to be studied in this thesis, LEGO Ideas, is characterised as a peer-vetted creative production, as it entails LEGO assigning the crowd with idea generation and selection for product development purposes (see also section 1.3.).

1.1.2. Voluntary Individuals

As the crowd consists of **voluntary individuals**, Howe (2006a) traditionally refers to them as amateurs, though it does not suggest the intelligence is reduced compared to professionals. In its traditional sense, crowdsourcing is based on Surowiecki's (2004) concept of 'The Wisdom of Crowds', which entails that the aggregated intelligence from a decentralised group of independent people with diverse opinions is often superior to that of specialist (see also Brabham, 2013; Howe, 2008). For that reason, Brabham (2013) argues that individuals participating in crowdsourcing are more than just amateurs. This thesis shall therefore consider users of crowdsourcing initiatives as **hobbyists**, which is inspired by Jeppesen & Frederiksen (2006) who suggest, "*innovative users are likely to be hobbyists in the field in which they operate*" (p. 57). This term denotes that users have a high interest and knowledge within the field even though they are not professionals.

1.1.3. Online Platform

The strategy to leverage from crowdsourcing is relatively new. Some authors suggest that it dates back to offline focus groups, however Brabham (2008a; 2010) argues that the rise of **online platforms** is the basic foundation of the concept; "*[t]he speed, reach, rich capability, and lowered barriers to entry enabled by the Internet and other new media technologies make crowdsourcing qualitatively different from the open-problem solving of yesteryear*" (Brabham, 2013, p. 10; see also Prpić et al., 2015). In

respect, crowdsourcing is not an online approach to traditional market research but requires a completely new, web-based business model to harness solutions and ideas from the large network of individuals that constitutes the crowd. The first-moving companies engaging in crowdsourcing were born digital, however the potential of engaging the crowd in innovation processes has now attracted traditional companies (Howe, 2006a). The Internet remains a necessity for crowdsourcing, as it "*provides the means for individuals around the globe to commune in a single environment*" (Brabham, 2008a, p. 81). With the recent Web 2.0 trends, the market is experiencing a massive increase in user-generated content, making the Internet a facilitator of a certain kind of engagement:

> "*One of the most remarkable things to have come out of the so-called Web 2.0 era is not the tools themselves but the ways that new media technologies have redesigned the relationships we have with one another and with organizations.*" (Brabham, 2013, p. xv)

This suggests, the barriers for firm-to-user as well as user-to-user engagement are lowered, which is making companies use online communities to build brands and collect ideas as a means to achieve competitive advantages (see also Jeppesen & Frederiksen, 2006; Muniz & O'Guinn, 2001).

1.1.4. Mutual Benefits

The function of crowdsourcing is ***beneficial*** for all participating partners, the organisation as well as the individuals constituting the crowd, as the control is based in between the two parties:

> "*In crowdsourcing the locus of control regarding the creative production of goods and ideas exists between the organization and the public, a shared process of bottom-up, open creation by the crowd and top-down management by those charged with serving an organization's strategic interests.*" (Brabham, 2013, p. xxi)

Subsequently, crowdsourcing empowers the individual participants through levels of decentralised, creative processes. Critiques of crowdsourcing claim that it is exploitation of cheap and free labour (discussed in Brabham, 2013), however more researches have found several beneficial factors for crowdsourcing participation, e.g. an opportunity to develop creatively (Brabham, 2008b) and have fun (Brabham, 2010). This thesis therefore seeks to investigate these benefits to understand what motivate users to crowdsourcing.

1.2. Concept Clarification

Resulting from the unclear definition of crowdsourcing, the term is often misused for user innovation (Hippel, 2005) and open innovation (Chesbrough, 2003) initiatives. However, crowdsourcing is not

synonymous with either of those practices (Brabham, 2013), and the figure below illustrates how user- and open innovation is distinct from crowdsourcing (see fig. 1).
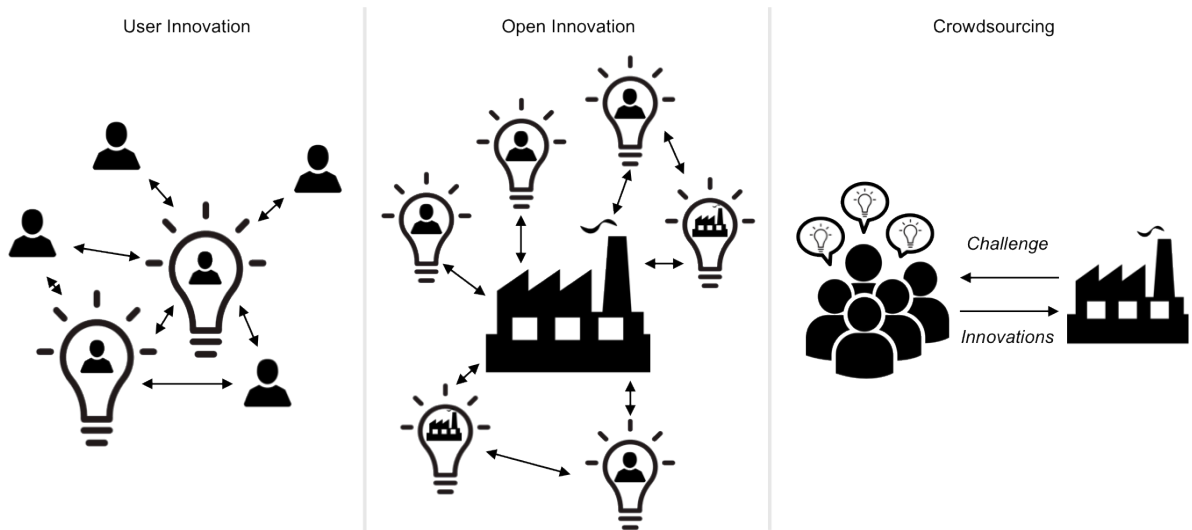
Fig. 1: User Innovation vs. Open Innovation vs. Crowdsourcing (author's creation)

User innovation takes place in self-organised communities, where so-called 'lead users' develop and transform brands or products for other users to adopt the developments (Hippel, 2005; Hippel, 2013). *Open innovation* is an extension of the notion of user innovation, where "*[…] firms can and should use external ideas as well as internal ideas, and internal and external paths to market*" (Chesbrough, 2003, p. xxiv), meaning it is the practice taking external ideas from individuals and organisations to market through internal processes and vice versa. In contrast to both, *crowdsourcing* depends on a company outsourcing a challenge to a crowd of people, who develop ideas for a solution that the company leverages on. Howe (2006b) clarifies that "*[i]t's only crowdsourcing once a company takes that design, fabricates [it] in mass quantity and sell[s] it*", which makes crowdsourcing significantly different from the practices of open and user innovation, respectively.

The practices of open innovation and user innovation are also different from crowdsourcing based on the division of control. *Open innovation* takes place as a top-down organisational strategy with an internal strategic goal to broaden the innovation boundaries through external research and development capabilities. In this respect, open innovation companies allow customers or other stakeholders to become partners and co-producers, as users comprise important information that may be relevant to innovation. However, the locus of control remains at the company in question. In contrast, *user innovation* is self-organised and motivated by users to achieve a common goal, which means the locus of control resides in consumer communities. Companies can leverage from the innovations made in these communities through practices such as ethnography to learn more about users and their needs

(e.g. Füller, Jawecki & Mühlbacher, 2007). Both of these are different from the mechanisms of *crowdsourcing*, where control is balancing between the company and the crowd. This shared control, Brabham (2008a) argues, makes the crowdsourcing model superior to open innovation and user innovation as it provides: "*a clear format for compensating contributors, a hybrid model that blends the transparent and democratizing elements of open [innovation] into a feasible model for doing profitable business, all facilitated through the web*" (Brabham, 2008a, p. 82). This thesis studies the concept of crowdsourcing based on the above clarification.

1.3. Case Introduction

The case to be studied in this thesis is LEGO Ideas, which is a crowdsourcing platform owned and governed by the LEGO Group. LEGO Ideas is interesting to investigate in respect to crowdsourcing, as it is a conservative company that chose to expand its innovation initiatives to support consumers' user innovation practices (Robertson & Breen, 2013). The platform was introduced in 2008 as collaboration between LEGO and the Japanese company, CUUSOO, and was fully overtaken by LEGO in 2014 as LEGO Ideas. The platform is created as a community for fans aged 13 and over, where users are able to discover new project ideas, engage in conversation about builds, give feedback and support each other's projects. The LEGO Ideas platform essentially invites users to submit and select between ideas for potential LEGO products. To submit a project, users need to create a model, either 3D or real, take photos and write a detailed description about the set. The submitted projects need to comply with LEGO's guidelines, including maximum number of pieces and use of concept licenses. If a project gets more than 10,000 votes, it is submitted to review by the LEGO Review Board, who decides whether the model will be produced as an official LEGO set. Consequently, users assign all property rights to the LEGO Group when entering a project into LEGO Ideas. The review sessions take place three times a year and a total of 13 projects have currently been produced as sets. The users whose projects become winning sets are offered 1 % of the product's net sales, 10 complimentary copies, as well as the recognition from being featured on the product material. Users get the opportunity to work with LEGO designers in completing the final set, based on their own original ideas. In addition, there are also incentives inside the platform. LEGO rewards active users, not only those with winning sets, with points and badges, so-called 'Clutch Power' that shows a user's level of engagement to fellow members, and 'Staff Picks' to promote outstanding projects. In effect, these incentives are assumed to encourage users to engage in the community and will be treated as elements in the motivation from firm recognition (see also section 2.1.1.) (The LEGO Group, n.d.).

The LEGO brand has previously been studied in literature on customer co-creation, though primarily from a user- and open innovation perspective (e.g. Antorini, 2007; Antorini & Muniz, 2013; Antorini, Muñiz and Askildsen, 2012; Gyrd-Jones & Kornum, 2013). Findings from these researches illustrate that LEGO has an immense customer group in the adult demographic segment, referred to as

adult fans of LEGO (AFOL) (Antorini, 2007). AFOLs common "*love of the brick*" is characterising a loyalty towards LEGO, as most AFOLs have reengaged with LEGO after having played with bricks as children (Antorini, 2007, p. 312). However, LEGO has a different meaning to adult users than children; for instance, the term 'play' is still used but it denotes hobby rather than game (Antorini, 2007). These hobbyist do not consume LEGO as standardised, rather they take the original products and transform them into something different. Antorini (2007) finds that innovations made by AFOLs are incremental yet relevant as AFOLs "*see and conceive ideas that later become interesting and relevant for a larger population of customers*" (p. 310). This makes AFOLs an interesting segment for crowdsourcing.

1.4. Research Question

The central element investigated in this thesis is crowdsourcing. Based on a layout of previous research, this thesis will analyse the use of crowdsourcing as a problem-solving initiative for LEGO. With a base in the LEGO Ideas community, this thesis will investigate what motivates individual users to participate in crowdsourcing and why. Thereby, the thesis is going to address the following question:

RQ — *What motivates individual users to participate in crowdsourcing initiatives and why?*
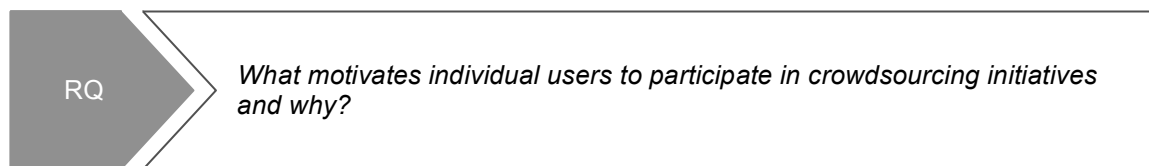
In that respect, ***motivation*** refers to the underlying feeling of being "*moved to do something*" (Ryan & Deci, 2000, p. 54). The thesis will base motivation on a set of factors that have previously been identified in research on crowdsourcing (see chapter 2). ***Individual users*** refer to the voluntary members on crowdsourcing platforms, also known as crowdworkers (Howe, 2006a; see also section 1.1.2.). ***Participation*** concerns all types and levels of engagement on the platform, including consumption of content, contribution of engagement to content and creation of content (Tsai & Men, 2013; Wallace et al, 2014).

The thesis will assess the overarching question through a detailed investigation of 12 operationally defined motivation factors (see chapter 2). The thesis is seeking to understand to what degree users are motivated by each of these factors through the following 12 sub research questions (SRQ):

SRQ1: To what degree does ***knowledge sharing*** motivate users?

SRQ2: To what degree does ***firm recognition*** motivate users?

SRQ3: To what degree does ***peer recognition*** motivate users?

SRQ4: To what degree does ***social engagement*** motivate users?

SRQ5: To what degree does *reciprocity* motivate users?

SRQ6: To what degree does *economic rewards* motivate users?

SRQ7: To what degree does *platform design* motivate users?

SRQ8: To what degree does *brand identification* motivate users?

SRQ9: To what degree does *community identification* motivate users?

SRQ10: To what degree does *creativity* motivate users?

SRQ11: To what degree does *enjoyment* motivate users?

SRQ12: To what degree does *passion* motivate users?

Following an analysis of these 12 sub research questions (see chapter 4), the thesis will discuss the most salient empirical findings in respect to their theoretical and managerial implications (see chapter 5).

1.5. Research Purpose

The purpose for conducting this study is found in its theoretical and managerial implications. Brand managers are under constant pressure to adapt to market changes and establish co-creative organisations with management processes that support interaction-centric capabilities, such as crowdsourcing, in order to become profitable (see section 'Introduction'). A part of the success of collective innovation lies in the company's ability to motivate, making it essential to understand the fundamental motivations (Battistella & Nonino, 2012). Brabham (2013) articulates a need for crowdsourcing specifically: "*[a]ll individuals engaged in crowdsourcing are in some way motivated to participate, and understanding how and why is necessary for designing effective crowdsourcing applications*" (p. 62; see also Battistella & Nonino, 2012; Brabham, 2008a, 2010; Füller, Bartl & Mühlbacher, 2006; Jeppesen & Frederiksen, 2006). This illustrates that research is necessary to understand why users are motivated to participate in crowdsourcing. For that reason, this thesis will evaluate 12 motivation factors to understand what motivates users whereto the qualitative nature of the study (see section 3.4.) enables a more detailed understanding of why users participate.

There has been much research on crowdsourcing since its introduction, however more brand managers remain hesitant in using crowdsourcing techniques due to the limited understanding and appreciation of its value (Prpić, 2015). The value of crowdsourcing has been studied in more academic disciplines: computer research, where the majority of research has been conducted; business management research, where the focus has been on open innovation; and social science research, which focuses on the human dimensions of crowdsourcing (Brabham, 2013). The most interdisciplinary focus of crowdsourcing research is motivation, though a small number of studies concern motivation in crowdsourcing spaces alone, as many focus on open innovation communities or a combination (e.g. Antikainen, Mäkipää & Ahonen, 2010; Battistella & Nonino, 2012; Belenzon & Schankerman, 2015).

For that reason, this thesis will study motivations on crowdsourcing platforms, specifically, from a social science perspective.

The current studies conducted specifically on crowdsourcing motivation show conflicting results, especially in regards to economic rewards as a factor of motivation. In a literature review on crowdsourcing, Buettner (2015) discover inconsistencies in the importance of economic rewards as motivation:

> "*[Some] analyzed the affection of monetary payments on work quality by a crowdsourcing experiment, and found no significant quality differences between paid and unpaid work. [Others] showed that using better crowdworkers saves a lot of costs, even if they are slightly more expensive than other workers. Other studies found that higher payment and rewards encouraged better work.*" (sec. 'Money and attention as extrinsic factors'; see also Battistella & Nonino, 2012; Brabham, 2010)

This implies that further studies are needed to refine **what** factors motivate individuals to participate in crowdsourcing initiatives.

The thesis is also purposeful due to its qualitative nature, as crowdsourcing studies have predominantly been investigated on a quantitative basis (e.g. Brabham, 2008b; Lakhani et al., 2007). For that reason, current researches only "*paint a partial picture of how the opportunity to make money specifically, and other motivators generally, drive the crowd's participation in crowdsourcing applications*" (Brabham, 2010, p. 1127). This thesis' qualitative approach allows for a more detailed understanding of motivations, allowing a comprehension of **why** individuals participate in crowdsourcing.

1.6. Problem Delimitation

To limit the scope of the thesis, a list of delimitations to the current research exist. This thesis takes the perspective of LEGO Ideas' users, which means the research will not investigate the motivations and benefits for the LEGO Group. As presented in section 1.1, crowdsourcing initiatives are assumed to be beneficial for the firm as well as participating users. However, this thesis will focus solely on the underlying motivations of individual users. This motivation is studied through 12 sub research questions that represent seven extrinsic and five intrinsic motivation factors, respectively. The 12 motivation factors are derived from a literature review of previous research on the topic (see chapter 2) and the thesis will focus solely on those motivation factors. The thesis' understanding of each motivation factor is presented through the operational definitions in chapter 2.

In literature on motivation, more content theories concern what motivates human actions (e.g. Maslow, 1943; Herzberg, Mausner & Snyderman, 1997; Alderfer, 1969). However, as this thesis takes the perspective of crowdsourcing initiatives, it will only measure on factors that are relevant for

crowdworkers. Brabham (2013) argues that Ryan and Deci's (2000) categorisation of intrinsic and extrinsic motivation is useful for the discussion of motivation in crowdsourcing, as it ensures an understanding of the psychological dimensions of motivation. The thesis acknowledges that other motivation theories might include relevant perspectives, however it focuses on only on motivation factors that have been identified in previous research on crowdsourcing and open innovation and categorises these in Ryan and Deci's (2000) framework.

Due to this focus on motivation factors, the thesis will not analyse other aspects of LEGO Ideas. This means, the platform is characterised as a brand community in advance, as LEGO itself uses the term (The LEGO Group, n.d.), without accounting for neither the definition of a brand community nor the degree to which LEGO Ideas complies with its characteristics. In a similar manner, the thesis will not investigate to which degree LEGO Ideas is complying with the aforementioned definition of crowdsourcing platforms. It relies on the simple conception that it complies with the aforementioned definition (see section 1.1.): the initiative is a problem-solving initiative governed by the LEGO Group, users participate voluntarily, interactions take place on an online platform and benefits both participating parties.

1.7. Thesis Structure

The thesis structure is presented in the table below, illustrating the outline of the thesis and each chapter's contribution to the thesis statement (see fig. 2).

1	Introduction	This chapter accounts for the research's theoretical position and introduces the case study, research questions, purpose and delimitations.
2	Literature Review	This chapter reviews relevant literature to develop a theoretical framework that delimits the research's scope and frames the sub research questions.
3	Methodology	This chapter presents the thesis' methodological stand, including the practiced scientific method and the use of qualitative research methods.
4	Analysis	Based on the theoretical frame from chapter 2 and the methodology introduced in chapter 3, this chapter presents and analyses the findings from the empirical study.
5	Discussion	The theoretical perspectives and managerial implications are discussed. Furthermore, a reflection of the study's limitations gives directions for further research.
6	Conclusion	A conclusion on the overall thesis is given to answer the research questions presented in chapter 1.

Fig. 2: Thesis structure (author's creation)

2 Literature Review

This chapter reviews relevant literature in order to define relevant motivation factors for participation in crowdsourcing and open innovation. The review suggests that people are motivated to participate in such initiatives for a range of reasons. As previously defined, motivation refers to the feeling of being "*moved to do something*" (Ryan & Deci, 2000, p. 54; see also section 1.4.), which means that people who are motivated are active in pursuing a goal. Different forms of motivation exist and people experience different types and levels of motivation depending on the action in question. Ryan and Deci (2000) differentiate between two classifications of motivations, intrinsic and extrinsic:

> "*The most basic distinction is between intrinsic motivation, which refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivation, which refers to doing something because it leads to a separable outcome.*" (p. 55)

This means, intrinsic motivation is an internal satisfaction for doing something, whereas extrinsic motivation is based on external pressures and rewards. By definition, intrinsic motivation is thus an interaction between the person performing an action and the task itself, though external factors may influence the degree to which people feel intrinsically motivated. For instance, positive feedback enhances intrinsic motivation, while negative feedback diminishes it (Ryan & Deci, 2000). In a similar manner, the degree of autonomy for the activity at hand influences people's extrinsic motivation. Ryan and Deci's (2000) taxonomy of extrinsic motivation thus includes a continuum from external regulation through internalisation to integration, which represents the process of taking values or regulations and integrating them into one's self. However, the current thesis will reflect on just the two overarching categories, extrinsic and intrinsic, as people are participating in crowdsourcing on a voluntary basis, why it is assumed that the level of autonomy is high. Consequently, the conceptual advantages of using the entire spectrum of subcategories in extrinsic motivation do not outweigh the disadvantages from its complexity. For the same reason, this thesis will not distinguish between individual and social motivation factors. In a study on three open innovation platforms, Batistella and Nonino (2012) made such a distinction however found no results pointing to its significance. Instead, the thesis assumes that the extrinsic motivation factors are of social nature and the intrinsic are individualistic.

Ryan and Deci (2000) argue that most of people's actions are extrinsically motivated because extrinsic motivation undermines intrinsic motivation. Both extrinsic and intrinsic motivational factors are present in open innovation and crowdsourcing initiatives (e.g. Belenzon & Schankerman, 2015; Brabham, 2008b; Brabham, 2012; Buettner, 2015; Carpenter, 2008; Franke & Shah, 2003; Füller,

Jawecki & Mühlbacher, 2007; and others), though Battistella and Nonino (2012) suggest that intrinsic motivation must be combined with other motivations to be effective. Intrinsic motivation is relevant despite its undermined influence, as it leads to submissions of higher quality:

> *"While extrinsic desire for monetary rewards tends to be positively related to the making of non-substantial contributions, intrinsic enjoyment tends to breed more substantial postings, and knowledge diversity facilitates all types of contributions to open innovation projects."*
> (Frey, Lühje & Haag, 2011, p. 397)

In effect, activities done for the individual's personal gain generate higher quality performance than those that are accomplished for extrinsic rewards. This is parallel to Ryan and Deci's (2000) argument that the degree of internalisation affects the activity's outcome, as increasing internalisation induces actions of greater persistence and higher quality. It suggests that both types of motivational factors should be present for the crowdsourcing initiative to be successful in encouraging participation.

A review of previous research on the topic identified seven extrinsic and five intrinsic motivations for user participation in crowdsourcing and open innovation initiatives (see table 2). The review also includes motivation factors for open innovation, as these are helpful in understanding what drives the crowd, though they may not be *"precisely translatable to crowdsourcing cases"* (Brabham, 2008a, p. 87). As indicated in the table, all motivation factors included from open innovation literature are also identified in studies of crowdsourcing, which makes them applicable for the current research. These motivation factors thus provide the framework for the thesis' 12 SRQs (see section 1.4.).

Motivation factor		Document ([C] = Crowdsourcing focus, [OI] = Open Innovation focus)
Extrinsic	Knowledge sharing	*Battistella & Nonino (2012)[C+OI]; Brabham (2008b; 2012)[C]; Füller et al. (2007)[OI]; Franke & Shah (2003)[OI]; Jeppesen & Frederiksen (2006)[C]*
	Firm recognition	*Antikainen, Mäkipää & Ahonen (2010)[OI]; Antorini (2007)[OI]; Belenzon & Schankerman (2015)[OI]; Brabham (2012; 2010)[C]; Buettner (2015)[C]; Füller et al. (2007)[OI]; Jeppesen & Frederiksen (2006)[C]; Kornum (2008)[OI]*
	Peer recognition	*Belenzon & Schankerman (2015)[OI]; Brabham (2012; 2010)[C]; Buettner (2015)[C]; Füller et al. (2007)[OI]; Jeppesen & Frederiksen (2006)[C]; Martineau (2012)[C]*
	Social engagement	*Antikainen, Mäkipää & Ahonen (2010)[OI]; Battistella & Nonino (2012)[C+OI]; Brabham (2010)[C]; Carpenter (2008)[C]; Martineau (2012)[C]*

	Reciprocity	*Battistella & Nonino (2012)* [C+OI]*; Belenzon & Schankerman (2015)* [OI]*; Brabham (2012)* [C]*; Franke & Shah (2003)* [OI]
	Economic rewards	*Battistella & Nonino (2012)* [C+OI]*; Brabham (2008b; 2010)* [c]*; Buettner (2015)* [C]
	Platform design	*Brabham (2012)* [C]
Intrinsic	Brand identification	*Antikainen, Mäkipää & Ahonen (2010)* [OI]*; Füller et al. (2008)* [C]*; Jeppesen & Frederiksen (2006)* [C]*; Lüthje, Herstatt & Hippel (2005)* [OI]
	Community identification	*Battistella & Nonino (2012)* [C+OI]*; Brabham (2010)* [c]*; Carpenter (2008)* [C]*; Füller et al. (2006)* [OI]*; Martineau (2012)* [C]
	Creativity	*Antikainen, Mäkipää & Ahonen (2010)* [OI]*; Brabham (2008a; 2010)* [C]*; Carpenter (2008)* [C]*; Jeppesen & Frederiksen (2006)* [C]*; Martineau (2012)* [C]
	Enjoyment	*Brabham (2008b; 2012)* [C]*; Buettner (2015)* [C]*; Franke & Shah (2003)* [OI]*; Füller et al. (2006*[C]*; 2007*[OI]*); Kornum (2008)*[OI]
	Passion	*Brabham (2008a; 2010; 2012)* [C]*; Füller et al. (2007)*[OI]*; Jeppesen & Frederiksen (2006)* [C]*; Kornum (2008)* [OI]

Table 2: Motivation Factors for User Participation in Crowdsourcing (author's creation)

The remaining sections of this chapter will review each of these motivation factors in a crowdsourcing perspective. Some of the elaborations will draw on other literature to gain a more detailed understanding of each factor, though it will always be compared with crowdsourcing research. Each section presents the operational definitions used to this study, ending with a theoretical framework for the study at hand.

2.1 Extrinsic Motivation

2.1.1 Knowledge Sharing

Crowdsourcing researches have shown that ***knowledge sharing*** is an important extrinsic motivation for crowdsourcing participation, as users are motivated by a willingness to learn and get access to specialised information as recipients (e.g. Battistella & Nonino, 2012; Brabham, 2008b, 2012; Jeppesen & Frederiksen, 2006). There is obscurity surrounding the term, knowledge sharing, but in the context of online communities, knowledge sharing has previously been defined as "*instances whereby a member responds to a posted problem by sharing what they know*" (Sharratt & Usoro, 2003, p. 189). This indicates knowledge sharing is facilitated in the interactions taking place in crowdsourcing communities. It is found to exist in crowdsourcing and open innovation as:

> *"Freely revealing innovations is likely to induce improvements by others, because receiving assistance appears to be important in improving innovations [...] individuals often assist innovators who they may or may not know and often assist even when not motivated by the possibility of directly using the innovation themselves or receiving anything in return."* (Franke & Shah, 2003, p. 172)

Consequently, the free sharing of innovation in open innovation and crowdsourcing initiatives enables knowledge sharing where users are likely to support each other in improving innovations. In fact, Brabham (2008a) suggests that knowledge sharing is more salient in crowdsourcing than open innovation, as *"bounties in crowdsourcing applications already indicate for the crowd a recognition that such work is worthy of compensation"* (p. 84). This suggests that knowledge sharing may motivate users to participate, as the crowdsourcing format indicates that the community contains valuable information. In effect, the thesis shall use the following understanding of knowledge sharing:

Def.	*Motivation from knowledge sharing refers to being moved to participate due to access to specialised knowledge and assistance in the crowdsourcing community.*

2.1.2   Firm Recognition

Participation in crowdsourcing entails an opportunity for users to obtain ***firm recognition***, which refers to the act of being non-economically acknowledged by the crowdsourcing firm for one's participation (Jeppesen & Frederiksen, 2006). Multiple studies on crowdsourcing and open innovation indicate users are motivated by enhanced career opportunities, either freelance or full-time work (e.g. Brabham, 2008a, 2010, 2012; Füller et al., 2007; Belenzon & Schankerman, 2015; Jeppesen & Frederiksen, 2006). This thesis shall use Jeppesen and Frederiksen's (2006) elaboration to define the motivation from firm recognition in crowdsourcing initiatives:

> *"[...] innovative users' motivation for participation and innovation in the community are related to a wish to be recognized by the firm hosting the user community. Users generally honor the product, the firm, and its developers. Innovative users may therefore feel proud when the firm acknowledges their innovative work openly in the community and perceive this recognition as an additional benefit of creating an innovation."* (p. 57)

This implies users seek recognition by the crowdsourcing company not only for employment reasons but also due to the honourable sentiment in the recognition itself. Consequently, firm recognition may help explain why users are participating in crowdsourcing initiatives. It is a relevant motivation factor to study for LEGO Ideas, as it will have implications for management, if the company gets an opportunity to allocate recognition strategically in order to leverage the most from the crowd. For the purpose of this thesis, firm recognition is understood as:

> **Def.**
>
> *Motivation from firm recognition refers to being moved to participate due to the non-economic acknowledgement from the crowdsourcing firm in the crowdsourcing community.*
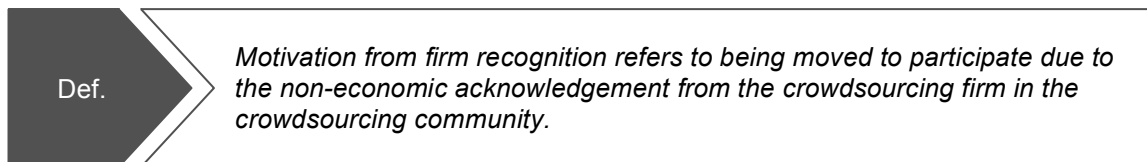
2.1.3   Peer Recognition

A different nature of acknowledgement in crowdsourcing initiatives is the recognition from fellow participants, which is another extrinsic motivation for crowdsourcing. Jeppesen and Frederiksen (2006) argue that the aforementioned firm recognition is connected to **peer recognition**, as gaining attention from the crowdsourcing firm may result in a level of positive acknowledgement from peers. Peer recognition is relevant, as it encourages a positive atmosphere in the community, which fosters collaboration and teamwork, making users contribute based on the expectation to get attention from peers (Brabham, 2012). Kornum (2008) claims "*peer recognition is probably not the reason why users start participating in a community, rather it is an element that maintains or even reinforces existing members' motivation*" (p. 353). This means, peer recognition may not be the reason for joining a crowdsourcing community but it encourages users to continuously contribute. In a similar manner, Buettner (2015) finds that users who are recognised for their innovation are more likely to share additional work.

This collection of peer recognition is referred to as cultural capital, which is a sociological concept introduced by Bourdieu (1986) as the non-financial assets one acquires and is socially recognisable for. Users in social communities are ranked according to their achievements and level of cultural capital. This is made possible on crowdsourcing platforms, where individuals showcase their innovations, which are measured based on the number of supporters and followers. In such manner, one is able to identify the best innovators on LEGO Ideas based on the number of account followers and innovation supporters, and LEGO uses this information to evaluate the submissions. The thesis shall refer to peer recognition using the following operational definition:

> **Def.** *Motivation from peer recognition refers to being moved to participate due to the acknowledgement from fellow crowdsourcing participants and the resulting status in the crowdsourcing community.*

2.1.4 Social Engagement

More studies on open innovation communities suggest a social connection between users similar to that of brand communities (e.g. Füller et al., 2007). Similar to brand communities, the purpose of crowdsourcing communities is to create a shared social setting to engage individuals in their common interest. Martineau (2012) finds that crowdworkers are socially connected and "*participating members receive their motivation through the emotional bonds they form*" (p. 35; see also Brabham, 2010), making social engagement a relevant motivation factor for the current study. Carpenter (2008) divides the social motivation into two parts: "*One part of the social motivation is interacting with others with similar interests. The second is the crowdsourcing effort's fit with a person's social identity*" (p. 81). This motivation from social engagement is connected to the former of these, whereas the latter concerns community identification (see section 4.8.). It is argued that social motivation takes place in crowdsourcing communities that are not highly competitive or include high-value prizes (Carpenter, 2008). In a similar manner, some studies find that social networking on crowdsourcing platforms is secondary to innovation work and individual development (e.g. Brabham, 2008b). Brabham (2008b) argues:

> "*Crowdsourcing communities are new hybrid hobby/work spaces where real money can be made. Friendship and other social networking features are secondary to individual fulfillment and profit in the crowdsourcing context.*" (sec. "Discussion").

In effect, crowdsourcing platforms are defined as workspaces instead of social communities. However, while Battistella & Nonino (2012) affirm that innovation platforms are workplaces, they suggest a transition towards a social place logic, as their research found that some aspects of open innovation are socially engaging. Brabham (2010) recognises such a motivation from social engagement:

> "*Members of the Threadless community all very much enjoy the communal aspects of the site and the friendships they have made through the site. Several of the members interviewed described how exposure to the blog forum, the chatty pulse of the Threadless community, was a deciding factor for them joining the site.*" (p. 1134)

This makes social engagement a relevant factor to study on a crowdsourcing platform whereto this thesis understands social engagement through the following definition:

> **Def.** *Motivation from social engagement refers to being moved to participate due to the social aspect and interactions in the crowdsourcing community.*
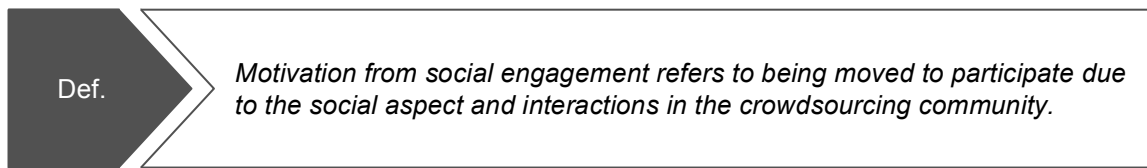
2.1.5   Reciprocity

The crowdsourcing community may induce a motivation through **reciprocity**, which means to *"[…] benefit from other individuals who expect future help from those helped by them"* (Wang & Wang, 2008, p. 344). This indicates that people participate in social exchanges because of an expectation to get something in return. Hew and Hara (2007) refer to two types of reciprocity identified in literature: (1) direct reciprocity, which takes place directly between two participants, the presenter and receiver, and; (2) indirect or generalised reciprocity, where the reciprocity is given to the presenter indirectly by another person than the receiver. The latter is relevant in a crowdsourcing perspective, as Franke and Shah (2003) find *"[…] there is an expectation that if a community member provides assistance today, someone else will provide him with assistance when he needs it"* (Franke & Shah, 2003, p. 173). This motivation from indirect reciprocity is a result of an inner drive to contribute to a collaborating effort between multiple actors (e.g. Brabham, 2012; Belenzon & Schankerman, 2015; and Franke & Shah, 2003). In fact, collaboration is an implicit norm in communities to which all members are expected to comply:

> *"By not assisting, an individual may violate community norms and be reprimanded or penalized, and in an extreme situation be excluded from the community […] On the other hand, by not assisting, an individual may be viewed by others in the community as someone who does not 'play fair' and thus increase his likelihood of being denied help when he needs it"* (Franke & Shah, 2003, p. 174)

This implies reciprocity is expected when sharing innovation in crowdsourcing communities. The thesis will therefore investigate whether users are motivated from reciprocity with the following definition:

> **Def.** *Motivation from reciprocity refers to being moved to participate due to of the expectation to get something in return from the crowdsourcing community.*
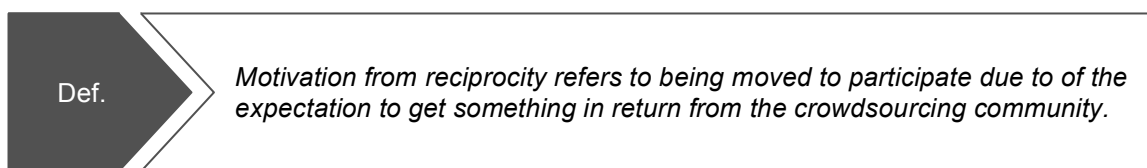
2.1.6   Economic Rewards

Successful users in crowdsourcing communities are offered economic compensation for their work. Some studies do not acknowledge the motivation from **economic rewards** (e.g. Antikainen, Mäkipää & Ahonen, 2010; Frey, Lühje & Haag, 2011; and Füller, Bartl, Ernst & Mühlbacher, 2006); however, Buettner (2015) concludes that earning money is the most salient reason for crowdsourcing participation in a review of current studies on the topic. Brabham (2008b) also finds that economic rewards is the most significant motivator for crowdsourcing in Threadless: "*While peer recognition and the opportunity to learn new skills were important motivators for participation at iStockphoto, the opportunity to make money on the site was the most important*" (sec. "Discussion"). This is similar to findings from other studies that identify crowdsourcing platforms as workspaces and not social communities (e.g. Brabham, 2008b; Buettner, 2015), making it a salient motivator to investigate in the current study of LEGO Ideas. Therefore, this thesis shall refer to Battistella and Nonino's (2012) definition of economic rewards, which includes "*all the actions that lead, directly or indirectly, to economic advantages for the contributor*" (p. 560). This factor thereby includes free products and services as well as monetary rewards.

> Def.
>
> *Motivation from economic rewards refers to being moved to participate due to rewards that lead, directly or indirectly, to economic advantages for the crowdsourcing participants.*

2.1.7   Platform Design

To move the crowdsourcing initiative, Brabham (2012) finds that the **platform design** is a relevant motivation factor due to perceived low entry barriers and appealing platform design:

> "*Several participants mentioned that the project Web site seemed at first to be visually attractive, easy to use, and at no cost to participate. The importance of usability is widely known in Web design circles, but administrators and facilitators may not be aware of just how important of a motivator a well-designed, usable site may be for a project. Usability and good Web design are motivators for participation online, not merely de facto professional standards among programmers; usability and design can make or break a crowdsourcing venture*" (p. 323)

This suggests that the design of the platform is a relevant condition to attract users to contribute to the crowdsourcing community.

Def.	*Motivation from platform design refers to being moved to participate due to low entry barriers, ease of use and appealing design of a crowdsourcing platform.*

2.2 Intrinsic Motivation

2.2.1 Brand Identification

The motivation from **brand identification** rests on the theory on brand communities, which prominent researchers define as a "*specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand*" (Muniz & O'Guinn, 2001, p. 412). The current research argues that crowdsourcing communities have similar characteristics to brand communities, as they are structured social settings, consisting of voluntary individuals with common interest in a certain brand or its activities (see also section 2.2.2.). This is echoing Füller et al. (2008), claiming open innovation communities "*[...] are composed of peers with the same interests and the same commitment toward the brand*" (p. 516). Muniz and O'Guinn (2001) find that brand community members feel strong connections to the **brand's identity**, which Hung (2014) further argues "*[...] are essential parts of a consumer's long-term relationship with a company*" (p. 594). This makes brand communities tools for creating brand loyalty. Based on Deci and Ryan's (2000) aforementioned extrinsic internalisation process, Hung (2014) finds that at the optimal stage of the brand identification users identify and integrate the brand to accept it as their own. This suggests that brand identification is similar to community identification, as both include an action where users seek identification between one's personal identity and that of the brand or community (see section 2.2.2.).

In regards to open innovation, Antikainen et al. (2010) argue that strong brands are necessary to attract and commit members to the community, as a user's personal brand usage and product needs significantly influence their innovation ideas (see also Lüthje, Herstatt & Hippel, 2005). It is reflected in studies on crowdsourcing, where Jeppesen and Frederiksen's (2006) claim that users "*[...] generally honor the product, the firm, and its developers*" (p. 56). In effect, users' high level of expertise within the innovation area makes them more likely to identify with the crowdsourcing firm and its employees rather than non-technical peers (Jeppesen & Frederiksen, 2006). Based on that elaboration, this thesis shall understand motivation from brand identification through the following definition:

Def.	*Motivation from brand identification refers to the inner drive to participate due to an association with the identity of the brand central to the crowdsourcing community.*

2.2.2. Community Identification

The motivation from *community identification* is founded on sociological premises, where Muniz and O'Guinn (2001) argue that brand communities contains three core components, similar to traditional communities: (1) consciousness of kind, (2) rituals and traditions, and (3) a sense of moral responsibility. The former, conscious of kind, indicates that users in brand communities have a shared, community consciousness and is argued to be the most important element (Muniz & O'Guinn, 2000). The shared consciousness is explained as:

> "*Consciousness of kind is the intrinsic connection that members feel toward one another, and the collective sense of difference from others not in the community. Consciousness of kind is shared consciousness, a way of thinking about things that is more than shared attitudes or perceived similarity. It is a shared knowing of belonging.*" (Muniz & O'Guinn, 2000, p. 413)

This means, members of a brand community feel a strong connection to each other that separates them from others; in fact, the connection between members is even argued to be stronger than the connection to the brand (Muniz & O'Guinn, 2000). This indicates users feel social identification with remaining community members. Hung (2014) furthers this research and finds that "*individuals must first perceive themselves in terms of idiosyncratic characteristics that differentiate them as unique individuals before they form social identification with other group members*" (p. 609). This specifies that brand communities are spaces where people define their self-identity and then extend it through social relationships with other members to construct a shared, community identity.

For crowdsourcing initiatives, researches do indeed indicate that users' engagement in crowdsourcing leads to community identification: "*[...] the higher one's level of engagement, the more overlap between one's perceived self-identity and the group-based identity*" (Martineau, 2012, p. 35; see also Battistella & Nonino, 2012; Brabham, 2010; Füller et al., 2006). This suggests that crowdsourcing users identify with fellow community members based on their level of social engagement (see also section 2.1.4.). A reason thereto is that community identification is resting on a shared interest in the crowdsourcing initiatives, where Hung (2014) explains that members' relationship to the brand positively influence their relationship to the brand community. This is made possible in crowdsourcing communities as "*[...] crowdsourcing provides the basis for attracting participants sharing a common interest*" (Carpenter, 2008 p. 81). Consequently, users on crowdsourcing platforms have shared interests in the innovation activity, indicating an attraction from similar perceptions which "*which catalyzes the transformation of personal emotion into group identification*" (Hung, 2014, p. 611). For that reason, the thesis shall investigate whether users are motivated from community identification with the following definition of community identification in relation to crowdsourcing as:

> **Def.** Motivation from community identification refers to the inner drive to participate due to an association with the social identity in the crowdsourcing community.

2.2.3. Creativity

The simple definition of **creativity** is "*the ability to make new things or think of new ideas*" (Merriam-Webster, n.d. c), which conforms to crowdsourcing platforms inviting users to share innovative ideas. Crowdsourcing thus offers users an opportunity to practice "*entrepreneurship, or at the very least an outlet for creative energy*" (Brabham, 2008a, p. 84). Consequently, users are motivated to improve something of personal interest; "*[…] lead users are motivated to innovate by their desire for new product features or functionality not yet available on the market*" (Jeppesen & Frederiksen, 2006, p. 58; see also Antikainen et al., 2010; Carpenter, 2008; Martineau, 2012). This suggests that users are motivated from the ability to tailor a desired end product.

In extension, newer literature on crowdsourcing further suggests that users are motivated from an inner drive to improve one's creative talent: "*For many members at Threadless, creating and submitting designs is a hobby, and improving one's skills within a supportive, creative community is an end in itself*" (Brabham, 2010, p. 1131; see also Brabham, 2012). Some studies even find that the opportunity to develop a creative proficiency outranks the motivation to create social networks with remaining participants in the crowdsourcing community (e.g. Brabham, 2012; see also section 2.1.4.), suggesting it is a salient motivation factor for crowdsourcing participation. For purposes of this research, the thesis shall thus refer to the motivation from creativity with the following understanding:

> **Def.** Motivation from creativity refers to the inner drive to participate in order to improve and develop creatively from the crowdsourcing community.

2.2.4. Enjoyment

Another intrinsic motivation factor is **enjoyment**, which is conventionally defined as "*a feeling of pleasure caused by doing or experiencing something you like*" (Merriam Webster, n.d. b), which indicates that it is an intrinsic reward arising when doing something that gives you pleasure. Multiple studies in crowdsourcing and open innovation have shown that users participate because they experience a sense of joy; "*The members consider sharing their product related knowledge and ideas for new products or product modifications as a fun and rewarding activity*" (Füller et al., 2007 p. 69; see also Antikainen et al, 2010; Brabham, 2008b, 2012; Buettner, 2015; Franke & Shah, 2003; Frey et al., 2011; Füller et al., 2006, 2007; Kornum, 2008). Users' enjoyment may be induced in working on a

task or the pleasure in completing it, however in both instances the enjoyment is the result of an inner drive. To key in either case is that, through this motivation, participation is valued as enjoyable and not as a cost that needs to be compensated (Franke & Shah, 2003).

This motivation underlines the fact that participants are hobbyist within the field that the crowdsourcing initiative exists, which suggests that crowdsourcing communities are driven by enjoyment and pleasure. Kornum (2008) presents a continuum ranging from enjoyment to passion:

> "*Fun and enjoyment could be situated on the left side, excitement in the middle, and passion on the right side, and from left to right there would be a gradual change in motivations from hedonic via excitement to motivation of a more spiritual stance, or from experiential and immediate (left) to something private and enduring (right)*" (p. 355, parentheses in original)

This suggests that the two factors are intertwined, nonetheless insinuates a clear distinction between the two. Where passion is a spiritual urge to participate because of a strong desire (see section 2.2.6.), enjoyment is the hedonic drive to participate because of an immediate – and not necessarily persistent – pleasure. Consequently, the motivation from enjoyment is understood as follows:

Def.	*Motivation from enjoyment refers to the inner hedonic drive to participate due to the immediate satisfaction of participating in the crowdsourcing community.*

2.2.5. Passion

In a study on work motivation, Vallerand et al. define **passion** as "*[...] a strong inclination towards an activity (e.g., work in our case) that is important, liked and involves investing considerable time in its pursuit*" (as sourced in Burke & Fiksenbaum, 2009, p. 258, parentheses in original). This definition is relevant in regards to crowdsourcing work as it suggests an intense desire or enthusiasm for an activity. Brabham (2008a) suggests, "*[...] the passion for problem solving and exploration in open source production has been noted in several articles*" (p. 85; see also Brabham, 2010, 2012; Füller et al., 2007; Jeppesen & Fredeiksen, 2006; Kornum, 2008). The thesis assumes that this factor is also relevant to explore in regards to crowdsourcing because individuals are contributing to crowdsourcing in order to express themselves (Brabham, 2012).

There are two classifications of passion: (1) harmonious passion, which is undertaken freely and integrated into an individual's identity, and (2) obsessive passion, which is defined as an addiction that is not integrated into an individual's identity but stems from internal pressure (Burke & Fiksen-

baum, 2009). This means, the activity controls the individual in obsessive passion, whereas the individual controls the activity in harmonious passion. Burke and Fiksenbaum (2009) find:

> *"[Harmonious] passion is associated with more expansive job behaviors leading to more satisfying work experiences resulting in higher levels of positive affect and psychological well-being. Addiction [i.e. obsessive passion] is associated with more obsessive job behaviors leading to less satisfying and more stressful work experiences resulting in less positive affect and lower levels of psychological well-being"* (p. 261)

This suggests that addiction has negative consequences on an individual's experience with the task at hand, whereas harmonious passion leads to positive outcomes. Although Brabham (2010) finds that crowdsourcing participants refer to their engagement as addictive, it does not match the fact that participants in the study all referred to their addiction in a positive tone. Furthermore, it does not conform to Suler's definition, where Internet addiction is measured from one's ability to function offline (as sourced in Brabham, 2010). For that reason, it is assumed that passion in crowdsourcing communities is characterised as harmonious. The thesis shall therefore refer to motivation from passion with the following definition:

Def.	*Motivation from passion refers to the strong but harmonious inner drive to participate due to a desire for the crowdsourcing community and its activities.*

2.3. Theoretical Framework

Based on the exhaustive literature review, the current research is constructed on the following theoretical framework (see fig. 3). This framework illustrates how the seven extrinsic and five intrinsic motivation factors, respectively, induce user involvement.

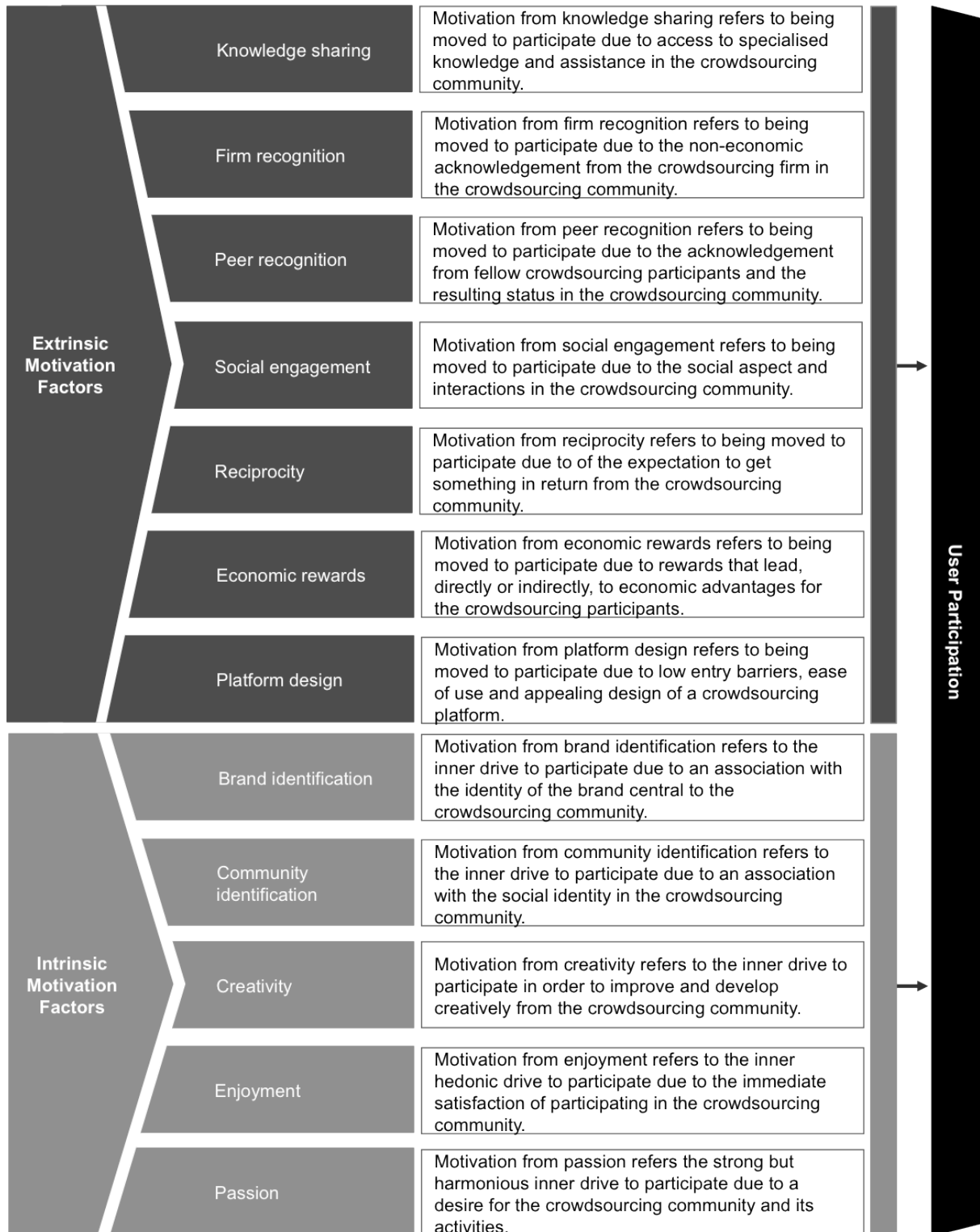|		
Extrinsic Motivation Factors	Knowledge sharing	Motivation from knowledge sharing refers to being moved to participate due to access to specialised knowledge and assistance in the crowdsourcing community.
	Firm recognition	Motivation from firm recognition refers to being moved to participate due to the non-economic acknowledgement from the crowdsourcing firm in the crowdsourcing community.
	Peer recognition	Motivation from peer recognition refers to being moved to participate due to the acknowledgement from fellow crowdsourcing participants and the resulting status in the crowdsourcing community.
	Social engagement	Motivation from social engagement refers to being moved to participate due to the social aspect and interactions in the crowdsourcing community.
	Reciprocity	Motivation from reciprocity refers to being moved to participate due to of the expectation to get something in return from the crowdsourcing community.
	Economic rewards	Motivation from economic rewards refers to being moved to participate due to rewards that lead, directly or indirectly, to economic advantages for the crowdsourcing participants.
	Platform design	Motivation from platform design refers to being moved to participate due to low entry barriers, ease of use and appealing design of a crowdsourcing platform.
Intrinsic Motivation Factors	Brand identification	Motivation from brand identification refers to the inner drive to participate due to an association with the identity of the brand central to the crowdsourcing community.
	Community identification	Motivation from community identification refers to the inner drive to participate due to an association with the social identity in the crowdsourcing community.
	Creativity	Motivation from creativity refers to the inner drive to participate in order to improve and develop creatively from the crowdsourcing community.
	Enjoyment	Motivation from enjoyment refers to the inner hedonic drive to participate due to the immediate satisfaction of participating in the crowdsourcing community.
	Passion	Motivation from passion refers the strong but harmonious inner drive to participate due to a desire for the crowdsourcing community and its activities.

User Participation

Fig. 3: Theoretical framework and definitions (Author's creation)

The framework represents the foundation for the on-going research. To ensure academic standards, the following chapter will present the methodological considerations for the imminent study.

3 Methodology

The current research is conducted within social sciences, which concerns creating an understanding of the world rather than an explanation (Young & Collin, 2004). This chapter will elaborate on the methodological considerations in regards to this discipline. It will present the research's methodological frame based on three fundamental elements: (1) *ontology*, which is a description of how the researcher understands the world and its constructs and is explained through the selected scientific method (cf. 1.1.); (2) *epistemology*, which is a presentation of how knowledge is created and is visible from the research approaches used (cf. 1.2 & 1.3); and (3) *methodology*, which is an explanation of the methodical and analytical approaches used to acquire such knowledge (cf. 1.4) (Guba & Lincoln, 1994).

3.1. Scientific Method

This research takes a social constructionist approach to science. The thesis shall refer to the scientific paradigm as social constructionism instead of the otherwise recognised term, social constructivism, to differentiate from other theories, as "*this term is also used in reference to Piagetian theory, to a form of perceptual theory, and to a significant movement in 20th century art*" (Gergen, 1985, p. 266). The ontology of social constructionism is framed on a fundamental principle that the world is socially constructed. Nevertheless, there is no clear definition of social constructionism, as the concept draws on disciplines within philosophy, sociology and linguistics, respectively (Burr, 2003). In substitution, Burr (2003) presents a characterisation based on a set of key assumptions about the world from the perspective of social constructionists. First and foremost, social constructionists are critical towards the conventional ways of understanding reality and deny the positivistic assumption that "*the nature of the world can be revealed by observation, and that what exists is what we perceive to exist*" (Burr, 2003, p. 3). Rather, social constructionism acknowledges that truth is "*our current accepted ways of understanding the world*" (Burr, 2003, p. 5). This suggests, social constructionists view reality as something inconstant that is historically and culturally bound, meaning what seems real and normal for one person may be entirely different for someone else. The fundament for this belief is that knowledge is sustained in social practices and reality is constructed in interactions, specifically language, between people (Burr, 2003).

Burr enters the field of social constructionism with a base in Berger and Luckmann's (1966) ontology: "*[...] specific agglomerations of 'reality' and 'knowledge' pertain to specific societal contexts*" (p. 15, quotation marks in original). These authors are referred to as founders of social constructionism and represent the radical view that defines reality as intersubjective, which means a phenome-

non cannot exist without interaction. Consequently, Berger and Luckmann (1966) view the entire reality as socially constructed. In this perspective, social construction takes place in a process where socially created knowledge is reflected onto the reality that forms itself in the social realm, through externalisation, objectification and internalisation (Berger & Luckmann, 1966). An example of this process exists in the feminist discourse, where some view men as superior to women because society has the knowledge that women are weak and irrational. This is then projected onto social behaviour where men are privileged in the business world.

In a different variation of social constructionism, Searle (1995) represents the moderate view, which acknowledges that a presupposition for the social constructed reality is the presence of an independent and constant reality. At the same time, this perspective accepts that:

> "[…] the secret to understanding the continued existence of institutional facts is simply that the individuals directly involved and a sufficient number of members of the relevant communities must continue to recognize and accept the existence of such facts" (p. 190).

This suggests an acceptance that social realities are created through human interactions. In doing so, this perspective recognises that the reality exist on a physical as well as social level, where the physical reality is deemed more real or salient.

This thesis takes the moderate view on social constructionism as it acknowledges the LEGO Ideas platform as a physical, non-social construct. However, the community existing on the platform is formed though social interactions – and these interactions is the centre of the thesis' investigation. It is therefore acknowledged that the findings of this study are not finite but determined by the current case and its participants in a social constructionist manner.

3.2. Deductive Reasoning

This thesis is researched with respect to deductive reasoning, which is "*the mental process of making inferences that are logical*" (Johnson-Laird, 2010, p. 8). In the deductive research approach, the researcher is investigating and testing a pre-defined theory or hypothesis through selected methods. A deductive researcher defines a valid deduction as "*one whose conclusion is true in every possibility in which all its premises are true*" (Johnson-Laird, 2010, p. 8). This means, a premise that cannot be counter argued is by deductive logic the truth. For that reason, social constructionists undertaking qualitative researches seldom operate in a deductive mode, as it suggests finite ideas through verification of hypothesis. However, the process of examining theory, collecting and analysing data in a systematic way to find support or rejection of theoretical themes is deemed relevant for the current social constructionist study as long as it recognises the iterative processes. Despite the deductive approach, this thesis thus acknowledges that research is an iterative process, using an open-ended research ap-

proach to assess the 'truth' determined by participants in the current case study (Gibson & Brown, 2009). The process for this research is initiated with the formulation of a research topic, however it has been adjusted along the process of consulting literature, generating the study and analysing its data.

The deductive approach is often criticised for limiting the scope of the research findings, as deductive researchers risk searching for clues in the empirical study that confirms the theoretical frame. However, this author argues an inductive researcher may not be able to keep an overview of the research, thus risking overlooking important clues and tendencies. For that reason, the deductive method is appreciated despite its consequences, as the iterative approach ensures that the theoretical frame is continually challenged throughout the research.

3.3. Case Study

The current thesis is based on a case study, which is defined as:

> "[...] an exploration of one or more cases or the comparison of two or more cases. Usually, the number of cases is not large as the aim is typically to examine each case in detail. It usually involves multiple forms of data and can include both qualitative and quantitative components" (Gibson & Brown, 2009, p. 49).

This definition emphasizes the exploratory element of case studies and elaborates on the fact that different types of case studies exist. The current research is designed as a holistic, single case study, where a single unit in the case is analysed (Yin, 1994). The thesis acknowledges the limitations of single case studies, where several authors argue that single case studies are too subjective and cannot be generalizable (as discussed in Flyvbjerg, 2006). However, this research relies on Flyvbjerg's (2006) argument that single case studies are "*a necessary and sufficient method*" (p. 241). This means, single case studies are sufficient in a context dependent situation making them a necessary method to analyse an event in detail whereas larger data samples focuses on breadth. Similarly, Yin (2009) finds single case studies relevant when the case represents the critical or unique case in testing predefined theories validity. This makes a case study appropriate for the current research, as it is a detailed investigation of what and why users are motivated for crowdsourcing while focusing on a context specific and contemporary event, LEGO Ideas.

3.3.1   Case Selection

Yin (2009) suggests considering two things when selecting a case to study: access to data and relevance in regards to the research question. In the process of case selection, the researcher investigated the market for potential cases and found three cases are prioritised in prior research: Threadless (e.g. Brabham, 2010), InnoCentive (e.g. Lakhani et al., 2007), and iStockPhoto (e.g. Brabham, 2008b). To ensure **relevance** with the research questions and expand on the scientific evidence produced through

these case studies, this researcher has decided to select a different case for the current thesis, namely LEGO Ideas.

LEGO is an internationally respected company, resulting in a large target group for its crowdsourcing initiative. Consequently, LEGO Ideas has a large group of **potential respondents**, which is in contrast to many other crowdsourcing platforms that do not have similar possibilities for contacting users. The international aspect further enables a diverse group of people participating in the crowdsourcing community, which is deemed a prerequisite for a successful crowdsourcing initiative (see section 1.1.2.). This makes the case interesting for the current study.

3.4. Qualitative Approach

The research is conducted in a qualitative manner. Gordon and Lanmaid (1988) argue that qualitative market research focus on:

> *"[…] small, carefully selected numbers of individuals and does not claim any statistical validity but through the experience and sensitivity of its practitioners and their techniques offers valuable insights into the behaviour and motivations of consumers in their day to day lives and their interactions with the aforementioned products and services."* (p. ix)

This suggests that qualitative research is used to study a problem in detail, implying that it is an appropriate method for studying a single case. As the research's scope is limited to one case to be studied in depth, qualitative research is applicable. It allows the participants to express themselves in detail, which gives access into how a market thinks (Gordon & Langmaid, 1988, p. x). This research method is dynamic and enables the researcher to penetrate rationalized and superficial responses. In such manner, the research increases the depth of understanding, making qualitative research applicable for:

> *"[…] problems where the results will increase understanding, expand knowledge, clarify the real issues, generate hypotheses, identify a range of behaviour, explore and explain consumer motivation, attitudes and behaviour, identify distinct behavioural groups, provide input to a future stage of research or development"* (Gordon & Langmaid, 1988, p. 3).

This implies that a qualitative method is appropriate for this research, which is seeking to understand users' motivation. The following sections will account for the qualitative method, personal interviews, used in the current case study.

3.4.1. Personal Interviews

The current research is conducted using the method of personal interviews. Personal interviewing is a qualitative research technique, which allows the researcher to conduct in-depth interviews with a small sample of respondents. Kvale (1996) defines personal interviews as:

> "*[...] an interview whose purpose is to obtain descriptions of the life world of the interviewee with respect to interpreting the meaning of the described phenomena*" (p. 6)

This technique enables the researcher to explore the interviewees' experiences, attitudes and perspectives in detail. Therefore, personal interviews are subjective in nature, as it depends on the subjects interviewed. This thesis values subjectivity as the strength of interviews, as it enables a detailed representation of a person's worldview (Kvale, 1996). A small number of respondents is thus accepted because of the qualitative wish to gain an "*understanding [of] things rather than [...] measuring them*" (Gordon & Langmaid, 1988, p. 2). The current research is seeking to understand individual's personal motivations and feelings, making personal interviews applicable.

3.4.1.1. Implications

The primary advantage of personal interviews is that it induces information that is more detailed than various quantitative methods. However, the method is criticised for a number of limitations, including: researcher bias, use of interview techniques and lack of generalisability (Gordon & Langmaid, 1988). Personal interviews are often criticised for its **researcher bias**, as each interview relies on the personalities of the interviewer and interviewee. The meaning derived from the interviews depends on the researcher's interpretation of the interviewee's framed descriptions that "*presents the original data in a motivated way*" (Gibson & Brown, 2009, p. 5). This makes interpretation a necessity in qualitative research, where it is seen as a sense making process of creatively producing insights to data. To sustain some level of confirmability, which is "*the degree to which the results could be confirmed or corroborated by others*" (Research Methods Knowledge Base, 2006, sec. 'Confirmability'), the interpretative element is used together with analyses in a more conservative manner that is bound by data (see also section 1.1.1.4.).

To retrieve data through interpretation without exposing the research to too much bias requires use of certain **interview techniques**. To receive detailed information from the interviewee, the researcher needs to create a comfortable environment. The current researcher has therefore focused on building a personal relationship with interviewees through ongoing conversation prior to the interview. This attempt to make personal connections with interviewees is visible in the interview transcripts, for instance in interview D:

> "*Respondent*   *Yeah, sure. I'm 42, I'm from the Netherlands.*
>
> *Interviewer*   *Okay, nice. All right, I actually was just hanging out with people from the Netherlands all weekend.*
>
> *Respondent*   *You were? Yeah? Good, so how do you like Dutch? Are we cool, or?*
>
> *Interviewer*   *Very much. I find so many similarities in culture-wise, actually.*
>
> *Respondent*   *Yeah, me too.*" (personal interview D, see appendix 8)

The current interviews are constructed based on wishes from the interviewees to make them as comfortable as possible (see also section 3.4.1.4.). For instance, the research complies with four interviewees' (A, C, F & G) request to conduct the interviews in a written format due to language barriers (see also section 3.4.1.3.). As a result, the interviewees continuously express their comfort with comments such as "*[…] you can add 10 more questions, if you want, I really enjoy this interview*" (personal interview A, see appendix 5). Interviews also include use of certain techniques, such as avoiding closed-ended and leading questions as well as being careful to express personal opinions that might lead to bias. To establish that results are credible to participants (Research Methods Knowledge Base, 2006), the researcher uses riposte as interview technique to clarify answers. This is for instance clear from interview C:

> "*Respondent*   *Now for LEGO is more important to sell products for AFOLs, so you can see that every year they sell new and more complex parts, moving away their first spirit of simple (and more creative) bricks. Then, I don't like the fact that minifigures are getting angrier, have you seen? My friend and me are doing a little research about minifigures's emotions… I don't know if I can explain me…*
>
> *Interviewer*   *Oh no, I think I understand. It's like you actually just want the LEGO bricks so that you yourself can be the creative designer. Whereas LEGO - being the business it is - keeps producing more complicated products, which in a sense looses its creativity as you might end up with a brick that you can only use once, instead of the standard brick that you can use for anything.*
>
> *Respondent*   *Exactly! You can use a common 2x2 brick in infinite ways!*" (Personal interview C, 7 July 2016)

Interviewees are also offered to approve the transcripts to ensure that all answers are correctly ac-

counted for.

When personal interviews are conducted, the results are usually ***not generalisable*** because of the small sample. Research is ideally about using data to draw generalisable conclusions that can be used in other contexts, however the uniqueness of each qualitative research it makes it difficult to provide "*prescriptive codification [and] clear and generalizable guideline*s" (Gibson & Brown, 2009). Instead, personal interviews provide valuable, detailed information for a selected research area and case study, which is applicable for the current research. Still, it is expected that the results can be transferred onto researches with similar context and assumptions (Research Methods Knowledge Base, 2006).

3.4.1.2.   *Interviewee Selection*

Interview participants are selected based on their current participation in the LEGO Ideas community. To ensure a heterogeneous sample, the interviewee selection is not restricted to other demographics such as geographical area or gender. Nonetheless, the interviewees researched are all male, which may be explained by the fact that the majority of adult fans of LEGO are male (Belgian LEGO User Group, 2009; London AFOLs, n.d.). This is the only segmentation criterion on which the interviewee sample is homogeneous, as the group differs in ages, nationalities and degree of participation on LEGO Ideas.

It has proved difficult to recruit interviewees, as the researcher is not allowed to contact members directly on the LEGO Ideas platform. For that reason, potential interviewees are contacted through their connected profiles on Facebook and LinkedIn, though only few members had connected profiles. Others are contacted based on their participation on the LEGO Ideas Facebook page, where the researcher has identified several LEGO Ideas members and fan pages. To contact potential interviewees, a standard message is used and altered to suit the person at hand (see appendix 1). This has resulted in seven interviewees participating in personal interviews:

	Name	Age	Sex	Country of residence	# of submissions
A	KovJonas99	<20	Male	Hungary	1
B	Kenneth	41	Male	Denmark	0
C	Zenna	23	Male	Italy	0
D	Eward	42	Male	Netherlands	1
E	Chris	24	Male	USA	2
F	Jan	27	Male	Philippines	31
G	Rui	45	Male	Portugal	28

Table 3: Interview Participants (author's creation)

The researcher acknowledges the limitations of the small data sample of seven interviewees, however a small number of respondents is accepted because of the qualitative wish to gain an "*understanding [of] things rather than [...] measuring them*" (Gordon & Langmaid, 1988, p. 2). It is further argued that a small number of subjects are adequate to represent the mean when studying hidden or hard to access populations (Baker & Edwards, n.d.) such as members of the LEGO Ideas community. Researchers have long sought to define the appropriate amount of interviewees and recommendations ranges from 2 to 25 participants (Beitin, 2012). For that reason, this thesis bases the number of interviewees on the argument of theoretical saturation; when the same themes are emerging from the different interviews, the sample size is sufficient (Beitin, 2012).

3.4.1.3. *Ethical considerations*

More ethical matters are considered prior to the interviews, mainly consent, confidentiality, consequences and integrity (Kvale, 2007). To obtain **consent** from interviewees, the interview's purpose and procedures are explained to each interviewee. In this research, the interviewees are allowed access to review the transcript to give the researcher consent to use the interviews for research purposes. Further, the interviews are constructed to make interviewees as comfortable as possible. The interviews take place on Skype where four interviewees have asked to conduct the interviews in a written format due to language barriers. For that reason, the instant messaging function is used for three interviews (A, C, F & G) and the audio function for the remaining three interviews (B, E & D) (see section 3.4.1.4 for discussion of implications). Another interviewee (B) asked to do the interview in Danish to eliminate language barriers, why one interview (B) is conducted in Danish while the rest are in English (A, C, D, E, F & G).

The **confidentiality** of the interviewees is also a great concern. The interviewees are asked whether they are willing to share demographic information, including name, gender, age and country of residence. One interviewee (A) asked that the research only include his LEGO Ideas name instead of his given name, to which the thesis complies. For the remaining interviewees (B, C, D, E & F), permission to use real names is granted, however the thesis only uses these names to identify the interviewees, as the names have no essential relevance in pursuit of the research question. For similar confidential reasons, permission to record and transcribe the interviews is also requested before starting, which all interviewees allowed.

The interviewees are also informed about the **consequences** of the interview to ensure that they understand that the interview setting might bring forward personal details about their motivations. This was discussed in conversations prior to the interviews, where the researcher presented considerations on **integrity**. To uphold integrity, the researcher kept an honest and fair attitude, while maintaining a professional distance. This is made possible due to the researchers personal distance from the

research problem at hand; the research is neither a part of the LEGO Ideas community not have prede-termined attitudes about its user.

3.4.1.4.   Semi-structured Approach

The personal interviews conducted in the current research are semi-structured, which means:

> "*It has a sequence of themes to be covered, as well as suggested questions. Yet at the same time there is an openness to changes of sequence and forms of questions in order to follow up the answers given and the stories told by the subject*" (Kvale, 1996, p. 124).

This structure conforms to the research's social constructionist stance, as a semi-structured interview is not gathering as much as creating knowledge in the interview setting. The semi-structured inter-views are structured around certain theoretical themes covered in an interview guide (see appendix 2). This interview guide contains a suggested question framework that guides the interview, though the sequence of the questions may change or more questions may be added depending on the interview's development. The guide is used to ensure that all relevant topics and themes are covered in each inter-view through suggested questions. A good interview question is structured to contribute to the theoret-ical frame, as "*the more structured the interview situation is, the easier the later structuring of the in-terview analysis will be*" (Kvale, 1996, p. 130). The questions should also be dynamic of nature, meaning they should impose a positive interaction between the interviewer and the interviewee. The current interview guide therefore has a series of questions that have arisen from theoretical topics but avoid using academic language to encourage a dynamic interaction. For example, knowledge sharing is referred to as the degree to which people "*are [...] looking to get tips and tricks from fellow TFOLs/AFOLs*" (see appendix 2). This makes the conversation take place at eye level with the inter-viewee.

An interview is an interpersonal situation, where the researcher seeks to get internalised knowledge from the interviewee. This takes a certain form of human interaction, which is neither anonymous nor personal (Kvale, 1996). Interviews entail an asymmetry of power in an interview set-ting, where the interviewer defines the situation and steers the course of the conversation (Kvale, 1996). As a result, the interviewer needs to create a safe and comfortable space for conversation to gain access to a body of meaning. Therefore, the current interviews take a three-step approach: brief-ing, interviewing and debriefing (Kvale, 1996). Before initiating the interview, the interviewee is **briefed** on the purpose of the interview and how it will be executed in the introduction mail as well as during the interview (see appendices 1 & 2). Here, the interviewee also gets the opportunity to ask rel-evant questions or share prior knowledge. The first minutes of the actual **interview** are significant as this is where the interviewee will evaluate the interviewer and determine whether to share his or her

information freely. It has therefore been a focus to establish a good first contact with the interviewee through personal greetings and a conversation about some ethical considerations (see section 3.4.1.3.). After the interview, the interviewee is **debriefed** on the topics discussed in the interview to release any tension and anxiety, and interviewees are given the opportunity to review the transcripts (see appendix 2).

3.4.1.5.   *Online Interviews*

The interviews are conducted as online interviews using the software application, Skype, which includes audio- and instant messaging functions. The Internet is being introduced as a new research medium in social science research, which gives researchers new possibilities to examine interactions and experiences in individuals and communities. James and Busher (2012) argue that the Internet has become a space for using conventional methods and research designs in a new dimension. The synchronous nature of audio and instant messaging interviews offers opportunities similar to traditional face-to-face interviews, because synchronous, online interviews enable real-time conversation leading to a higher involvement than asynchronous interviews:

> "*In synchronous interviews, the interaction and sharing of experiences is framed by researchers' and participants' online presence. The real-time nature of online interviews, as in face-to-face interviews, if managed appropriately by the researcher, can encourage spontaneous interactions between participants and researcher, whether involved in one-on-one or group interviews of various sorts. The immediate and dynamic form of dialogue can elevate participants' awareness of each other and narrow the psychological distance between them, as well as enhancing the feeling of joint involvement.*" (James & Busher, 2012, p. 179)

As such, online interviews enable direct and spontaneous interaction between interviewer and participants similar to face-to-face interviews. This means, it is possible to obtain the same nuanced answers in written and audio interviews as in face-to-face interview.

However, there are also limitations to online interviews. Orgad points to its limitation with anonymity: "*we cannot ignore the potential obstacles that anonymity and disembodiment pose in attempting to arrive at a relationship of trust with other people online*" (as cited in James & Busher, p. 181). This suggests that online interviews enable interviewees to disguise views, perspectives and even identities, leading to a potential issue of trust. In opposition, Rheingold argues that the absence of face-to-face interaction in Internet research allows interviewees to be more confident in sharing information freely (as sourced in James & Busher, 2012). The limitation emphasizes the importance of developing relationships with interviewees. For that reason, the researcher made contact and created a social bond with participants before hand, making it possible to get detailed information from the in-

terviewees. The use of the Internet thus allows the research to overcome barriers from the sensitive topic investigated in the current study.

Another limitation mentioned in regards to online interviews is that it only attracts Internet users with some degree of technological expertise (James & Busher, 2012), however this is in coherence with the current research, as it is investigating an online forum. The text-based nature of some of the online interviews (A, C, F & G) requires participants to type fast in order not to fall behind from the fast-paced nature of synchronous interviews. It can potentially lead to short responses from interviewees or disable the interviewer to clarify questions. To overcome this issue, the current researcher described the format's implications in the interview briefing, where the interviewee was asked to respect time-lapse when typing. The interviews were conducted as personal, one-to-one interviews to allow the participants the appropriate time to type out thorough answers. In fact, the slow-paced nature of written interviews, allowed the interviewees as well as the researcher more time to thoroughly consider each question and answer. This led to a more well thought conversation.

As such, the text-based nature of the interviews did not impact its quality. Instead, the quality and level of detail depended upon the interviewees' level of participation in LEGO Ideas. For this research, two interviews (B & C), one oral and one written, were slightly shorter and more superficial than the remaining, because the interviewees have not shared projects on the LEGO Ideas platform, making them less active in the crowdsourcing initiative. As the remaining interviewees (A, D, E, F & G) have shared one or more projects they had more details on their motivation from activities in LEGO Ideas. Nonetheless, all interviews are still highly applicable for the empirical study, as the answers are nuanced and illustrate the motivation from both highly and less active users.

3.4.1.6.   *Thematic Coding Analysis*

A qualitative research's analysis is defined as: "*detailed examination of the elements or structures of something, typically as the basis for discussion or interpretation*" (Gibson & Brown, 2009). This suggests a level of interpretation when analysing qualitative data. To sustain a level of dependability, this research therefore takes a structured approach to analysing data. The research will use the method of coding to thematise and explore relationships between data. This is done to demonstrate "*a search for general statements about relationships and underlying themes*", which is the basis of qualitative research (Gibson & Brown, 2009, p. 4). The process of coding involves recording passages of data from the interviews and finding the interlinked themes – or codes – in and between passages. Gibbs (2007) argues coding is useful for organise a rich data set and identify reoccurring themes:

> "*You can retrieve all the text coded with the same label to combine passages that are all examples of the same phenomenon, idea, explanation or activity. This form of retrieval is a very*

> *useful way of managing or organizing the data, and enables the researcher to examine the data in a structured way."* (p. 39)

To that end, the analysis will couple passages from different interviews in categorisations based on the themes emerging in- or outside the original theoretical framework.

Braun and Clarke (2008) presents six steps to the process of thematic coding analysis:

1) Familiarise with the data
2) Generate initial codes
3) Search for themes
4) Review themes
5) Define and name themes
6) Produce the report

Using this six-step process ensures a higher level of dependability, credibility and transferability, as data is thoroughly evaluated before entered into the report (Braun & Clarke, 2008). At the first step, the interviews are transcribed for the researcher to *familiarise* with the data (see appendices 5-11). ***Initial codes*** are then generated based on empirical as well as theoretical concepts, as the important aspect of thematic coding is to identify analytical codes that are not merely descriptive in nature (see appendix 3). The researcher should search for reoccurring ***themes*** within these codes based on the concepts from the theoretical framework. This is done through a categorisation of the initial codes, where codes are combined or deleted. The categories are labelled as different themes to find the connections between them (see appendix 4). A ***review*** of these should evaluate whether the current themes are sufficient or if additional themes outside the theoretical framework exist. It also allows the researcher to systemise themes in hierarchies to determine if some themes are more important than others. The last steps are to ***define and name*** the themes identified and ***produce a report*** of the analysis. The current research has used these six steps to analyse data from the personal interview. The main findings from the analysis will be presented and discussed the following chapter.

4 Analysis

This chapter presents the findings from the thematic analysis, where the interviews are compared and contrasted to ultimately answer the research question: "*What motivates individual users to participate in crowdsourcing initiatives and why?*" The analysis bases itself on the theoretical framework, however also account for findings outside its scope. Throughout the analysis, the thesis will answer the 12 SRQs (see section 1.4.) and present a summary of these results at the end of the chapter.

4.1. Knowledge Sharing

The thesis investigates whether and why knowledge sharing is contributing to people's motivation for crowdsourcing initiatives with the sub research question: "*To what degree does **knowledge sharing** motivate users?*" (SRQ1). The motivation from knowledge sharing is understood as being moved to participate due to access to specialised knowledge and assistance in the crowdsourcing community (see section 2.1.1.). The interviews indicate that all interviewees (A, B, C, D, E, G & F) find knowledge sharing a significant motivation factor in participation on LEGO Ideas, for instance: "*But I still want the feedback. So if I get feedback through that they [i.e. peers] build something that I'm inspired by, or come up with some good ideas in relation to it, which I have made and forwarded*" (personal interview B, author's translation, see appendix 6). Interviewees express a motivation from knowledge sharing for three main purposes: open sharing, inspiration and feedback.

4.1.1. Open Sharing

Some interviewees (B, C, D & E) recognise the ***open sharing*** of ideas and innovations as a motivation for participation: "*So then you finally got the opportunity to share some of the great things you have played around with at home*" (personal interview B, see appendix 6). Interviewee A, F and G do not mention open sharing specifically, however it is understood as an indirect motivation factor for these members as well, as they find LEGO Ideas good for getting inspiration and feedback, which is a result of the open sharing, for instance: "*As a creator and builder, I can't improve if people don't say what's wrong with it*" (personal interview F, see appendix 10; see also section 4.1.2 & 4.1.3).

Once a project is submitted to LEGO Ideas, users have to sign a petition saying they give away ownership of the innovation, which interviewees find motivating, for instance: "*as soon as you submit your idea to LEGO, you are actually saying this is not my idea anymore, which I think is cool*" (personal interview D, see appendix 8). This suggests that the open sharing of ideas attracts interviewees. A primary explanation for the attraction from open sharing is that it enables incremental innovations on other's ideas:

> "*They could also take my things and build further on it. That would be just as great. So it doesn't have to be... So, I don't need credit for that block and that thing that has been built. Just to see it alive, and watch it move forward, would be crazy for me. That would be mega cool.*" (personal interview B, author's translation, see appendix 6)

This comment indicates a willingness to share innovations in an open manner, where other users are able to develop it further. However, interviewees recognise that it requires a certain mind-set: "*Yes, it requires an acceptance that others use the things that you… Both the fact that you make your things available but also that you can then use other people's things.*" (personal interview B, author's translation, see appendix 6). Interviewees agree that the central element in such a mind-set is a belief in collaboration, made visible in comments such as: "*I believe in the power of collaboration, I guess*" (personal interview D, see appendix 8). However, there are limits to the open sharing of ideas and direct plagiarism is not acceptable: "*I mean if somebody went and like took, just basically took the images of my build and then posted them as their own, that I would have a problem with*" (personal interview E, see appendix 9). This suggests open sharing is motivating to LEGO Ideas users, however only when it encourages collaboration.

4.1.2. Inspiration

Following the open sharing of innovations, most interviewees (A, B, C, D, E & F) are also participating in LEGO Ideas to get **inspiration** for new projects; "*Also, this site could be a great place for inspiration for MOCs [i.e. custom LEGO creations]*" (personal interview A, see appendix 5). In contrast, Interviewee G is not looking to be inspired from other builds on LEGO Ideas, as his inspiration comes from LEGO's current product portfolio; "*I'm up to date with all Lego novelties, maybe that makes me have new ideas for the inexisting Lego*" (personal interview G, see appendix 11). Instead, other interviewees get inspiration from the existing LEGO Ideas projects as explained by one interviewee:

> "*But I do also derive inspiration every now and then from a build that I see on there. I click through to see who's supporting the project and see what they've built. Because generally people who are supporting Independence Hall [i.e. the LEGO Ideas project] are the kind of people who would build something similar.*" (personal interview E, see appendix 9)

In effect, the interviewees use the LEGO Ideas platform to search for inspiration on what to build within their area of interest. Search for inspiration from other projects is motivating to interviewees in order to keep improving:

> *"You have some sort of thing when you are building LEGO in general or are developing something, then you always want to take it one step further, and one step further, and one step further, and one step further. And it is incredibly difficult to do if you don't get inspired or do it together with someone else. Then you get to a standstill."* (personal interview B, author's translation, see appendix 6)

This suggests interviewees are motivated from inspiration to develop their builds (see also section 4.10.). However, some interviewees (A, C, D & F) find that inspiration is lower for LEGO Ideas due to an overload of non-inspirational builds:

> *"Because I know one of the things for me with Flickr is that I derive a lot of inspiration from other peoples' builds. And I say 'oh, that looks really interesting, I would change it this way and this way' and you know, 'do this differently'. And I think it would be nice to see more on LEGO Ideas rather than kind of like the flow of just, you know, people posting whatever."* (personal interview E, see appendix 9)

For that reason, those interviewees use different platforms to look for inspiration as well. This indicates that users are motivated from deriving inspiration in crowdsourcing communities, though it is currently not fulfilled on LEGO Ideas.

4.1.3. Feedback

The findings illustrate that all interviewees (A, B, C, D, E, F & G) express a high motivation from the prospect of getting ***feedback*** on their projects. This is evident from comments such as:

> *"I guess what's part of creating stuff is also that you want to check or that you're eager to get feedback on what other think about your creation because there's no such thing, you know, you can't create any good creations without getting feedback."* (personal interview D, see appendix 8)

It suggests that feedback is motivating, as it challenges users to further develop their projects (see also section 4.10.). Consequently, both positive and negative feedback is welcomed: "*All the comments, good or bad are very welcome; it makes me want to make new and improved constructions*" (personal interview G, see appendix 11). The interviewees use negative feedback to understand the missing parts of their creations and further improve the innovation:

> "*It's enough for me if they share with me their opinion about my idea. It means a lot for me. If they think that it isn't good enough and they have some suggestions, they can write them to me and I'll think about those things*" (personal interview A, see appendix 5)

To increase the level of feedback, it is explicitly welcomed by builders on other platforms: "*And every time when I share my project in a Facebook group, I write down that 'ideas and suggestions are welcome, as always', and I got so many tips from AFOLs*" (personal interview A, see appendix 5). This comment explains that the interviewee shares his project on more platforms to get feedback, suggesting it is a valuable motivation for users. In agreement, other interviewees (D, E, F & G) share projects on multiple platforms due to a lacking feedback culture in the LEGO Ideas community:

> "*Primarily I would say the feedback engagement that I look for most is 'oh, that's really interesting, how did you do that?' and I think that's the reason, I'm more drawn to Flickr because LEGO Ideas doesn't like have that as much.*" (personal interview E, see appendix 9)

These interviewees feel that there is too little intellectual engagement on LEGO Ideas and as a result most interviewees (A, C, D, E, F & G) consider feedback a form of peer recognition. This is evident in the interviews, where users refer to feedback when asked about getting recognition from peers: "*So [peer recognition] is THE MOST important thing for me. Especially the feedback on my project.*" (personal interview A, capitalised in original, see appendix 5; see also section 4.3.). However, based on the operational definition used in this research, feedback is recognised as knowledge sharing because users are looking for intellectual engagement due to the complexity of creating with LEGO:

> "*I tend to build mini figure scaled cars and duplicating the complexity of a motor vehicle in such a small scale requires really unusual techniques sometimes and so when someone discovers something that's really nobody else has ever used before it tends to like propagate throughout the community really quickly.*" (personal interview E, see appendix 9)

This illustrates how users are looking for intellectual engagement in the form of knowledge sharing, instead of merely recognition for one's work.

In response to SRQ1, "*to what degree does knowledge sharing motivate users?*", knowledge sharing is a prime motivator for user participation as the open sharing culture allows users to get inspiration for and feedback on builds. However, the motivation is not entirely fulfilled on the LEGO Ideas platform, which suggests that LEGO could enable user participation through an increased focus on knowledge sharing.

4.2. Firm Recognition

The thesis investigates users' motivation from firm recognition with the sub research question: "*To what degree does **firm recognition** motivate users?*" (SRQ2). Motivation from firm recognition is understood as being moved to participate due to the non-economic acknowledgement from the crowdsourcing firm in the crowdsourcing community (2.1.2.). The interviews indicate that the degree to which firm recognition is motivating differs among interviewees. For two interviewees (F & G), firm recognition seems to be a large motivator: "*I would be honour to be evaluated by Lego Staff.*" (personal interview G, see appendix 11). These interviewees reason the motivation from firm recognition with the fact that it leads to promotion for their project: "*When staff picks bri[n]gs your con[s]truction to first page, and betw[ee]n t[h]ousands of constructers its outsta[n]ding*" (personal interview G, see appendix 11). Firm recognition is thus considered honourable and outstanding.

In contracts, other interviewees find firm recognition either similar to (A, B & C) or less motivating (D & E) than peer recognition (see section 4.3.). This is visible in responses such as: "*It could be both [...] it's the same to me*" (personal interview B, author's translation, see appendix 6) and "*I would say probably the recognition from peers is more rewarding*" (personal interview E, see appendix 9). A reason for the limited motivation from firm recognition is that, contrary to interviewee F and G, these interviewees are unsure as to how it helps support their project: "*It feels good when you got a comment for example from Tim or Hasan [i.e. LEGO employees]. But I don't know if it means something if they send a comment on your project.*" (personal interview A, see appendix 5). In this comment, it is clear that receiving comments from LEGO representatives is pleasing, however comments are not found to promote projects. Nonetheless, all interviewees still highlight in one form or another that it is "*satisfying*" (personal interview C, see appendix 7) to receive recognition from LEGO. This suggests a certain level of motivation from firm recognition, especially occurring due to enhanced job possibilities and staff picks.

4.2.1. Job Possibilities
More interviewees are motivated by firm recognition due to the prospect of enhancing their ***job possibilities*** at LEGO (A, C, E, F & G): "*But I participate because I wanted to be a LEGO designer*" (personal interview A, see appendix 5). Only two interviewees (B & D) are not driven by a desire to work for LEGO, as they already have other careers: "*So I have considered it but as I said I've been working for 25 years, I have established a different career*" (personal interview B, author's translation, see appendix 6). For remaining interviewees, there are two levels to the motivation from job opportunities. For two interviewees (A, C & D), working for LEGO is one a direct reason for their participation, which is evident from this example:

> "*Since I was child my dream was to work for LEGO. Well, this is not work, but a little part of me hopes to work for them in the future or have a project approved.*" (personal interview C, see appendix 7)

This comment displays that interviewees are motivated to share innovations in the hope of working for LEGO in the future. In contrast to these two interviewees, other interviewees (E & F) are interested in working for LEGO but the geographical distance makes it an unrealistic dream:

> "*It's one of my dreams, though that will be hard to accomplish being halfway around the world. So this [LEGO Ideas] is the next best thing.*" (personal interview F, see appendix 10)

The comment demonstrates that the dream of working for LEGO is grant, which makes LEGO Ideas motivating as it is recognised by participants as 'the next best thing'. In effect, users are motivated to LEGO Ideas from the dream of working as LEGO designers.

4.2.2. Staff Picks

The findings also indicate that users are motivated from the specific firm recognition 'Staff Picks'. Every week, a LEGO employee selects a project that is particularly innovating and promotes it on the LEGO Ideas platform and on conjoining platforms, such as the LEGO Ideas Facebook page. Interviewees whose projects have been staff picked (A, D, E, F & G) are motivated from it, for instance: "*My 1st staff pick made me want to make more. It is a validation mechanism, very clever actually*" (personal interview F, see appendix 10). This suggests that staff picks motivate users to participate further in LEGO Ideas. In fact, these interviewees are experiencing staff picks as rewarding: "*[It's] very rewarding, I told everyone*" (personal interview G, see appendix 11). The rewarding staff picks even encourage recognition from other community members: "*[…] when I became staff picked, I got a lot of congratulations from people*" (personal interview D, see appendix 8), indicating a connection between motivation from firm recognition and peer recognition as one might result in the other (see also section 4.3.).

To answer SRQ2, "*To what degree does firm recognition motivate users?*", the analysis suggests that firm recognition is motivating to users in the form of staff picks and the dream of becoming LEGO designers. In effect, firm recognition is a relevant motivator for participation when it explicitly supports users, meaning LEGO needs to consider the ways in which to delegate recognition in order to gain most from its resources.

4.3. Peer Recognition

The thesis is examining SRQ3: "*To what degree does **peer recognition** motivate users?*" Peer recognition is understood as to being moved to participate due to the acknowledgement from fellow crowdsourcing participants and the resulting status in the crowdsourcing community (see section 2.1.3.). The interviews suggest that most interviewees (A, B, C, D & E) value recognition as a salient motivation to submit projects: "*I would say just, I mean obviously the goal is to get something supported enough that LEGO would review it*" (personal interview E, see appendix 9). This quote further indicates a connection between peer and firm recognition, as votes from peers leads to the possibility of getting a review from LEGO (see also section 4.2.). Two interviewees (F & G) indicate that recognition from the firm is more rewarding than from peers, for instance: "*When staff picks bri[n]gs your con[s]truction to first page, and betw[ee]n t[h]ousands of constructers its outsta[n]ding. But its allways rewarding, regardin[g] beeing picked by st[a]ff or peer's supporting*" (personal interview G, see appendix 11; see also section 4.3.). However, these interviewees still regard peer recognition as rewarding, indicating a motivation from it. Peer recognition is motivating in the form of acknowledgement and support.

4.3.1. Acknowledgement

Peer recognition is motivating because it is an *acknowledgement* of one's creations; an interviewee elaborates on this motivation:

> "*But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like… oh, what's a good word for it… Memorable*" (personal interview E, see appendix 9)

In such manner, peer recognition is valued since it shows an acknowledgement for the projects, where interviewees want to make memorable creations (see also section 4.10.). Some interviewees (B, D & E) explain that peer recognition was also a motivating factor for them to sign up to the platform, for instance: "*Okay, so when everyone who sees the thing says 'awesome', let's see what other people think.*" (personal interview D, see appendix 8). As such, this motivation extends beyond the theoretical definition, saying that peer recognition is only reinforcing active users, as these interviewees acknowledge that peer recognition is also a factor drawing them towards the platform before having signed up.

4.3.2. Support

Peer recognition is also relevant to gather *support* for projects; "*Users' support is crucial and their opinion too: you can understand if the project is good and if you can improve something*" (personal

interview C, see appendix 7; see also section 4.10.). For that reason, all interviewees who have shared projects (A, D, E, F & G) calculate peer recognition in the number of supporters their project gets, for example: "*[...] every vote they give is a sign they like it in some way or another.*" (personal interview F, see appendix 10). A more extensive way to measure peer recognition exists about which one interviewee elaborates:

> "*So, for example one of the things I look for as well with regards to recognition is [...] You can see how many times you've been viewed [...] And if you have a lot of views but not a lot of votes, those are all people that were ready to vote for you but didn't. And that ratio kind of says something as well*" (personal interview D, see appendix 8)

This indicates that interviewees are not only looking at the number of supporters but also the amount of people who are not supporting their work. It gives an indication of your possibilities to earn more support.

Most interviewees (A, C, D & F) specify that they use the aforementioned feedback to enhance their projects in order to get more support: "*I did one update based on feedback and one more… I don't know… Because I just wanted to see if I could get more votes then*" (personal interview D, see appendix 8). Some interviewees (A, D, E & G) are even doing campaigns to get more recognition for their projects; "*I have share it trough social networks and have been intervi[e]wed by some local magazines [...]*" (personal interview G, see appendix 11). From this it is deduced that the motivation from recognition cannot be fulfilled on the LEGO Ideas platform alone. Instead, users are looking at other platforms to get more recognition and support for projects.

Despite this level of campaigning to gain support, interviewees are still motivated by peer recognition when it's too little to have one's project evaluated:

> "*Because, I don't know, for some reason, I still got 500-something votes or something and I'll probably end up in a 1000, and that's all cool. I absolutely have no issues with that. And I still think, 'wow, there's still 1000 people who made the effort of looking at that and saying something nice'. Yeah, I kind of appreciate that.*" (personal interview D, see appendix 8)

This implies that peer recognition is motivating even when it does not result in enough votes to have a project send to review by LEGO.

In conclusion to SRQ3, "*to what degree does peer recognition motivate users?*", peer recognition is a motivator for users' registration and participation on LEGO Ideas as it entails acknowledge-

ment for one's work as well as votes and support. Findings actually suggest that users make updates to their project and campaign for them on alternative platforms to earn more support.

4.4. Social Engagement

With SRQ4, the thesis questions: "*To what degree does **social engagement** motivate users?*" Motivation from social engagement is understood as being moved to participate due to the social aspect and interactions in the crowdsourcing community (see section 2.1.4.). The interviewees have varying levels of social engagement LEGO Ideas. Some interviewees (A, C, F & G) are highly engaged on the LEGO Ideas platform, whereas others (B, D & E) are less engaged. The former is visible from comments such as: "*But the fun part of it is when you can have those little conversations with your supporters in the comment's area*" (personal interview A, see appendix 5) and "*I chat with some users every week, now I have friends in different countries!*" (personal interview C, see appendix 7). Here, the interviewees recognise socialisation as a motivation for participation on LEGO Ideas; in fact, they refer to other members as friends. For other interviewees (B, D & E), social engagement is less available on LEGO Ideas, for instance: "*[I don't socialise] as much as I do on other sites, I have to say. For me LEGO Ideas is more of a promotion platform than a social platform.*" (personal interview E, see appendix 9). Consequently, the interviewees' social engagement is limited on LEGO Ideas, due to the platform's design (see section 4.7.). This does not mean that the interviewees are not interested in social engagement with peers; from the above quote it is visible that the interviewee uses alternative platforms to socialise with other LEGO fans.

More interviewees (A, C, E, F & G) are members of multiple LEGO communities; some (A, C & G) interact with people across platforms, whereas others (E & F) develop relationships on single platforms. The latter interviewees (E & F) maintain relationships on a single platform: "*I'm just connected to them on one platform. There are a few exceptions, but for the most part it's just one platform.*" (personal interview E, see appendix 9). In contrast, the former interviewees explain how LEGO communities have enabled them to make friendships across platforms, for instance: "*But these people are from LEGO Ideas, so they are there, we just didn't made our friendships there, but on Twitter or Facebook*" (personal interview A, see appendix 5). This indicates that the motivation from social engagement may be influenced and fulfilled at other platforms.

In response to SRQ4, "*to what degree does social engagement motivate users?*", users are motivated from social engagement; actually users are even using alternative communities for more social engagement. This indicates that LEGO Ideas community has a possibility to attract more users to the platform by encouraging more social engagement.

4.5. Reciprocity

The thesis is investigating: "*To what degree does **reciprocity** motivate users?*" (SRQ5). Motivation from reciprocity is understood as being moved to participate due to of the expectation to get something in return from the crowdsourcing community (see section 2.1.5.). The interviews discovered that none of the interviewees (A, B, C, D, E, F & G) expect reimbursement for their time and effort on LEGO Ideas, though it is positively received. This is evident from comments such as: "*I'm not expecting nothing in return [...] But support would be nice*" (personal interview G, see appendix 11). As seen in this comment, users are positive towards reciprocity because it leads to support for their projects, though it is not expected. Nonetheless, some users make updates to their projects in order to gain further support though it was not explicitly referred to as motivation from reciprocity.

4.5.1. Votes

Reciprocity is relevant to users as it might lead to support for their projects; in fact, most of the interviewees who have submitted projects have done updates (A, D, E & G) to improve their creation in order to get votes in return: "*I did one update based on feedback and one more… I don't know… Because I just wanted to see if I could get more votes then.*" (personal interview D, see appendix 8). However, it seems that motivation is also stemming from recognition rather than reciprocity; "*I want all my supporters like my project, so for example in this new update I included some little details that my supporters wanted*" (personal interview A, see appendix 5). In such manner, the actual motivation seems to be from getting support and recognition for one's project (see section 4.3.) and not from reciprocity.

Some interviewees (D & E) have also stopped making updates and accepted status quo:

> "*I think that if you spend every day engaging to other community members it might give you stuff back, like votes, which is what you want – because it's a voting platform. But I don't do that. No. I'm cool with where I am.*" (personal interview D, see appendix 8)

The platform design supports users who are active on the platform through reciprocity, however this quote illustrates how these interviewees are not utilising that. Instead, interviewee D explains how other users create scripts to manipulate the system in order to draw votes to their own projects:

> "*So I work in tech so I know how stuff works, so I know a lot of people have created scripts just by looking at the… How people are voting and so on. The comments they're making. There's this one person that's always commenting and voting for every single project that's created. And that's script, you can just tell. And someone does that for a reason. Probably because they wans to draw votes to some projects.*" (personal interview D, see appendix 8)

However, the interviewees do not frown upon it: "*Which is totally cool, you know, I don't mind it at all; create the script, by all means if you want to.*" (personal interview D, see appendix 8). This is possibly due to his limited motivation from reciprocity.

To answer SRQ5, "*to what degree does reciprocity motivate users?*", users' motivation from reciprocity is limited, as they do not expect reciprocation for their work on LEGO Ideas though it might lead to more votes. Most users make improvements to their projects to receive votes, though findings suggest that motivation is from recognition and not reciprocity.

4.6. Economic Rewards

With SRQ6, this thesis explores: "*To what degree does **economic rewards** motivate users?*" Motivation from economic rewards is understood as being moved to participate due to rewards that lead, directly or indirectly, to economic advantages for the crowdsourcing participants (see section 2.1.6.). The interviews indicate that none of the interviewees are primarily driven by the possibility to obtain economic rewards. All interviewees (A, B, C, D, E, F & G) acknowledge that economic rewards are positive but all agree that it is not a primary motivation. This is evident from comments such as: "*I mean that's obviously a plus […] I would not turn that down but it's not my primary goal*" (personal interview E, see appendix 9) and "*Very important, because I would like to give my family a better life, however seeing one of my constructions in a box on shelves it makes myself proud.*" (personal interview G, see appendix 11).

There are two salient reasons why economic rewards are not a primary motivation. First, there is a narrow chance to actually earn the money: "*I think it's nice to earn a % of the profits, but honestly at 10,000 votes it's very hard to get that prize. Well, on top of it there is a panel of experts. So it's really really slim [chance]*" (personal interview F, see appendix 10). This means, actually having one's project produced is too unrealistic, making the economic rewards less significant. Second, the small size of the economic compensation is emphasised as a reason for the diminished impact, for example: "*I don't think the reward is too much, so the important thing is the non-economic acknowledgement.*" (personal interview C, see appendix 7; see also interview B & D). It is argued that the economic compensation for winning on LEGO Ideas is too small compared to the users' life styles; "*Let's say you make – I don't know – if your creation sells well, you make a couple of 10.000 Euros, a couple of 100.000 DKK. That's it. That doesn't cut it for me. I'm like I said – not to be… – just, I travel the world…*" (personal interview D, see appendix 8). For all interviewees (A, B, C, D, E, F & G), LEGO Ideas is a spare time activity, as they have full-time work, which is also making the motivation from economic rewards lesser "*[…] so you don't have the same motivation factor you could say from money for what you are doing in your spare time, 'cause that's like settled*" (personal interview B, see appendix 6). This makes it less of a motivating factor for their participation.

Nonetheless, economic rewards are still viewed as an important method for LEGO to show its appreciation of good ideas, indicating a connection to firm recognition (see section 2.2.1.). One interviewee elaborates: "*[LEGO] will of course give some money or some percentages to those who have done it, or else they would have shot themselves in the foot a long time ago*" (personal interview B, author's translation, see appendix 6). However, this interviewee suggests that people who are motivated by economic rewards do not have the same vision: "*It's not the money. I don't think that those who think of it as cash cow... They, I don't think, have the same vision in a way*" (personal interview B, author's translation, see appendix 6). Another interviewee agrees, for LEGO economic rewards are secondary to getting recognition (see also 4.3.):

> "*I mean, 'cause I'm, like pretty much everything that I do related to either my fulltime job or Chris Elliot Art is some kind of creative adventure. And for me its more about the, I mean obviously, I want to be able to eat and like buy furniture… So, there's that. But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like... oh, what's a good word for it... Memorable.*" (personal interview E, see appendix 9)

As a result in response to SRQ6, "*to what degree does economic rewards motivate users?*", the shared vision of producing something of significance combined with the limited size and possibility of the economic rewards undermines its motivating influence. Nonetheless, the findings also indicate that economic rewards are valued as an important strategy for LEGO to show appreciation for superior builds.

4.7. Platform Design

The thesis is looking to understand whether and how the platform's design affects people's motivation for crowdsourcing initiatives: "*To what degree does **platform design** motivate users?*" (SRQ7). Motivation from platform design is understood as being moved to participate due to low entry barriers, ease of use and appealing design of a crowdsourcing platform (see section 2.1.7.). The interviews indicate that users are motivated from the platform's design, which is found better than other platforms: "*I think it's done really well since it fades in the background (which is good), better than some of the other sites, and is intuitive, but not a primary source of motivation*" (personal interview F, parenthesis in original, see appendix 10). Just one interviewee (B) did not consider the platform's design: "*No it's not something I have considered*" (personal interview B, see appendix 6). It is assumed to be due to his inactivity on the platform, where interviewee B has not submitted projects (see section 3.4.1.2.).

As the former comment suggests, the platform's design is not a prime motivator. Nonetheless, findings suggest that users' motivation from platform design extends beyond the theoretical definition as it is influenced by the platform's design and usability as well regulations.

4.7.1. Design & Usability

Most interviewees (A, C, D, E, F & G) acknowledge a motivation from LEGO Ideas' **_design and usability_**, for instance:

> "*When I visit a site that interests me, first I 'discover' it. If it's design is good and modern, I see that they care about it, so if I register on that site, they will probably care about me too. (I mean: if I contact them because I have a problem on their site, they will probably answer me)*" (personal interview A, parenthesis in original, see appendix 5)

From the comment above it is evident that the platform's design has motivated interviewees to sign up for the initiative, as a good design leads to a positive conception of the platform and the firm governing it. However, findings also indicate that some interviewees (D, E & F) are demotivated from the platform's design, an interviewee explain:

> "*The biggest problem I have with it is the chronological ordering of builds. 'Cause like when people post new things they go to the top and then over time as things become more popular or less popular they start to move up and down in the listings as they move back in time. But I think for me the biggest problem is that even if a build is really popular, it can get buried really quickly by a lot of not-so-good builds*" (personal interview E, see appendix 9)

As a consequence, the interviewee argues that it is unsatisfying to use for inspirational purposes, why interviewees use alternative platforms (see also section 4.1.). The platform is also demotivating due to is limited abilities for user interactions:

> "*[The platform] is built for collecting votes, it's not really built for interaction I think. So it's quite difficult if you want to engage someone in conversation to do that on the platform*" (personal interview D, see appendix 8)

This interviewee implies that the platform's design is build for collecting votes, which makes is less applicable for engagement (see also section 4.4.).

4.7.2. Regulations

Following that, the interviews further indicate that more aspects of the platform's design are relevant than stated in the theoretical definition, namely regulations such as project guidelines and house rules. More of the interviewees (A, C, E & F) signed up for LEGO Ideas while it was a different platform named LEGO CUUSOO, though LEGO overtaking the platform seems to motivate interviewees:

> "*They just changed for example the rules. And I like the new rules. They changed their name too (LEGO CUUSOO -> LEGO Ideas) and the whole website is modern now. I think it's great this way now*" (personal interview A, parenthesis in original, see appendix 5)

The interviewees mention that the new governance structure has made the platform more regulated with more rules. The rules that LEGO has added to the platform are motivating users to participate: "*It's much better than other crowdsourcing websites. They have stricter rules [...] which means that what you submit actually has standards*" (personal interview F, see appendix 10). It suggests that the project guidelines are motivating users to submit higher quality builds. Once a project is submitted, it is evaluated by LEGO, which is motivating to interviewees: "*And a team of people checks your work before you can post. I think it promotes a better community*" (personal interview F, see appendix 10). This comment illustrates how interviewees are favouring LEGO's presence on the platform. Interviewee E even wishes there was more firm participation: "[…] *having the staff more engaged on builds that they see as being good and giving feedback, I think that would be a really good idea*" (personal interview E, appendix 9). This suggests a connection between the platform's regulations and firm recognition (see section 4.2.).

To answer SRQ7, "*to what degree does platform design motivate users?*", the interviews suggest that users are motivated by an appealing platform design. The motivation primarily stems from the platform's regulations, whereas users are demotivated from parts of LEGO Ideas' design, including limited interaction possibilities and the structuring of projects. In conclusion, there are possibilities for LEGO to alter the platform's design and usability to further motivate user participation.

4.8. Brand Identification

The thesis investigates whether and why users are motivated by an inner identification with the LEGO brand: "*To what degree does **brand identification** motivate users?*" (SRQ8). Motivation from brand identification is understood as inner drive to participate due to an association with the identity of the brand central to the crowdsourcing community (see section 2.2.1.). All interviewees (A, B, C, D, E, F & G) refer to themselves as fans of LEGO either prior to or during the interviews, using terms such as "*AFOL*" (personal interview A, see appendix 5) and "*LEGO geek*" (personal interview D, see appen-

dix 8). This indicates that users are motivated from brand identification, especially caused by a brand connection and brand internalisation.

4.8.1. Brand Connection

The status as LEGO fans is expressed through a **connection**, which all interviewees (A, B, C, D, E, F & G) share with the LEGO brand; "*I believe, the things we like affect us – could be LEGO, could be something else – for me it is LEGO, so yes, there is a connection.*" (personal interview F, see appendix 10). With this comment, the interviewee explains how his interest for LEGO enables a connection with the brand. Another interviewee even expresses a love for the brand: "*I love the LEGO brand and the company itself*" (personal interview A, see appendix 5). These comments illustrate how the connection is attached to the whole LEGO brand and not the crowdsourcing platform alone. The thesis thus acknowledges that it is difficult for interviewees to separate their experiences on the platform, LEGO Ideas, with their overall LEGO undertakings. However, interviewee A clarifies how the brand connection is reflected onto the LEGO Ideas platform, the interviewee explain: "*But in this case I knew that this site belongs to LEGO Group, so I knew that they'll care of me*" (personal interview A, see appendix 5). In such manner, the trust in the LEGO brand ensures users that it is safe to use the platform. It is also reinforced through users' interaction with LEGO representatives, suggesting a connection with firm recognition (see section 4.2.). This is evident from one interviewee's response to motivation from firm recognition: "*It feels good when you got a comment for example from Tim or Hasan [i.e. LEGO employees] So yes, I think in some ways it connects me to LEGO.*" (personal interview A, see appendix 5). The fact that the interviewee talks about LEGO representatives using their first names suggests a personal relationship, which is stimulating a personal connection on the LEGO Ideas platform. This means, interviewees' connection to the LEGO brand is activated or reinforced on LEGO Ideas, making it a motivation factor for participation.

4.8.2. Brand internalisation

As a result of the connection to the LEGO brand, all interviewees (A, B, C, D, E, F & G) express a sense of internalisation of the brand, either explicitly or implicitly. This is evident from comments such as: "*Plus [LEGO's] idea of modularity and in the box thinking is something that shaped the way I do things in my own life*" (personal interview F, see appendix 10). This comment visualise how the LEGO brand is internalised within interviewees, making it influence their personal identity. Some interviewees (B & D) recognise that a reason for the brand identification is that the LEGO brand is made available to fans:

> "*[…] I do think that it's what's so cool about their brand is that they kind of release it and it's no longer their brand, it's now my brand as a customer. And that's what they're really doing*

> *extremely well, making it the customer's brand and not their brand*" (personal interview D, see appendix 8)

This suggests that users are able to internalise the brand as their own. One interviewee argues that it makes them unable to question the brand using the following metaphor:

> "*If you have seen those who have a BMW or a Mercedes. They are simply so passionate about their car that they don't question it. So, it's the car – it's not the label or the brand – it's simply that car that they love more than anything on earth. I think it's a little bit the same with LEGO builders; they have it a little in the same way with LEGO. That is, you do not question it.*" (personal interview B, author's translation, see appendix 6)

This suggests that the interviewees' passion for LEGO (see also section 6.12.) is impacting their identification with the brand.

However, interviewee C stresses a concern about the future of the LEGO brand. The interviewee claims that the brand is moving away from producing simple bricks:

> "*Now for LEGO is more important to sell products for AFOLs, so you can see that every year they sell new and more complex parts, moving away their first spirit of simple (and more creative) bricks*" (personal interview C, parenthesis in original, see appendix 7).

The interviewee expresses a concern that this might limit the products' creative possibilities, as "*[y]ou can use a common 2x2 brick in infinite ways! [...] I hope that their strategy won't affect too much users...*" (personal interview C, exclamation point in original, see appendix 7). As a result, the products creative abilities affect how users connect with the brand, indicating a connection with the motivation from creativity (see section 4.10.).

This suggests, as an answer to SRQ8, "*to what degree does brand identification motivate users?*", that users are motivated from identification with the LEGO brand since it is made openly available to fans. The identification is activated or reinforced on LEGO Ideas through a connection, causing users to internalise the brand. However, LEGO needs to be aware of the creative abilities in further product development, as findings suggests the brand risks losing dedicated fans if it limits its creativity and openness.

4.9. Community Identification

With SRQ9, the thesis questioned whether users are motivated to participate in LEGO Ideas due to an identification with fellow members: "*to what degree does **community identification** motivate users?*".

The motivation from community identification refers to the inner drive to participate due to an association with the social identity in the crowdsourcing community (see section 2.2.2.). The interviews indicate that most interviewees (A, B, C, D & E) identify with fellow LEGO Ideas members due to a shared interest: "*So there's that connection like we're all here because we like the same product, the same tool.*" (personal interview E, see appendix 9). Interviewee F is not expressing community identification explicitly; when asked directly whether he identifies with other users, interviewee F responds:

> "*I'm not sure, there's not a lot of members I know of. Here in the Philippines, the community is more of collecting and there are less people into MOC [i.e. custom LEGO creations] (I would believe) [...] So the community here is more of the product than the company. I like to think I appreciate LEGO as a whole.*" (personal interview F, parentheses in original, see appendix 10)

In effect, interviewee F mentions that he does not identify with a community that are not into building their own creations, referring to the overall community in the Philippines and not LEGO Ideas specifically. The thesis therefore assumes that interviewee F identifies with the LEGO Ideas community, as the crowdsourcing platform consists of users who are building their own creations. These findings thus suggest a motivation from a shared identity in the LEGO Ideas community.

4.9.1. Shared Identity

More interviewees (A, C, D & E) are experiencing a ***shared identity*** with other members in LEGO Ideas. The community identity is based on a shared appreciation of playing:

> "*[...] I do strongly, strongly believe in adults should play more – whatever it is [...] and I think that that's what, you know, mutual between us isn't it. That we just enjoy playing and we're not ashamed of it.*" (personal interview D, see appendix 8).

This suggests that users are identifying with the community due to shared playful characteristics. The interviewee even implies that this shared identity exists between users that do not know each other on a personal basis: "*I don't go to these meetings or something, so I wouldn't even know if other people are geeks or whatever but I don't really care, if I'm honest. They're doing what they think is cool*" (personal interview D, see appendix 8). As a result, there is an entire community overarching everything that interviewees do in regards to LEGO to which LEGO Ideas is only one outlet:

> "*I mean, there's communities on Deviantart, Reddit, Flickr, I think, Imgur, I know Facebook,*
> *I'm part of several LEGO groups on Facebook, so it really kind of spans all of the social plat-*
> *forms.*" (personal interview E, see appendix 9)

This implies that there is an overarching LEGO community for dedicated fans, who are experiencing a shared identity that is spread across platforms. In effect, LEGO Ideas is not the only community for users' identification, meaning the motivation from shared identity is interconnected with other communities.

In response to SRQ9, "*to what degree does community identification motivate users?*", users are motivated to participate due to an inner identification with the community. However, the motivation from community identification depends on users' identification with the overarching LEGO community existing across multiple platforms. It is therefore not a motivation factor that can be determined and activated on LEGO Ideas alone.

4.10.   Creativity

The thesis questions the degree which users are involved with LEGO Ideas to practice and develop their creativity with SRQ10: "*To what degree does **creativity** motivate users?*" Motivation from creativity is understood as the inner drive to participate in order to improve and develop creatively from the crowdsourcing community (see section 2.2.3.). Interviews suggest that creativity is a great intrinsic motivation for interviewees (A, B, C, D, E, F & G) to participate on LEGO Ideas; "*[the goal is to] create something awesome!*" (personal interview D, see appendix 8). However, there are two levels reasoning motivation from creativity. To some interviewees (B, C, D & E) a great part of the creative process exists in building LEGO, whereas LEGO Ideas is more an add-on:

> "*And [building] became a really rewarding, creative, I guess, a creative release in a manner*
> *that, you know, I didn't have to… It didn't have to be like a business thing […] And LEGO*
> *Ideas, or Independence Hall being on LEGO Ideas, is just kind of like a nice bonus*" (personal
> interview E, see appendix 9)

This comment illustrates how LEGO Ideas for those interviewees is an aftermath to the creative process of building, making LEGO Ideas less of a driving factor for motivation from creativity.

In contrast, other interviewees (A, F & G) appreciate LEGO Ideas as a motivating factor in building LEGO, which is indicated in interviewee A's attendance to building guidelines: "*It's great that they set the part count, so we can have an idea about which big idea can we make.*" (personal interview A, see appendix 5). This illustrates how interviewees use the regulations as guides to the crea-

tive process. Interviewee F also expresses that there are creative elements to being on the platform after submitting a project:

> "*Building the model is 1/2 of the joy, presenting the product is the other part, this involves what to name the product, even the story behind the product*" (personal interview F, see appendix 10)

With that, this interviewee explains how the submission and marketing are also a part of the creative process.

Regardless of these differences, an underlying motivation from creativity is shared among all interviewees (A, B, C, D, E, F & G) as it gives them a place to showcase their creativity:

> "*The primary motivation in all of these is to bring ideas to life. Like a 3d printer but with quality. I think that's the core motivation in the expression. To see your thoughts in a physical form.*" (personal interview F, see appendix 10)

This corresponds with the fact that most interviewees (A, B, D, E & F) express a need to be creative constantly: "*But I can be creative in my work, thank God. Because otherwise I would just be totally miserable. But I need to be creative all the time, I guess.*" (personal interview D, see appendix 8). This shared motivation from creativity identified in two factors: creative development and uniqueness.

4.10.1. Development

All interviewees (A, B, C, D, E, F & G) are participating on LEGO Ideas due to an inner drive to **develop** creatively; "*You have some sort of thing when you are building LEGO in general or are developing something, then you always want to take it one step further, and one step further, and one step further, and one step further.*" (personal interview B, author's translation, see appendix 6). One way in which users are challenged creatively on LEGO Ideas is from the guidelines that LEGO has made for its submissions, one interview notes: "*Because the more prerequisites you have for creating something, the more challenging it becomes and the more gratifying is you achieve your goal.*" (personal interview D, see appendix 8). Consequently, interviewees are motivated by the challenges placed forward by LEGO's guidelines, suggesting a connection with the platform's design (see also section 4.6.3.).

Interviewees also recognise that the feedback received on LEGO Ideas informs the builder how to improve his project, one interviewee explains, "*[…] you can understand if the project is good and if you can improve something*" (personal interview C, see appendix 7). In effect, feedback and support initiate a creative development, which is evident from comments such as:

> "*I think we are always learning from each other and LEGO Ideas is a great way to develop our creativity, I had some constructions that didn't get much support and I have tried to improved them, however there is always something that we can add to make it even better.*" (personal interview G, see appendix 11)

As such, interviewees derive creative motivation from feedback and support on projects (see also section 4.1. & 4.3.).

4.10.2. Uniqueness

Most interviewees (A, D & E) are motivated from making **unique** builds, "*Because as you know I have a fairly unique idea [...]*" (personal interview A, see appendix 5), where others did not mention its importance, as they have either not submitted any projects to LEGO Ideas (B & C) or have a large number of different submissions (F & G). However, the interviewees mention that uniqueness is not entirely supported on LEGO Ideas, as the platform promotes a specific type of projects: "*I noticed that most of the things that become really popular are like pop-culture. Like Golden Girls or Ghostbusters. And so those, you know, rock it up to the top*" (personal interview E, see appendix 9; see also interview A & D). Consequently, interviewees find that most of the successful projects are inspired from pop-culture items. This does not resonate with these interviewees, who are appealing to more uniqueness on the platform: "*And LEGO Ideas is a place for unique ideas. So hopefully there will be more new, never seen ideas in the future*" (personal interview A, see appendix 5). In effect, findings suggest that interviewees' motivation from uniqueness entails accept that their projects might not be attractive to everybody: "*But not everyone likes scooters or Vespas. So, that's cool. That's good enough for me.*" (personal interview D, see appendix 8).

As an answer to SRQ10, "*to what degree does creativity motivate users?*", it is concluded that users are motivated from creativity as they have a creative mind-set. Users are motivated from the prospects of developing their creativity through feedback, support and building guidelines to build unique projects. This indicates that LEGO could activate the inner motivation from creativity in more users through a focus on such factors.

4.11. Enjoyment

The thesis investigates whether users are motivated to LEGO Ideas from an inner drive for enjoyment: "*To what degree does **enjoyment** motivate users?*" (SRQ11). Motivation from enjoyment is understood as to the inner hedonic drive to participate due to the immediate satisfaction of participating in the crowdsourcing community (see section 2.2.4.). The results indicate that all interviewees (A, B, C, D, E, F & G) are motivated from enjoyment, as they refer to their LEGO activities as a hobby, for instance: "*Now it's a funny hobby [...]*" (personal interview C, see appendix 7). This resonates with the

theoretical assumption that people participating in crowdsourcing initiatives are hobbyists (see section 1.1.2.). The LEGO Ideas users are on the platform because of an inner drive for enjoyment: "*There is a great joy in purchasing a LEGO product that I wanna recreate and share to other people.*" (personal interview F, see appendix 10). Nonetheless, from the interviews it is clear that some of the enjoyment is derived from building LEGO sets and not the platform, for instance: "*I [build] because it's a passion, it's a pleasure, and it's great*" (personal interview B, see appendix 6). Users are not saying that they are not enjoying themselves on LEGO Ideas, for instance, an interviewee is enjoying making updates for his project "*[…] and for me it's fun when we make the updates for my project. So it has a fun part for sure.*" (personal interview A, see appendix 5; see also section 4.10.). However, findings suggest that the intrinsic enjoyment is not a primary motivator, as participation on LEGO Ideas is recognised as hard work.

4.11.1. Hard work

A reason for the limited motivation from enjoyment is that LEGO Ideas is a more serious undertaking and interviewees, who have submitted projects (A, D, E, F & G), are serious about their work on LEGO Ideas, which makes them less motivated by the enjoyment of the process:

> "*Well, the first 2 or 3 weeks were the most enjoyable (when I published my project). But after those days I realized that it's not just fun. Because as you know I have a fairly unique idea and it isn't based on a theme like Star Wars, so the promotion of the project is so hard and isn't fun at all*" (personal interview A, parenthesis in original, see appendix 5)

This means, participation on LEGO Ideas is not considered enjoyable; instead, it requires hard work and dedication (see also section 4.12.1.). It makes the platform less preferred by some users: "*Yeah, it's not as magnetic, I guess, as some other communities, at least for me personally […] But I do enjoy using the platform*" (personal interview E, see appendix 9). In effect, users prefer alternative platforms for fun and procrastination even though they enjoy the time spend on LEGO Ideas.

In response to SRQ11, "*to what degree does enjoyment motivate users?*", the thesis suggests that users are motivated from enjoyment in building LEGO sets though it is not a large motivator for their actual participation on LEGO Ideas, as it takes hard work and dedication.

4.12.   Passion

With SRQ12, this thesis seeks to understand: "*To what degree does **passion** motivate users?*" Motivation from passion is understood as the strong but harmonious inner drive to participate due to a desire for the crowdsourcing community and its activities (see section 2.2.5.). The interviews indicate that all interviewees (A, B, C, D, E, F & G) are extremely passionate about LEGO, which is evident from

comments such as: "*it's a passion and a devotion to build LEGO*" (personal interview B, see appendix 6). Another interviewee further elaborates on the depth of his passion:

> "*I would say it's now a serious hobby. When I was 1 year old, I already played with Duplo bricks. Then when I was about 4-5 years old, I got my first little LEGO System set. From that moment I play with LEGO all the time. I haven't got 'dark ages' till now and I really hope I won't have dark ages [i.e. periods without LEGO] ever*" (personal interview A, see appendix 5)

Such comments show that interviewees are passionate about LEGO. However, it also illustrates that the passion is oriented towards the LEGO brand and product. If interviewees were to choose they are more passionate about LEGO than the platform: "*I think they are both connected. But if to choose be-tween the 2, I think LEGO is better. The LEGO Ideas is just a compliment*" (personal interview F, see appendix 10). Even so, it is their passion for LEGO that is motivating users to join the LEGO Ideas platform, two interviewees explain: "*It was my big passion for LEGO that made me discover CU[U]SOO (now Ideas)*" (personal interview C, parenthesis in original, see appendix 7) and "*I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do*" (personal interview F, parenthesis in original, see appendix 10). This means, their passion for LEGO motivates users to become involved with LEGO Ideas. The motivation from passion is derived from dedication and vision.

4.12.1. Dedication

All interviewees (A, B, C, D, E, F & G) recognise that it takes a certain level of **dedication** to be on LEGO Ideas: "*Well, Im not a [quitter] I may have stopped now but I will keep on trying*" (personal interview G, see appendix 11). This quote illustrates how interviewees are dedicated to their projects on LEGO Ideas. A part of this dedication is that it takes a lot of time, which is a limitation to most in-terviewees (A, B, D, E & F), one interviewee explains: "*I used to visit everyday. But now only when I post to see people's reactions [...] I became busy at work. I would love to visit more often, but respon-sibilities.*" (personal interview F, see appendix 10). This suggests some of the interviewees would ac-tually like to spend more time on the platform but they do not have the time. An interviewee recognis-es that this results in a high turnover rate of LEGO Ideas members: "*There is a high turnover rate, I personally think is people get bored easily (when their projects do not win).*" (personal interview F, parenthesis in original, see appendix 10). In effect, users' passion for LEGO is enabling a dedication for the platform, however interviewees find that other users are leaving the platform because it is too difficult to win.

4.12.2. Vision

All interviewees (A, B, C, D, E, F & G) are still finding the time and willingness to practice LEGO due to the **vision** behind it; "*I don't want to be famous. I'd just like to have one LEGO set, that's really mine*" (personal interview A, see appendix 5). This quote illustrates the motivation from the vision of having one's set produced. When creating something a vision, it becomes a part of oneself, one interviewee elaborates: "*Yes, I think when you create something, some part of it is your vision, which is a part of yourself*" (personal interview F, see appendix 10). As a result, this vision is reflected onto users indicating a connection with motivation from brand identification (see section 4.8.).

As a response to SRQ12, "*to what degree does passion motivate users*?", users are motivated from passion towards LEGO, which is reflected onto their participation on LEGO Ideas. The high competition on LEGO Ideas requires a high level of dedication in order to be successful on the platform. This is demotivating some users, while others are motivated from a larger vision, motivating their participation.

4.13.   Summary of Findings

The analysis found that LEGO Ideas' users are motivated from more motivation factors simultaneously (refer also to appendix 12 for a table overview SRQs and answers). The results indicate that **knowledge sharing** is a motivator for interviewees since the open sharing enables users to find inspiration for future builds and get feedback on their work (cf. SRQ1). In fact, the findings present a potential for LEGO to further motivate users through a more intelligent feedback culture. Users' emphasis on feedback is large, as it is encourages **creative develop**, which is another motivation factor for interviewees (cf. SRQ10). The motivation from creativity is founded on users' creative mind-set, having a desire to develop their creativity. Findings suggest this motivation can be optimised on through a focus on developing unique builds, feedback and support.

Motivation from creativity is thus stimulated through recognition from **peers** (cf. SRQ3), which is found to be a motivation factor for users' registration and participation in LEGO Ideas. Peer recognition is motivating as it entails acknowledgement and support for users' projects. Similarly, users are motivated from recognition from the **firm** when it also leads to support for their projects or enhances their job opportunities (cf. SRQ2). Some users are in fact requesting more firm participation, which is indicated in their desire to enlarge the **platform's** regulations (cf. SRQ7). The motivation from platform design extends beyond the theoretical definition, as it entails a motivation from rules and regulations. In contrast, users are demotivated from some design elements such as the structuring of projects and limited interactions possibilities. Users are thus requesting more **social engagement** on the platform, which makes them use alternative platforms instead (cf. SRQ4). This suggests a motivation from social engagement that is currently not fulfilled on LEGO Ideas.

Users recognise a shared identity activated through a communal interest in LEGO, yet findings suggest that ***community identification*** cannot be determined and activated on the platform alone due to an overarching AFOL community that expands beyond the LEGO Ideas platform (cf. SRQ9). Similarly, ***brand identification*** extends beyond the platform and is stimulated from the entire brand experience (cf. SRQ8). Brand identification is stimulated through brand connections making users internalise the brand as it is made openly available to fans. It is also connected to users' motivation from ***passion***, which is another motivation factor for LEGO that is reflected onto the crowdsourcing platform (cf. SRQ12). Users are motivated from passion because they are passionate about LEGO, which is reflected onto their vision and dedication for LEGO Ideas. Users mention that LEGO Ideas requires dedication and hard work and they are therefore not motivated from ***enjoyment*** (cf. SRQ11).

In a similar manner, users' vision undermines the motivation from ***economic rewards*** (cf. SRQ6). Users are not motivated from economic, though it is understood as a positive acknowledgement, as the size and chances are too slim. This is in line with the finding that users' motivation from ***reciprocity*** is limited, as they do not expect to get something in return (cf. SRQ5). Users are positive about the prospect of gaining support but it is analysed as a motivation from recognition and not reciprocity.

In summary, multiple factors motivate users' participation in LEGO Ideas and for various reasons in an interconnected manner, visualised in the figure below (see fig. 4). The following chapter will discuss these findings to argue for the theoretical perspectives and managerial implications.
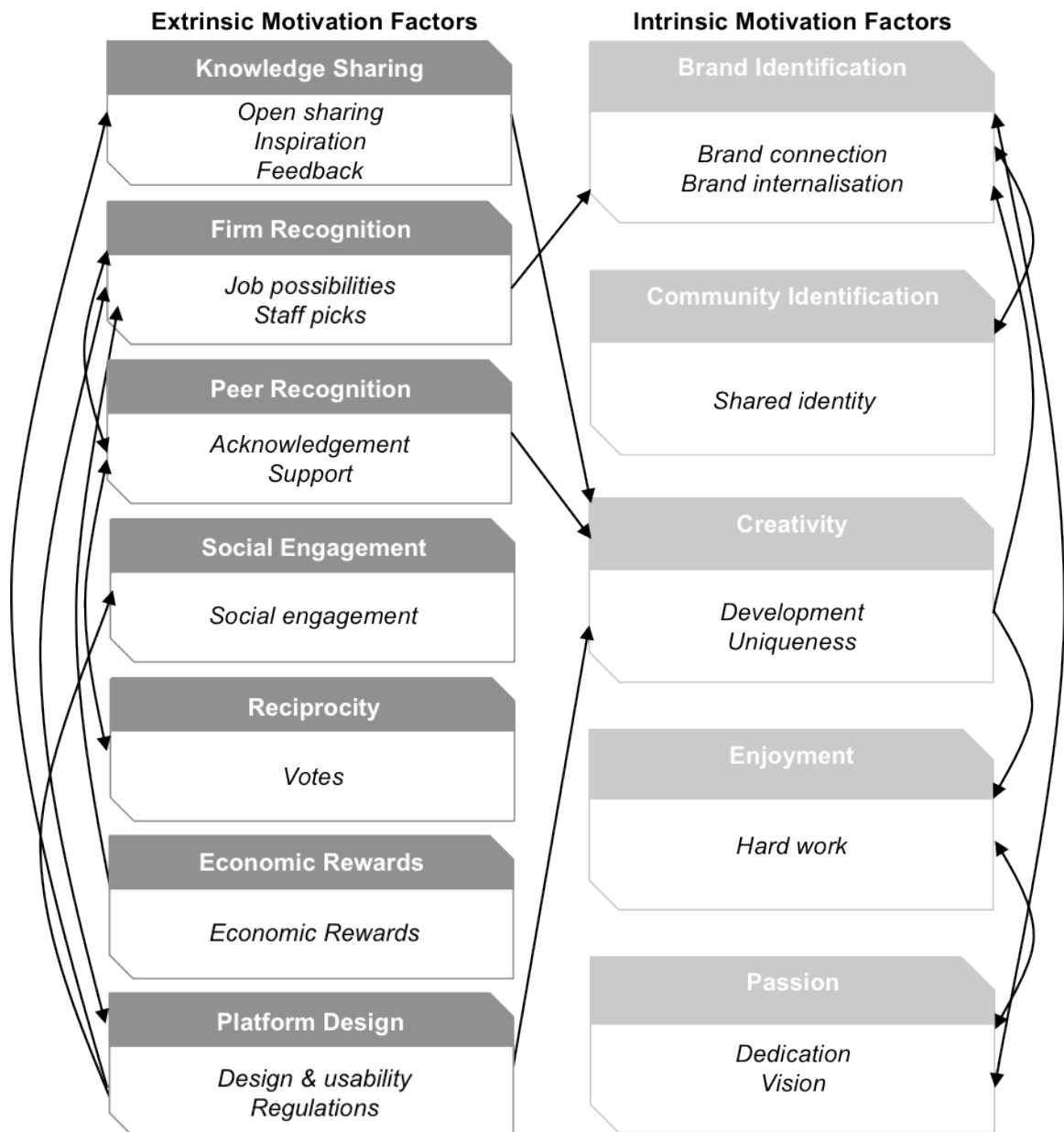
Fig. 4: Motivation Factors & Connections (author's creation)

5 Discussion

The thesis has been investigating what motivates users to participate in crowdsourcing initiatives and why, as it is crucial to understand the underlying motivations in order to create effective crowdsourcing platforms (see section 1.5.). This chapter will reflect on the theoretical perspectives and managerial implications. The limitations to the research are also presented to give directions for further research.

5.1. Theoretical Perspectives

This research on crowdsourcing is conducted within social science, why the perspectives are focusing on this literary field. The thesis implies that users are motivated to crowdsourcing initiatives for a wide range of motivation factors simultaneously and to differing degrees. For most of the motivation factors results echoes that of previous research (i.e. firm recognition, peer recognition, social engagement, brand identification, community identification, creativity & passion). However, this thesis contributes to theory on crowdsourcing, as the interviews emphasised some motivation factors over others and findings deviate from that of previous researches within social sciences. In the following, these deviations are presented with a focus on the most remarkable, diminishing and interconnected motivation factors.

5.1.1. Remarkable Motivation Factors

The analysis found that crowdsourcing users are motivated from a range of factors simultaneously, however during the interviews some motivation factors were emphasised more than others. When confronted with reasons for participating in crowdsourcing, users keep referring to one primary reason: the opportunity to get *feedback* on their work (see section 4.1.3.). Feedback is emphasised as it stimulates one's creative development and allows users to improve their creativity, which is similar to findings from previous research (e.g. Battistella & Nonino, 2012; Brabham, 2008b, 2012; Jeppesen & Frederiksen, 2006). However, users keep referring to feedback as recognition from peers, indicating that it is positively received. Based on the theoretical definition, feedback is categorised as knowledge sharing, as it includes access to "*specialised knowledge and assistance*" (see section 2.1.1.), why this thesis has analysed feedback as a part of knowledge sharing. Findings suggest that user deem feedback as recognition because the crowdsourcing community does not have an intelligent feedback culture, meaning users often share positive feedback but less constructive criticism. The thesis speculates whether it is due to the nature of crowdsourcing platforms, where control is divided between the crowdsourcing firm and its users (Brabham, 2013; see also section 1.2.), making users less willing to share honest feedback when it is directly available to the firm. Theory on selective self-presentation suggests that people are aware of other's perception of them, determining their behaviour in order to

ensure the most favourable presentation of one's self (Goffman, 1959). This is reflected onto people's participation in online communities, where Ellison (2013) argues that selective self-presentation influences how users act, "*[...] individuals curate positive impressions by withholding disclosures which might reflect poorly on them and sharing those that are more positive*" (p. 6; see also Antorini, 2007). The thesis therefore proposes that users prone to share feedback that reflects positively onto their personality. It has implications for theory on crowdsourcing, where research is needed to understand whether users are freely sharing feedback on crowdsourcing platforms.

Another reason for participating in crowdsourcing emphasised in interviews is the passion for **winning** the crowdsourcing competition (see section 4.12.2), which has previously been undermined in theory on crowdsourcing motivation. The interviewees studied in this research refer to the prospect of winning either explicitly as the ultimate outcome or implicitly in conversations about other motivation factors that leads to that effect. It is not recognised as a motivation factor in the theoretical framework, as it has previously been understood as an end-goal instead of a means (e.g. Brabham, 2012). However, research in users' motivation for competition recognise a motivation from an inner desire to win as a salient factors for some people (e.g. Franken & Brown, 1995; Malhotra, 2010; Tauer & Harackiewicz, 1999). It is argued that this motivation depends on people's degree of eco-centrism (Franken & Brown, 1995) as well as elements in the competitive space (Malhotra, 2010; Tauer & Harackiewicz, 1999). This makes the motivation from competition relevant for crowdsourcing when platforms are designed as competitive spaces. The thesis therefore proposes that users' participation is driven by a motivation to win the crowdsourcing competition. It has theoretical implications, where crowdsourcing literature should investigate the possibility to win a motivation for users' participation.

A different theoretical implication exists in the motivation from platform design, as it has not been accounted for in much crowdsourcing research. Currently, only one other research (Brabham, 2012) has recognised platform design as a motivation factor and it focused mostly on the design and usabilitiy. The current study agrees with Brabham's (2012) findings that an appealing platform design is a motivating factor, however results from the analysis further imply that motivation extends beyond this theoretical inclusion of design and usability to include **regulations**. In regards to regulations, users are motivated from the platform's rules and guidelines as it challenges their creativity and the presence of firm guidelines heightens quality of submissions. The thesis indeed proposes that users are requesting a higher level of firm regulation, which has theoretical implications as crowdsourcing is founded on the fundamental division of control between the firm and its users (Brabham, 2013; see also section 1.2.). Further studies should therefore consider the degree to which control is evenly divided and question whether users are actually satisfied by it.

5.1.2. Diminished Motivation Factors

The results from this thesis indicate that ***economic rewards*** are not motivating users to participate in the crowdsourcing initiative. This stands against previous research indicating that the monetary incentive is the most important motivation for participation (e.g. Battistella & Nonino, 2012; Brabham, 2008b, 2010). However, the importance of economic rewards has continuously been questioned in literature on crowdsourcing, making it an interesting factor to discuss. The results from this research suggest that users' limited motivation from economic rewards is reasoned with the fact that the compensation and the chances of earning are too small. In effect, economic rewards are not a motivation alone but the rewards cannot be disregarded completely, as findings suggest that users expect economic compensation, as it is an acknowledgement from the crowdsourcing firm. This is in line with findings from prominent research on work motivation by Herzberg et al. (1997), suggesting that economic rewards are not a motivation in itself but rather operate to prevent negative motivations. With that in mind, this thesis proposes that the presence of economic rewards have neutral affect on participation, while its absence would lead to demotivation.

In a similar manner, the results indicate that motivation from ***reciprocity*** is of lesser importance. This is in conflict with findings from other researches indicating that users are motivated to participate due to the expectation of getting something in return (e.g. Battistella & Nonino, 2012; Belenzon & Schankerman; Brabham, 2012; Franke & Shah, 2003). However, this research finds that users refer to reciprocity in the form of votes received by peers. Votes are motivating to users in the form of peer recognition, however are not expected. For that reason, this thesis proposes that users are motivated from peer recognition rather than reciprocity. This discrepancy should therefore be considered in further research on reciprocal actions in crowdsourcing.

The literature review found that multiple researches indicate that ***enjoyment*** is a salient motivation factors for participation in crowdsourcing initiatives (e.g. Brabham 2008b, 2012; Buettner, 2015; Franke & Shah, 2003; Füller et al. 2006, 2007; Kornum, 2008). However, this thesis has conflicting results, as it suggests that users are motivated from passion rather than enjoyment. The diverse findings might be a result of this thesis acknowledgement of the interrelation between enjoyment and passion. In the literature review, the factors were identified as counterpoints on either end of a continuum ranging from pleasure to an inner desire. Users mention that they enjoy spending time crowdsourcing platform but specify that it requires serious dedication. The thesis therefore proposes that users are participating in crowdsourcing due to motivation from passion rather than enjoyment. This has theoretical implications, as the division of the motivation from satisfaction into two more detailed factors is not present in previous studies.

5.1.3. Interconnection

The findings suggest that users do not look at each motivation factor independently; instead they consider how each factor supports another. As a result, the thesis found multiple interconnections between motivation factors (see fig. 4.) that introduce a reflection on whether users are actually motivated from each factor or from its potential outcome. An example is peer recognition, which is motivating because it induces support and votes for projects. Support for projects increases the possibility of having the project reviewed by the firm, which in effect lead to an outcome of firm recognition. Users find firm recognition motivating when it has direct implications for the projects success, meaning if it promotes the likelihood of wining. The thesis therefore argues that the predefined factors act as both motivation and outcome. Users are participating for the essential outcome of winning, while the example above illustrates that other factors may act as intermediate outcomes in the process of reaching that goal. The research's findings thus suggest that users' motivation for crowdsourcing depends on where they are situated in the crowdsourcing process, e.g. developing an idea, gathering support, or being reviewed, as well as on their goal for participation. The expectancy theory (Vroom, 1964) assumes that actions are determined based on rational evaluation of the relations between effort and personal goals. The thesis therefore proposes that users motivation from each factor depends on its immediate outcome as well as overall goal. However, the thesis does not have the required information to map a detailed motivational process for crowdsourcing. Its purpose has been to understand what motivates users to participate and why. For that reason, to thoroughly understand this process requires an investigation of *how* users are motivated to crowdsourcing. Future research therefore should use process theories of motivation (e.g. Vroom, 1964; Porter & Lawler, 1968) to understand how the expected outcomes influence the motivational processes for crowdsourcing participation.

The interconnections also reveal a relationship between extrinsic and intrinsic motivation. The literature review found that previous research on motivation suggests that extrinsic motivation is considered to undermine intrinsic motivation (Deci & Ryan, 2000; see also Franke & Shah, 2003). However, this is not supported in the current research, where the analysis suggests that intrinsic and extrinsic motivations are supplementing each other. Harackiewicz and Sansone argue that external contingencies have effects on intrinsic motivation (as sourced in Tauer & Harackiewicz, 1999). This thesis thus proposes that extrinsic factors support intrinsic motivation and vice versa. Only few studies within crowdsourcing have elaborated on these connections between intrinsic and extrinsic motivation (e.g. Battistella & Nonino, 2012), why future research should investigate the interrelation between extrinsic and intrinsic motivation in crowdsourcing.

5.2. Managerial Implications

As consumers are becoming more empowered, it is becoming more important for companies to find ways in which to motivate and integrate them into value creation (see chapter 1). This study concerns

users' motivation for participation in crowdsourcing initiatives, to which it has discovered more implications connected to managing crowdsourcing platforms. These implications impact firm participation, platform construction and brand community.

5.2.1. Firm Participation

The analysis indicates that users are motivated from firm participation, in the form of either recognition or regulations. Antikainen et al. (2010) suggest that active participation from the platform's maintainers is important, which is similar to findings from this study where users are indeed requesting more firm participation. Antorini, Muñiz and Askildsen (2012) claim that crowdsourcing companies should focus on being clear about the rules and expectations to avoid frustrations on both sides. This coincides with findings from the current study, suggesting that a clear governance structure is necessary. In fact, these findings suggest that not only will transparency avoid frustration; users are motivated from well-defined rules and regulations, as it challenges their creativity to make builds of higher quality. The regulations also inform users what it expected from them, which creates a more effective work environment. In contrast, the findings suggest that users are not motivated by firm participation when it is not explicitly beneficial. This has implications for management of crowdsourcing initiatives in that firm participation is required and appreciated when it supports users.

5.2.2. Platform Construction

More crowdsourcing platforms are constructed as communities with social engagement between users. According to Antorini et al. (2012) these relationships are motivating users:

> "*In fact, it is the relationship with other fans and the input and encouragement they offer that strongly motivate these users to keep raising the creative bar and keep searching for new and better ideas and solutions.*" (p. 78).

The current analysis did indeed discover that the input and encouragement from peers is highly motivating for users, however the results also indicate that users are finding such social relations limited on the crowdsourcing platform. A reason thereto is that the platform is characterised by users as a voting platform, where engagement outside votes and support is limited. More users are requesting a deeper engagement and knowledge sharing with fellow members and they use alternative platforms to meet such demand. This has implications for management, as it suggests that crowdsourcing platforms should include more social community elements in their construction to motivate more users.

5.2.3. Brand Community

This thesis found that users are identifying with a brand community not limited to the crowdsourcing platform alone. Carlson, Suter and Brown (2008) introduce the psychological sense of brand commu-

nity (PSBC) theory, indicating that consumers may sense a brand community even in the absence of community structures. Important determinants of PSBC are people's identification with the brand and other community members, where PSBC in return is found to be important to consumer-brand relationships (Carlson et al., 2008). This suggests that users are identifying with a community that cannot be controlled or activated on the platform alone, which has implications for management, as strategies for crowdsourcing initiatives should accommodate users' identification with a larger community.

5.3. Limitations & Further Research

Limitations to the current study include a small data sample that may be bias due to a high activity in the overarching LEGO brand community. As the researcher was unable to contact users on the LEGO Ideas platform directly, connecting profiles and brand pages were used to identify potential interviewees (see also section 3.4.1.). In effect, it is expected that users who volunteered for an interview are highly active members of the LEGO brand community. To enrich the findings, further research in the area should therefore include a larger data sample with more moderate activity level.

Another limitation to this study is that it is based on a well-defined brand with a large segment of brand admirers (e.g. Antorini, 2007). The interviewees in this study have known and used the brand since childhood, making it difficult for them to separate the activities and motivation for LEGO Ideas with their perception of the entire brand. This means, the findings are inflicted by users overall perception of LEGO outside the crowdsourcing initiative. Additional research should therefore be undertaken at other crowdsourcing sites with less influence of the brand hosting the initiative.

A third limitation is found in the research deductive approach, making it difficult to compare the influence of each motivation factors. The study is based on a predefined theoretical framework, why all motivations were discussed in each interview. This made it challenging for the researcher to understand which motivations were emphasised over others. However, as the researcher was aware of this challenge, it was counteracted in the interviews with open-ended questions on the interviewees' primary reasons, leading to results that extend beyond the theoretical frame. Nonetheless, an inductive study that contrasts motivations would be relevant to further the knowledge of the factors' extend of motivation.

6 Conclusion

This thesis has been investigating the overarching question: "*What motivates individual users to participate in crowdsourcing initiatives and why?*" This is done through qualitative research of the crowdsourcing platform, LEGO Ideas. The study is conducted in a deductive manner, using 12 sub research questions concerning motivation factors identified through a literature review on previous crowdsourcing and open innovation research.

As an answer the first part of the research question, *what* motivates users, findings suggest that users are motivated from more motivation factors simultaneously, including: knowledge sharing, firm recognition, peer recognition, social engagement, platform design, brand identification, community identification, creativity and passion. In contrast, users are less motivated from reciprocity, economic rewards and enjoyment. To explain *why* users are motivated from these factors, the thesis contains a detailed analysis of each of the motivating factors. This examination uncovers more aspects from each motivation factors that reasons is importance (see table 4):

What motivates users?		Why does this factor motivate users?
Extrinsic	Knowledge sharing	*Because the open sharing culture allows users to get inspiration for and feedback on builds.*
	Firm recognition	*Because it enables job possibilities and promotes projects.*
	Peer recognition	*Because it is an acknowledgement and induces support.*
	Social engagement	*Because it enables engagement with peers*
	Platform design	*Because the design is appealing and user friendly, while regulations increases comforts and challenges users.*
Intrinsic	Brand identification	*Because crowdsourcing activates and reinforces brand connection through internalisation.*
	Community identification	*Because there is a PSCB with members in- and outside the crowdsourcing initiative.*
	Creativity	*Because it allows users to develop unique projects.*
	Passion	*Because crowdsourcing requires dedication and a vision.*

Table 4: Overview of What Motivates Users and Why (author's creation)

A discussion of the theoretical perspectives to the most prominent empirical findings led to eight propositions (P). The thesis finds that the most remarkable motivation is from the prospects of getting

feedback, though this motivation is not fulfilled in the crowdsourcing community. The thesis reasons this with theory on self-presentation suggesting that users prone to share feedback that reflects positively onto their personality (P1). Another salient motivation for participation stems from the prospects of winning the crowdsourcing competition. This is undermined in previous research, as it has been considered an end-goal instead of a motivation factor. Through a discussion hereof, the thesis proposes that users' participation is driven by a motivation to win the crowdsourcing competition (P2). The thesis also proposes that users are requesting a higher level of firm regulation, as an analysis of users motivation from the platform's design suggest that it does not merely entail the platform's design and usability but also regulations and guidelines (P3).

In contrast, the thesis finds that users are not motivated from economic rewards, though it is valued as a requirement. It is therefore proposed that the presence of economic rewards have neutral affect on participation, while its absence would lead to demotivation (P4). Similarly, users' motivation from reciprocity is low; to which it is proposed users are motivated from peer recognition rather than reciprocity (P5). Further, crowdsourcing participation is considered hard work, why the thesis proposes that users are participating in crowdsourcing due to motivation from passion rather than enjoyment (P6).

The study identifies several interconnections between motivation factors, which indicate that there are more levels to users' motivation. The thesis therefore proposes that that extrinsic factors support intrinsic motivation (P7) and users motivation from each factor depends on its immediate outcome as well as overall goal (P8). This should be subject for further research into motivation for crowdsourcing to gain an understanding of users' motivational processes.

The thesis also outlines some managerial implications of the current study. In the discussion it is suggested that users are motivated from firm participation and do indeed request more participation from firms. In a similar manner, users request more interaction with other members, indicating that crowdsourcing platforms should include more social community elements in their construction to motivate more users. It is further suggested that management should accommodate users' identification with a larger, overarching community that cannot be controlled or activated on the crowdsourcing platform alone.

In conclusion, this thesis provides novel insight, as its findings deviates from previous research whereto its discussing presents propositions.

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8 Appendix

Table of Contents

Appendix 1: Recruitment Mail

Hi

I found you through your profile on LEGO Ideas. I love the Star Wars set you've shared there and hope it's all right that I'm contacting you here.

I'm currently writing a graduate thesis about the LEGO Ideas community, and I was hoping you would help me. I'm interested in knowing more about the underlying motivations for your participation in LEGO Ideas; why did you join the community? Why are you sharing your work on the platform? And what do you gain from it personally?

I was hoping you would be willing to participate in a 30-45 minutes Skype interview with me, as I really want to know more about your commitment to LEGO Ideas.

Please let me know, if you are interested.

Thank you!

Best,
Signe

About me:
I am a postgraduate student in business administration and organisational communication at Copenhagen Business School in Denmark. I have a special interest in brand communities and my graduate thesis what motivates users participating in LEGO Ideas. Please note that the thesis is not conducted in cooperation with the LEGO Group, as I solely want to take the perspective of individual members.

Appendix 2: Interview Guide

Briefing	• The researcher clarifies that all that the interviewee has to offer is of value to the study, as there is no right and wrong answer. The interviewee is merely to share his perspective. • It is confirmed that the researcher has permission to record the interview in order to transcribe the interview at a later point in time. • The interviewee is offered full anonymity in so fort he wants to be anonymous.
Introduction to the study	I'm looking to understand more about peoples' participation in crowdsourcing projects. I want to know what motivates you to join and share ideas freely with others and companies. I have decided to look at the LEGO Ideas platform alone. The research is not conducted in corporation with LEGO, as I merely want to focus on the participants. I have a list of motivating factors, which have been identified in other researches and I will ask my questions from that starting point. But I want this to resemble a regular conversation which means I might not stick to the script throughout the interview. I would much rather have a conversation about your thoughts and feelings in regards to LEGO Ideas.
Interview Questions	
Demographics	• Name • Age • Home country • LEGO avatar • # of submitted ideas
Introductory questions	• How long have you been on LEGO Ideas? • How often do you visit the platform? • How often do you submit ideas? • In you own words, why are you on LEGO Ideas?
Motivation	To what degree…

Extrinsic motivation	**Knowledge sharing**	… are you looking to get tips and tricks from fellow TFOLs/AFOLs? … are you developing your LEGO performance? … do you find that LEGO Ideas gives you access to information? … do you learn and build from others' ideas, (i.e. incremental innovations)?
	Firm recognition	… are you conscious about LEGO's employees on the platform? … do you value the official LEGO comments? … do you value the opportunity to have your work evaluated by LEGO employees? … would you be interested in working for LEGO in the future? … is participation in LEGO Ideas enhancing your current (or future) career?
	Peer recognition	… are you conscious about other members on the platform? … is the recognition from supporters important? … did you consider the possibility of peer recognition when joining LEGO Ideas? … do you consider the possibility of peer recognition when submitting an idea?
	Social engagement	… are you commenting or supporting other community members' work? … are you connecting with LEGO Ideas members somewhere else, online or offline? … is social engagement motivating you? … are you interacting with others?
	Reciprocity	… are you participating to share ideas with peers? … are you participating to share ideas with LEGO? … are you sharing freely because it's the "right thing to do"? … do you expect something in return from other members or LEGO when contributing?

	Economic rewards	… is participation economically rewarding (incl. cash, offers or services)? … did you consider these economic compensations when joining LEGO Ideas? … do you consider these economic compensations when submitting an idea?
	Platform design	… do you find that that the LEGO Ideas platform is easy to use? … are you conscious about the platform's design? … are you conscious about the platform's functionalities? … was the platform's design relevant for joining LEGO Ideas? … is the platform's design motivating you to contribute?
Intrinsic motivation	**Brand identifica-tion**	… are you aware about the LEGO brand? … do you feel a part of the brand? … do you feel a connection with the brand? … are you participating in other LEGO communities, e.g. Facebook pages, LEGO Technic etc.?
	Community identi-fication	… do you feel a social connection with other members? … do you find some similarities with other members? … do you feel a sense of belonging to a group?
	Creativity	… are you creative? … is your participation allowing you to practice your creativity? … are you creative alone or together with others? … are you in LEGO Ideas to be creative?
	Enjoyment	… is your participation in LEGO Ideas procrastination or relaxation? … is your participation in LEGO Ideas all "fun and games" or a serious hobby? … do you enjoy participating in LEGO Ideas? … does enjoyment stem from building with LEGO blocks or participating in the community? … do you build LEGO outside the community?
	Passion	… do you spend time on LEGO Ideas? … are you involved in LEGO Ideas? … are you expressing yourself through LEGO Ideas? … does participation gives you satisfaction? … do you feel stressed from participation?
	Debriefing	• The interviewee is thanked for his participation in the interview. • The discussed topics are summarised • The interviewee is reminded about the transcript and it is asked whether all aspects of the interview can be used in the study. • The interviewee is asked to review and approve the transcript.

Appendix 3: Initial Codes

Coding Interview A

File:	Research interview A
Type:	Text-based interview
Duration:	02:01:00
Date:	05.07.2016

Respondent	Here I am, we can start! :)
Interviewer	Perfect! Do you prefer to do the whole interview in typing? Or would it be okay, if I called you up and then we could talk/type simultaneously?
Respondent	Hmm, I prefer typing, if it isn't a big problem ;)
Interviewer	It's not a problem at all! But since typing is more time consuming than talking I just want to stress that you should not feel pressured in any way, just take all the time you need to type out your answers. Also, you should not feel pressured to answer anything you do not want to - please let me know if there's anything you do not wish to answer.
Respondent	Okay, great! :)
Interviewer	Before we start, I would like to be clear that the information you provide me is strictly used for research purposes and will not be shared with the LEGO Group. I am also able to make you anonymous in so far you want that.
	First, let me elaborate a bit on the research project. I'm looking to understand more about peoples' participation in crowdsourcing projects. I want to know what motivates you to join and share ideas freely with others and companies. I have decided to look at the LEGO Ideas platform alone.
	I have a list of motivating factors, which have been identified in other researches and I will ask my questions from that starting point. But I want this to resemble a regular conversation which means I might not stick to the script throughout the interview. I would much rather have a conversation about your thoughts and feelings in regards to LEGO Ideas.
	Do you feel comfortable in knowing what the research is about? :)
Respondent	Yep! It sounds great!
Interviewer	Okay, great. I'm really excited you volunteered to talk to me. Let's start out by some personal questions. Would you care to elaborate on you name, age, home country, name of LEGO avatar and the number of ideas you have submitted to LEGO Ideas?
Respondent	I think you can share my username, and number of my ideas. :) Maybe you can use the information that I'm a TFOL (teenager) :)
Interviewer	Okay, that's great. I'll use that information instead.
Respondent	Okay
Interviewer	How long have you been a member of LEGO Ideas?
Respondent	I found it, when it was LEGO CUUSOO, and I really liked the idea behind it. It was probably in 2011. I'm member of the site since 2011. :)
Interviewer	And have you found that the site has changed since it was LEGO CUUSOO - and in what way would you say?
Respondent	They just changed for example the rules. And I like the new rules. They changed their name too (LEGO CUUSOO -> LEGO Ideas) and the whole

Signe Damgaard 10/9/16 12.01
Comment [1]: Brand internalisation

Signe Damgaard 10/9/16 12.01
Comment [2]: Rules

website is modern now. I think it's great this way now.

Interviewer	Could you please elaborate on what you like about the new rules?
Respondent	Of course. For example:

"Once we produce a LEGO Ideas set based on a third-party property, we will not accept more Ideas submissions based on that property." - I like this rule, because there are a lot of IP based ideas and they can reach 10.000 supporters much faster than for example my project (which isn't based on an existing theme). And LEGO Ideas is a place for unique ideas. So hopefully there will be more new, never seen ideas in the future.

Then,

"Projects must fit in a single product box, so we're setting a part count limit of 3,000 pcs." - It's great that they set the part count, so we can have an idea about which big idea can we make. I thought that my set idea with ~1200 pieces was too big. But now I'm calmer.

Interviewer	This makes good sense to me. How about the platform design - you mentioned that it's more modern now. Are you conscious about this in your use of the site, I mean is the design relevant/motivating for your participation?
Respondent	Absolutely. When I visit a site that interests me, first I "discover" it. If it's design is good and modern, I see that they care about it, so if I register on that site, they will probably care about me too. (I mean: if I contact them because I have a problem on their site, they will probably answer me)
Interviewer	Fair point!
Respondent	But in this case I knew that this site belongs to LEGO Group, so I knew that they'll care of me :)
Interviewer	That's true :) How aware are you about the fact that LEGO employees are present on the site? To what degree do you value their official comments and support?
Respondent	It's great that they are there too. It feels good when you got a comment for example from Tim or Hasan. :) But I don't know if it means something if they send a comment on your project. I mean, I think it doesn't mean that the project will be successful, because the LEGO employees can't help you in promoting your project.
Interviewer	So it's similar to getting a comment from other members? Or do you feel a difference between getting a comment from other members and getting a comment from say Hasan?
Respondent	It just feels good, because you know who is he and that he works for LEGO. But in my opinion it's similar to getting a comment from any other member.
Interviewer	How important is the recognition from other members to your participation?
Respondent	Hmm, sorry I think I can't understand this question :)
	You mean how important is for me that other members comment on my project? Or something else? :)
Interviewer	Yes exactly! Sorry! :)
Respondent	Oh, no problem, my English is just not the best. :)

Comments (margin):

Signe Damgaard 10/9/16 12.01
Comment [3]: Design

Signe Damgaard 10/9/16 12.01
Comment [4]: Rules

Signe Damgaard 10/9/16 12.01
Comment [5]: Uniqueness

Signe Damgaard 11/9/16 18.51
Comment [6]: Creativity

Signe Damgaard 10/9/16 12.01
Comment [7]: Design & usability

Signe Damgaard 10/9/16 12.01
Comment [8]: Brand identification

Signe Damgaard 10/9/16 12.01
Comment [9]: Brand identification

Signe Damgaard 10/9/16 12.01
Comment [10]: Firm recognition

Signe Damgaard 10/9/16 12.01
Comment [11]: Firm recognition

So it's THE MOST important thing for me. Especially the feedback on my project. Now Zanna (my friend who made the great images for my project) and I are preparing the new update for our project and I read all 240+ comments on my project. I use them to improve my idea. I want all my supporters like my project, so for example in this new update I included some little details that my supporters wanted.

Signe Damgaard 10/9/16 12.01
Comment [12]: Feedback

Signe Damgaard 10/9/16 12.01
Comment [13]: Feedback

Signe Damgaard 10/9/16 12.01
Comment [14]: Creative development

Signe Damgaard 10/9/16 12.01
Comment [15]: Peer recognition

… wanted, or suggested.. :)

Interviewer That sounds amazing! In that way, do you feel that you can use the community to get tips and tricks from fellow AFOLs/TFOLs?

Respondent Yes, exactly! First of all (when it wasn't on LEGO Ideas) I sent my project to my friends who like LEGO and asked them for feedback. Then I tried to improve the idea. And in that time, I introduced myself to an AFOL who goes to a design university and I got some tips from him. :) And every time when I share my project in a Facebook group, I write down that "ideas and suggestions are welcome, as always", and I got so many tips from AFOLs :)

Signe Damgaard 10/9/16 12.01
Comment [16]: Development

Signe Damgaard 10/9/16 12.01
Comment [17]: Fans

Signe Damgaard 10/9/16 12.01
Comment [18]: Campaign

Signe Damgaard 10/9/16 12.01
Comment [19]: Feedback

And it's good for me.

Interviewer It seems LEGO Ideas must be a great place for you to get that feedback then. Do you feel a social connection to the other members? For instance Zanna - where you friends with him before or have you become friends via LEGO Ideas?

Respondent I am a member of the site called Mecabricks. That's the place where I built my model. He (zanna) saw there my model and he said that he will make renders of it, because he love it. From that moments we are friends on Facebook and we chat so much. :) Then I made some friends on LEGO Ideas, because they built their models on Mecabricks too and Zanna was the "renderer" for their images too. :)

Signe Damgaard 10/9/16 12.01
Comment [20]: Other communties

Signe Damgaard 10/9/16 12.01
Comment [21]: Feedback

Signe Damgaard 10/9/16 12.01
Comment [22]: Social engagement

Interviewer Okay, so you're sort of making your AFOL-friendships outside LEGO Ideas and not on the site itself?

Respondent Yes. But these people are from LEGO Ideas, so they are there, we just didn't made our friendships there, but on Twitter or Facebook. :)

Interviewer But do you feel that you have some share social interest or identity with other LEGO Ideas members?

Signe Damgaard 10/9/16 12.01
Comment [23]: Friendship

Respondent Hmm. I haven't understood this one.

Interviewer This is fine! I think I understand what you mean now :)

Respondent Oh okay :)

Interviewer And you sort of have answered the question so let's move on :)

Respondent Okay.

Interviewer You called yourself a TFOL, which sort of indicates that you're a LEGO fan. Do you feel that LEGO Ideas connects you to LEGO?

Respondent Oh this is an interesting question!

When I'm not on holiday like now I have so much to do all the day, so I can't play with LEGO, I can't build. Instead, I just check some LEGO related pages on the internet, for example LEGO Ideas. Also, this site could be a great place for inspiration for MOCs ;) So yes, I think in some ways it connects me to LEGO.

Signe Damgaard 10/9/16 12.01
Comment [24]: Time

Signe Damgaard 10/9/16 12.01
Comment [25]: Passion

Signe Damgaard 10/9/16 12.01
Comment [26]: Inspiration

Signe Damgaard 10/9/16 12.01
Comment [27]: Brand identity

… or do you mean to LEGO Group? Or LEGO as a hobby?

Interviewer	Just the LEGO brand in general. I kind of wanted to know, if you identify yourself with the brand. Theory says that consumers buy products and brands that they feel express something about themselves, and in the same way I was wondering whether your participation in LEGO Ideas is an expression that you share some values of a sort with LEGO. But if it is too difficult to answer, then never mind because your first answer was very useful as well.
Respondent	Hm, just let me think for a minute! ;)
Interviewer	Of course! I'm aware it's a pretty difficult question. I guess, I'm also sort of asking about brand love. Do you have some sort of affection for the LEGO brand or would you go to the extend of saying you're passionate about it.
Respondent	Well, I love the LEGO brand and the company itself I had a problem once (missing part) and they customer service was awesome. So I like the whole brand
Interviewer	Yeah, I've had the same problem and they sent over the missing part right away.
Respondent	Exactly
Interviewer	Is your participation all "fun and games" or is it a more serious hobby?
Respondent	I would say it's now a serious hobby. When I was 1 year old, I already played with duplo bricks. Then when I was about 4-5 years old, I got my first little LEGO System set. From that moment I play with LEGO all the time. I haven't got "dark ages" till now and I really hope I won't have dark ages ever :)
Interviewer	So I guess you could say that you're passionate about it?
Respondent	Yes! Absolutely!
Interviewer	To what degree do you participate in LEGO Ideas because it's fun and enjoyable?
Respondent	Well, the first 2 or 3 weeks were the most enjoyable (when I published my project). But after those days I realized that it's not just fun. Because as you know I have a fairly unique idea and it isn't based on a theme like Star Wars, so the promotion of the project is so hard and isn't fun at all :D
Interviewer	I really get that! And I must add your project looks like it has taken a lot of hard work as well. Okay, I just have two final questions for you and it's about rewards. To what degree do you participate because of some sort of economic compensation (either cash, offers, services) from LEGO?
Respondent	If my idea will be successful, from the money that I get, I'll probably support my hobby (if you are interested in the details, I can write them to you :)). But I participate because I wanted to be a LEGO designer and my dream could come true if LEGO would make my idea as a LEGO set. :)
Interviewer	To what degree do you expect to get something in return when from other members when sharing your ideas?
Respondent	It's enough for me if they share with me their opinion about my idea. It means a lot for me. If they think that it isn't good enough and they have

Signe Damgaard 10/9/16 12.01
Comment [28]: Brand love

Signe Damgaard 10/9/16 12.01
Comment [29]: Passion

Signe Damgaard 10/9/16 12.01
Comment [30]: Passion

Signe Damgaard 11/9/16 18.58
Comment [31]: Uniqueness + enjoyment

Signe Damgaard 10/9/16 12.01
Comment [32]: Economic rewards

Signe Damgaard 10/9/16 12.01
Comment [33]: Job opportunity

some suggestions, they can write them to me and I'll think about those things. :) Hope I answered the question, if i haven't answered, please let me know! :)

Comment [34]: Feedback — Signe Damgaard 10/9/16 12.01

Interviewer This makes sense - and it's very interesting that your dream is to work for LEGO and that makes your participate!
Actually might I add one follow up question? It's about how you said it's hard work and not fun at all (which I get by the way) - but then why do you actually participate? Just in your own words, what's the primary reason...

Respondent Yes, you can add 10 more questions, if you want, I really enjoy this interview! :D

So let's see this question...

If you really want to reach your goal (10.000 votes), it isn't much fun. But the fun part of it is when you can have those little conversations with your supporters in the comment's area, and for me it's fun when we make the updates for my project. So it has a fun part for sure. :) In my case, the primary reason is probably the dream behind it. :) I don't want to be famous. I'd just like to have one LEGO set, that's really mine! :)

Comment [35]: Enjoyment — Signe Damgaard 10/9/16 12.01
Comment [36]: Interactions — Signe Damgaard 10/9/16 12.01
Comment [37]: Enjoyment — Signe Damgaard 10/9/16 12.01
Comment [38]: Job possibilities — Signe Damgaard 10/9/16 12.01
Comment [39]: Vision — Signe Damgaard 10/9/16 12.01

Interviewer This is a great reason, and I really hope you get your 10,000 supporters!
Respondent Thank you Signe! :)
Interviewer Well, I think this interview could go on forever because you have some great thoughts about your own participation on the site... But I guess we would have to end the interview at some point.

I think you answered most of the questions I had prepared. But would you allow me to contact you if I realise that I have a follow-up question at one point?
Respondent Yes, of course! :)
Interviewer Also, would you be interested in seeing the transcript? In that way you could shout out if you feel there's something you forgot to tell me or if I misunderstood something.
Respondent Yep, that would be great! :)
Interviewer Great, I'll send them to you on Facebook.
Respondent Okay
Interviewer Thank you very much for the interview, this has given me a lot of great information that I can use in the research!
Respondent I'm really happy I could help you with my thoughts! Again, I really enjoyed this interview! :)

Coding Interview B

File:	Research interview B
Type:	Oral interview
Duration:	00:25:00
Date:	05.07.2016

Interviewer Det jeg har gjort, det er egentligt at kigge på, hvad de tidligere research har lavet på emnet og fundet nogle forskellige motivations faktorer som sådan spiller ind, når man vælger at deltage. Og dem har jeg egentligt delt det op under, men jeg tænker... Jeg vil bare gerne høre, hvad du har tænkt. Og så ser jeg, om det passer ind under nogle af dem her, og så kan det være, at jeg lige uddyber nogle af dem. Hvorfor deltager du i LEGO Ideas?

Respondent Jamen, så fik man jo endeligt muligheden for at dele nogle af alle de der fantastiske ting, som man har ligget og rodet med derhjemme, og man kan få feedback på det, og man kunne I det hele taget komme ud med det i stedet for bare at sidde med det derhjemme.

Interviewer Ja. Og er det... Når du siger, du gerne vil dele det, hvem er det så du gerne vil dele det med?

Respondent Jamen, det er jo med alle. Det er jo med andre. Det er ikke at dele det med sin mormor, eller sådan noget, hun synes jo bare det er flot. Men vil jo gerne have en eller anden form for feedback på det, så det kan udvikle sig. Man har jo sådan en, et eller andet, når man i det hele taget bygger LEGO eller udvikler et eller andet, så vil man jo hele tiden gerne tage det ét skridt videre, og ét skridt videre, og ét skridt videre, og ét skridt videre. Og det er utroligt svært at gøre, hvis man ikke bliver inspireret eller gør det sammen med nogle andre. Så går man jo i stå.

Interviewer Så det er meget det der feedback?

Respondent Det er hele feedbacken og så er det inspirationen fra de andre.

Interviewer Og vil det gøre noget ved... altså det er bare fordi, er der nogen forskel på, om det er feedback fra de her andre medlemmer – peers, der er der – eller er det mere også feedback fra LEGO?

Respondent Det kunne være begge dele.

Interviewer Okay, men som sådan er det egentligt lidt det samme for dig?

Respondent Ja, for mig vil det være det samme. Jeg har ikke sådan en, det er dem der har monopol, er dem der bestemmer, der er dem, der laver legoklodserne. Det er frit. Altså der har jeg ikke... Der kunne jeg godt forestille mig, at der var nogen, som deler dem op og siger, nu bestemmer de alt andet, så skal de ikke også bestemme, hvordan vi gerne vil køre det. Sådan har jeg det ikke.

Interviewer Også fordi produktet er så kreativt?

Respondent Ja. Der er det bare udviklingen, der hele tiden kan flytte sig. Det er det, jeg bliver inspireret af.

Interviewer Så det er også vidensdeling i, at du kan få noget information derinde, du måske ikke har adgang til andre steder?

Respondent Ja.

Interviewer Hvad med sådan det økonomiske perspektiv? Er der noget der? Det at du egentligt kunne få nogle penge for det, du sad og lavede?

Respondent Nej.

Interviewer Så det er mere rent, at du gerne vil udvikle dine evner?

Signe Damgaard 10/9/16 12.02
Comment [40]: Open sharing
Signe Damgaard 10/9/16 12.02
Comment [41]: Feedback

Signe Damgaard 10/9/16 12.02
Comment [42]: Feedback
Signe Damgaard 10/9/16 12.02
Comment [43]: Development
Signe Damgaard 10/9/16 12.02
Comment [44]: Development
Signe Damgaard 10/9/16 12.02
Comment [45]: Inspiration
Signe Damgaard 10/9/16 12.02
Comment [46]: Feedback
Signe Damgaard 10/9/16 12.02
Comment [47]: Inspiration
Signe Damgaard 10/9/16 12.02
Comment [48]: Knowledge sharing
Signe Damgaard 11/9/16 18.20
Comment [49]: Recognition
Signe Damgaard 11/9/16 18.20
Comment [50]: Recognition
Signe Damgaard 11/9/16 18.44
Comment [51]: Brand connection
Signe Damgaard 10/9/16 12.02
Comment [52]: Rules
Signe Damgaard 10/9/16 12.02
Comment [53]: Inspiration

Respondent Det er også mærkeligt, for nu har jeg jo arbejdet i 25 år og tjent penge i 25 år, så det har aldrig… Altså penge har jo været en motivationsfaktor for mig før det, men når du først ligesom begynder at arbejde og har en fast indkomst, så har du ikke den samme motivationsfaktor kan man sige i forhold til penge for det du laver i din fritid, fordi det ligesom er på plads. Men jeg kunne da sagtens forestille mig, hvis jeg studerede eller et eller andet, så ville jeg sagtens kunne drage det ind som en del, som jeg rent faktisk kunne få et eller andet økonomisk potentiale i.

Interviewer Og det er så… På den måde er det mere en hobby?

Respondent Ja. Ja, det er jo en passion og en lidenskab at bygge LEGO. Det er jo ikke penge. Jeg tror ikke, at dem, der tænker det som en pengemaskine… De, tror jeg ikke på, har den samme vision på nogen måde.

Interviewer Så det er en passion for dig?

Respondent Uden tvivl.

Interviewer Er det så noget, du vil gøre fordi det er underholdende, eller tager du det mere seriøst end det? Er det en seriøs hobby eller er det bare sådan lidt en underholdende, og afslappende aktivitet? Hvis du kan fornemme forskellen på de to?

Respondent Altså hvis min datter kommer og forstyrrer mig, når jeg bygger LEGO, så bliver jeg helt klart sur. Men jeg sidder bare og tænker over det, når du spørger… Fordi jo, det er seriøst. Men det er jo alligevel ikke seriøst. Jeg gør det jo også altså fordi det er en passion, og det er en fornøjelse, og det er jo fedt. Det er jo afstressende og det er afslappende og alle de her ting her. Men jeg kan alligevel godt. Altså jeg kan godt blive irriteret, hvis telefonen ringer eller hun kommer og forstyrrer mig, eller et eller andet.

Interviewer Ja, for så er du helt i din zone?

Respondent Ja, lige præcis. Altså man er helt koncentreret og i en helt anden verden. Og jeg elsker, når hun så vil bygge med mig. Altså vi byggede nogle ting sammen nogle gange, og det er jo noget af det mest fantastiske i hele verden – at dele det med hende. Det er hende, der betyder mest for mig.

Interviewer Hvordan så i forhold til… Altså gør du det også for at udfolde en eller anden form for kreativitet?

Respondent Nej, ikke mere. Jeg har gjort det.

Interviewer Hvad er forskellen på det?

Respondent Jamen, nu gør jeg det mere som sådan en lidt afslappende… Det svarer til at have en have. Der er nogen som har sådan en kineser have, som de hele tiden udfordrer med nye fisk og blomster og alt muligt andet, og så er der dem, der ligesom bare klipper hækken og græsset. Jeg vil sige, jeg har helt klart været der i kineser haven i sin tid med LEGO også og alt muligt andet, men nu bruger jeg det mere som den anden del. Altså det er ikke det samme – det var også det, jeg prøvede at skrive til dig – det har ændret sig lidt i forhold til… jeg tror… altså jeg har ikke tid længere. Der er simpelthen ikke nok timer i døgnet til, at jeg kan hive tre timer ud, og så være kreativ indenfor det rum. Men jeg kan sagtens hive tre timer ud og vide, at jeg kommer til at bygge denne her, eller jeg kommer så meget længere med den ting, jeg er i gang med lige nu, og får noget ud af det. Så der er sådan en tidsfaktor i det for mig.

Interviewer Hvis du så skulle dele noget… Hvis du nu havde de her ideer og så vil dele det i communitiet, vil du så forvente, at der var andre, der skulle give noget igen? Eller vil det ikke være så vigtigt for dig, at der var andre, der delte noget med dig på et andet tidspunkt?

Signe Damgaard 10/9/16 12.02
Comment [54]: Economic rewards

Signe Damgaard 10/9/16 12.02
Comment [55]: Passion

Signe Damgaard 10/9/16 12.02
Comment [56]: Economic rewards

Signe Damgaard 10/9/16 12.02
Comment [57]: Passion

Signe Damgaard 10/9/16 12.02
Comment [58]: Enjoyment

Signe Damgaard 10/9/16 12.02
Comment [59]: Enjoyment

Signe Damgaard 10/9/16 12.02
Comment [60]: Passion

Signe Damgaard 10/9/16 12.02
Comment [61]: Passion

Signe Damgaard 10/9/16 12.02
Comment [62]: Social engagement

Signe Damgaard 10/9/16 12.02
Comment [63]: Passion

Signe Damgaard 10/9/16 12.02
Comment [64]: Time

Respondent   Nej… Men jeg vil stadig have feedbacken. Altså om jeg får feedback igennem, at de bygger noget, som jeg bliver inspireret af, eller om de kommer med nogle gode ideer i forhold til det, som jeg nu har lavet og sendt videre. De kunne også tage min ting og bygge videre på den. Det ville være ligeså stort jo. Altså det behøver ikke at være… altså jeg behøver ikke at have æren for den der klods eller den ting, som der nu er blevet bygget. Bare det at se den i live, og se den komme videre, det vil være helt vildt for mig. Det ville være mega fedt.

Interviewer   Ville du også gøre det omvendt? Hvis du så noget fedt, og havde noget… ja, du kunne bygge videre på der, så ville du tage den?

Respondent   Uden tvivl. Lige med det samme. Jeg ville da lige spørge, om det var okay til ham, der nu havde lavet den, som jeg også er sikker på bare gerne vil dele det.

Interviewer   Ja, det er i hvertfald det, man ser jo.

Respondent   Ja. Det svarer jo lidt til den der open source verden…

Interviewer   Præcis. Det er jo det, det er kommet ud af. Det var det første tegn på crowdsourcing.

Respondent   Ja, der er der det lukkede og så er der det åbne. Og hele det her med at arbejde indenfor det åbne, det kræver jo et helt andet mindset.

Interviewer   Ja, for det kræver en accept på en eller anden måde…

Respondent   Ja, det kræver en accept af, at andre bruger de ting, som du… både det, at du gør dine ting tilgængelige, men også det, at du så kan bruge de andres ting. Men du bliver nødt til at slække på den der sikkerhed, som du normalt har. Du køber jo ofte en garanti. Altså der er ikke mange, som vil købe en vaskemaskine, hvis der ikke var nogen garanti. Men det gør du jo med ting herinde. Her tager du faktisk nogle produkter til dig, som der ikke er nogen garanti på.

Interviewer   Men hvorfor tænker du, at det er sådan? Altså hvad er det, der gør det interessant?

Respondent   Det er jo sikkerheden

Interviewer   Nej, men hvad er det, der gør, at du gerne vil dele frit og deltage i det, når du ikke har den sikkerhed?

Respondent   Altså i forhold til LEGO, så er det jo fordi, at LEGO ikke er et økonomisk middel på den måde.

Interviewer   Ja. Men der er jo stadigvæk et eller andet. Hvis nu du opfandt et projekt der var helt genialt, og som LEGO gerne ville producere, så mister du vel en eller anden form for ejerskab på det design. Og andre kunne jo så tage det og arbejde videre på den, og så gøre det til deres ide.

Respondent   Det vil da være fedt. Det er jo det, du vælger at gå ind i. Og LEGO vil jo også, altså LEGO tager det jo heller ikke bare, altså de vil jo give nogle penge eller nogle procenter til dem, som der nu har gjort det, eller så har de skudt sig selv i foden for langt tid siden.

Interviewer   Ja, nu var det meget sort på hvidt.

Respondent   Så selvfølgelig ville de gøre det, hvis de ligesom skulle ud og tage penge for det. Men det er jo den del, der ligger i open source i det hele taget, og den tankegang.

Interviewer   Hvad så i forhold til… Nu nævnte du det med, at du godt kunne lide at bygge med din datter. Har du andre? Sådan et netværk af andre, hvor du tænker… sådan et LEGO netværk, venskaber, et eller andet, som du lærer af?

Comment [65]: Reciprocity

Comment [66]: Feedback

Comment [67]: Feedback

Comment [68]: Open sharing

Comment [69]: Open sharing

Comment [70]: Open sharing

Comment [71]: Open sharing

Comment [72]: Open Sharing

Comment [73]: Open sharing

Comment [74]: Open sharing

Comment [75]: Economic rewards

Comment [76]: Open sharing

Respondent   Nej. Jamen, det har jeg ikke tænkt så meget over… Altså jeg er jo passioneret, og det kan jeg mærke, at de andre derinde også er. Så altså på den måde har vi jo noget til fælles. Men de er meget isoleret vil jeg sige. Jeg har kendt nogen gennem det forskellige arbejde, jeg har haft, og har mødt nogen, der også er passioneret i forhold til det, og har bunker af LEGO og sådan nogle ting, men det er meget isoleret, vil jeg sige. Altså man har sit eget LEGO og sit egne modeller og bygger med sine egne ting og sådan noget. Man kan godt tage et billede med og vise og sådan noget, men det med at sætte sig sammen og begynde at bygge LEGO sammen, det har jeg aldrig oplevet.

> Signe Damgaard 10/9/16 12.02
> **Comment [77]:** Community identity

> Signe Damgaard 10/9/16 12.02
> **Comment [78]:** Passion

> Signe Damgaard 10/9/16 12.02
> **Comment [79]:** Social engagement

Jo. Med min fætter, da jeg var barn!

Interviewer   Hvad tænker du så i forhold til LEGO brandet? Identificerer du dig selv med det? Eller overvejer du det slet ikke? Er det mere bare et produkt du bruger til at udvikle noget selv?

Respondent   Ja… Det er bare et produkt, tænker jeg. Det er jo bare LEGO. De laver klodserne.

> Signe Damgaard 10/9/16 12.02
> **Comment [80]:** Brand identity

Interviewer   Og så laver du selv designet, eller hvad tænker du?

Respondent   Så bygger jeg det op, der ligesom skal bygges op. Hvis ikke det allerede er noget, de har fundet på, selvfølgelig, eller nogle andre har fundet på.

> Signe Damgaard 10/9/16 12.02
> **Comment [81]:** Creativity

Det er også svært at sætte på spidsen, LEGO brandet. Det er der ligesom, tænker jeg. Hvad er det i forbindelse med, hvad tænker du?

Interviewer   Jamen, bare sådan, om du… Hele det her LEGO Ideas er jo bygget op ligesom et brand community på en eller anden måde, så man antager bare, at folk der deltager i et crowdsourcing community vil også have en form for respekt, eller kan identificere sig selv med det brand, der afholder det, ligesom du også ville kunne identificere dig selv med de andre medlemmer.

Respondent   Altså jeg tror, det er lidt ligesom dem der har – hvis du har set, dem der har – en BMW eller en Mercedes. De er jo også simpelthen så passioneret omkring deres bil, at de slet ikke stiller spørgsmålstegn ved den. Altså det er jo bilen, det er ikke mærket og brandet, det er jo den bil der, de bare elsker overalt på jorden. Jeg tror, det er lidt det samme med LEGO byggere, de har det lidt på samme måde med LEGO. Altså du stiller slet ikke spørgsmålstegn ved det. De har aldrig været bagud på den måde. De har prøvet en masse mærkelige ting, kan man sige, igennem tiden, men de har aldrig været bagud. De har jo altid stillet klodserne til rådighed et eller andet sted, kan man sige. Det er jo ret interessant. Så når man er passioneret omkring et brand eller et produkt, så tror jeg ikke, du stiller spørgsmålstegn ved det. Så skulle det være fordi, der er en økonomisk faktor i det. Den har jeg så bare ikke, men jeg kunne forestille mig nogle, der godt kunne have ondt i røven over det. Men jeg tror ikke, det er brandet, de stiller spørgsmålstegn ved. Det vil så bare være pengene.

> Signe Damgaard 10/9/16 12.02
> **Comment [82]:** Brand Identity

Interviewer   Hvad så med et job hos LEGO, er du interesseret i det?

Respondent   Hmm, nej. Altså jeg har da overvejet det, men nu har jeg jo som sagt arbejdet i 25 år, jeg har bare bygget en karriere op indenfor noget andet.

Interviewer   Ja, du arbejder med digital markedsføring?

Respondent   Ja præcis.

Interviewer   Har du overvejet platformen, LEGO Ideas? Der er bare nogle, som siger, at platformens design gør noget for, at du vil deltage, at det kunne være en motiverende faktor for at vælge den frem for en anden. Helt det tekniske i,

om den er brugervenlig og hvordan user experience er, og sådan nogle ting.

Respondent   Nej det er ikke noget jeg har overvejet.

Interviewer   Så tror jeg altså, at jeg vil slutte interviewet her.

> Signe Damgaard 10/9/16 12.02
> **Comment [83]:** Platform design

Coding Interview C

File:	Research interview C
Type:	Text-based interview
Duration:	00:47:00
Date:	07.07.2016

Interviewer   All right. First could you please state your name, age and home country?

Respondent   Sure. My name is Gabriele Zannotti and I'm 23 years old. I'm from Italy.

Interviewer   What's your LEGO avatar?

It's gabriele.zannotti.

Interviewer   And how long have you been on LEGO Ideas?

Respondent   2 years.

Interviewer   Okay. Let's begin then… To what degree are you looking to get tips and tricks from fellow TFOLs/AFOLs on LEGO Ideas?

Respondent   Considering that I have not published any project, I haven't look for tips and tricks from other users. I only asked some information about the rules of submission, to understand them.

Interviewer   Why haven't you published anything yet?

Respondent   I'm on LEGO Ideas because I like to support some projects, and I help some friends to render their projects. I haven't published any project because I'm not a master builder.

Interviewer   Oh, okay. Even so, to what degree do you value the opportunity to have your work evaluated by LEGO employees?

Respondent   It is satisfying. Since I was child my dream was to work for LEGO. Well, this is not work, but a little part of me hopes to work for them in the future or have a project approved.

Interviewer   Then, to what degree is the recognition from supporters important?

Respondent   Users' support is crucial and their opinion too: you can understand if the project is good and if you can improve something.

Interviewer   Do you find that participation is economically rewarding (incl. cash, offers or services)? And is it important to you?

Respondent   I don't think the reward is too much, so the important thing is the non-economic acknowledgement.

Interviewer   To what degree does the LEGO Idea's platform design matter to your participation?

Respondent   I'm not sure to understand this question…

Interviewer   Well, some users have indicated that the platform's attractive design, its good usability and the fact that it's easy to sign up are reasons they joined LEGO Ideas. I was just wondering if that makes a difference to you?

Respondent   Yes, I think it's very important that the platform is easy to use, if not I don't think it would have this success.

Interviewer   Okay, great. How about the LEGO brand? To what degree do you feel a connection with the LEGO brand through the LEGO Ideas community?

Respondent   I feel a connection because I share their ethics, but maybe not their marketing policy.

Interviewer   What do you mean, when you're saying that you do not agree with LEGO's marketing strategy?

Respondent   Now for LEGO is more important to sell products for AFOLs, so you can

> Signe Damgaard 10/9/16 12.03
> **Comment [84]:** Rules

> Signe Damgaard 10/9/16 12.03
> **Comment [85]:** Social engagement

> Signe Damgaard 10/9/16 12.03
> **Comment [86]:** Social engagement

> Signe Damgaard 10/9/16 12.03
> **Comment [87]:** Creativity

> Signe Damgaard 10/9/16 12.03
> **Comment [88]:** Firm recognition

> Signe Damgaard 10/9/16 12.03
> **Comment [89]:** Job possibilities

> Signe Damgaard 10/9/16 12.03
> **Comment [90]:** Peer recognition

> Signe Damgaard 10/9/16 12.03
> **Comment [91]:** Improvement

> Signe Damgaard 10/9/16 12.03
> **Comment [92]:** Feedback

> Signe Damgaard 10/9/16 12.03
> **Comment [93]:** Economic rewards

> Signe Damgaard 10/9/16 12.03
> **Comment [94]:** Platform design

> Signe Damgaard 10/9/16 12.03
> **Comment [95]:** Brand identity

see that every year they sell new and more complex parts, moving away their first spirit of simple (and more creative) bricks. Then, I don't like the fact that minifigures are getting angrier, have you seen? My friend and me are doing a little research about minifigures's emotions...

... I don't know if I can explain me...

Interviewer Oh no, I think I understand. It's like you actually just want the LEGO bricks so that you yourself can be the creative designer. Whereas LEGO - being the business it is - keeps producing more complicated products, which in a sense looses its creativity as you might end up with a brick that you can only use once, instead of the standard brick that you can use for anything.

Respondent Exactly! You can use a common 2x2 brick in infinite ways!

Interviewer That's a great point.

Respondent I hope that their strategy won't affect too much users...

Interviewer Yes, true. Maybe it's just done to meet the demands of more, maybe less creative, people.

Respondent This is true! There are pros and cons. We are talking about a company, so it's normal they are interested in money, too.

Interviewer Exactly. So to what degree are you in LEGO Ideas to develop your creativity?

Respondent Since I don't share my own ideas, my creativity is outside LEGO ideas. It doesn't depend on it...

Interview Yeah, I see.

Well, then how about the other members? To what degree do you feel a social connection to other members of LEGO Ideas?

Respondent I chat with some users every week, now I have friends in different countries!

Interviewer And do you expect to get something in return from them?

Respondent I like when there is a mutual support, but it's not so important for me...

Interviewer To what degree is your participation in LEGO Ideas all "fun and games" or a serious hobby?

Respondent Now it's a funny hobby, but when I really trust in a project I have to be serious too and think the best ways to spread the project

Interviewer So would you say that you're passionate about it?

Respondent Definitely. It was my big passion for LEGO that made me discover CUSOO (now Ideas) and I really like to admire other users creations, everyday there is something new. I think users passion is crucial for Ideas.

Interviewer I think you're right. Well, thank you very much for participation. This insight is very helpful for the research project.

Respondent Very glad to help you.

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Comment [96]: Brand identity

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Comment [97]: Creativity

Signe Damgaard 10/9/16 12.03
Comment [98]: Brand identity

Signe Damgaard 10/9/16 12.03
Comment [99]: Creativity

Signe Damgaard 10/9/16 12.03
Comment [100]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [101]: Enjoyment

Signe Damgaard 10/9/16 12.03
Comment [102]: Passion

Signe Damgaard 10/9/16 12.03
Comment [103]: Passion

Signe Damgaard 10/9/16 12.03
Comment [104]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [105]: Uniqueness

Signe Damgaard 10/9/16 12.03
Comment [106]: Passion

Coding Interview D

File:	Research interview D
Type:	Oral interview
Duration:	00:38:31
Date:	11.07.2016

Interviewer All right, well let me just introduce myself. I'm Signe, I come from Denmark and here I'm studying at a university where I'm doing my master thesis at the moment and I am doing it - as I said to you – it's on crowdsourcing, where I've picked the case of LEGO Ideas. And I would just very much like to investigate why people are motivated to join this platform and just figure out some of the motivations behind your participation. And I have consulted some literature, of course, some previous studies, other crowdsourcing platforms, so I have a list of motivations that I'll kind of work through the interview with but I would very much just like to have a conversation with you about your participation actually.

Respondent Sure, Signe. No problem.

Interviewer All right, so first. If you don't mind I would like to ask your age and your home country.

Respondent Yeah, sure. I'm 42, I'm from the Netherlands.

Interviewer Okay, nice. All right, I actually was just hanging out with people from the Netherlands all weekend.

Respondent You were? Yeah? Good, so how do you like Dutch? Are we cool, or?

Interviewer Very much. I find so many similarities in culture-wise, actually.

Respondent Yeah, me too.

Interviewer Great, all right. Well, I kind of found your profile on LEGO Ideas. So, you submitted one idea? Is that correct?

Respondent Yeah.

Interviewer And how long have you been on the platform?

Respondent It was… So, here's what. So, I created that thing and everyone told me that it was so awesome that I should submit it. And that's what happened. So, I knew it… I kind of knew it was there but not really. And then I thought, well, you know, who would be interested in my LEGO thing, you know? I love playing with LEGO but, you know, why would anyone be interested. But then people were telling me "this thing is just freaking awesome and you should put it in LEGO Ideas". And so I said, well okay. So I did it.

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> **Comment [107]:** *Peer recognition*

> Signe Damgaard 10/9/16 12.03
> **Comment [108]:** *Peer recognition*

Interviewer Okay. So… You build the thing before you went on the platform basically?

Respondent Yeah.

Interviewer Okay.

Respondent Yeah, I just, I created that thing for a friend of mine who knew I was a LEGO geek. And yeah, he had a Vespa scooter, right? So an Italian scooter. And yeah, he asked me if I could build a LEGO scooter for him, because he knew there wasn't a commercial LEGO scooter model available. So I said out to create his LEGO scooter – or his scooter in LEGO.

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> **Comment [109]:** Brand identification

> Signe Damgaard 10/9/16 12.03
> **Comment [110]:** Uniqueness

Interviewer That's pretty cool.

Respondent Yeah. And I gave it. So I ordered all the bricks and I build it for him and

	then I gave it to him and then I build one for myself because I thought it was pretty awesome, and it stood in my home and then people said "hey, that's freaking awesome, you should submit it". So that's how it went.
Interviewer	Nice. So, if you could, like... Let me know, if you already said this. But in your own words, why would you say that you entered the set, like what's your motivation for participating in there?
Respondent	Right... Yes, so good question.
Interviewer	If you can answer it, it's a difficult one.
Respondent	No, I think you're... It's about... So, I created... I was trained as a designer, and I create products for a living and, you know, I create things when I'm not working as well. So, I guess what's part of creating stuff is also that you want to check or that you're eager to get feedback on what other think about your creation because there's no such thing, you know, you can't create any good creations without getting feedback.
Interviewer	Right. Right.
Respondent	So, I guess that was maybe part of it. Okay, so when everyone who sees the thing says "awesome", let's see what other people think.
Interviewer	And so with feedback would you call that more recognition from your peers and from fellow LEGO fans or would it be more as a knowledge share entity where you could get information that you wouldn't have access to otherwise? Do you see the difference sort of?
Respondent	Yes. So, I reckon... I don't know... I'm probably after recognition I guess, if I get the choice.
Interviewer	Ah okay, yeah. I mean you could have both, of course. It's just to kind of narrow it down a bit.
Respondent	Yeah, and it might not be the best motivation but I don't know.
Interviewer	Well, it is a big motivation for a lot of a stuff we do, isn't it.
Respondent	Yeah, yeah, maybe. Probably.
Interviewer	Okay, so you would say that you're... At least you're conscious about the fact that there are other members on the platform, right. And that they might support your work, basically.
Respondent	Yeah, or they might say they hate it. Like one guy did.
Interviewer	But did that help you in developing it further, or how did you react on that?
Respondent	Well, I asked him: so okay, what do you think sucks then? And then he didn't say anything anymore, so... But I also now think, as a platform – I'm into technology myself – the platform is not really built for... It's built for collecting votes, it's not really built for interaction I think. So it's quite difficult if you want to engage someone in conversation to do that on the platform. So, maybe that's the reason why I didn't get anything back.
Interviewer	Right. I see that. So, but the platform design is that then... So that means something. Is that negative for you, or? How do I, let me just rephrase the question... Would that, would it be more motivating for you if you were able to kind of communicate better in a way?
Respondent	I think so because, well, you know, it's just, you know... If you're looking at that particular... So, the platform is just for collecting votes and there's nothing wrong with that, it's probably created for that. So I was actually... I've done campaigns myself, so I don't go after – I don't know – clubs and so on, I just released it and I got a very good response in the first few weeks and I was even staff pick, I think, a month ago or something.

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Comment [111]: Passion

Signe Damgaard 10/9/16 12.03
Comment [112]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [113]: Creativity

Signe Damgaard 10/9/16 12.03
Comment [114]: Feedback

Signe Damgaard 10/9/16 12.03
Comment [115]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [116]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [117]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [118]: Feedback

Signe Damgaard 10/9/16 12.03
Comment [119]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [120]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [121]: Campaign

Signe Damgaard 10/9/16 12.03
Comment [122]: Community

Signe Damgaard 10/9/16 12.03
Comment [123]: Peer & firm recognitio

Interviewer Oh, congrats.

Respondent Yeah, thanks. But I – so, I know, I'm never going to make it with regards to, I'll never be a set and I'm in that regards I'm… The set I created is probably above 95% of the other sets but it's not good enough to be in the 1%. And I'm fully aware of that but that's what the system does, right. It shows you where you are and to me it's cool to be in the top and to be staff picked and that kind of stuff but if you don't get all that, if you're not on the top, it's not really a platform where you can get feedback or anything. That's not really the way it works. It's a platform for collecting votes.

Interviewer Right.

Respondent Yeah.

Interviewer Were you aware of that, when you joined the site? Or would you have chosen differently, if you knew that? If there where, let's say there was a similar site with LEGO as well but where it was more knowledge sharing, would that be more attractive to you?

Respondent I think those communities are there as well, right. So there are different communities that are aimed much more at that kind of stuff. So, "I created this, what do you guys think" and then people share improvements or they take someone's idea and make something better with it. Those kinds of communities are there as well. And I was kind of visiting those in the past.

Interviewer Okay, all right. So, now you focused on the word community as well. Would you say that you feel a sort of community… Have a sort of social community setting or feeling at the platform Ideas with the other members.

Respondent I do feel that, yeah. I kind of feel, you know… Because, I don't know, for some reason, I still got 500-something votes or something and I'll probably end up in a 1000, and that's all cool. I absolutely have no issues with that. And I still think, "wow, there's still 1000 people who made the effort of looking at that and saying something nice". Yeah, I kind of appreciate that.

Interviewer And do you feel like you have something in common with them even though you might not know the other person?

Respondent Yeah, I do.

Interviewer And is that… Would you mind elaborating on that? Like how would you say you have something in common?

Respondent Well, you know… It's like I didn't even know there was a word for that – Adult Fan of LEGO, right. So, I'm just a guy who, you know, everybody unwinds in there own way and for me it's, you know, as often as I can play with LEGO. I'm just a normal guy, nothing special. I'm not a geek even but I do feel that I do strongly, strongly believe in adults should play more – whatever it is. Adults always take stuff so seriously; they should just chill out, man. For Gods sake. Life is cool. You should try to enjoy it and do whatever you want without being afraid that someone judges you for it. So a long time ago, I chose not to be ashamed of my LEGO hobby and just enjoy it. Now, I don't have less friends than I used to and I think that that's what, you know, mutual between us isn't it. That we just enjoy playing and we're not ashamed of it.

Interviewer I love that. That was a very vivid description.

Respondent Well, yeah thanks. Fair enough. And I don't even know… So, I don't go to these meetings or something, so I wouldn't even know if other people are geeks or whatever but I don't really care, if I'm honest. They're doing what they think is cool and now I'm actually a very busy… I travel all over

Signe Damgaard 10/9/16 12.03
Comment [124]: Vision

Signe Damgaard 10/9/16 12.03
Comment [125]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [126]: Staff pick

Signe Damgaard 10/9/16 12.03
Comment [127]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [128]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [129]: Community

Signe Damgaard 10/9/16 12.03
Comment [130]: Knowledge sharing

Signe Damgaard 10/9/16 12.03
Comment [131]: Support

Signe Damgaard 10/9/16 12.03
Comment [132]: Community identification

Signe Damgaard 10/9/16 12.03
Comment [133]: Community identification

Signe Damgaard 10/9/16 12.03
Comment [134]: Community identification

the world with my work, so I don't have a lot of time to do this actually, but you know, when I can I'm just the happiest guy in the world.

Interviewer Great. That's great, I love that you're so aware of that. Then where is the brand LEGO itself in that perspective? Do you feel sort of a connection to the brand also?

Respondent Yeah, totally.

Interviewer And how is that? Is that your... You called yourself an adult fan of LEGO, so I assume you're a fan, but do you kind of identify with LEGO and is that a reason...

Respondent Yeah, totally.

Interviewer Can you elaborate on that maybe?

Respondent So, maybe not just because the stuff they create is so freaking cool and there's the toy aspect but what I really, really dig about them as well from a professional perspective... So, I'm in – like I told you – I create products, right. I create software products and I'm in marketing, so I'm very well aware of all the effort they put into the community. And I'm well aware of the strategy that went totally wrong let's say 12 years ago and they almost went bankrupt. All that stuff resonates really well with me. So, I appreciate them from a professional standpoint as well because I do think that it's what's so cool about their brand is that they kind of release it and it's no longer their brand, it's now my brand as a customer. And that's what they're really doing extremely well, making it the customer's brand and not their brand.

Interviewer And in that way does that make you... Is it sort of a creative outlet as well?

Respondent Oh, yeah. Yes, definitely. But I can be creative in my work, thank God. Because otherwise I would just be totally miserable. But I need to be creative all the time, I guess.

Interviewer Yeah... Just one thought... Then are you aware of the fact that there're LEGO employees on the platform and do you value their official LEGO comments?

Respondent Right. I wasn't really aware but I was assuming because, you know... like for example when I became staff picked, I got a lot of congratulations from people and I was like okay but, you know, so, that was kind of when I discovered that that's just the guy running the website, isn't it. And then I saw this documentary in a plane and I just then I learned that it was totally brought by LEGO itself.

Interviewer Oh, so you didn't know at first.

Respondent No, not really.

Interviewer Oh okay, but is it motivating to you? For instance the staff pick. Does that motivate you to do other projects maybe submit another one in the future or at least just the recognition?

Respondent So, I think you're right and I have kind of started on a new project but that's again I've looked at projects that are successful LEGO Ideas and for me the projects that always get to 10.000 in no time they're always the Star Wars project or the TV-shows something, you know, or a house. Right?

Interviewer Right.

Respondent That's what it is, those three things nothing more. That stuff doesn't resonate with me. So what I try... I'm now working on a project that I'm thinking I haven't really seen on there. And I'm just trying to see if I can

Signe Damgaard 10/9/16 12.03
Comment [135]: Time

Signe Damgaard 10/9/16 12.03
Comment [136]: Passion

Signe Damgaard 10/9/16 12.03
Comment [137]: Brand love

Signe Damgaard 10/9/16 12.03
Comment [138]: Brand love

Signe Damgaard 10/9/16 12.03
Comment [139]: Brand identification

Signe Damgaard 10/9/16 12.03
Comment [140]: Creativity

Signe Damgaard 10/9/16 12.03
Comment [141]: Firm recognition

Signe Damgaard 10/9/16 12.03
Comment [142]: Inspiration

	create something… I think there's a formula to being successful on that platform but I don't want to follow it, if you will. I'm just going to see if I can create something that is equally cool as something I have now.
Interviewer	Yeah, more unique, I guess you're saying?
Respondent	Exactly. A little bit more unique, because if you're looking for a scooter or you know for an original Italian Vespa you probably can't find any better model than the one I created. But not everyone likes scooters or Vespas. So, that's cool. That's good enough for me.
Interviewer	Right. Right. So is it the enjoyment… is it because it's… I just need to find out how to phrase this question. Is it the time you spend building it and on the platform that's, it gives you sort of satisfaction in itself or to the degree that it might be a passion to you that's motivating you or is it more that it's just fun and procrastination from other stuff you're doing?
Respondent	No. No, I think… So, I totally believe that procrastination is part of being professional. It's if you work hard and you play hard and you do Ideas-stuff and I'm sure that you recognise it when you work really hard, you can work so hard without unwinding. And if you're exercising your brain while you're unwinding there's actually no shame in it. So I don't see it as procrastination at all, I see it as part of being a healthy, happy individual who can be the best person he is.
Interviewer	Right.
Respondent	And I'm… So, the actually use of the platform for me is an afterthought. I was truly happy when I created the scooter and I gave it to my friend. And my friend was sitting there in tears and he said stuff like… and I just gave it to him in bricks, and so he said "oh, my God I never, never in my life, when I asked you this…" I worked on that for maybe nine months before I gave it to him, and he never imagined it would be that cool. And for me that was only a few months afterwards that I put in on LEGO Ideas.
Interviewer	How much time do you spend on LEGO Ideas actually?
Respondent	On LEGO Ideas?
Interviewer	Yeah.
Respondent	Well, the first day I pressed a lot because I after the first day I had 100 something or so, and then I thought "hey". But I didn't know how LEGO Ideas worked yet, so I was thinking "wow, I got 100 votes today. So that means in 300 days I will make it 30.000 votes – I'm going to make it". But I didn't know that you're supposed to get, you know, so many votes in your first day. And then… I was still the best valued of everything that was submitted that day. But then the day after something was submitted that was valued better and so on. After a week, it was clear to me… oh, okay, fair enough. I'm going to be better than average but not the best one. That's cool.
Interviewer	Okay.
Respondent	So after a week. I didn't use it. I kind of… And then I tried to do updates and then I saw if you do an update you get more votes. And then I was like "okay, fair enough. That's cool". So, I haven't done an update for a while now. I don't have anything to… What would I say? I'm not going to change it anymore. It's as good as it is.
Interviewer	Yeah… So, do you vote and support others? Or is it more you own work that you do in there?
Respondent	I did that but just to try how the system works.
Interviewer	Okay.

Comments:

Signe Damgaard 10/9/16 12.03
Comment [143]: Uniqueness

Signe Damgaard 10/9/16 12.03
Comment [144]: Uniqueness

Signe Damgaard 10/9/16 12.03
Comment [145]: Enjoyment

Signe Damgaard 10/9/16 12.03
Comment [146]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [147]: Passion

Signe Damgaard 10/9/16 12.03
Comment [148]: Time

Signe Damgaard 10/9/16 12.03
Comment [149]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [150]: Firm recognition

Signe Damgaard 10/9/16 12.03
Comment [151]: Time

Signe Damgaard 10/9/16 12.03
Comment [152]: Updates

Signe Damgaard 10/9/16 12.03
Comment [153]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [154]: Creativity

Respondent   Yep. So, I voted for a lot of others. And I tried to be honest as well and to vote for what I liked. So, I don't know. I voted for 100 things or something and gave some feedback just because I wanted to see how the system works. And that's one of the things about this that if you interact a lot, do a lot of interaction, you will get clutch power points – what ever the crap they are – but you won't get anymore votes on your project. So, there's no… And that's cool. I don't care. That's cool. But I tried that out.

Interviewer   Okay. Okay. But then when you share something to what degree – when you shared that idea, your one project – did you expect to get something in return from the other members? Like, for instance, did you have the feeling, now I'm sharing this then I know other people would share something different later on that I could use? A sort of feeling of reciprocity. That you expect to get something in return for what you deliver.

Respondent   So, judging by how the system works… I think that if you spend every day engaging to other community members it might give you stuff back, like votes, which is what you want – because it's a voting platform. But I don't do that. No. I'm cool with where I am. Yeah, and I have the feeling… So I work in tech so I know how stuff works, so I know a lot of people have created scripts just by looking at the… How people are voting and so on. The comments they're making. There's this one person that's always commenting and voting for every single project that's created. And that's script, you can just tell. And someone does that for a reason. Probably because they wans to draw votes to some projects.

Interviewer   Oh… It's kind of cheating isn't it?

Respondent   Yeah. But I'm not like that.

Interviewer   No. Wow, that's not fair.

Respondent   Well, you know. People… Some other people are going manually about this. They're totally just submitting the crappiest idea ever and it'll still get 10 votes and get comments like this looks awesome I want to buy it. Why would you do that? Why would someone do that? It's because someone tries to draw attention to some creations.

Interviewer   Right. So in that way the whole technical design – of course since you know a lot about it through your work – but the technical design of the platform kind of interferes with the result.

Respondent   Like I said. The interaction part is not done too well. But it's created as a voting platform, so people are going to manipulate the system in order to draw votes to their own projects. Which is totally cool, you know, I don't mind it at all; create the script, by all means if you want to.

Interviewer   Okay. I didn't know about this before now.

Respondent   Well, you know. Don't trust my word for it; it's just something that I observed.

Interviewer   Yeah, well it's an interesting observation.

Respondent   I still think it's very minor. I do think that every single one of the, let's say, multi thousand projects out there have are something they really deserve but sometimes I really can't explain why something that is just freaking awesome only gets a few hundred while some others get thousand. But those are also people campaigning for their stuff. And that's – again – that's totally cool. So, they find the right communities or they create something that's just very acceptable to the large part of the population, you know.

Signe Damgaard 10/9/16 12.03
Comment [155]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [156]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [157]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [158]: Platform design

Signe Damgaard 10/9/16 12.03
Comment [159]: Reciprocity

Signe Damgaard 10/9/16 12.03
Comment [160]: Reciprocity

Signe Damgaard 10/9/16 12.03
Comment [161]: Reciprocity

Signe Damgaard 10/9/16 12.03
Comment [162]: Interactions

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Comment [163]: Campaign

Interviewer	And have you campaigned for you own project in a way – in any ways?
Respondent	Well, I wrote two emails to some Vespa fan clubs. And all of them… And that was very early in the days. I think that if I would have done it now, while I was staff picked and 500-something votes, they would take me maybe a little bit more seriously. But I didn't know how it worked, I just submitted.
Interviewer	Yeah, and then you learned…
Respondent	Yeah.
Interviewer	So in that way would you say that it's more just fun and games being on LEGO Ideas – just an add on – or is it a serious hobby for you because that you work so hard on you LEGO projects so you take it very seriously when you enter it to the platform as well.
Respondent	Yeah, well I tend to take everything I do pretty seriously. So, the goal for me was… I probably wouldn't create something for the only goal of submitting it to LEGO Ideas. I created it for my friend, who I love, and now he has it. It stands in his living room. So. Yeah.
Interviewer	Yeah, okay. I'm just going to check with my questions over here.
Respondent	Sure.
Interviewer	Okay. So in regards to – you mentioned recognition was very motivating to you both from LEGO and from other members, actually – but what about more economic rewards? The fact that if you get your project approved and it's sold, then you get some kind of percentage and some kind of economic benefit from it as well.
Respondent	No, not for me. No. The thing is, I'm… So, I kind of did the calculation, right. Just in my mind. And if you win it with the percentage, you're getting, which makes total sense, I think it's fair by the way to, I don't think it should be more. Let's say you make – I don't know – if your creation sells well, you make a couple of 10.000 Euros, a couple of 100.000 DKK. That's it. That doesn't cut it for me. I'm like I said – not to be… – just, I travel the world…
Interviewer	Yeah, you have a job.
Respondent	I make way more by doing my work.
Interviewer	Right. So basically the recognition from people is enough in it self as a motivation.
Respondent	Yeah, totally.
Interviewer	Just going deeper into you said you didn't use the platform as much for just observing others as well. So you're not looking for inspiration for other builds?
Respondent	Yes, I do actually.
Interviewer	Okay
Respondent	Yeah, yeah. I do. Yeah
Interviewer	And how would that work?
Respondent	So, for example my second project I was looking at this sailing yacht – because I own one – and I thought that would be very, very difficult to create in LEGO so that's why I though maybe I should do it then. So I then did a quick search if that would exists. And actually today, I actually saw one as staff picked today – I'm not kidding either – because there wasn't a sailboat. But if I look at that sailboat I think, yeah well that's total… I don't think it's that cool actually. Mine is way cooler. It's like 10 times cooler. And that's cool, so…

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Comment [164]: Campaign

Signe Damgaard 10/9/16 12.03
Comment [165]: Passion

Signe Damgaard 10/9/16 12.03
Comment [166]: Economic rewards

Signe Damgaard 10/9/16 12.03
Comment [167]: Economic rewards

Signe Damgaard 10/9/16 12.03
Comment [168]: Inspiration

Interviewer	So you can use it for... You can check the market to see if it's available already before you start the project?
Respondent	Yeah.
Interviewer	And then do you get inspired from... Would you look at something and say "oh that part is pretty cool, I going to add that to my own as well"?
Respondent	Yes. Definitely.
Interviewer	Okay. So you kind of also share... Because it is a free sharing of innovations, kind of...
Respondent	I think that yes, you're right.
Interviewer	It's not stealing if you lend stuff from each other. How do you feel about that?
Respondent	Yeah... Totally cool.
Interviewer	Okay, so you wouldn't mind if someone else took something from your Vespa. Maybe they made an update to your Vespa.
Respondent	No. That would be totally cool. Yeah, actually you signed for that as well. As soon as you submit your idea to LEGO, you are actually saying this is not my idea anymore, which I think is cool.
Interviewer	And why would you want that – do you know? Can you elaborate on that?
Respondent	Well... I believe in the power of collaboration, I guess.
Interviewer	And that's the founding thing about the whole community.
Respondent	Yeah.
Interviewer	And is that sort of a creative freedom, or the fact that there is... Let me just phrase this question right... The fact that you can... Because you're creative person, you said, and that's motivating you to do LEGO, do you feel that you're developing your creativity by being in the community compared to doing LEGO on your own without the community there?
Respondent	Yes, I do, I think. Yeah. I think I'm definitely triggered to be more play by – let's say – play by the rules. I know that LEGO has some rules, right, so... which you need to follow for creations. So you can't put certain blocks together in a certain way and that kind of stuff. And I never... So, I'm doing that. But also just thinking... I told, I was trained as a designer, right. So, I'm looking at things and I'm just thinking "okay". I'm looking at my own projects, and I'm looking at projects that are just successful and the projects that are successful all have something in common; they are actually pretty darn awesome. And if I'm looking at my own projects and I'm thinking "okay that's not as awesome as that project", then it's not good enough. So, it needs to be improved.
Interviewer	Okay, so you challenge yourself with that.
Respondent	Sorry?
Interviewer	You challenge yourself like that?
Respondent	Yep!
Interviewer	So, you mentioned the rules. They've put up some rules, LEGO, for which bricks to use and stuff?
Respondent	I just know that there are some rules, I don't know where to find them actually, but it's pretty straightforward. You can't... Models can't be wobbly, disintegrate, and they need to be... You can't just hang the lower constructions on one stud and that kind of stuff. It needs to be solid. And that actually takes half of the building time. First you create the model. And then you order the bricks, and you create it and you find out "oh,

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Comment [169]: Open sharing

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Comment [170]: Open sharing

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Comment [171]: Collaboration

Signe Damgaard 10/9/16 12.03
Comment [172]: Rules

Signe Damgaard 10/9/16 12.03
Comment [173]: Development

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Comment [174]: Rules

darn. This whole structure is totally flimping". And then you need to work with the construction again and do it three times again. I think that's one of the coolest things about this. This process.

Interviewer	Right. And would that be different to you if you weren't a part of the LEGO Ideas community? Would you go through the same process? Or has it elaborated on you process in that suddenly you realise that there are some guidelines that you should oblige to? So it's more challenging.
Respondent	I think, I'm definitely a little bit more aware about some stuff. Yeah, definitely.
Interviewer	Which is more challenging to you in a positive way?
Respondent	Yeah, definitely. Because the more prerequisites you have for creating something, the more challenging it becomes and the more gratifying is you achieve your goal.
Interviewer	Right. Right. Then the goal would be…
Respondent	… Create something awesome!
Interviewer	Right, but you seem kind of okay with the fact that you might not win and get the 10.000 votes.
Respondent	No, I'm totally okay with that.
Interviewer	So it's okay just to get the recognition from the 500 something that supported your work already?
Respondent	Yeah, exactly. So, for example one of the things I look for as well with regards to recognition is… So, for example… I am looking at –you know, for example – there's… You can see how many times you've been viewed.
Interviewer	Right.
Respondent	Right? And if you have a lot of views but not a lot of votes, those are all people that were ready to vote for you but didn't. And that ratio kind of says something as well.
Interviewer	That's… Yeah, that makes good sense. And that's… So did you update your product? Yeah, you did three updates, I see.
Respondent	Yeah, exactly. I did one update based on feedback and one more… I don't know… Because I just wanted to see if I could get more votes then.
Interviewer	Yeah, of course. So that kind of challenges you as well?
Respondent	Yep!
Interviewer	All right. Well, I think I've gotten pretty good idea of your reasons to join the community actually.
Respondent	All right, cool. Well, I hope it helps.

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Comment [175]: Development

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Comment [176]: Development

Signe Damgaard 10/9/16 12.03
Comment [177]: Development

Signe Damgaard 10/9/16 12.03
Comment [178]: Creativity

Signe Damgaard 10/9/16 12.03
Comment [179]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [180]: Peer recognition

Signe Damgaard 11/9/16 18.33
Comment [181]: Peer Recognition + Reciprocity

Coding Interview E

File:	Research interview E
Type:	Oral interview
Duration:	00:42:06
Date:	24.07.2016

Respondent So, I guess starting with motivation, I guess what motivated me actually to put Independence Hall on LEGO Ideas was a lot of people telling me that they thought that it was LEGO Ideas material. I mean, I built it, you know, just for fun because I live in Philadelphia. And it, you know, I liked the way it turned out and a lot of other people did as well, and they said: 'oh, you should put it on LEGO Ideas and see how it does'. I kind of hesitated and hitched on that for a while. But eventually I went through with it. And it did really well right at the start. So that was kind of nice.

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Comment [182]: Peer recognition

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Comment [183]: Enjoyment

Interviewer Nice.

Respondent It slowed down a bit recently. I'm not sure it really has the reach needed to succeed in getting the 10,000 but I'm still trying.

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Comment [184]: Peer recognition

Interviewer Yeah. And are you doing updates? When you're saying you're still trying are you working on like developing it further, or?

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Comment [185]: Vision

Respondent I'm working primarily on marketing it more. I've reached out to… 'Cause I think this set is pretty much done. There is like small changes I could make that I've been thinking about making but haven't quite gotten there yet. Primarily, I've been working on marketing it more. I went to the Independence gift shop actually, which is associated with Independence Hall, and talked to the manager there and they relayed me to the people who actually do the toy purchasing for that store as well as several others in the US park system. And they were actually reviewing that as well. They said they don't have an opening for that currently but they might be looking at it for next year. So, I'm kind of like pursuing both the like going directly in Independence Hall route and the going through LEGO Ideas route.

Signe Damgaard 10/9/16 12.03
Comment [186]: Campaigning

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Comment [187]: Improvements

Interviewer Okay, so going directly would be building or making the product outside of LEGO?

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Comment [188]: Campaigning

Respondent Yeah, because this company that manages the Independence gift shop actually also manages Willis Tower gift shop, which was another… It wasn't a LEGO Ideas set but they did a Willis Tower architecture set which – I think – most people still call the Sears Tower, it's in Chicago. They managed that gift shop as well. So they previously had dealings with LEGO. And I was like, well that's a good place to start, you know. If it doesn't work out, I can work with them and see where it can go from there.

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Comment [189]: Vision

Interviewer So you… So is your primary goal to get the… To have the set made?

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Comment [190]: Vision

Respondent I would say yeah, that's the primary goal in some form or another. LEGO Ideas is one means of approaching that for me.

Interviewer Okay. And were you thinking about that at all when you… Because you said you built the set before realising that you wanted to put it on LEGO Ideas.

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Comment [191]: Vision

Respondent Yeah, yeah. I mean I just built it for fun. I actually used to live just a couple of blocks from Independence Hall so I would like hear the chiming every hour and then I moved away from that area. And missing that area kind of inspired me to build that set.

Signe Damgaard 10/9/16 12.03
Comment [192]: enjoyment

Interviewer Oh, okay. Nice. But then, did you consider at all at that point in time that it might become produced as a set, or was that suddenly an add-on afterwards?

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Comment [193]: Inspiration

Respondent	No, that was an add-on afterwards.
Interviewer	Okay.
Respondent	Yeah.
Interviewer	So, how did you come across LEGO Ideas? Was that your friends telling you that it was cool and then suggesting LEGO Ideas or did you come across it yourself?
Respondent	I had known of it, like I came across it in the past but didn't give it much thought. But I also… the way that I primarily discovered it for purposes of this was through Flickr. Because I'm fairly active on Flickr. Not so much recently because I just got a job. But that's beside the point. But I'm fairly active on Flickr and engaged in that community and a lot of people there have been putting stuff on LEGO Ideas. And I primarily build LEGO cars and a lot of people that I follow build LEGO cars and the larger scale LEGO cars tend to do really well on LEGO Ideas. So a lot of people put those of LEGO Ideas and that kind of gave me the idea of like, all right, maybe I could put Independence Hall on LEGO Ideas.
Interviewer	Right, right. So was it a LEGO community on Flickr?
Respondent	Yeah, there's a fairly large community. I primarily am in the like LEGO car community, which is smaller – it's a sub-community. But there is a fairly large community on Flickr.
Interviewer	So, in that sense would you say that you identify yourself or at least communicate with the other LEGO builders, fans, whatever we should call them?
Respondent	Yeah, yeah. I definitely do. I actually go to… for the past two years, I've gone to Brickfair in New Jersey and I'm going back again this year as well.
Interviewer	Okay. That's very cool.
Respondent	Yeah, it's a lot of fun.
Interviewer	So, is that… is that LEGO having the fair or is it…?
Respondent	No, it's a company that does five or six all up and down the East coast in the United States. And LEGO actually has like an outreach or wing that does outreach to groups like that. There's a different group that does that on the West coast and they actually send representatives to sometimes talk and they give free sets as like gift like raffle stuff. So, LEGO is involved in that community as well but it's not necessarily, it's not specifically LEGO, a thing that LEGO puts up.
Interviewer	And does that make a difference to you that it's…. 'Cause with LEGO Ideas it's LEGO who owns the platform. Does that make a difference in regards to whether you get the recognition from LEGO or you get it from peers, other LEGO fans, other LEGO communities?
Respondent	I would say probably the recognition from peers is more rewarding. But getting the recognition being a staff pick during the week of the 4th of July, which – I don't know if you're aware – that's America's Independence Day. So, getting the staff pick during that week for Independence Hall from LEGO Ideas was pretty cool. So that was kind of fun. But I would say primarily I'm more interested in the recognition from peers and other fans of LEGO.
Interviewer	And what type of recognition are you looking for, or are you getting from peers?
Respondent	Well, let's see… It's always nice to just engage with people like when

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Comment [194]: Add-on

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Comment [195]: Social engagement

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Comment [196]: Vision

Signe Damgaard 10/9/16 12.03
Comment [197]: Inspiration

Signe Damgaard 10/9/16 12.03
Comment [198]: Community identification

Signe Damgaard 10/9/16 12.03
Comment [199]: Community identification

Signe Damgaard 10/9/16 12.03
Comment [200]: Peer recognition

Signe Damgaard 10/9/16 12.03
Comment [201]: Firm recognition

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Comment [202]: Peer recognition

you... When I post a build on Flickr it's always nice to engage with people about like, you know, they like this specific element of something I build, how did I go about building that. Or just engaging about different techniques. Stuff like that. Of course everybody likes praise.

Interviewer Yeah, of course. But then you share knowledge, information, techniques as well?

Respondent Oh yeah, yeah. Especially with the LEGO builds that I do, they tend to be on the smaller side. I tend to build mini figure scaled cars and duplicating the complexity of a motor vehicle in such a small scale requires really unusual techniques sometimes and so when someone discovers something that's really nobody else has ever used before it tends to like propagate throughout the community really quickly.

Interviewer Right. And do you do that on LEGO Ideas as well or is that solely on Flickr? Or do you communicate about that?

Respondent That's more on Flickr. I have had people ask me on LEGO Ideas how I went about building Independence Hall. And the answer to that question was a lot of internal gymnastics to support the exterior piece of the building. I mean the inside of the thing is a complete mess. So I have communicated some about that on LEGO Ideas.

Interviewer Okay. So, okay. So, in your own words, how would you... Why did you put it on LEGO Ideas even though you already had it on Flickr? Can you kind of make out the question? Does that make sense?

Respondent Yeah, no. I understand the question. I would say, honestly... well, there're a couple of reasons. The thing that primarily encouraged me to do it was the fact that a lot of people told me "I think this can do well on LEGO Ideas and it would make a good set". And I was like... well, I mean, I'm not going to say no to that. But I think the backing for that that like helped support me for doing that was... Philadelphia is kind of a city that... everyone who lives here has like a really sarcastic sense of humour about Philadelphia. We're all kind of down on Philadelphia even though we love it. And Philadelphia doesn't get a lot of recognition, especially outside the US. But even so inside the US, it doesn't get nearly as much recognition 'cause it's so overshadowed by New York City or Washington DC. And so I thought, you know, there're a lot of people in Philadelphia who really love this city and would probably like to see it get more recognition nationwide and worldwide for its history and architecture and style. 'Cause it's a really architecturally diverse city. Especially considering the fact that so much of the colonial aspect this city has been preserved and restored. And there were a lot of people from Philadelphia who's saying that it's really cool that there was the possibility for that aspect of Philadelphia to be recognised nationwide or worldwide mostly.

Interviewer Oh, yeah. Okay. Yes so that's kind of a deeper... yeah, reason, I guess.

Respondent M-hm. Yeah.

Interviewer Right. Okay. Then, just jumping back to the whole knowledge sharing, do you know... like, why do you think that you do that less on LEGO Ideas? 'Cause there's a comment section.

Respondent There is. I think LEGO Ideas... I think it's kind of one of those catch 22-situations where the community isn't always necessarily involved enough to become involved. A lot of people say like, you know, really nice support or something like that, you know, "I support this, really nice". But they never like tend to ask questions about like "oh, that's interesting, how did you do that?" I have gotten a couple questions but not nearly as many

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Comment [203]: Knowledge sharing

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Comment [204]: Peer recognition

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Comment [205]: Knowledge sharing

Signe Damgaard 10/9/16 12.03
Comment [206]: Knowledge sharing

Signe Damgaard 10/9/16 12.03
Comment [207]: Peer recognition

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Comment [208]: Vision

as I do on Flickr.

Interviewer Right.

Respondent And I can't... it's tough to tell why exactly that happens with LEGO Ideas. It could be because I think that the demographic of LEGO Ideas is younger. 'Cause the community that I'm part of on Flickr is generally people like 18-40 or so... Whereas I think LEGO Ideas might be much younger, but it's really hard to tell. 'Cause there's a lot less personal information on there.

Interviewer Right. Exactly, yeah. Yeah, I've had a hard time finding out as well actually.

Respondent M-hm. Yeah, Flickr I think does the... LEGO Ideas tries to make it really impersonal to protect the privacy of its users, whereas Flickr... Flickr tries to be a little bit more social. But that's my guess, my best guess.

Interviewer Right. Yeah well, it makes sense. But then do you still feel a... How would you say if you still a social connection or community connection to people on LEGO Ideas?

Respondent Not as much as I do on other sites, I have to say. For me LEGO Ideas is more of a promotion platform than a social platform.

Interviewer Right. Due to the votes, I guess?

Respondent Yeah. I mean it could be different for other people, 'cause I know there're a lot of people who are really community-oriented on LEGO Ideas. So, it might just be my particular engagement, I don't know.

Interviewer Well, that's fine. That's exactly what I need to know.

Respondent Yeah, yeah.

Interviewer That's perfect. Then how about the design of the platform, 'cause you talked about how... with the whole comment section and how you're able to vote. Does design of the platform... how does it matter to you? I mean...

Respondent I think I understand what you're asking. How does like the design of the site affect the like usability?

Interviewer Exactly, yeah. Exactly. And whether it affects your motivation to participate or actually demotivates you or something like that.

Respondent M-hm. Well, you're asking a web-designer so I'll have a really long answer for you.

Interviewer Oh, wow. Okay.

Respondent Overall I think the site is really well laid out. I don't have trouble finding anything. So, like if I'm looking for information on the site, I don't find it that difficult to find. Sometimes finding out things about individual people is difficult because LEGO tries to be really kid-friendly so there's not much like social or personal information linked. I think you can link like... you might be able to like a Facebook page but that's it. Or link a website, that might be it. The biggest problem I have with it is the chronological ordering of builds. 'Cause like when people post new things they go to the top and then over time as things become more popular or less popular they start to move up and down in the listings as they move back in time. But I think for me the biggest problem is that even if a build is really popular, it can get buried really quickly by a lot of not-so-good builds. And I mean, I'm not talking specifically about my build here, I'm talking about builds in general. 'Cause I've come across a lot of really good things and like I look at that and as someone who understand how to build LEGO, I'm like

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Comment [209]: Social engagement

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Comment [210]: Community

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Comment [211]: Platform design

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Comment [212]: Social engagement

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Comment [213]: Social engagement

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Comment [214]: Inspiration

"that would make a really good set, because it has these characteristics, like, it uses a lot of the same pieces over and over again, it looks intriguing or it looks engaging to build", stuff like that. But it gets kind of buried under kind of like the daily flow of just crap. Like people just posting like you know one after the other.

Interviewer So, I guess what you're saying is some kind of algorithm is missing to place the best on the top or something like that.

Respondent Yeah. And I think it... I think if you get one that is really, really popular that does go to the top. And that works fine. But I think that the... I noticed that most of the things that become really popular are like pop-culture. Like Golden Girls or Ghostbusters. And so those, you know, rock it up to the top. So, I don't know. I can't tell if maybe LEGO needs to revise their formula or be more involved in the sorting process. 'Cause I imagine they probably have some kinds of algorithms so they don't have to have like staffs of people constantly working on it.

Interviewer Yeah, of course. But there are some LEGO employees in there using avatars and commenting on other people's projects.

Respondent Yeah. I think that I came across one or two of those at some point.

Interviewer Right. And is that...

Respondent So, they do have some...

Interviewer How does that make you feel? Pardon?

Respondent Sorry, I kind of cut you off. I was just saying, it's nice to see that involvement from LEGO. I feel like maybe they should have a little bit more, 'cause like the staff pick-thing works pretty well. 'Cause when they do a staff pick, I think they kind of go along the lines of, you know, "is this build well?", you know, "would this be a valid set?" And also "do we think this is good enough to be popular?". So I think maybe more involvement along that line, I'm not exactly sure how they would go about doing that. But more involvement along the line of like "who's a really good set that", you know, "we think is well built and would be engaging to build and could be popular". Maybe a little bit more uplifting of those 'cause I mean even not just speaking about my build, I've seen a lot of really good builds that just get buried. Before they even have a chance to become popular, before people would get a chance to see them and say "wow, that's really cool, I want to vote for that".

Interviewer But then how would that make a difference to you? Would that be in regards to your own project that you get some feedback from employees or would it be in regards to when – I don't know if you're searching for inspiration in there? – and then you can look for it?

Respondent I would say both of those reasons. Because I know one of the things for me with Flickr is that I derive a lot of inspiration from other peoples' builds. And I say "oh, that looks really interesting, I would change it this way and this way" and you know, "do this differently". And I think it would be nice to see more on LEGO Ideas rather than kind of like the flow of just, you know, people posting whatever.

Interviewer Right, and do you use LEGO Ideas for inspiration like that or only Flickr?

Respondent Occasionally, I would use LEGO Ideas. But I find it more difficult to find good builds on LEGO Ideas. Since, maybe because of that volume of stuff.

Interviewer Right. Right.

Respondent But I think going back to the staff engagement idea, having the staff more engaged on builds that they see as being good and giving feedback, I think

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Comment [215]: Platform design

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Comment [216]: Uniqueness

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Comment [217]: Design

Signe Damgaard 10/9/16 12.03
Comment [218]: Firm recognition

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Comment [219]: Regulations

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Comment [220]: Inspiration

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Comment [221]: Inspiration

that would be a really good idea.

Interviewer Right. Okay, okay. Great. Then, but then, how do you feel about the LEGO brand? Do you identify yourself with that, would you perhaps identify yourself as an… yeah, I've recognised the term adult fan of LEGO.

Respondent Yeah, I would identify with that, yeah. That's one of the reasons I go to Brickfair.

Interviewer Right, yeah. Yeah, I assumed so, yeah. Okay, so that makes a difference…But then… Let me just see how to phrase this. So does it… Let me know, if I have already… if you have already answered this. But then does that make a difference to you that it's LEGO owning this platform? Or is it the same as when you go to Flickr. Do you still feel the same connection to LEGO?

Respondent I would say that LEGO owning the platform doesn't really change it either way for me.

Interviewer Yeah, okay.

Respondent Flickr obviously is a bit more… It's less regulated than… Like it's less, quote, "kid-friendly". So, I would say the community on Flickr is a little bit more vibrant because it's not as regulated but the community on LEGO Ideas… obviously, everyone who is there is a fan of LEGO. So there's that connection like we're all here because we like the same product, the same tool.

Interviewer Yeah. Yeah, definitely. But then does one of those approaches kind of… Do you prefer one over the other?

Respondent In terms of community, I would say, I prefer Flickr.

Interviewer Okay. How about, when you post a project on LEGO Ideas, do you expect to get something in return from other members, from LEGO for your time and effort?

Respondent Well, it's always nice. I would say just, I mean obviously the goal is to get something supported enough that LEGO would review it. But it's also just nice to have that feedback and engagement. Primarily I would say the feedback engagement that I look for most is "oh, that's really interesting, how did you do that?" and I think that's the reason, I'm more drawn to Flickr because LEGO Ideas doesn't like have that as much.

Interviewer Right, okay.

Respondent I guess, I'm there more for like, I look more for like the intellectual engagement and the like sharing ideas.

Interviewer Right, okay. And does that… how often do you go to the platform LEGO Ideas?

Respondent I'd say about once a week.

Interviewer Okay, and then what do you do there?

Respondent Generally, I look around to see what the staff picks are and see what the staff likes that week. See how my project's doing obviously. See if I can find anyways to better market my own project. Because I work in web design and a big part of that is how do I get this… How do I make this engaging enough so that customers or clients or whatever will stay on the page to engage with it. So I kind of analyse that. And then I look through the most recent builds and see if I find anything interesting to support. And then once that starts to get like you know, I get a couple of pages back, I sort of get into stuff that are not as interesting. Then I go on do something

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Comment [222]: Regulations

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Comment [223]: Brand identification

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Comment [224]: Regulations

Signe Damgaard 10/9/16 12.03
Comment [225]: Community identification

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Comment [226]: Peer recognition

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Comment [227]: Feedback

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Comment [228]: Knowledge sharing

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Comment [229]: TIme

Signe Damgaard 10/9/16 12.03
Comment [230]: Firm recognition

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Comment [231]: Vision

Signe Damgaard 10/9/16 12.03
Comment [232]: Campaigning

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Comment [233]: Support others

else.

Interviewer Okay. So, is it more for the fun and the enjoyment of it that you join LEGO Ideas or is it kind of a serious business for you?

Respondent I would say…

Interviewer That was kind of a black and white distinction.

Respondent Yeah, no I know what you mean now. I would say for me, LEGO Ideas is a bit more on the serious side. It's a bit more of the: how can I promote this to get it, you know, supported or in store, or whatever. But I do also derive inspiration every now and then from a build that I see on there. I click through to see who's supporting the project and see what they've built. Because generally people who are supporting Independence Hall are the kind of people who would build something similar. So, it's interesting to see what people who are interested are building.

Interviewer Right. And then how does that make you feel if for instance I saw your project and then I took some elements of it or some ideas from it and started either rendering it or building my own or something like that.

Respondent I mean, I've actually had people, not with Independence Hall but with one of the cars that I built, somebody reverse engineered it on Reddit – or not Reddit… Emgur or imgur, however it's pronounced… I don't know how it is. But somebody reverse engineered it and designed their own version and I was like "That's really cool".

Interviewer And how…

Respondent So, it's interesting.

Interviewer But it was okay, I guess, then?

Respondent Yeah. I mean if somebody went and like took, just basically took the images of my build and then posted them as their own, that I would have a problem with. But I don't, I've never seen that on LEGO Ideas before. I have seen that on other platforms, like way in the past when I used to do stuff like 3D modelling back in high school but I haven't seen that recently.

Interviewer Oh, wow. That sounds like cheating to me.

Respondent Yeah, yeah. But when you like go for like and reverse engineer something, it's like "wow, that's really clever, and I like the way they changed this thing, I might actually change mine to be like that"

Interviewer Right. Oh, so you sort of learn from it.

Respondent Yeah, because everybody brings a different approach to a build and I know that I'm particularly sometimes… I actually recently saw a build the other day of a car that I was like "wow, I really just want to build that, I should go through and figure out how that's build and change it a little bit because I don't really like this is placed. I wonder if I could move it this way or something".

Interviewer So you do that as well?

Respondent Yeah, yeah. I derive inspiration usually like by the time I'm done with that model it's like, it's not really the same model anymore, it's kind of like, I've taken that idea and changed it to something that I want to build.

Interviewer Right. So that's kind of what you… Yeah, what you get from it as well, I guess, being in the community.

Respondent M-hm. Yeah.

Interviewer So if your project were to win, I guess would be the right term, and get produced as a set, how does the thought of the economic side of it, the

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Comment [234]: Inspiration

Signe Damgaard 10/9/16 12.03
Comment [235]: Hard work

Signe Damgaard 10/9/16 12.03
Comment [236]: Inspiration

Signe Damgaard 10/9/16 12.03
Comment [237]: Open sharing

Signe Damgaard 10/9/16 12.03
Comment [238]: Open sharing

Signe Damgaard 10/9/16 12.03
Comment [239]: Open sharing

Signe Damgaard 10/9/16 12.03
Comment [240]: Open sharing

Signe Damgaard 10/9/16 12.03
Comment [241]: Inspiration

economic rewards that you get, you get the complimentary sets and you get the 1% of the sales.

Respondent I mean that's obviously a plus.

Interviewer Okay.

Respondent I would not turn that down but it's not my primary goal. I mean, 'cause I'm, like pretty much everything that I do related to either my fulltime job or Chris Elliot Art is some kind of creative adventure. And for me its more about the, I mean obviously, I want to be able to eat and like buy furniture… So, there's that. But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like… oh, what's a good word for it… Memorable.

Interviewer Yeah. Could you elaborate on that maybe?

Respondent Let's see. Basically, I guess as an artist I would like to work on things that in some way either make a difference in the world in general or have a memorable impact, like let's see… The guy who originally designed the NBC-look, which is a peacock, you know, it became, you know, that design evolved over time and became, well known and associated with that brand. And so, I think working on projects that have… that over time would have the longevity, notoriety in popular culture or society moving forward. That, I think, is really interesting.

Interviewer Yes. That makes, that makes excellent sense from a creative point of view.

Respondent And also from a business point of view.

Interviewer Well, of course, of course. So do you participate on LEGO Ideas also to be, to kind of, have that creative outlet and as a spot where you can post your creativity?

Respondent Oh yeah, definitely. I mean the main reason I started building, I actually, I was really into LEGO as a kid and then in college, like, I kind of had other things to do and you know I didn't have time for LEGO and then a few years… I think it was about three years into college I decided I was gonna build some of the LEGO cars that I designed. And it became a really rewarding, creative, I guess, a creative release in a manner that, you know, I didn't have to… It didn't have to be like a business thing. I didn't have to… whereas web design is a business, or photography is a business, I could do that just for me. And LEGO Ideas, or Independence Hall being on LEGO Ideas is just kind of like a nice bonus.

Interviewer Yeah, but then isn't that also sort of a business perspective when you put it there, or?

Respondent Yeah, it is. Yeah.

Interviewer But you obviously don't feel like that or?

Respondent Yeah, I built it originally for fun. Just because I wanted to. And the fact that it turned into something that, you know, could be recognisable as a business venture, is just kind of like an afterthought of like, oh hey, I could do this with it now that it's already built.

Interviewer Oh yeah, okay. Okay, that makes sense to me then. So, how do you feel about the creativity in the… on the platform from other users as well?

Respondent I think the… The other users that have the highest quality builds, like the ones that I'm like, I want a set of that. Those people are most often, I think, engaged on other platforms. A lot of them I see engaged on Flickr.

Comment [242]: Economic rewards

Comment [243]: Creativity

Comment [244]: Acknowledgement

Comment [245]: Economic rewards

Comment [246]: Creativity

Comment [247]: Creativity

Comment [248]: Enjoyment + economic rewards

Comment [249]: Community

Interviewer	Oh okay, so you actually recognise them?
Respondent	Yeah. I do recognise a lot of the ones that are really popular as being from other platforms be it Brickshelf or Flickr or Deviantart.
Interviewer	Right.
Respondent	They, I think the best builds on LEGO Ideas have engagement or the best builders on LEGO Ideas are engaged in communities other than LEGO Ideas. And they get the most amount of feedback from all sorts of sources.
Interviewer	Okay. Oh, okay. I'm getting a feeling that there's sort of this whole LEGO community and that LEGO Ideas is simply one of the platforms where you can sort of talk or show your work but that the whole community is kind of overarching more platforms.
Respondent	Oh yeah, definitely. I mean, there's communities on Deviantart, Reddit, Flickr, I think, Imgur, I know Facebook, I'm part of several LEGO groups on Facebook, so it really kind of spans all of the social platforms.
Interviewer	And then, you communicate with the different members across the different platforms?
Respondent	Usually, the members that I'm connected to are usually… I'm just connected to them on one platform. There are a few exceptions, but for the most part it's just one platform.
Interviewer	And that's Flickr, I assume?
Respondent	Yeah most, most of my activity is on Flickr. There's also a fair amount on Facebook.
Interviewer	Oh, okay. Okay. So in that regard would you say that you're passionate about it?
Respondent	Yeah, yeah. I would say so. I look forward to going to Brickfair every year and usually the first thing I do when I wake up in the morning, I'm like trying to like, get my bearings about me and actually wake up I like open Flickr and scroll through the builds that people have posted to see like, oh what's interesting today.
Interviewer	Okay. That's nice.
Respondent	Yeah, thank God for smartphones, right?
Interviewer	Right. I assume you could spend a lot of time doing that.
Respondent	Oh yeah, yeah. I mean I try not to but I usually end up spending a bit too long.
Interviewer	Well, I guess that's with everything with smartphones, isn't it?
Respondent	Yeah, it is.
Interviewer	Okay. And is that… so, you say you kind of do it every morning as kind of a ritual, I would call it that, I don't know if it's the right word for it?
Respondent	Yeah, habit.
Interviewer	Yeah, habit. Sorry, yes, habit is a better word. Is that for the community of it? Or is it for your love for LEGO?
Respondent	I would say the latter. I would say when I'm like trying to wake up in the morning, so like that, like, habit of opening it up just looking is more like what, what interesting builds have been posted and you know, how can I get inspired about Monday morning.
Interviewer	Yeah, yeah. Have you ever considered working at LEGO? Like the LEGO Group.
Respondent	Yeah, definitely. Moving to Billund would be kind of a long distance but I would be willing to do it if they're like, "hey we have a designer position

Signe Damgaard 10/9/16 12.03
Comment [250]: Community

Signe Damgaard 10/9/16 12.03
Comment [251]: Feedback

Signe Damgaard 10/9/16 12.03
Comment [252]: Community

Signe Damgaard 10/9/16 12.03
Comment [253]: Community

Signe Damgaard 10/9/16 12.03
Comment [254]: Community

Signe Damgaard 10/9/16 12.03
Comment [255]: Passion

Signe Damgaard 10/9/16 12.03
Comment [256]: Time

Signe Damgaard 10/9/16 12.03
Comment [257]: Inspiration

we want you to fill" I'm like "okay". I'm not going to say no.

Interviewer They are actually looking for a designer now.

Respondent Are they? Really?

Interviewer Yeah, they are.

Respondent I should send in an application.

Interviewer Yeah. It's a bit far away though, yeah, I see that.

Respondent I don't know. I would move if they offered me one.

Interviewer Right, okay. But it's not like a goal for all the builds that you do now? That they would recognise you and then hire you?

Respondent No, no. The builds that I do now are mostly like they all start off as like "hey, I have this interesting idea. This would be fun to build". And then I do that. And then if it turns into something else later, that's, you know, something else entirely.

Interviewer Are you enjoying your time on, just solely the platform, LEGO Ideas? You submitted a project sometime, you visit there ones a week – are you enjoying that time, or is it sort of... 'Cause I'm getting a sense that it's not that you're so drawn to it that you can't help but not go.

Respondent Yeah, it's not as magnetic, I guess, as some other communities, at least for me personally. That lack of intellectual engagement about building styles and stuff like that, that LEGO Ideas doesn't really have as much as the other platforms do really makes it not quite as interesting to me. So, I mean if I were advising the team, I would figure out a way to increase intellectual use, users intellectual engagement with other users.

Interviewer Yeah. Yeah. But then do you, why do you still go there? Is it 'cause...

Respondent Well, there's still interesting builds on there. And there still are, like sometimes you see people having conversations about how something is built or, you know, what technique is used. So there's still sometimes that. It's just not as often. Like I go to Flickr daily, whereas I go to LEGO Ideas maybe weekly.

Interviewer M-hm. Okay, yeah. But you enjoy your time at the platform?

Respondent Yeah, yeah. It's a pleasant site to use. Users are all very pleasant to engage with, it's just the engagement itself isn't as rewarding. But I do enjoy using the platform.

Interviewer Okay, okay. I think, I kind of got a good sense of... I kind of got around all of it now.

Respondent Oh, good. Great.

Interviewer Do you have any burning, wishes to add anything?

Respondent I don't think so. I think I kind of said everything.

Interviewer Yeah, of course that's totally fine. Could I just ask some demographic questions, I guess. Can I use your name, Chris, in my paper?

Respondent Yeah, sure.

Interviewer Thank you. And can I have your age if you are okay sharing it?

Respondent 24.

Interviewer And you're from the US?

Respondent Correct.

Interviewer And your LEGO avatar I've got, and how many projects have you shared in here...

Respondent On LEGO Ideas?

Comments:
- Signe Damgaard 10/9/16 12.03 — Comment [258]: Job possibilities
- Signe Damgaard 10/9/16 12.03 — Comment [259]: Job possibilities
- Signe Damgaard 10/9/16 12.03 — Comment [260]: Hard work
- Signe Damgaard 10/9/16 12.03 — Comment [261]: Enjoyment
- Signe Damgaard 10/9/16 12.03 — Comment [262]: Knowledge sharing
- Signe Damgaard 10/9/16 12.03 — Comment [263]: Knowledge sharing
- Signe Damgaard 10/9/16 12.03 — Comment [264]: Social engament
- Signe Damgaard 10/9/16 12.03 — Comment [265]: Enjoyment

Interviewer	Yeah.
Respondent	Just one.
Interviewer	Just the one? Okay. All right. And how long have you been on the platform?
Respondent	I think I posted that near the beginning of the year.
Interviewer	Okay, so you entered the platform when you submitted?
Respondent	Well, I think I've had the account for a couple of years but I've only really been engaged with it for the past few months, I suppose. Since the beginning of 2016 or so.
Interviewer	Okay, okay. So you kind of got engaged with it after you submitted your own project?
Respondent	Yeah.
Interviewer	Okay, so then why did you start, like why did you sign up to begin with? Do you remember?
Respondent	I don't really remember obviously. I think I signed up for the account 'cause it sounded interesting but at that time it was just coming out of being…
Interviewer	Oh, CUUSOO
Respondent	CUUSOO, yeah. It was just coming out of being that and it didn't really have much, and I was like, "I'll come back for this later". It's not really developed yet. And then it started develop and people started posting more things on it and I was like okay now that sounds interesting, I'll go check it out. And then I mentioned it to a few people in my family and friends and they were like "oh, you should put Independence Hall on that" and that's how I got more engaged.
Interviewer	Okay. All right. That makes good sense. Well, thank you very much for your time.
Respondent	You're very welcome.
Interviewer	I'm going to transcribe the interview, and you're most welcome to read it through, if you want to.
Respondent	Sure
Interviewer	Well, just some people like to just make sure that I'm not putting anything in there that you can say OK to.
Respondent	Yeah, no, I'll read through it.
Interviewer	Okay, wonderful.
Respondent	I'm sure that the transcribe is just fine but I'll read through it anyway just 'cause I'm curious to see how I've answered everything.
Interviewer	You're most welcome to do that. It's gonna take me a little while to transcribe it, but then I'll send it to you.
Respondent	Yeah, no problem. Whenever you're ready.
Interviewer	Okay, great. Well thank you very much for your time it's been very useful.
Respondent	You're very welcome, good luck with the paper.
Interviewer	Thank you. Thank you. Good luck with your project.
Respondent	Thanks. Okay.
Interviewer	Keep my fingers crossed.
Respondent	Thank you, I appreciated that.
Interviewer	Bye.

Signe Damgaard 10/9/16 12.03
Comment [266]: Social engagement

Signe Damgaard 10/9/16 12.03
Comment [267]: Peer recognition

Coding Interview F

File:	Research interview F
Type:	Text-based interview
Duration:	01:59:00
Date:	03.08.2016

Interviewer First, let me elaborate a bit on the research project. I'm looking to understand more about peoples' participation in crowdsourcing projects. I want to know what motivates you to join LEGO Ideas and share ideas freely with other members and LEGO.

I have a list of motivating factors, which have been identified in other researches and I have created some questions with those in mind but I really just want to know how you feel about participating in LEGO Ideas.

Respondent Okay, I cannot speak for the other participants, specially the AFOL community, but for me, I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do.

Building the model is 1/2 of the joy, presenting the product is the other part, this involves what to name the product, even the story behind the product

There is a great joy in purchasing a LEGO product that I wanna recreate and share to other people

Interviewer So what you want to do is actually become a product developer for LEGO?

Respondent It's one of my dreams, though that will be hard to accomplish being halfway around the world.

So this is the next best thing.

Interviewer Yeah that's an obstacle, of course... How many projects have you shared on LEGO Ideas?

Respondent Wait let me check... To date 31, 3 being rejected.

It's much better than other crowdsourcing websites. They have stricter rules.

Interviewer Could you elaborate on that, please? What does that mean to you?

Respondent I've tried other crowdsourcing sites like Quirky and Kickstarter but the communities there are more "vote on my project I'll vote on yours" but here, people who comment appreciate your design and effort, which makes it a better place to think of ideas for product development

Interviewer Oh okay. So, in that regard, do you feel a special connection to other members in the LEGO Ideas community?

Respondent Special connection, maybe not, but a better more friendlier connection yes, for a time, the older people I used to see in the comments have moved on.

There is a high turnover rate, I personally think is people get bored easily (when their projects do not win).

Maybe I'm an outlier in your data.

Interviewer Ah, okay. And then you kind of loose that acquaintance you made in there?

Signe Damgaard 10/9/16 12.04
Comment [268]: Entrepreneurship

Signe Damgaard 10/9/16 12.04
Comment [269]: Brand love

Signe Damgaard 10/9/16 12.04
Comment [270]: Creativity

Signe Damgaard 11/9/16 19.00
Comment [271]: Passion

Signe Damgaard 10/9/16 12.04
Comment [272]: Creativity

Signe Damgaard 10/9/16 12.04
Comment [273]: Creativity

Signe Damgaard 10/9/16 12.04
Comment [274]: Enjoyment

Signe Damgaard 10/9/16 12.04
Comment [275]: Job opportunity

Signe Damgaard 10/9/16 12.04
Comment [276]: Platform design

Signe Damgaard 10/9/16 12.04
Comment [277]: Peer recognition

Signe Damgaard 10/9/16 12.04
Comment [278]: Community identification

Signe Damgaard 11/9/16 19.01
Comment [279]: Dedication

Respondent	Outlier? How do you mean? ☺ 'Cause I look at LEGO more differently than others that join the site so my answers might not fit.
	Yes no contact outside of the site – and the project for that matter.
Interviewer	Okay, that's fair. Could you elaborate on how you look at LEGO, then?
Respondent	That will be long ☺
	But I admire LEGO, I think its the best company to be honest
Interviewer	Well, just if you can
Respondent	I've read the book Brick by Brick and that opened my eyes to the engineering and operations involved in running the business, which makes me appreciate the product more. They are one of the largest plastic and tire manufacturers in the world and their operation is mostly automated. It's just amazing.
	Plus their idea of modularity and in the box thinking is something that shaped the way I do things in my own life
Interviewer	So are you identifying with LEGO as a brand more than other LEGO members?
Respondent	I'm not sure, there's not a lot of members I know of.
	Here in the Philippines, the community is more of collecting and there are less people into MOC (I would believe)
	Sorry for the terminologies
	MOC - my own creations - is where people make their own models out of their creativity
	So the community here is more of the product than the company. I like to think I appreciate LEGO as a whole.
Interviewer	Oh okay. I see the local LEGO culture would make a difference. But from what I hear you saying, you're feeling a personal impact from the whole LEGO brand?
Respondent	I think you can say that. I believe, the things we like affect us – could be LEGO, could be something else – for me it is LEGO, so yes, there is a connection.
Interviewer	That makes sense to me.
	Then how about the stricter rules you mentioned. I assume that's rules from LEGO or is it also from other members?
Respondent	No it's from LEGO Ideas itself. They have stricter guidelines than most crowdfunding websites, which means that what you submit actually has standards.
Interviewer	Yeah all right. And how is that motivating to you?
Respondent	… And a team of people checks your work before you can post.
	I think it promotes a better community.
Interviewer	Okay, because it's higher quality creations?
Respondent	Yes, in a way, plus it feels that LEGO is trying to help you succeed in your

Comments (margin):

- Signe Damgaard 10/9/16 12.04 — **Comment [280]:** Socialisation
- Signe Damgaard 10/9/16 12.04 — **Comment [281]:** Brand love
- Signe Damgaard 10/9/16 12.04 — **Comment [282]:** Brand identification
- Signe Damgaard 10/9/16 12.04 — **Comment [283]:** Community identification
- Signe Damgaard 10/9/16 12.04 — **Comment [284]:** Community identification
- Signe Damgaard 10/9/16 12.04 — **Comment [285]:** Community terminology
- Signe Damgaard 10/9/16 12.04 — **Comment [286]:** Community identification
- Signe Damgaard 10/9/16 12.04 — **Comment [287]:** Brand identification
- Signe Damgaard 10/9/16 12.04 — **Comment [288]:** Brand identification
- Signe Damgaard 10/9/16 12.04 — **Comment [289]:** Rules
- Signe Damgaard 11/9/16 18.42 — **Comment [290]:** Regulations

project

Even thou they don't, the thought is enough to be motivating

Interviewer Yeah, I see. So, how do you value the recognition from LEGO? Either as official comments or comments from employees or staff picks or something like that.

Respondent I have some of those – both comments and staff picks. And I'm very happy when I receive those. Sometimes I even take a screenshot.

Interviewer Yeah, that's motivating? Congrats on the staff pick!

Respondent Yes it is. My 1st staff pick made me want to make more. It is a validation mechanism, very clever actually.

Thanks!

Interviewer Yeah, I could imagine. How about recognition from other members? You mentioned that they sometimes comment on your projects and appreciate your builds. How is that motivating you? If it is!

Respondent I've dedicated one of my builds for a member once, he gave me an idea and I made it. So that helps.

Interviewer How did he give you the idea?

Respondent We were discussing on a project, then he gave a follow up idea, and I thought it was great, so I made it and posted it

Be right back.

Interviewer Okay nice. In that way, I guess you could say that you're also looking to get tips and learn from other members?

Respondent There is actually a website for that called Swooshable.

Interviewer Oh, I didn't know that website. So you would use that instead of LEGO Ideas to get feedback and tips from other members?

Respondent It's a building website. It's more of instructions. Not sure if you can discuss there. I just check it for how to build.

Interviewer Ah okay. So you look for inspiration there.

How about feedback on your work then?

Respondent Yes I do, but also I find inspiration in things that are on LEGO Ideas. And on Pinterest.

Feedback on my work is less on how I build, more of what to build and in LEGO Ideas not a lot of criticisms, which is a bad thing.

Interviewer Could you please elaborate on why you find that a bad thing?

Respondent As a creator and builder, I can't improve if people don't say what's wrong with it

Interviewer Yeah, true. That makes sense. So would you say you are on LEGO Ideas to develop your creativity?

Respondent No, I think not develop, more of express. Or rather that's the intent. Maybe as I go through the motions, I will inevitably develop some skills, but expression is what I'm after.

Interviewer Because your creations are expressing something of yourself?

Respondent Yes, I think when you create something, some part of it is your vision, which is a part of yourself

Signe Damgaard 10/9/16 12.04
Comment [291]: Firm recognition

Signe Damgaard 10/9/16 12.04
Comment [292]: Firm recognition

Signe Damgaard 10/9/16 12.04
Comment [293]: Firm recognition

Signe Damgaard 10/9/16 12.04
Comment [294]: Inspiration

Signe Damgaard 10/9/16 12.04
Comment [295]: Knowledge sharing

Signe Damgaard 10/9/16 12.04
Comment [296]: Other platforms

Signe Damgaard 10/9/16 12.04
Comment [297]: Inspiration

Signe Damgaard 10/9/16 12.04
Comment [298]: Feedback

Signe Damgaard 10/9/16 12.04
Comment [299]: Improvement

Signe Damgaard 10/9/16 12.04
Comment [300]: Expression

Signe Damgaard 10/9/16 12.04
Comment [301]: Creativity

Signe Damgaard 10/9/16 12.04
Comment [302]: Vision

Signe Damgaard 10/9/16 12.04
Comment [303]: Passion

Interviewer	Yeah, totally.
	When you say, you want to express your projects; who do you want to express it to?
Respondent	I think more of to me, again as an outlet of creativity. I have loads more I don't post actually – if I'm not in the mood to take pictures.
Interviewer	Oh, so when you say "express" you mean it as to express yourself creatively and not to show off your work?
Respondent	Yes, it's more of an outlet.
Interviewer	That makes sense. So do you then feel that other members should give you something in return, when you share your projects with them?
	Oh, sorry. The doorbell just rang, there's a delivery guy here with a package. I'll be right back!
Respondent	I think they do, every vote they give is a sign they like it in some way or another.
	Sure, take your time! I'll be replying slower though since I need to occasionally do things as well
	It's chat so its ok I get to see it ☺
Interviewer	And the expectation to get that is a motivation to you?
	Haha, yeah. That's the good thing about chatting. I'm back now though but you just take your time ☺
Respondent	Yep. And yes I think it motivates me.
Interviewer	Of course, yeah. How about the economic aspect? To what degree are you motivated by the possibility to earn money on your projects?
Respondent	Haha, I think it's nice to earn a % of the profits, but honestly at 10,000 votes its very hard to get that prize. Well, on top of it there is a panel of experts. So it's really really slim [chance]
Interviewer	Yeah… So it's not your primary motivation? I mean, it seems you're pretty realistic about your chances.
Respondent	Yes, I think that's why a lot of people I know are gone. Since they just go to other sites that aren't LEGO made. Just fan made, like Flickr.
Interviewer	Right… And what keeps you staying? (Sorry if I'm making you repeat yourself here…)
Respondent	It's no problem. Again, LEGO is my passion I can talk about it for weeks at a time ☺
	For me its a combination of many things:
	One of them is product development
	One of them is its LEGO
	Another is expression.
Interviewer	And with product development you mean, as you said earlier, that it's more than building - it's the name, publishing it and such?
Respondent	Yes, having a story, etc.

Comments:

Signe Damgaard 10/9/16 12.04
Comment [304]: Creativity

Signe Damgaard 10/9/16 12.04
Comment [305]: Passion

Signe Damgaard 10/9/16 12.04
Comment [306]: Reciprocity + Peer recognition

Signe Damgaard 10/9/16 12.04
Comment [307]: Economic rewards

Signe Damgaard 10/9/16 12.04
Comment [308]: Win

Signe Damgaard 10/9/16 12.04
Comment [309]: Passion

Signe Damgaard 10/9/16 12.04
Comment [310]: Entrepreneurship

Signe Damgaard 10/9/16 12.04
Comment [311]: Brand identification

Signe Damgaard 10/9/16 12.04
Comment [312]: Expression

Plus I like to build with bricks I have.

So it limits me, from what I have said earlier.

Interviewer   Yeah, all right. You mentioned that LEGO is your passion. But are you also passionate about LEGO Ideas?

Respondent   I think they are both connected. But if to choose between the 2, I think LEGO is better. The LEGO Ideas is just a compliment

Interviewer   Right. It's a place to express you passion, I guess?

So, I guess your participation is more a serious hobby than a fun and enjoying passing of time?

Respondent   Yes correct. Yes!

Interviewer   All right, all right... You mentioned in the beginning that LEGO Ideas is better than other crowdsourcing platforms. How do you consider the platform's design? Is that motivating to you?

Respondent   Uh, not so much, I think its done really well since it fades in the background (which is good), better than some of the other sites, and is intuitive, but not a primary source of motivation

Interviewer   Okay, yeah. That makes sense. How often do you visit LEGO Ideas?

Respondent   I used to visit everyday. But now only when I post to see people's reactions

Interviewer   What changed to make you visit it less?

Respondent   I became busy at work. I would love to visit more often, but responsibilities

Interviewer   Yeah, okay. Fair enough.

You mentioned that you're not using LEGO Ideas as much to socialize with other members. But are you socializing with AFOLs elsewhere?

Respondent   No, unfortunately not. Maybe that's why I use LEGO Ideas more

Interviewer   Okay, yeah.

Respondent   I'm part of the AFOL community on Facebook, but I'm not as active

Interviewer   Oh, okay. Yeah...

Respondent   There are meetups, but I rarely go

Interviewer   Offline meetups, you mean?

Respondent   Yes in a restaurant every 2 months. It's half day and I have work

Interviewer   Oh, wow. But yeah, I see how it's difficult with work.

Respondent   LEGO is more kid friendly than for AFOLs. And it takes time, finding organizing parts etc. It's not a easy hobby to get into

Interviewer   Right, it takes dedication?

Respondent   Yes it does. More than other hobbies.

And I like how it has levels of a hobby. There are collectors, there are mocers, and there are those who are use them with other things like computers. Those are really hard-core enthusiasts.

Interviewer   The latter ones?

Respondent   Yes, they make amazing things. I can only see them on YouTube.

Interviewer   Yeah, I've seen some of that.

Signe Damgaard 10/9/16 12.04
Comment [313]: Creativity

Signe Damgaard 10/9/16 12.04
Comment [314]: Passion

Signe Damgaard 10/9/16 12.04
Comment [315]: Platform design

Signe Damgaard 10/9/16 12.04
Comment [316]: Time

Signe Damgaard 10/9/16 12.04
Comment [317]: Time

Signe Damgaard 10/9/16 12.04
Comment [318]: Passion

Signe Damgaard 10/9/16 12.04
Comment [319]: Socialise

Signe Damgaard 10/9/16 12.04
Comment [320]: Socialise

Signe Damgaard 10/9/16 12.04
Comment [321]: Hard work

Signe Damgaard 10/9/16 12.04
Comment [322]: Dedication

Signe Damgaard 10/9/16 12.04
Comment [323]: Roles

Signe Damgaard 10/9/16 12.04
Comment [324]: Passion

	I guess it also requires a lot. I mean you would need heaps of LEGO bricks to get started.
Respondent	Yes, that's the dedication part of it
Interviewer	Right.
Respondent	And LEGO (at least in my country) is not cheap. So it takes resources as well.
Interviewer	No, I agree. It's not cheap here either.
Respondent	Really? Denmark? Isn't LEGO made there?
Interviewer	So I guess you could say, it's not something you do "just for the fun of it"?
Respondent	Its x3 here
Interviewer	Oh really, wow. I've always thought of it as an expensive hobby.
	Even in Denmark
Respondent	Depends, some collectors are just for the fun of it. But to do something remarkable its fun, but takes work, but that doesn't matter, cause its something that I enjoy.
Interviewer	Yeah, I get that.
	Well, I feel I've gotten a good understanding of your motivations for LEGO Ideas. Just to sum up, there's the whole motivation that making LEGO creations is about more than actually building the design, a second motivation is your passion for LEGO – it seems you cannot not build LEGO and LEGO Ideas is a place to get recognition from LEGO, and a third motivation is the ability to express yourself and your creativity in your designs.
	Please let me know, if I misunderstood something here ☺
Respondent	Yes I think so. That's correct, if I may add I think I missed something, that is not really about LEGO Ideas but LEGO itself
Interviewer	Sure, add all you want ☺
Respondent	The primary motivation in all of these is to bring ideas to life. Like a 3d printer but with quality. I think that's the core motivation in the expression. To see your thoughts in a physical form.
	But yeah, that's pretty much it ☺
Interviewer	Okay, yeah... So, kind of to express your creative ideas using LEGO bricks.
Respondent	Yes. In a way.
Interviewer	I mean, it seems there's a whole creative process behind it, coming up with ideas and actually creating them in real life
Respondent	Yes
Interviewer	Okay. Great.
	Can I share your name and age in my research?
Respondent	Sure
	I'm 27
	And my name is in the user id
Interviewer	Oh, great. That was my next question.
	I should be able to find you in there just fine then
Respondent	Yep ☺
Interviewer	Great. Well, thank you very much for your time. You have brought some very interesting aspects to mind!
Respondent	Sure no problem! It was my pleasure ☺

Signe Damgaard 10/9/16 12.04
Comment [325]: Dedication

Signe Damgaard 10/9/16 12.04
Comment [326]: Dedication

Signe Damgaard 10/9/16 12.04
Comment [327]: Hard work

Signe Damgaard 10/9/16 12.04
Comment [328]: Enjoyment

Signe Damgaard 10/9/16 12.04
Comment [329]: Creativity

Coding Interview G

File:	Research interview G
Type:	Text-based interview
Duration:	02:15:00
Date:	23.08.2016

Interviewer First, let me elaborate just ask you to explain, in your own words, why are you on LEGO Ideas?

Respondent I have lots of ideas in LEGO Ideas, and to see one of my constructions in a box, in stores all over the world it would be a great honour, nothing would make happier.

> Signe Damgaard 10/9/16 12.05
> **Comment [330]:** Creativity

> Signe Damgaard 10/9/16 12.05
> **Comment [331]:** Vision

Interviewer So you're actually looking to have a project produced?

Respondent Yes.

Interviewer Okay, so then to what degree is the recognition from supporters important?

Respondent All the comments, good or bad are very welcome; it makes me want to make new and improved constructions.

> Signe Damgaard 10/9/16 12.05
> **Comment [332]:** Feedback

Interviewer Is that in the form of feedback for your work?

Respondent Yes, however I had allways good comments. Some people sugest one or two thing like coulours changing, or that I shoud add more detail. All the comments are welcome ☺

> Signe Damgaard 10/9/16 12.05
> **Comment [333]:** Creativity

> Signe Damgaard 10/9/16 12.05
> **Comment [334]:** Feedback

Interviewer And does that help improve and develop your creativity?

Respondent I think we are always learning from each other and LEGO Ideas is a great way to develop our creativity, I had some constructions that didn't get much support and I have tried to improved them.

> Signe Damgaard 10/9/16 12.05
> **Comment [335]:** Creativity

Interviewer Right, yeah. And is that motivating you to participate?

Respondent Yes it is, there is always something that we can add to make it even better.

> Signe Damgaard 10/9/16 12.05
> **Comment [336]:** Creativity

Interviewer Are you also looking at other builds to get inspiration for a new project?

Respondent No, Im not getting tips or ideas from others, my goal is to make something new that there Lego doesn´t have in their collection. I try allways to make someting original. I have new ideas, but it seems impossible to achieve the 10.000 supports.

> Signe Damgaard 10/9/16 12.05
> **Comment [337]:** Inspiration

Interviewer Right. And to what degree are the economic rewards important to you in reaching that goal?

Respondent Very important, because I would like to give my family a better life, however seeing one of my constructions in a box on shelves it makes myself proud.

> Signe Damgaard 10/9/16 12.05
> **Comment [338]:** Economic rewards

Interviewer How many projects have you submitted?

Respondent I have 28 ideas submited, 4 of them have expired, and 2 of them have reach 1000 supports witch gave me more time

> Signe Damgaard 10/9/16 12.05
> **Comment [339]:** Vision

Interviewer Congrats! I see some italian inspired projects. Are you from Italy?

Respondent Tank so much, no but Im latin origins, Portuguese

Interviewer Oh, okay! How about the social community aspect? To what degree do you feel a social connection to other members of LEGO Ideas?

Respondent The feedback that I had through my personal experience, people says that very difficult to support the ideas, even if they want, most of the people find it complicated and do not want to spend the time to make the registration and vote.

> Signe Damgaard 10/9/16 12.05
> **Comment [340]:** Platform design

Interviewer How do you mean that there are some difficulties on supporting ideas?

Respondent I have share it trough social networks and have been interviwed by some local magazines however, I think people finds it very difficult to vote, even

> Signe Damgaard 10/9/16 12.05
> **Comment [341]:** Campaign

if they think thats a great idea.

Interviewer So you're socialising more on other platforms (online or offline) than LEGO Ideas?

Respondent Just facebook and twitter. Supporting Group Torre de Belém em Lego.

Interviewer Okay. Then do you feel fewer social similarities with LEGO Ideas members instead of members of Twitter and Facebook?

Respondent Never no, I thin im geting more support from LEGO Ideas users.

Interviewer Okay. And do you identify with them? What I mean is that other users have found that there is a sort of shared identity in the LEGO Ideas community because all are AFOLs. Do you feel like that?

Respondent Well no, never think of that.

Interviewer Okay, no problem. That's completely understandable. Do you think it is difficult to support other users as well?

Respondent I think all the good work should be supported for me, no it's not that difficult. It takes time and people sometimes do not spend that much time just to support an idea.

Interviewer Ah okay. Yes, that makes sense!

Respondent Some people come to me and ask how to vote

Interviewer Oh, really? I see, so it does take some getting used to. So, in that regard. To what degree does the LEGO Idea's platform design matter to your participation?

Respondent Very important, I have many bricks but can not afford to buy the colours and the bricks I need to use, so LDD (Lego Digital Designer) is a great help to myself

Interviewer Of course not. I get that. Then would you mind elaborating on the LEGO Digital Designer? I did not know of this tool – is it in LEGO Ideas?

Respondent No, LDD is a free online program, all you have to do is download. its kwite simple to use, however it doesn´t have all the existing bricks in the program

Interviewer Okay. So you can design the projects digitally.

Respondent Yes, most of my constructions are digital. I do not have the bricks or the money I need to make them all. There are so many bricks an colours.

Interviewer That's cool. Then you have more to choose from.

Respondent Yes thats true, however Im limited to theyr choice, sometimes I want to use a expecific bricks but its not avaliable at LDD.

Interviewer Right, yeah. How much time do you spend on the LEGO Ideas platform?

Respondent Nowadays not much, Im a bit disapointing by not getting support, even with my work published by some magazines, Im not reachin the supporting that woul takes me to the next level

Interviewer Why do you think that is? Have you considered that?

Respondent Yes, and my conclusin was that people like the ideas and wat to support, but when they see that they have to spend about 15 to 20 minutes to make a registration they kwit

Interviewer Yes that makes sense. In that way, the platform's design is kind of making it more difficult for you?

Respondent I think its difficult for everyone, I have seen some awesome constructions that did not reach the goal. But I will keep on trying, and improving my ideas, who knows ...

Signe Damgaard 10/9/16 12.05
Comment [342]: Platform design

Signe Damgaard 10/9/16 12.05
Comment [343]: More platforms

Signe Damgaard 10/9/16 12.05
Comment [344]: Support

Signe Damgaard 10/9/16 12.05
Comment [345]: Community identification

Signe Damgaard 10/9/16 12.05
Comment [346]: Platform design

Signe Damgaard 10/9/16 12.05
Comment [347]: Platform design

Signe Damgaard 10/9/16 12.05
Comment [348]: Dedication

Signe Damgaard 10/9/16 12.05
Comment [349]: Creativity

Signe Damgaard 10/9/16 12.05
Comment [350]: Time

Signe Damgaard 10/9/16 12.05
Comment [351]: Support

Signe Damgaard 10/9/16 12.05
Comment [352]: Platform design

Signe Damgaard 10/9/16 12.05
Comment [353]: Dedication

Interviewer	Right. But it is a bit demotivating to you? You mention you spend less time on the platform now because of it.
Respondent	Yes, thats true. One of my constructions gain about 200 suporte in 2 days then it stoped, the new ones are allways on the top lis, then with new entrys people can not see it anymore, only if tey scroll, or serach for it.
Interviewer	What keeps your spirits high then? You said that the primary goal is to get a set produced. Is it the wish to achieve that?
Respondent	Well, Im not a kwitter ☺ I may have stopped now but I will keep on trying
Interviewer	Haha, that's good! How do you feel about the fact that the platform is build like that - that projects get most votes at first and then become difficult to find?
Respondent	There are so many constructions comming in. That makes it impossible to stand up all the best ones or most supported.
Interviewer	Yeah, the competition is large?
Respondent	Yes.
Interviewer	How about the LEGO brand? How do you feel that LEGO Ideas makes you able to connect with the brand?
Respondent	LEGO Ideas have 2 ways of sharing ideas. Popular this week (most voted) and Staff Picks. I have been in those two
Interviewer	Is that rewarding in itself?
Respondent	Very rewarding, I told everyone. lol. Regarding my conection with LEGO, I think the connection works quite well. I am conected professionaly with LEGO, I own a small toy store, and 45 % of the area is with LEGO
Interviewer	Oh wow, so I guess you really are connected to them, huh? Would you be interesting in working for LEGO then?
Respondent	Yes that would be cool.
Interviewer	Yeah. And does that influence your own passion for LEGO Ideas?
Respondent	Maybe, I'm up to date with all Lego novelties, maybe that makes me have new ideas for the inexisting Lego
Interviewer	You feel that they are missing some innovative ideas?
Respondent	Well, they have a huge range of numbers, but the market demand new items and in my openion there is a place for my and others ideas that do not exist on the market.
Interviewer	Right. That makes sense.
Respondent	Im giving you an example. Many people are making a town made of Lego. They have a Fire Brigade, Shopping, Mall, City Hall, Cinema, etc. but not an Hospital or a Police Department.
Interviewer	Oh, so you have added that with your builds. I see.
Respondent	Yes, and there is an Architecture collection as well with buildings from all over the world but not a Portuguese historic building. Thats why I have done it.
Interviewer	Right. So you're actually evaluating what's missing in LEGO's product portfolio before designing a project.
Respondent	Yes, that´s correct. It makes no sense to me doing a construction that allready exists similar.
Interviewer	Right, yeah. You mentioned that you don't socialise much on LEGO Ideas. But do you do that on Twitter and Facebook or is it more about promoting your work?

Signe Damgaard 10/9/16 12.05
Comment [354]: Platform design

Signe Damgaard 10/9/16 12.05
Comment [355]: Dedication

Signe Damgaard 10/9/16 12.05
Comment [356]: Competition

Signe Damgaard 10/9/16 12.05
Comment [357]: Firm recognition

Signe Damgaard 10/9/16 12.05
Comment [358]: Firm recognition

Signe Damgaard 10/9/16 12.05
Comment [359]: Brand identification

Signe Damgaard 10/9/16 12.05
Comment [360]: Firm recognition

Signe Damgaard 11/9/16 18.12
Comment [361]: Inspiration

Signe Damgaard 10/9/16 12.05
Comment [362]: Uniqueness

Signe Damgaard 10/9/16 12.05
Comment [363]: Uniqueness

Signe Damgaard 10/9/16 12.05
Comment [364]: Uniqueness

Signe Damgaard 10/9/16 12.05
Comment [365]: Uniqueness

Respondent	Well, I do socialize in LEGO ideas, but not so much on summertime, when I have more work, as social network I do use Facebbok every day, to both socialize and promoting my work as well. I do have an acount on twitter but Im not using it that much. The time is always short.
Interviewer	Okay yeah. How do you socialise on LEGO Ideas? In the comments?
Respondent	Yes, I do comment all the ideas that I like, and try to reply to all my supporters that comment my ideas, also following the builders that I like most.
Interviewer	Yeah, okay. And do you value that recognition peers over that from LEGO (ex staff picks)? Or is it the same?
Respondent	Yes, when Staff picks a construction that I like, they certenaly will have my support.
Interviewer	Right. But how about when staff picks you. Is that more rewarding than peers' support?
Respondent	Yes for sure. I would be honour to be evaluated by Lego Staff.
Interviewer	Why is that? Have you considered that?
Respondent	When staff picks brigs your contruction to first page, and betwin tousands of constructers its outstading. But its allways rewarding , regardind beeing picked by stuff or peer´s supporting
Interviewer	Right. And I guess one thing also leads to the other? I mean, being on the front page might lead to more votes?
Respondent	Yes, thats my openion as well
Interviewer	Okay. When you joined the platform originally, did you already have a set ready? Or did you join and then decide to build afterwards?
Respondent	No, I did not know that there was this platfom, I knew Koosoo, but that platform as ended. It was a foreign costumer that told me about it.
Interviewer	Oh okay, nice! yeah, it's actually CUUSOO that has been transformed into LEGO Ideas. So, is your participation in LEGO Ideas all "fun and games" or a serious hobby?
Respondent	It is serious, but its fun at the same time like it should be.
Interviewer	Okay, yeah. So are you passionate about LEGO Ideas?
Respondent	Very passionate however I'm not so active at this point because I'm not getting enough supports, and that is a bit disappointing
Interviewer	Right, I get that. Would you then say that you're expecting to get something in return from other members when contributing?
Respondent	I'm not expecting nothing in return, I believe people deserve my support in their amazing LEGO buildings.
Interviewer	And for your work?
Respondent	No, I'm not. But support would be nice.
Interviewer	But yeah. Okay well, then just a couple of final questions if you don't mind. Would you mind sharing your name, age and how long you have been on LEGO ideas?
Respondent	Sure.
Interviewer	Thanks! Obviously, I have your name. But how old are you? And when did you enter the site – I assume it's after 2014?
Respondent	Im 45 and I begain in 2014 in LEGO Ideas. I haven´t submited not any constructions on CUUSOO.
Interviewer	Great! Thank you so very much for your time. This has given me some

great insights for my project!

Comments (margin):

Signe Damgaard 10/9/16 12.05
Comment [366]: Social engagement

Signe Damgaard 10/9/16 12.05
Comment [367]: Social engagement

Signe Damgaard 10/9/16 12.05
Comment [368]: Support others

Signe Damgaard 10/9/16 12.05
Comment [369]: Firm recognition

Signe Damgaard 11/9/16 18.26
Comment [370]: Staff pick

Signe Damgaard 10/9/16 12.05
Comment [371]: Peer recognition

Signe Damgaard 10/9/16 12.05
Comment [372]: Peer recognition

Signe Damgaard 10/9/16 12.05
Comment [373]: Enjoyment

Signe Damgaard 10/9/16 12.05
Comment [374]: Passion

Signe Damgaard 11/9/16 18.33
Comment [375]: Reciprocity

Signe Damgaard 10/9/16 12.05
Comment [376]: Reciprocity

Appendix 4: Thematic Codes

Categories	Codes	Data Extract
Knowledge Sharing	Open sharing	"Jamen, så fik man jo endeligt muligheden for at dele nogle af alle de der fantastiske ting, som man har ligget og rodet med derhjemme" (personal interview B, see appendix 6) "De kunne også tage min ting og bygge videre på den. Det ville være ligeså stort jo. Altså det behøver ikke at være… altså jeg behøver ikke at have æren for den der klods eller den ting, som der nu er blevet bygget. Bare det at se den i live, og se den komme videre, det vil være helt vildt for mig. Det ville være mega fedt." (personal interview B, see appendix 6) "Uden tvivl. Lige med det samme. Jeg ville da lige spørge, om det var okay til ham, der nu havde lavet den, som jeg også er sikker på bare gerne vil dele det." (personal interview B, see appendix 6) "Ja. Det svarer jo lidt til den der open source verden…" (personal interview B, see appendix 6) "Ja, der er der det lukkede og så er der det åbne. Og hele det her med at arbejde indenfor det åbne, det kræver jo et helt andet mindset" (personal interview B, see appendix 6) "Ja, det kræver en accept af, at andre bruger de ting, som du… både det, at du gør dine ting tilgængelige, men også det, at du så kan bruge de andres ting. Men du bliver nødt til at slække på den der sikkerhed, som du normalt har. Du køber jo ofte en garanti. Altså der er ikke mange, som vil købe en vaskemaskine, hvis der ikke var nogen garanti. Men det gør du jo med ting herinde. Her tager du faktisk nogle produkter til dig, som der ikke er nogen garanti på." (personal interview B, see appendix 6) "Altså i forhold til LEGO, så er det jo fordi, at LEGO ikke er et økonomisk middel på den måde." (personal interview B, see appendix 6) "Det vil da være fedt. Det er jo det, du vælger at gå ind i" (personal interview B, see appendix 6) "I believe in the power of collaboration, I guess." (personal interview D, see appendix 8) "As soon as you submit your idea to LEGO, you are actually saying this is not my idea anymore, which I think is cool." (personal interview D, see appendix 8) "Because it is a free sharing of innovations, kind of…" (personal interview D, see appendix 8) "I mean, I've actually had people, not with Independence Hall but with one of the cars that I built, somebody reverse engineered it on Reddit – or not Reddit… Emgur or imgur, however it's pronounced… I don't know how it is. But somebody reverse engineered it and designed their own version and I was like "That's really cool"." (personal interview E, see appendix 9) "I mean if somebody went and like took, just basically took the images of my build and then posted them as their own, that I would have a problem with. But I don't, I've never seen that on LEGO Ideas before. I have seen that on other platforms, like way in the past when I used to do stuff like 3D modelling back in high school but I haven't seen that recently." (personal interview E, see appendix 9) "But when you like go for like and reverse engineer something, it's like "wow, that's really clever, and I like the way they changed this thing, I might actually change mine to be like that"" (personal interview E, see appendix 9)

		"Yeah, because everybody brings a different approach to a build and I know that I'm particularly sometimes… I actually recently saw a build the other day of a car that I was like "wow, I really just want to build that, I should go through and figure out how that's build and change it a little bit because I don't really like this is placed. I wonder if I could move it this way or something"." (personal interview E, see appendix 9)
	Inspiration	"Also, this site could be a great place for inspiration for MOCs" (personal interview A, see appendix 5)

"så vil man jo gerne hele tiden gerne tage det ét skridt videre, og ét skridt videre, og ét skridt videre, og ét skridt videre. Og det er utroligt svært at gøre, hvis man ikke bliver inspireret eller gør det sammen med nogle andre." (personal interview B, see appendix 6)

"Det er hele feedbacken og så er det inspirationen fra de andre." (personal interview B, see appendix 6)

"Der er det bare udviklingen, der hele tiden kan flytte sig. Det er det, jeg bliver inspireret af." (personal interview B, see appendix 6)

"So, for example my second project I was looking at this sailing yacht – because I own one – and I thought that would be very, very difficult to create in LEGO so that's why I though maybe I should do it then. So I then did a quick search if that would exists. And actually today, I actually saw one as staff picked today – I'm not kidding either – because there wasn't a sailboat. But if I look at that sailboat I think, yeah well that's total… I don't think it's that cool actually. Mine is way cooler. It's like 10 times cooler. And that's cool, so…" (personal interview D, see appendix 8)

"I think you're right and I have kind of started on a new project but that's again I've looked at projects that are successful LEGO Ideas" (personal interview D, see appendix 8)

"I actually used to live just a couple of blocks from Independence Hall so I would like hear the chiming every hour and then I moved away from that area. And missing that area kind of inspired me to build that set." (personal interview E, see appendix 9)

"So a lot of people put those of LEGO Ideas and that kind of gave me the idea of like, all right, maybe I could put Independence Hall on LEGO Ideas." (personal interview E, see appendix 9)

"Overall I think the site is really well laid out. I don't have trouble finding anything. So, like if I'm looking for information on the site, I don't find it that difficult to find" (personal interview E, see appendix 9)

"Because I know one of the things for me with Flickr is that I derive a lot of inspiration from other peoples' builds. And I say "oh, that looks really interesting, I would change it this way and this way" and you know, "do this differently". And I think it would be nice to see more on LEGO Ideas rather than kind of like the flow of just, you know, people posting whatever." (personal interview E, see appendix 9)

"Occasionally, I would use LEGO Ideas. But I find it more difficult to find good builds on LEGO Ideas. Since, maybe because of that volume of stuff." (personal interview E, see appendix 9)

"And then I look through the most recent builds and see if I find anything interesting to support. And then once that starts to get like you know, I get a couple of pages back, I sort of get into stuff that are not as interesting. Then I go on do something else." (personal interview E, see appendix 9)

"But I do also derive inspiration every now and then from a build that I see on |

		there. I click through to see who's supporting the project and see what they've built. Because generally people who are supporting Independence Hall are the kind of people who would build something similar. So, it's interesting to see what people who are interested are building." (personal interview E, see appendix 9) "I derive inspiration usually like by the time I'm done with that model it's like, it's not really the same model anymore, it's kind of like, I've taken that idea and changed it to something that I want to build" (personal interview E, see appendix 9) "I would say the latter. I would say when I'm like trying to wake up in the morning, so like that, like, habit of opening it up just looking is more like what, what interesting builds have been posted and you know, how can I get inspired about Monday morning." (personal interview E, see appendix 9) "I've dedicated one of my builds for a member once, he gave me an idea and I made it. So that helps." (personal interview F, see appendix 10) "We were discussing on a project, then he gave a follow up idea, and I thought it was great, so I made it and posted it" (personal interview F, see appendix 10) "Yes I do, but also I find inspiration in things that are on LEGO Ideas. And on Pinterest" (personal interview F, see appendix 10) "Im not getting tips or ideas from others, my goal is to make something new that there Lego doesn´t have in their collection. I try allways to make someting original. I have new ideas, but it seems impossible to achieve the 10.000 supports" (personal interview G, see appendix 11) "Maybe, I'm up to date with all Lego novelties, maybe that makes me have new ideas for the inexisting Lego" (personal interview G, see appendix 11)
	Feedback	"So it's THE MOST important thing for me. Especially the feedback on my project." (personal interview A, see appendix 5) "I read all 240+ comments on my project. I use them to improve my idea." (personal interview A, see appendix 5) "First of all (when it wasn't on LEGO Ideas) I sent my project to my friends who like LEGO and asked them for feedback. Then I tried to improve the idea. And in that time, I introduced myself to an AFOL who goes to a design university and I got some tips from him. :) And every time when I share my project in a Facebook group, I write down that "ideas and suggestions are welcome, as always", and I got so many tips from AFOLs "(personal interview A, see appendix 5) "He (zanna) saw there my model and he said that he will make renders of it, because he love it." (personal interview A, see appendix 5) "It's enough for me if they share with me their opinion about my idea. It means a lot for me. If they think that it isn't good enough and they have some suggestions, they can write them to me and I'll think about those things" (personal interview A, see appendix 5) "og man kan få feedback på det, og man kunne I det hele taget komme ud med det i stedet for bare at sidde med det derhjemme." (personal interview B, see appendix 6) "Men vil jo gerne have en eller anden form for feedback på det, så det kan udvikle sig" (personal interview B, see appendix 6) "Det er hele feedbacken og så er det inspirationen fra de andre." (personal interview B, see appendix 6)

"Altså om jeg får feedback igennem, at de bygger noget, som jeg bliver inspireret af, eller om de kommer med nogle gode ideer i forhold til det, som jeg nu har lavet og sendt videre." (personal interview B, see appendix 6)

"So, "I created this, what do you guys think" and then people share improvements or they take someone's idea and make something better with it." (personal interview D, see appendix 8)

"Yeah, or they might say they hate it. Like one guy did." (personal interview D, see appendix 8)

"So, I guess what's part of creating stuff is also that you want to check or that you're eager to get feedback on what other think about your creation because there's no such thing, you know, you can't create any good creations without getting feedback." (personal interview D, see appendix 8)

"When I post a build on Flickr it's always nice to engage with people about like, you know, they like this specific element of something I build, how did I go about building that. Or just engaging about different techniques. Stuff like that." (personal interview E, see appendix 9)

"Especially with the LEGO builds that I do, they tend to be on the smaller side. I tend to build mini figure scaled cars and duplicating the complexity of a motor vehicle in such a small scale requires really unusual techniques sometimes and so when someone discovers something that's really nobody else has ever used before it tends to like propagate throughout the community really quickly" (personal interview E, see appendix 9)

"That's more on Flickr. I have had people ask me on LEGO Ideas how I went about building Independence Hall. And the answer to that question was a lot of internal gymnastics to support the exterior piece of the building. I mean the inside of the thing is a complete mess. So I have communicated some about that on LEGO Ideas." (personal interview E, see appendix 9)

"But it's also just nice to have that feedback and engagement. Primarily I would say the feedback engagement that I look for most is "oh, that's really interesting, how did you do that?" and I think that's the reason, I'm more drawn to Flickr because LEGO Ideas doesn't like have that as much." (personal interview E, see appendix 9)

"I guess, I'm there more for like, I look more for like the intellectual engagement and the like sharing ideas." (personal interview E, see appendix 9)

"And they get the most amount of feedback from all sorts of sources." (personal interview E, see appendix 9)

"That lack of intellectual engagement about building styles and stuff like that, that LEGO Ideas doesn't really have as much as the other platforms do really makes it not quite as interesting to me. So, I mean if I were advising the team, I would figure out a way to increase intellectual use, users intellectual engagement with other users." (personal interview E, see appendix 9)

"Well, there's still interesting builds on there. And there still are, like sometimes you see people having conversations about how something is built or, you know, what technique is used. So there's still sometimes that. It's just not as often. Like I go to Flickr daily, whereas I go to LEGO Ideas maybe weekly." (personal interview E, see appendix 9)

"Feedback on my work is less on how I build, more of what to build and in LEGO Ideas not a lot of criticisms, which is a bad thing" (personal interview F, see appendix 10)

"All the comments, good or bad are very welcome" (personal interview G, see appendix 11)

		"Yes, however I had allways good comments. Some people sugest one or two thing like coulours changing, or that I shoud add more detail. All the comments are welcome" (personal interview G, see appendix 11)
Firm Recognition	Recognition	"But I don't know if it means something if they send a comment on your project. I mean, I think it doesn't mean that the project will be successful, because the LEGO employees can't help you in promoting your project" (personal interview A, see appendix 5)

"It is satisfying" (personal interview C, see appendix 7)

"I was still the best valued of everything that was submitted that day. But then the day after something was submitted that was valued better and so on. After a week, it was clear to me… oh, okay, fair enough. I'm going to be better than average but not the best one. That's cool." (personal interview D, see appendix 8)

"Yes, in a way, plus it feels that LEGO is trying to help you succeed in your project. Even thou they don't, the thought is enough to be motivating" (personal interview F, see appendix 10)

"I have some of those – both comments and staff picks. And I'm very happy when I receive those. Sometimes I even take a screenshot." (personal interview F, see appendix 10)

"Yes it is. My 1st staff pick made me want to make more. It is a validation mechanism, very clever actually." (personal interview F, see appendix 10) |
| | Job possibilities | "But I participate because I wanted to be a LEGO designer and my dream could come true if LEGO would make my idea as a LEGO set" (personal interview A, see appendix 5)

"the primary reason is probably the dream behind it" (personal interview A, see appendix 5)

"Hmm, nej. Altså jeg har da overvejet det, men nu har jeg jo som sagt arbejdet i 25 år, jeg har bare bygget en karriere op indenfor noget andet." (personal interview B, see appendix 6)

"Since I was child my dream was to work for LEGO. Well, this is not work, but a little part of me hopes to work for them in the future or have a project approved." (personal interview C, see appendix 7)

"Moving to Billund would be kind of a long distance but I would be willing to do it if they're like, "hey we have a designer position we want you to fill" I'm like "okay". I'm not going to say no." (personal interview E, see appendix 9)

"I don't know. I would move if they offered me one." (personal interview E, see appendix 9)

"I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do" (personal interview F, see appendix 10)

"It's one of my dreams, though that will be hard to accomplish being halfway around the world. So this is the next best thing" (personal interview F, see appendix 10)

"Yes that would be cool" (personal interview G, see appendix 11) |

	Staff pick	"when I became staff picked, I got a lot of congratulations from people and I was like okay but, you know, so, that was kind of when I discovered that that's just the guy running the website, isn't it. And then I saw this documentary in a plane and I just then I learned that it was totally brought by LEGO itself." (personal interview D, see appendix 8)
		"so, I know, I'm never going to make it with regards to, I'll never be a set and I'm in that regards I'm… The set I created is probably above 95% of the other sets but it's not good enough to be in the 1%. And I'm fully aware of that but that's what the system does, right. It shows you where you are and to me it's cool to be in the top and to be staff picked and that kind of stuff but if you don't get all that, if you're not on the top, it's not really a platform where you can get feedback or anything. That's not really the way it works. It's a platform for collecting votes." (personal interview D, see appendix 8)
		"I just released it and I got a very good response in the first few weeks and I was even staff pick, I think, a month ago or something." (personal interview D, see appendix 8)
		"But getting the recognition being a staff pick during the week of the 4th of July, which – I don't know if you're aware – that's America's Independence Day. So, getting the staff pick during that week for Independence Hall from LEGO Ideas was pretty cool. So that was kind of fun." (personal interview E, see appendix 9)
		"I was just saying, it's nice to see that involvement from LEGO. I feel like maybe they should have a little bit more, 'cause like the staff pick-thing works pretty well. 'Cause when they do a staff pick, I think they kind of go along the lines of, you know, "is this build well?", you know, "would this be a valid set?" And also "do we think this is good enough to be popular?". So I think maybe more involvement along that line, I'm not exactly sure how they would go about doing that. But more involvement along the line of like "who's a really good set that", you know, "we think is well built and would be engaging to build and could be popular"." (personal interview E, see appendix 9)
		"I look around to see what the staff picks are and see what the staff likes that week" (personal interview E, see appendix 9)
		"LEGO Ideas have 2 ways of sharing ideas. Popular this week (most voted) and Staff Picks. I have been in those two" (personal interview G, see appendix 11)
		"Very rewarding, I told everyone. lol." (personal interview G, see appendix 11)
		"Yes for sure. I would be honour to be evaluated by Lego Staff." (personal interview G, see appendix 11)
		"When staff picks brigs your contruction to first page, and betwin tousands of constructers its outstading" (personal interview G, see appendix 11)
Peer Recogni-tion	Acknowl-edgement	"I want all my supporters like my project, so for example in this new update I included some little details that my supporters wanted." (personal interview A, see appendix 5)
		"And if you have a lot of views but not a lot of votes, those are all people that were ready to vote for you but didn't. And that ratio kind of says something as well." (personal interview D, see appendix 8)
		"So, for example one of the things I look for as well with regards to recognition is… So, for example… I am looking at –you know, for example – there's… You can see how many times you've been viewed." (personal interview D, see appendix 8)
		"And my friend was sitting there in tears and he said stuff like… and I just

gave it to him in bricks, and so he said "oh, my God I never, never in my life, when I asked you this…"" (personal interview D, see appendix 8)

"Yeah, and it might not be the best motivation but I don't know." (personal interview D, see appendix 8)

"I'm probably after recognition I guess, if I get the choice." (personal interview D, see appendix 8)

"Okay, so when everyone who sees the thing says "awesome", let's see what other people think." (personal interview D, see appendix 8)

"it stood in my home and then people said "hey, that's freaking awesome, you should submit it"." (personal interview D, see appendix 8)

"So, I created that thing and everyone told me that it was so awesome that I should submit it. And that's what happened. […] But then people were telling me "this thing is just freaking awesome and you should put it in LEGO Ideas". And so I said, well okay. So I did it" (personal interview D, see appendix 8)

"I guess what motivated me actually to put Independence Hall on LEGO Ideas was a lot of people telling me that they thought that it was LEGO Ideas material. I mean, I built it, you know, just for fun because I live in Philadelphia. And it, you know, I liked the way it turned out and a lot of other people did as well, and they said: 'oh, you should put it on LEGO Ideas and see how it does'. I kind of hesitated and hitched on that for a while. But eventually I went through with it. And it did really well right at the start. So that was kind of nice. " (personal interview E, see appendix 9)

"I would say probably the recognition from peers is more rewarding. [than firm recognition]" (personal interview E, see appendix 9)

"But I would say primarily I'm more interested in the recognition from peers and other fans of LEGO." (personal interview E, see appendix 9)

"Of course everybody likes praise." (personal interview E, see appendix 9)

"The thing that primarily encouraged me to do it was the fact that a lot of people told me "I think this can do well on LEGO Ideas and it would make a good set". And I was like… well, I mean, I'm not going to say no to that" (personal interview E, see appendix 9)

"But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like… oh, what's a good word for it… Memorable." (personal interview E, see appendix 9)

"CUUSOO, yeah. It was just coming out of being that and it didn't really have much, and I was like, "I'll come back for this later". It's not really developed yet. And then it started develop and people started posting more things on it and I was like okay now that sounds interesting, I'll go check it out. And then I mentioned it to a few people in my family and friends and they were like "oh, you should put Independence Hall on that" and that's how I got more engaged" (personal interview E, see appendix 9)

"I've tried other crowdsourcing sites like Quirky and Kickstarter but the communities there are more "vote on my project I'll vote on yours" but here, people who comment appreciate your design and effort, which makes it a better place to think of ideas for product development" (personal interview F, see appendix 10)

"But its allways rewarding , regardind beeing picked by stuff or peer´s supporting" (personal interview G, see appendix 11)

		"And every time when I share my project in a Facebook group" (personal interview A, see appendix 5)
		"Users' support is crucial and their opinion too: you can understand if the project is good and if you can improve something." (personal interview C, see appendix 7)
		"I wrote two emails to some Vespa fan clubs. And all of them… And that was very early in the days. I think that if I would have done it now, while I was staff picked and 500-something votes, they would take me maybe a little bit more seriously. But I didn't know how it worked, I just submitted." (personal interview D, see appendix 8)
		"But those are also people campaigning for their stuff. And that's – again – that's totally cool. So, they find the right communities or they create something that's just very acceptable to the large part of the population, you know." (personal interview D, see appendix 8)
		"I don't know, for some reason, I still got 500-something votes or something and I'll probably end up in a 1000, and that's all cool. I absolutely have no issues with that. And I still think, "wow, there's still 1000 people who made the effort of looking at that and saying something nice". Yeah, I kind of appreciate that." (personal interview D, see appendix 8)
		"I just released it and I got a very good response in the first few weeks and I was even staff pick, I think, a month ago or something." (personal interview D, see appendix 8)
		"So I was actually… I've done campaigns myself" (personal interview D, see appendix 8)
	Support	"I'm working primarily on marketing it more. I've reached out to… 'Cause I think this set is pretty much done. There is like small changes I could make that I've been thinking about making but haven't quite gotten there yet. Primarily, I've been working on marketing it more. I went to the Independence gift shop actually, which is associated with Independence Hall, and talked to the manager there and they relayed me to the people who actually do the toy purchasing for that store as well as several others in the US park system. And they were actually reviewing that as well. They said they don't have an opening for that currently but they might be looking at it for next year. So, I'm kind of like pursuing both the like going directly in Independence Hall route and the going through LEGO Ideas route." (personal interview E, see appendix 9)
		"Well, it's always nice. I would say just, I mean obviously the goal is to get something supported enough that LEGO would review it." (personal interview E, see appendix 9)
		"See if I can find anyways to better market my own project. Because I work in web design and a big part of that is how do I get this… How do I make this engaging enough so that customers or clients or whatever will stay on the page to engage with it. So I kind of analyse that" (personal interview E, see appendix 9)
		"I have share it trough social networks and have been interviwed by some local magazines" (personal interview G, see appendix 11)
		"Never no, I thin im geting more support from LEGO Ideas users" (personal interview G, see appendix 11)
		"Nowadays not much, Im a bit disapointing by not getting support, even with my work published by some magazines, Im not reachin the supporting that woul takes me to the next level" (personal interview G, see appendix 11)
Social En-		"From that moments we are friends on Facebook and we chat so much. :) Then I made some friends on LEGO Ideas, because they built their models on

gagement

Mecabricks too and Zanna was the "renderer" for their images too." (personal interview A, see appendix 5)

"But these people are from LEGO Ideas, so they are there, we just didn't made our friendships there, but on Twitter or Facebook." (personal interview A, see appendix 5)

"But the fun part of it is when you can have those little conversations with your supporters in the comment's area, and for me it's fun when we make the updates for my project. So it has a fun part for sure." (personal interview A, see appendix 5)

"Altså vi bygget nogle ting sammen nogle gange, og det er jo noget af det mest fantastiske i hele verden – at dele det med hende. Det er hende, der betyder mest for mig" (personal interview B, see appendix 6)

"Men de er meget isoleret vil jeg sige. Jeg har kendt nogen gennem det forskellige arbejde, jeg har haft, og har mødt nogen, der også er passioneret i forhold til det, og har bunker af LEGO og sådan nogle ting, men det er meget isoleret, vil jeg sige. Altså man har sit eget LEGO og sit egne modeller og bygger med sine egne ting og sådan noget. Man kan godt tage et billede med og vise og sådan noget, men det med at sætte sig sammen og begynde at bygge LEGO sammen, det har jeg aldrig oplevet." (personal interview B, see appendix 6)

"I'm on LEGO Ideas because I like to support some projects, and I help some friends to render their projects." (personal interview C, see appendix 7)

" I chat with some users every week, now I have friends in different countries!" (personal interview C, see appendix 7)

"The interaction part is not done too well. But it's created as a voting platform, so people are going to manipulate the system in order to draw votes to their own projects. Which is totally cool, you know, I don't mind it at all; create the script, by all means if you want to." (personal interview D, see appendix 8)

"So, I voted for a lot of others. And I tried to be honest as well and to vote for what I liked. So, I don't know. I voted for 100 things or something and gave some feedback just because I wanted to see how the system works." (personal interview D, see appendix 8)

"But I also now think, as a platform – I'm into technology myself – the platform is not really built for… It's built for collecting votes, it's not really built for interaction I think. So it's quite difficult if you want to engage someone in conversation to do that on the platform" (personal interview D, see appendix 8)

"the way that I primarily discovered it for purposes of this was through Flickr. Because I'm fairly active on Flickr. Not so much recently because I just got a job. But that's beside the point. But I'm fairly active on Flickr and engaged in that community and a lot of people there have been putting stuff on LEGO Ideas" (personal interview E, see appendix 9)

"I think LEGO Ideas… I think it's kind of one of those catch 22-situations where the community isn't always necessarily involved enough to become involved. A lot of people say like, you know, really nice support or something like that, you know, "I support this, really nice". But they never like tend to ask questions about like "oh, that's interesting, how did you do that?" I have gotten a couple questions but not nearly as many as I do on Flickr." (personal interview E, see appendix 9)

"it's tough to tell why exactly that happens with LEGO Ideas. It could be because I think that the demographic of LEGO Ideas is younger. 'Cause the community that I'm part of on Flickr is generally people like 18-40 or so… Whereas I think LEGO Ideas might be much younger, but it's really hard to tell. 'Cause there's a lot less personal information on there." (personal inter-

		view E, see appendix 9)
		"Not as much as I do on other sites, I have to say. For me LEGO Ideas is more of a promotion platform than a social platform." (personal interview E, see appendix 9)
		"I mean it could be different for other people, 'cause I know there're a lot of people who are really community-oriented on LEGO Ideas. So, it might just be my particular engagement, I don't know." (personal interview E, see appendix 9)
		"And then I look through the most recent builds and see if I find anything interesting to support"
		"Users are all very pleasant to engage with, it's just the engagement itself isn't as rewarding" (personal interview E, see appendix 9)
		"I think I've had the account for a couple of years but I've only really been engaged with it for the past few months, I suppose" (personal interview E, see appendix 9)
		"Yes no contact outside of the site – and the project for that matter" (personal interview F, see appendix 10)
		"No, unfortunately not. Maybe that's why I use LEGO Ideas more" (personal interview F, see appendix 10)
		"I'm part of the AFOL community on Facebook, but I'm not as active" (personal interview F, see appendix 10)
		"I do socialize in LEGO ideas, but not so much on summertime, when I have more work, as social network I do use Facebbok every day, to both socialize and promoting my work as well. I do have an acount on twitter but Im not using it that much. The time is always short" (personal interview G, see appendix 11)
		"I do comment all the ideas that I like, and try to reply to all my supporters that comment my ideas, also following the builders that I like most." (personal interview G, see appendix 11)
		"Yes, when Staff picks a construction that I like, they certenaly will have my support." (personal interview G, see appendix 11)
		"I did one update based on feedback and one more… I don't know… Because I just wanted to see if I could get more votes then." (personal interview D, see appendix 8)
		"Some other people are going manually about this. They're totally just submitting the crappiest idea ever and it'll still get 10 votes and get comments like this looks awesome I want to buy it. Why would you do that? Why would someone do that? It's because someone tries to draw attention to some creations." (personal interview D, see appendix 8)
Reciprocity	Votes	"I think that if you spend every day engaging to other community members it might give you stuff back, like votes, which is what you want – because it's a voting platform. But I don't do that. No. I'm cool with where I am. Yeah, and I have the feeling… So I work in tech so I know how stuff works, so I know a lot of people have created scripts just by looking at the… How people are voting and so on. The comments they're making. There's this one person that's always commenting and voting for every single project that's created. And that's script, you can just tell. And someone does that for a reason. Probably because they wans to draw votes to some projects." (personal interview D, see appendix 8)
		"I think they do, every vote they give is a sign they like it in some way or an-

		other." (personal interview F, see appendix 10)
		"I'm not expecting nothing in return, I believe people deserve my support in their amazing LEGO buildings." (personal interview G, see appendix 11)
		"But support would be nice" (personal interview G, see appendix 11)
Economic Rewards		"If my idea will be successful, from the money that I get, I'll probably support my hobby " (personal interview A, see appendix 5)
		"Det er også mærkeligt, for nu har jeg jo arbejdet i 25 år og tjent penge i 25 år, så det har aldrig… Altså penge har jo været en motivationsfaktor for mig før det, men når du først ligesom begynder at arbejde og har en fast indkomst, så har du ikke den samme motivationsfaktor kan man sige i forhold til penge for det du laver i din fritid, fordi det ligesom er på plads. Men jeg kunne da sagtens forestille mig, hvis jeg studerede eller et eller andet, så ville jeg sagtens kunne drage det ind som en del, som jeg rent faktisk kunne få et eller andet økonomisk potentiale i." (personal interview B, see appendix 6)
		"det er jo en passion og en lidenskab at bygge LEGO. Det er jo ikke penge. Jeg tror ikke, at dem, der tænker det som en pengemaskine… De, tror jeg ikke på, har den samme vision på nogen måde." (personal interview B, see appendix 6)
		"Og LEGO vil jo også, altså LEGO tager det jo heller ikke bare, altså de vil jo give nogle penge eller nogle procenter til dem, som der nu har gjort det, eller så har de skudt sig selv i foden for langt tid siden." (personal interview B, see appendix 6)
		"Så selvfølgelig ville de gøre det, hvis de ligesom skulle ud og tage penge for det. Men det er jo den del, der ligger i open source i det hele taget, og den tankegang" (personal interview B, see appendix 6)
		"I don't think the reward is too much, so the important thing is the non-economic acknowledgement." (personal interview C, see appendix 7)
		"I make way more by doing my work." (personal interview D, see appendix 8)
		"No, not for me. No. The thing is, I'm… So, I kind of did the calculation, right. Just in my mind. And if you win it with the percentage, you're getting, which makes total sense, I think it's fair by the way to, I don't think it should be more. Let's say you make – I don't know – if your creation sells well, you make a couple of 10.000 Euros, a couple of 100.000 DKK. That's it. That doesn't cut it for me. I'm like I said – not to be… – just, I travel the world…" (personal interview D, see appendix 8)
		"I mean that's obviously a plus" (personal interview E, see appendix 9)
		"I would not turn that down but it's not my primary goal. I mean, 'cause I'm, like pretty much everything that I do related to either my fulltime job or Chris Elliot Art is some kind of creative adventure. And for me its more about the, I mean obviously, I want to be able to eat and like buy furniture… So, there's that. But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like… oh, what's a good word for it… Memorable" (personal interview E, see appendix 9)
		"I think it's nice to earn a % of the profits, but honestly at 10,000 votes its very hard to get that prize. Well, on top of it there is a panel of experts. So it's really really slim [chance]" (personal interview F, see appendix 10)
		"Very important, because I would like to give my family a better life, however seeing one of my constructions in a box on shelves it makes myself proud" (personal interview G, see appendix 11)

Platform Design	Design & Usability	"the whole website is modern now. I think it's great this way now" (personal interview A, see appendix 5)

"When I visit a site that interests me, first I "discover" it. If it's design is good and modern, I see that they care about it, so if I register on that site, they will probably care about me too. (I mean: if I contact them because I have a problem on their site, they will probably answer me" (personal interview A, see appendix 5)

"Nej det er ikke noget jeg har overvejet." (personal interview B, see appendix 6)

"I think it's very important that the platform is easy to use, if not I don't think it would have this success." (personal interview C, see appendix 7)

"So, judging by how the system works… I think that if you spend every day engaging to other community members it might give you stuff back, like votes, which is what you want – because it's a voting platform." (personal interview D, see appendix 8)

"And that's one of the things about this that if you interact a lot, do a lot of interaction, you will get clutch power points – what ever the crap they are – but you won't get anymore votes on your project. So, there's no… And that's cool. I don't care. That's cool. But I tried that out." (personal interview D, see appendix 8)

"And then I tried to do updates and then I saw if you do an update you get more votes. And then I was like "okay, fair enough. That's cool"." (personal interview D, see appendix 8)

"But I didn't know how LEGO Ideas worked yet, so I was thinking "wow, I got 100 votes today. So that means in 300 days I will get 30.000 votes – I'm going to make it". But I didn't know that you're supposed to get, you know, so many votes in your first day." (personal interview D, see appendix 8)

"And I'm fully aware of that but that's what the system does, right. It shows you where you are and to me it's cool to be in the top and to be staff picked and that kind of stuff but if you don't get all that, if you're not on the top, it's not really a platform where you can get feedback or anything. That's not really the way it works. It's a platform for collecting votes." (personal interview D, see appendix 8)

"So, the platform is just for collecting votes and there's nothing wrong with that, it's probably created for that. So I was actually…" (personal interview D, see appendix 8)

"LEGO Ideas tries to make it really impersonal to protect the privacy of its users, whereas Flickr… Flickr tries to be a little bit more social. But that's my guess, my best guess" (personal interview E, see appendix 9)

"I think if you get one that is really, really popular that does go to the top. And that works fine. But I think that the… I noticed that most of the things that become really popular are like pop-culture. Like Golden Girls or Ghostbusters. And so those, you know, rock it up to the top. So, I don't know. I can't tell if maybe LEGO needs to revise their formula or be more involved in the sorting process. 'Cause I imagine they probably have some kinds of algorithms so they don't have to have like staffs of people constantly working on it." (personal interview E, see appendix 9)

"It's much better than other crowdsourcing websites. They have stricter rules." (personal interview F, see appendix 10)

"I think its done really well since it fades in the background (which is good), better than some of the other sites, and is intuitive, but not a primary source of |

		motivation" (personal interview F, see appendix 10)
		"[…] people says that very difficult to support the ideas, even if they want, most of the people find it complicated and do not want to spend the time to make the registration and vote" (personal interview G, see appendix 11)
		"I think people finds it very difficult to vote, even if they think thats a great idea" (personal interview G, see appendix 11)
		"I think all the good work should be supported for me, no it's not that difficult. It takes time and people sometimes do not spend that much time just to support an idea." (personal interview G, see appendix 11)
		"Very important, I have many bricks but can not afford to buy the colours and the bricks I need to use, so LDD (Lego Digital Designer) is a great help to myself" (personal interview G, see appendix 11)
		"Yes, and my conclusin was that people like the ideas and wat to support, but when they see that they have to spend about 15 to 20 minutes to make a registration they kwit" (personal interview G, see appendix 11)
		"One of my constructions gain about 200 suporte in 2 days then it stoped, the new ones are allways on the top lis, then with new entrys people can not see it anymore, only if tey scroll, or serach for it" (personal interview G, see appendix 11)
	Regulations	"They just changed for example the rules. And I like the new rule. They changed their name too (LEGO CUUSOO -> LEGO Ideas)" (personal interview A, see appendix 5)
		"Once we produce a LEGO Ideas set based on a third-party property, we will not accept more Ideas submissions based on that property." - I like this rule, because there are a lot of IP based ideas and they can reach 10.000 supporters much faster than for example my project (which isn't based on an existing theme)." (personal interview A, see appendix 5)
		"Der kunne jeg godt forestille mig, at der var nogen, som deler dem op og siger, nu bestemmer de alt andet, så skal de ikke også bestemme, hvordan vi gerne vil køre det. Sådan har jeg det ikke." (personal interview B, see appendix 6)
		"I only asked some information about the rules of submission, to understand them." (personal interview C, see appendix 7)
		"I just know that there are some rules, I don't know where to find them actually, but it's pretty straightforward. You can't… Models can't be wobbly, disintegrate, and they need to be… You can't just hang the lower constructions on one stud and that kind of stuff. It needs to be solid." (personal interview D, see appendix 8)
		"I think I'm definitely triggered to be more play by – let's say – play by the rules. I know that LEGO has some rules, right, so… which you need to follow for creations. So you can't put certain blocks together in a certain way and that kind of stuff." (personal interview D, see appendix 8)
		"Sometimes finding out things about individual people is difficult because LEGO tries to be really kid-friendly so there's not much like social or personal information linked. I think you can link like… you might be able to like a Facebook page but that's it. Or link a website, that might be it. The biggest problem I have with it is the chronological ordering of builds. 'Cause like when people post new things they go to the top and then over time as things become more popular or less popular they start to move up and down in the listings as they move back in time. But I think for me the biggest problem is that even if a build is really popular, it can get buried really quickly by a lot of not-so-good builds. And I mean, I'm not talking specifically about my build here, I'm talk-

		ing about builds in general. 'Cause I've come across a lot of really good things and like I look at that and as someone who understand how to build LEGO, I'm like "that would make a really good set, because it has these characteristics, like, it uses a lot of the same pieces over and over again, it looks intriguing or it looks engaging to build", stuff like that. But it gets kind of buried under kind of like the daily flow of just crap. Like people just posting like you know one after the other."(personal interview E, see appendix 9)

"I was just saying, it's nice to see that involvement from LEGO. I feel like maybe they should have a little bit more, 'cause like the staff pick-thing works pretty well. 'Cause when they do a staff pick, I think they kind of go along the lines of, you know, "is this build well?", you know, "would this be a valid set?" And also "do we think this is good enough to be popular?". So I think maybe more involvement along that line, I'm not exactly sure how they would go about doing that. But more involvement along the line of like "who's a really good set that", you know, "we think is well built and would be engaging to build and could be popular". Maybe a little bit more uplifting of those 'cause I mean even not just speaking about my build, I've seen a lot of really good builds that just get buried. Before they even have a chance to become popular, before people would get a chance to see them and say "wow, that's really cool, I want to vote for that"." (personal interview E, see appendix 9)

"But I think going back to the staff engagement idea, having the staff more engaged on builds that they see as being good and giving feedback, I think that would be a really good idea" (personal interview E, see appendix 9)

"I would say that LEGO owning the platform doesn't really change it either way for me." (personal interview E, see appendix 9)

"They have stricter guidelines than most crowdfunding websites, which means that what you submit actually has standards." (personal interview F, see appendix 10)

"… And a team of people checks your work before you can post" (personal interview F, see appendix 10) |
| **Brand Identification** | Brand Connection | "I'm a TFOL (teenager)" (personal interview A, see appendix 5)

"But in this case I knew that this site belongs to LEGO Group, so I knew that they'll care of me" (personal interview A, see appendix 5)

"It's great that they are there too. It feels good when you got a comment for example from Tim or Hasan.[…] It just feels good, because you know who is he and that he works for LEGO. But in my opinion it's similar to getting a comment from any other member." (personal interview A, see appendix 5)

"So yes, I think in some ways it connects me to LEGO." (personal interview A, see appendix 5)

"I love the LEGO brand and the company itself. I had a problem once (missing part) and they customer service was awesome. So I like the whole brand" (personal interview A, see appendix 5)

"Det er jo bare LEGO. De laver klodserne." (personal interview B, see appendix 6)

"I feel a connection because I share their ethics, but maybe not their marketing policy." (personal interview C, see appendix 7)

"Now for LEGO is more important to sell products for AFOLs, so you can see that every year they sell new and more complex parts, moving away their first spirit of simple (and more creative) bricks. […] I hope that their strategy won't affect too much users…" (personal interview C, see appendix 7)

"so I'm very well aware of all the effort they put into the community. And I'm |

		well aware of the strategy that went totally wrong let's say 12 years ago and they almost went bankrupt. All that stuff resonates really well with me. So, I appreciate them from a professional stand point as well because I do think that it's what's so cool about their brand is that they kind of release it and it's no longer their brand, it's now my brand as a customer. And that's what they're really doing extremely well, making it the customer's brand and not their brand." (personal interview D, see appendix 8)

"So, maybe not just because the stuff they create is so freaking cool and there's the toy aspect but what I really, really dig about them as well from a professional perspective" (personal interview D, see appendix 8)

"I created that thing for a friend of mine who knew I was a LEGO geek" (personal interview D, see appendix 8)

"I would identify with that, yeah. That's one of the reasons I go to Brickfair." (personal interview E, see appendix 9)

"I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do"(personal interview F, see appendix 10)

"But I admire LEGO, I think its the best company to be honest" (personal interview F, see appendix 10)

I've read the book Brick by Brick and that opened my eyes to the engineering and operations involved in running the business, which makes me appreciate the product more. They are one of the largest plastic and tire manufacturers in the world and their operation is mostly automated. It's just amazing. Plus their idea of modularity and in the box thinking is something that shaped the way I do things in my own life" (personal interview F, see appendix 10)

"I like to think I appreciate LEGO as a whole." (personal interview F, see appendix 10)

"Regarding my conection with LEGO, I think the connection works quite well. I am conected professionaly with LEGO, I own a small toy store, and 45 % of the area is with LEGO" (personal interview G, see appendix 11) |
| | Brand Internalisation | "Jeg har ikke sådan en, det er dem der har monopol, der er dem der bestemmer, der er dem, der laver legoklodserne. Det er frit […] Der kunne jeg godt forestille mig, at der var nogen, som deler dem op og siger, nu bestemmer de alt andet, så skal de ikke også bestemme, hvordan vi gerne vil køre det. Sådan har jeg det ikke." (personal interview B, see appendix 6)

"Altså jeg tror, det er lidt ligesom dem der har – hvis du har set, dem der har – en BMW eller en Mercedes. De er jo også simpelthen så passioneret omkring deres bil, at de slet ikke stiller spørgsmålstegn ved den. Altså det er jo bilen, det er ikke mærket og brandet, det er jo den bil der, de bare elsker overalt på jorden. Jeg tror, det er lidt det samme med LEGO byggere, de har det lidt på samme måde med LEGO. Altså du stiller slet ikke spørgsmålstegn ved det. De har aldrig været bagud på den måde. De har prøvet en masse mærkelige ting, kan man sige, igennem tiden, men de har aldrig været bagud. De har jo altid stillet klodserne til rådighed et eller andet sted, kan man sige. Det er jo ret interessant. Så når man er passioneret omkring et brand eller et produkt, så tror jeg ikke, du stiller spørgsmålstegn ved det. Så skulle det være fordi, der er en økonomisk faktor i det. Den har jeg så bare ikke, men jeg kunne forestille mig nogle, der godt kunne have ondt i røven over det. Men jeg tror ikke, det er brandet, de stiller spørgsmålstegn ved. Det vil så bare være pengene." (personal interview B, see appendix 6)

"I believe, the things we like affect us – could be LEGO, could be something else – for me it is LEGO, so yes, there is a connection." (personal interview F, see appendix 10) |

		"I am a member of the site called Mecabricks" (personal interview A, see appendix 5)
		"Nej. Jamen, det har jeg ikke tænkt så meget over… Altså jeg er jo passioneret, og det kan jeg mærke, at de andre derinde også er. Så altså på den måde har vi jo noget til fælles." (personal interview B, see appendix 6)
		"So, I don't go to these meetings or something, so I wouldn't even know if other people are geeks or whatever but I don't really care, if I'm honest. They're doing what they think is cool" (personal interview D, see appendix 8)
		"It's like I didn't even know there was a word for that – Adult Fan of LEGO, right. So, I'm just a guy who, you know, everybody unwinds in there own way and for me it's, you know, as often as I can play with LEGO. I'm just a normal guy, nothing special. I'm not a geek even but I do feel that I do strongly, strongly believe in adults should play more – whatever it is. Adults always take stuff so seriously; they should just chill out, man. For Gods sake. Life is cool. You should try to enjoy it and do whatever you want without being afraid that someone judges you for it. So a long time ago, I chose not to be ashamed of my LEGO hobby and just enjoy it. Now, I don't have less friends than I used to and I think that that's what, you know, mutual between us isn't it. That we just enjoy playing and we're not ashamed of it" (personal interview D, see appendix 8)
Community Identification	Shared Identity	"I think those communities are there as well, right. So there are different communities that are aimed much more at that kind of stuff. So, "I created this, what do you guys think" and then people share improvements or they take someone's idea and make something better with it." (personal interview D, see appendix 8)
		"so I don't go after – I don't know – clubs and so on" (personal interview D, see appendix 8)
		"Yeah, there's a fairly large community. I primarily am in the like LEGO car community, which is smaller – it's a sub-community. But there is a fairly large community on Flickr." (personal interview E, see appendix 9)
		"I definitely do. I actually go to… for the past two years, I've gone to Brickfair in New Jersey and I'm going back again this year as well." (personal interview E, see appendix 9)
		"Flickr obviously is a bit more… It's less regulated than… Like it's less, quote, "kid-friendly". So, I would say the community on Flickr is a little bit more vibrant because it's not as regulated but the community on LEGO Ideas… obviously, everyone who is there is a fan of LEGO. So there's that connection like we're all here because we like the same product, the same tool." (personal interview E, see appendix 9)
		"The other users that have the highest quality builds, like the ones that I'm like, I want a set of that. Those people are most often, I think, engaged on other platforms. A lot of them I see engaged on Flickr" (personal interview E, see appendix 9)
		"I do recognise a lot of the ones that are really popular as being from other platforms be it Brickshelf or Flickr or Deviantart." (personal interview E, see appendix 9)
		"They, I think the best builds on LEGO Ideas have engagement or the best builders on LEGO Ideas are engaged in communities other than LEGO Ideas. And they get the most amount of feedback from all sorts of sources" (personal interview E, see appendix 9)
		"Oh yeah, definitely. I mean, there's communities on Deviantart, Reddit, Flickr, I think, Imgur, I know Facebook, I'm part of several LEGO groups on

		Facebook, so it really kind of spans all of the social platforms" (personal interview E, see appendix 9)

"Usually, the members that I'm connected to are usually… I'm just connected to them on one platform. There are a few exceptions, but for the most part it's just one platform." (personal interview E, see appendix 9)

"Special connection, maybe not, but a better more friendlier connection yes, for a time, the older people I used to see in the comments have moved on" (personal interview F, see appendix 10)

"I'm not sure, there's not a lot of members I know of. Here in the Philippines, the community is more of collecting and there are less people into MOC (I would believe) So the community here is more of the product than the company. I like to think I appreciate LEGO as a whole." (personal interview F, see appendix 10)

"There is actually a website for that called Swooshable" (personal interview F, see appendix 10) |
| **Creativity** | Creativity | "Projects must fit in a single product box, so we're setting a part count limit of 3,000 pcs." - It's great that they set the part count, so we can have an idea about which big idea can we make. I thought that my set idea with ~1200 pieces was too big. But now I'm calmer" (personal interview A, see appendix 5)

"Because as you know I have a fairly unique idea and it isn't based on a theme like Star Wars, so the promotion of the project is so hard and isn't fun at all" (personal interview A, see appendix 5)

"Så bygger jeg det op, der ligesom skal bygges op. Hvis ikke det allerede er noget, de har fundet på, selvfølgelig, eller nogle andre har fundet på" (personal interview B, see appendix 6)

"I haven't published any project because I'm not a master builder." (personal interview C, see appendix 7)

"Exactly! You can use a common 2x2 brick in infinite ways!" (personal interview C, see appendix 7)

"Since I don't share my own ideas, my creativity is outside LEGO ideas. It doesn't depend on it…" (personal interview C, see appendix 7)

"I don't have anything to… What would I say? I'm not going to change it anymore. It's as good as it is." (personal interview D, see appendix 8)

" But I can be creative in my work, thank God. Because otherwise I would just be totally miserable. But I need to be creative all the time, I guess." (personal interview D, see appendix 8)

"I was trained as a designer, and I create products for a living and, you know, I create things when I'm not working as well." (personal interview D, see appendix 8)

"I mean, 'cause I'm, like pretty much everything that I do related to either my fulltime job or Chris Elliot Art is some kind of creative adventure." (personal interview E, see appendix 9)

"I guess as an artist I would like to work on things that in some way either make a difference in the world in general or have a memorable impact, like let's see… The guy who originally designed the NBC-look, which is a peacock, you know, it became, you know, that design evolved over time and became, well known and associated with that brand. And so, I think working on projects that have… that over time would have the longevity, notoriety in popular culture or society moving forward. That, I think, is really interesting." (personal interview E, see appendix 9) |

		"I mean the main reason I started building, I actually, I was really into LEGO as a kid and then in college, like, I kind of had other things to do and you know I didn't have time for LEGO and then a few years… I think it was about three years into college I decided I was gonna build some of the LEGO cars that I designed. And it became a really rewarding, creative, I guess, a creative release in a manner that, you know, I didn't have to… It didn't have to be like a business thing. I didn't have to… whereas web design is a business, or photography is a business, I could do that just for me. And LEGO Ideas, or Independence Hall being on LEGO Ideas is just kind of like a nice bonus." (personal interview E, see appendix 9)

"I built it originally for fun. Just because I wanted to. And the fact that it turned into something that, you know, could be recognisable as a business venture, is just kind of like an afterthought of like, oh hey, I could do this with it now that it's already built." (personal interview E, see appendix 9)

"[…] so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do" (personal interview F, see appendix 10)

"Building the model is 1/2 of the joy, presenting the product is the other part, this involves what to name the product, even the story behind the product. There is a great joy in purchasing a LEGO product that I wanna recreate and share to other people" (personal interview F, see appendix 10)

"No, I think not develop, more of express. Or rather that's the intent. Maybe as I go through the motions, I will inevitably develop some skills, but expression is what I'm after." (personal interview F, see appendix 10)

"I think more of to me, again as an outlet of creativity" (personal interview F, see appendix 10)

"The primary motivation in all of these is to bring ideas to life. Like a 3d printer but with quality. I think that's the core motivation in the expression. To see your thoughts in a physical form" (personal interview F, see appendix 10)

" Yes thats true, however Im limited to theyr choice, sometimes I want to use a expecific bricks but its not avaliable at LDD." (personal interview G, see appendix 11) |
| | Development | "I use them to improve my idea" (personal interview A, see appendix 5)

"Then I tried to improve the idea" (personal interview A, see appendix 5)

"Men vil jo gerne have en eller anden form for feedback på det, så det kan udvikle sig" (personal interview B, see appendix 6)

"hele tiden gerne tage det ét skridt videre, og ét skridt videre, og ét skridt videre, og ét skridt videre. Og det er utroligt svært at gøre, hvis man ikke bliver inspireret eller gør det sammen med nogle andre." (personal interview B, see appendix 6)

"Because the more prerequisites you have for creating something, the more challenging it becomes and the more gratifying is you achieve your goal." (personal interview D, see appendix 8)

"I think, I'm definitely a little bit more aware about some stuff." (personal interview D, see appendix 8)

"I just know that there are some rules, I don't know where to find them actually, but it's pretty straightforward. You can't… Models can't be wobbly, disintegrate, and they need to be… You can't just hang the lower constructions on one stud and that kind of stuff. It needs to be solid. And that actually takes half of the building time. First you create the model. And then you order the bricks, and you create it and you find out "oh, darn. This whole structure is totally |

		flimping". And then you need to work with the construction again and do it three times again. I think that's one of the coolest things about this. This process." (personal interview D, see appendix 8) "So, I'm looking at things and I'm just thinking "okay". I'm looking at my own projects, and I'm looking at projects that are just successful and the projects that are successful all have something in common; they are actually pretty darn awesome. And if I'm looking at my own projects and I'm thinking "okay that's not as awesome as that project", then it's not good enough. So, it needs to be improved" (personal interview D, see appendix 8) "And then I tried to do updates" (personal interview D, see appendix 8) "… 'Cause I think this set is pretty much done. There is like small changes I could make that I've been thinking about making but haven't quite gotten there yet." (personal interview E, see appendix 9) "As a creator and builder, I can't improve if people don't say what's wrong with it"(personal interview F, see appendix 10) "[…] it makes me want to make new and improved constructions." (personal interview G, see appendix 11) " I think we are always learning from each other and LEGO Ideas is a great way to develop our creativity, I had some constructions that didn't get much support and I have tried to improved them" (personal interview G, see appendix 11) "Yes it is, there is always something that we can add to make it even better" (personal interview G, see appendix 11)
	Uniqueness	"And LEGO Ideas is a place for unique ideas. So hopefully there will be more new, never seen ideas in the future." (personal interview A, see appendix 5) "I really like to admire other users creations, everyday there is something new" (personal interview C, see appendix 7) "… Create something awesome!" (personal interview D, see appendix 8) "A little bit more unique, because if you're looking for a scooter or you know for an original Italian Vespa you probably can't find any better model than the one I created. But not everyone likes scooters or Vespas." (personal interview D, see appendix 8) "That's what it is, those three things nothing more. That stuff doesn't resonate with me. So what I try… I'm now working on a project that I'm thinking I haven't really seen on there. And I'm just trying to see if I can create something… I think there's a formula to being successful on that platform but I don't want to follow it, if you will. I'm just going to see if I can create something that is equally cool as something I have now." (personal interview D, see appendix 8) "So, I think you're right and I have kind of started on a new project but that's again I've looked at projects that are successful LEGO Ideas and for me the projects that always get to 10.000 in no time they're always the Star Wars project or the TV-shows something, you know, or a house." (personal interview D, see appendix 8) "And yeah, he asked me if I could build a LEGO scooter for him, because he knew there wasn't a commercial LEGO scooter model available." (personal interview D, see appendix 8) "I noticed that most of the things that become really popular are like pop-culture. Like Golden Girls or Ghostbusters" (personal interview E, see appendix 9)

		"Well, they have a huge range of numbers, but the market demand new items and in my openion there is a place for my and others ideas that do not exist on the market." (personal interview G, see appendix 11) "Im giving you an example. Many people are making a town made of Lego. They have a Fire Brigade, Shopping, Mall, City Hall, Cinema, etc. but not an Hospital or a Police Department." (personal interview G, see appendix 11) "Yes, and there is an Architecture collection as well with buildings from all over the world but not a Portuguese historic building. Thats why I have done it." (personal interview G, see appendix 11) "It makes no sense to me doing a construction that allready exists similar." (personal interview G, see appendix 11) "It is serious, but its fun at the same time like it should be" (personal interview G, see appendix 11)
Enjoyment	Enjoyment	"If you really want to reach your goal (10.000 votes), it isn't much fun" (personal interview A, see appendix 5)" "Jeg gør det jo også altså fordi det er en passion, og det er en fornøjelse, og det er jo fedt. Det er jo afstressende og det er afslappende og alle de her ting her." (personal interview B, see appendix 6) "So, I totally believe that procrastination is part of being professional. It's if you work hard and you play hard and you do Ideas-stuff and I'm sure that you recognise it when you work really hard, you can work so hard without unwinding. And if you're exercising your brain while you're unwinding there's actually no shame in it. So I don't see it as procrastination at all, I see it as part of being a healthy, happy individual who can be the best person he is." (personal interview D, see appendix 8) "I mean, I built it, you know, just for fun because I live in Philadelphia" (personal interview E, see appendix 9) "I mean I just built it for fun" (personal interview E, see appendix 9) "I built it originally for fun. Just because I wanted to. And the fact that it turned into something that, you know, could be recognisable as a business venture, is just kind of like an afterthought of like, oh hey, I could do this with it now that it's already built." (personal interview E, see appendix 9) "Yeah, it's not as magnetic, I guess, as some other communities, at least for me personally." (personal interview E, see appendix 9) "It's a pleasant site to use. Users are all very pleasant to engage with, it's just the engagement itself isn't as rewarding. But I do enjoy using the platform." (personal interview E, see appendix 9) "There is a great joy in purchasing a LEGO product that I wanna recreate and share to other people" (personal interview F, see appendix 10) "Plus I like to build with bricks I have" (personal interview F, see appendix 10)
	Hard Work	"Well, the first 2 or 3 weeks were the most enjoyable (when I published my project). But after those days I realized that it's not just fun. Because as you know I have a fairly unique idea and it isn't based on a theme like Star Wars, so the promotion of the project is so hard and isn't fun at all" (personal interview A, see appendix 5) "Now it's a funny hobby […] ,but when I really trust in a project I have to be serious too and think the best ways to spread the project" (personal interview C, see appendix 7)

		"I would say for me, LEGO Ideas is a bit more on the serious side. It's a bit more of the: how can I promote this to get it, you know, supported or in store, or whatever" (personal interview E, see appendix 9) "The builds that I do now are mostly like they all start off as like "hey, I have this interesting idea. This would be fun to build". And then I do that. And then if it turns into something else later, that's, you know, something else entirely" (personal interview E, see appendix 9) "LEGO is more kid friendly than for AFOLs. And it takes time, finding organizing parts etc. It's not a easy hobby to get into" (personal interview F, see appendix 10) "Depends, some collectors are just for the fun of it. But to do something remarkable its fun, but takes work, but that doesn't matter, cause its something that I enjoy." (personal interview F, see appendix 10)
Passion	Passion	"Instead, I just check some LEGO related pages on the internet, for example LEGO Ideas" (personal interview A, see appendix 5) "I would say it's now a serious hobby. When I was 1 year old, I already played with duplo bricks. Then when I was about 4-5 years old, I got my first little LEGO System set. From that moment I play with LEGO all the time. I haven't got "dark ages" till now and I really hope I won't have dark ages ever :)" (personal interview A, see appendix 5) "Fordi jo, det er seriøst. Men det er jo alligevel ikke seriøst. Jeg gør det jo også altså fordi det er en passion, og det er en fornøjelse, og det er jo fedt. Det er jo afstressende og det er afslappende og alle de her ting her. Men jeg kan alligevel godt. Altså jeg kan godt blive irriteret, hvis telefonen ringer eller hun kommer og forstyrrer mig, eller et eller andet" (personal interview B, see appendix 6) "Altså man er helt koncentreret og i en helt anden verden." (personal interview B, see appendix 6) "It was my big passion for LEGO that made me discover CUSOO (now Ideas)" (personal interview C, see appendix 7) "I think users passion is crucial for Ideas." (personal interview C, see appendix 7) "well I tend to take everything I do pretty seriously. So, the goal for me was… I probably wouldn't create something for the only goal of submitting it to LEGO Ideas. I created it for my friend, who I love, and now he has it. It stands in his living room. So. Yeah." (personal interview D, see appendix 8) "I was truly happy when I created the scooter and I gave it to my friend. And my friend was sitting there in tears and he said stuff like… and I just gave it to him in bricks, and so he said "oh, my God I never, never in my life, when I asked you this…" I worked on that for maybe nine months before I gave it to him, and he never imagined it would be that cool." (personal interview D, see appendix 8) "but you know, when I can I'm just the happiest guy in the world" (personal interview D, see appendix 8) "So I ordered all the bricks and I build it for him and then I gave it to him and then I build one for myself because I thought it was pretty awesome," (personal interview D, see appendix 8) "I look forward to going to Brickfair every year and usually the first thing I do when I wake up in the morning, I'm like trying to like, get my bearings about me and actually wake up I like open Flickr and scroll through the builds that people have posted to see like, oh what's interesting today." (personal inter-

		view E, see appendix 9)
		"I mean I try not to but I usually end up spending a bit too long." (personal interview E, see appendix 9)
		"I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do" (personal interview F, see appendix 10)
		"LEGO is my passion I can talk about it for weeks at a time!" (personal interview F, see appendix 10)
		"I think they are both connected. But if to choose between the 2, I think LEGO is better. The LEGO Ideas is just a compliment" (personal interview F, see appendix 10)
		"I can only see them on YouTube" (personal interview F, see appendix 10)
		"And LEGO (at least in my country) is not cheap. So it takes resources as well." (personal interview F, see appendix 10)
		"Nowadays not much, Im a bit disapointing by not getting support, even with my work published by some magazines, Im not reachin the supporting that woul takes me to the next level" (personal interview G, see appendix 11)
		"Very passionate however I'm not so active at this point because I'm not getting enough supports, and that is a bit disappointing" (personal interview G, see appendix 11)
	Dedication	"When I'm not on holiday like now I have so much to do all the day, so I can't play with LEGO, I can't build." (personal interview A, see appendix 5)
		"Altså hvis min datter kommer og forstyrrer mig, når jeg bygger LEGO, så bliver jeg helt klart sur" (personal interview B, see appendix 6)
		"Jamen, nu gør jeg det mere som sådan en lidt afslappende… Det svarer til at have en have. Der er nogen som har sådan en kineser have, som de hele tiden udfordrer med nye fisk og blomster og alt muligt andet, og så er der dem, der ligesom bare klipper hækken og græsset. Jeg vil sige, jeg har helt klart været der i kineser haven i sin tid med LEGO også og alt muligt andet, men nu bruger jeg det mere som den anden del. Altså det er ikke det samme – det var også det, jeg prøvede at skrive til dig – det har ændret sig lidt i forhold til… jeg tror… altså jeg har ikke tid længere. Der er simpelthen ikke nok timer i døgnet til, at jeg kan hive tre timer ud, og så være kreativ indenfor det rum. Men jeg kan sagtens hive tre timer ud og vide, at jeg kommer til at bygge denne her, eller jeg kommer så meget længere med den ting, jeg er i gang med lige nu, og får noget ud af det. Så der er sådan en tidsfaktor i det for mig." (personal interview B, see appendix 6)
		"Now it's a funny hobby […] ,but when I really trust in a project I have to be serious too and think the best ways to spread the project" (personal interview C, see appendix 7)
		"So after a week. I didn't use it" (personal interview D, see appendix 8)
		"Well, the first day I pressed a lot because I after the first day I had 100 something or so, and then I thought "hey"" (personal interview D, see appendix 8)
		"I'm actually a very busy… I travel all over the world with my work, so I don't have a lot of time to do this actually, but you know, when I can I'm just the happiest guy in the world." (personal interview D, see appendix 8)
		"There is a high turnover rate, I personally think is people get bored easily (when their projects do not win)."

		"I used to visit everyday. But now only when I post to see people's reactions" (personal interview F, see appendix 10)
		"I became busy at work. I would love to visit more often, but responsibilities" (personal interview F, see appendix 10)
		"Yes it does [take dedication]. More than other hobbies. And I like how it has levels of a hobby. There are collectors, there are mocers, and there are those who are use them with other things like computers. Those are really hard-core enthusiasts." (personal interview F, see appendix 10)
		"I do not have the bricks or the money I need to make them all. There are so many bricks an colours." (personal interview G, see appendix 11)
		"I think its difficult for everyone, I have seen some awesome constructions that did not reach the goal. But I will keep on trying, and improving my ideas, who knows ..." (personal interview G, see appendix 11)
		"Well, Im not a kwitter ☺ I may have stopped now but I will keep on trying" (personal interview G, see appendix 11)
		"There are so many constructions comming in. That makes it impossible to stand up all the best ones or most supported" (personal interview G, see appendix 11)
	Vision	"I don't want to be famous. I'd just like to have one LEGO set, that's really mine!" (personal interview A, see appendix 5)
		"det er jo en passion og en lidenskab at bygge LEGO. Det er jo ikke penge. Jeg tror ikke, at dem, der tænker det som en pengemaskine… De, tror jeg ikke på, har den samme vision på nogen måde." (personal interview B, see appendix 6)
		"so, I know, I'm never going to make it with regards to, I'll never be a set and I'm in that regards I'm… The set I created is probably above 95% of the other sets but it's not good enough to be in the 1%. And I'm fully aware of that but that's what the system does, right. It shows you where you are and to me it's cool to be in the top and to be staff picked and that kind of stuff but if you don't get all that, if you're not on the top, it's not really a platform where you can get feedback or anything. That's not really the way it works. It's a platform for collecting votes." (personal interview D, see appendix 8)
		"I'm not sure it really has the reach needed to succeed in getting the 10,000 but I'm still trying." (personal interview E, see appendix 9)
		"So, I'm kind of like pursuing both the like going directly in Independence Hall route and the going through LEGO Ideas route." (personal interview E, see appendix 9)
		"Yeah, because this company that manages the Independence gift shop actually also manages Willis Tower gift shop, which was another… It wasn't a LEGO Ideas set but they did a Willis Tower architecture set which – I think – most people still call the Sears Tower, it's in Chicago. They managed that gift shop as well. So they previously had dealings with LEGO. And I was like, well that's a good place to start, you know. If it doesn't work out, I can work with them and see where it can go from there." (personal interview E, see appendix 9)
		"I would say yeah, that's the primary goal in some form or another. LEGO Ideas is one means of approaching that for me." (personal interview E, see appendix 9)
		"And I primarily build LEGO cars and a lot of people that I follow build LEGO cars srnd the larger scale LEGO cars tend to do really well on LEGO Ideas." (personal interview E, see appendix 9)

"But I think the backing for that that like helped support me for doing that was… Philadelphia is kind of a city that… everyone who lives here has like a really sarcastic sense of humour about Philadelphia. We're all kind of down on Philadelphia even though we love it. And Philadelphia doesn't get a lot of recognition, especially outside the US. But even so inside the US, it doesn't get nearly as much recognition 'cause it's so overshadowed by New York City or Washington DC. And so I thought, you know, there're a lot of people in Philadelphia who really love this city and would probably like to see it get more recognition nationwide and worldwide for its history and architecture and style. 'Cause it's a really architecturally diverse city. Especially considering the fact that so much of the colonial aspect this city has been preserved and restored. And there were a lot of people from Philadelphia who's saying that it's really cool that there was the possibility for that aspect of Philadelphia to be recognised nationwide or worldwide mostly" (personal interview E, see appendix 9)

"See how my project's doing obviously." (personal interview E, see appendix 9)

"Yes, I think when you create something, some part of it is your vision, which is a part of yourself" (personal interview F, see appendix 10)

"I think that's why a lot of people I know are gone. Since they just go to other sites that aren't LEGO made. Just fan made, like Flickr." (personal interview F, see appendix 10)

"I have lots of ideas in LEGO Ideas, and to see one of my constructions in a box, in stores all over the world it would be a great honour, nothing would make happier." (personal interview G, see appendix 11)

"Very important, because I would like to give my family a better life, however seeing one of my constructions in a box on shelves it makes myself proud" (personal interview G, see appendix 11)

Appendix 5: Interview Transcript A

File: Research interview A
Type: Text-based interview
Duration: 02:01:00
Date: 05.07.2016

Respondent	Here I am, we can start! :)
Interviewer	Perfect! Do you prefer to do the whole interview in typing? Or would it be okay, if I called you up and then we could talk/type simultaneously?
Respondent	Hmm, I prefer typing, if it isn't a big problem ;)
Interviewer	It's not a problem at all! But since typing is more time consuming than talking I just want to stress that you should not feel pressured in any way, just take all the time you need to type out your answers. Also, you should not feel pressured to answer anything you do not want to - please let me know if there's anything you do not wish to answer.
Respondent	Okay, great! :)
Interviewer	Before we start, I would like to be clear that the information you provide me is strictly used for research purposes and will not be shared with the LEGO Group. I am also able to make you anonymous in so far you want that.
	First, let me elaborate a bit on the research project. I'm looking to understand more about peoples' participation in crowdsourcing projects. I want to know what motivates you to join and share ideas freely with others and companies. I have decided to look at the LEGO Ideas platform alone.
	I have a list of motivating factors, which have been identified in other researches and I will ask my questions from that starting point. But I want this to resemble a regular conversation which means I might not stick to the script throughout the interview. I would much rather have a conversation about your thoughts and feelings in regards to LEGO Ideas.
	Do you feel comfortable in knowing what the research is about? :)
Respondent	Yep! It sounds great!
Interviewer	Okay, great. I'm really excited you volunteered to talk to me. Let's start out by some personal questions. Would you care to elaborate on you name, age, home country, name of LEGO avatar and the number of ideas you have submitted to LEGO Ideas?
Respondent	I think you can share my username, and number of my ideas. :) Maybe you can use the information that I'm a TFOL (teenager) :)
Interviewer	Okay, that's great. I'll use that information instead.
Respondent	Okay
Interviewer	How long have you been a member of LEGO Ideas?
Respondent	I found it, when it was LEGO CUUSOO, and I really liked the idea behind it. It was probably in 2011. I'm member of the site since 2011. :)
Interviewer	And have you found that the site has changed since it was LEGO CUUSOO - and in what way would you say?

Respondent	They just changed for example the rules. And I like the new rules. They changed their name too (LEGO CUUSOO -> LEGO Ideas) and the whole website is modern now. I think it's great this way now.
Interviewer	Could you please elaborate on what you like about the new rules?
Respondent	Of course. For example:

"Once we produce a LEGO Ideas set based on a third-party property, we will not accept more Ideas submissions based on that property." - I like this rule, because there are a lot of IP based ideas and they can reach 10.000 supporters much faster than for example my project (which isn't based on an existing theme). And LEGO Ideas is a place for unique ideas. So hopefully there will be more new, never seen ideas in the future.

Then,

"Projects must fit in a single product box, so we're setting a part count limit of 3,000 pcs." - It's great that they set the part count, so we can have an idea about which big idea can we make. I thought that my set idea with ~1200 pieces was too big. But now I'm calmer.

Interviewer	This makes good sense to me. How about the platform design - you mentioned that it's more modern now. Are you conscious about this in your use of the site, I mean is the design relevant/motivating for your participation?
Respondent	Absolutely. When I visit a site that interests me, first I "discover" it. If it's design is good and modern, I see that they care about it, so if I register on that site, they will probably care about me too. (I mean: if I contact them because I have a problem on their site, they will probably answer me)
Interviewer	Fair point!
Respondent	But in this case I knew that this site belongs to LEGO Group, so I knew that they'll care of me :)
Interviewer	That's true :) How aware are you about the fact that LEGO employees are present on the site? To what degree do you value their official comments and support?
Respondent	It's great that they are there too. It feels good when you got a comment for example from Tim or Hasan. :) But I don't know if it means something if they send a comment on your project. I mean, I think it doesn't mean that the project will be successful, because the LEGO employees can't help you in promoting your project.
Interviewer	So it's similar to getting a comment from other members? Or do you feel a difference between getting a comment from other members and getting a comment from say Hasan?
Respondent	It just feels good, because you know who is he and that he works for LEGO. But in my opinion it's similar to getting a comment from any other member.
Interviewer	How important is the recognition from other members to your participation?
Respondent	Hmm, sorry I think I can't understand this question :)

You mean how important is for me that other members comment on my project? Or something else? :)

Interviewer	Yes exactly! Sorry! :)
Respondent	Oh, no problem, my English is just not the best. :)
	So it's THE MOST important thing for me. Especially the feedback on my project. Now Zanna (my friend who made the great images for my project) and I are preparing the new update for our project and I read all 240+ comments on my project. I use them to improve my idea. I want all my supporters like my project, so for example in this new update I included some little details that my supporters wanted.
	… wanted, or suggested.. :)
Interviewer	That sounds amazing! In that way, do you feel that you can use the community to get tips and tricks from fellow AFOLs/TFOLs?
Respondent	Yes, exactly! First of all (when it wasn't on LEGO Ideas) I sent my project to my friends who like LEGO and asked them for feedback. Then I tried to improve the idea. And in that time, I introduced myself to an AFOL who goes to a design university and I got some tips from him. :) And every time when I share my project in a Facebook group, I write down that "ideas and suggestions are welcome, as always", and I got so many tips from AFOLs :)
	And it's good for me.
Interviewer	It seems LEGO Ideas must be a great place for you to get that feedback then. Do you feel a social connection to the other members? For instance Zanna - where you friends with him before or have you become friends via LEGO Ideas?
Respondent	I am a member of the site called Mecabricks. That's the place where I built my model. He (zanna) saw there my model and he said that he will make renders of it, because he love it. From that moments we are friends on Facebook and we chat so much. :) Then I made some friends on LEGO Ideas, because they built their models on Mecabricks too and Zanna was the "renderer" for their images too. :)
Interviewer	Okay, so you're sort of making your AFOL-friendships outside LEGO Ideas and not on the site itself?
Respondent	Yes. But these people are from LEGO Ideas, so they are there, we just didn't made our friendships there, but on Twitter or Facebook. :)
Interviewer	But do you feel that you have some share social interest or identity with other LEGO Ideas members?
Respondent	Hmm. I haven't understood this one.
Interviewer	This is fine! I think I understand what you mean now :)
Respondent	Oh okay :)
Interviewer	And you sort of have answered the question so let's move on :)
Respondent	Okay.
Interviewer	You called yourself a TFOL, which sort of indicates that you're a LEGO fan. Do you feel that LEGO Ideas connects you to LEGO?
Respondent	Oh this is an interesting question!
	When I'm not on holiday like now I have so much to do all the day, so I can't play with LEGO, I can't build. Instead, I just check some LEGO re-

lated pages on the internet, for example LEGO Ideas. Also, this site could be a great place for inspiration for MOCs :) So yes, I think in some ways it connects me to LEGO.

… or do you mean to LEGO Group? Or LEGO as a hobby?

Interviewer	Just the LEGO brand in general. I kind of wanted to know, if you identify yourself with the brand. Theory says that consumers buy products and brands that they feel express something about themselves, and in the same way I was wondering whether your participation in LEGO Ideas is an expression that you share some values of a sort with LEGO. But if it is too difficult to answer, then never mind because your first answer was very useful as well.
Respondent	Hm, just let me think for a minute! ;)
Interviewer	Of course! I'm aware it's a pretty difficult question. I guess, I'm also sort of asking about brand love. Do you have some sort of affection for the LEGO brand or would you go to the extend of saying you're passionate about it.
Respondent	Well, I love the LEGO brand and the company itself I had a problem once (missing part) and they customer service was awesome. So I like the whole brand
Interviewer	Yeah, I've had the same problem and they sent over the missing part right away.
Respondent	Exactly
Interviewer	Is your participation all "fun and games" or is it a more serious hobby?
Respondent	I would say it's now a serious hobby. When I was 1 year old, I already played with duplo bricks. Then when I was about 4-5 years old, I got my first little LEGO System set. From that moment I play with LEGO all the time. I haven't got "dark ages" till now and I really hope I won't have dark ages ever :)
Interviewer	So I guess you could say that you're passionate about it?
Respondent	Yes! Absolutely!
Interviewer	To what degree do you participate in LEGO Ideas because it's fun and enjoyable?
Respondent	Well, the first 2 or 3 weeks were the most enjoyable (when I published my project). But after those days I realized that it's not just fun. Because as you know I have a fairly unique idea and it isn't based on a theme like Star Wars, so the promotion of the project is so hard and isn't fun at all :D
Interviewer	I really get that! And I must add your project looks like it has taken a lot of hard work as well. Okay, I just have two final questions for you and it's about rewards. To what degree do you participate because of some sort of economic compensation (either cash, offers, services) from LEGO?
Respondent	If my idea will be successful, from the money that I get, I'll probably sup-

port my hobby (if you are interested in the details, I can write them to you :)). But I participate because I wanted to be a LEGO designer and my dream could come true if LEGO would make my idea as a LEGO set. :)

Interviewer	To what degree do you expect to get something in return when from other members when sharing your ideas?
Respondent	It's enough for me if they share with me their opinion about my idea. It means a lot for me. If they think that it isn't good enough and they have some suggestions, they can write them to me and I'll think about those things. :) Hope I answered the question, if i haven't answered, please let me know! :)
Interviewer	This makes sense - and it's very interesting that your dream is to work for LEGO and that makes your participate! Actually might I add one follow up question? It's about how you said it's hard work and not fun at all (which I get by the way) - but then why do you actually participate? Just in your own words, what's the primary reason...
Respondent	Yes, you can add 10 more questions, if you want, I really enjoy this interview! :D So let's see this question… If you really want to reach your goal (10.000 votes), it isn't much fun. But the fun part of it is when you can have those little conversations with your supporters in the comment's area, and for me it's fun when we make the updates for my project. So it has a fun part for sure. :) In my case, the primary reason is probably the dream behind it. :) I don't want to be famous. I'd just like to have one LEGO set, that's really mine! :)
Interviewer	This is a great reason, and I really hope you get your 10,000 supporters!
Respondent	Thank you Signe! :)
Interviewer	Well, I think this interview could go on forever because you have some great thoughts about your own participation on the site... But I guess we would have to end the interview at some point. I think you answered most of the questions I had prepared. But would you allow me to contact you if I realise that I have a follow-up question at one point?
Respondent	Yes, of course! :)
Interviewer	Also, would you be interested in seeing the transcript? In that way you could shout out if you feel there's something you forgot to tell me or if I misunderstood something.
Respondent	Yep, that would be great! :)
Interviewer	Great, I'll send them to you on Facebook.
Respondent	Okay
Interviewer	Thank you very much for the interview, this has given me a lot of great information that I can use in the research!
Respondent	I'm really happy I could help you with my thoughts! Again, I really enjoyed this interview! :)

Appendix 6: Interview Transcript B

File: Research interview B
Type: Oral interview
Duration: 00:25:00
Date: 05.07.2016

Interviewer	Det jeg har gjort, det er egentligt at kigge på, hvad de tidligere research har lavet på emnet og fundet nogle forskellige motivations faktorer som sådan spiller ind, når man vælger at deltage. Og dem har jeg egentligt delt det op under, men jeg tænker… Jeg vil bare gerne høre, hvad du har tænkt. Og så ser jeg, om det passer ind under nogle af dem her, og så kan det være, at jeg lige uddyber nogle af dem. Hvorfor deltager du i LEGO Ideas?
Respondent	Jamen, så fik man jo endeligt muligheden for at dele nogle af alle de der fantastiske ting, som man har ligget og rodet med derhjemme, og man kan få feedback på det, og man kunne I det hele taget komme ud med det i stedet for bare at sidde med det derhjemme.
Interviewer	Ja. Og er det… Når du siger, du gerne vil dele det, hvem er det så du gerne vil dele det med?
Respondent	Jamen, det er jo med alle. Det er jo med andre. Det er ikke at dele det med sin mormor, eller sådan noget, hun synes jo bare det er flot. Men vil jo gerne have en eller anden form for feedback på det, så det kan udvikle sig. Man har jo sådan en, et eller andet, når man i det hele taget bygger LEGO eller udvikler et eller andet, så vil man jo hele tiden gerne tage det ét skridt videre, og ét skridt videre, og ét skridt videre, og ét skridt videre. Og det er utroligt svært at gøre, hvis man ikke bliver inspireret eller gør det sammen med nogle andre. Så går man jo i stå.
Interviewer	Så det er meget det der feedback?
Respondent	Det er hele feedbacken og så er det inspirationen fra de andre.
Interviewer	Og vil det gøre noget ved… altså det er bare fordi, er der nogen forskel på, om det er feedback fra de her andre medlemmer – peers, der er der – eller er det mere også feedback fra LEGO?
Respondent	Det kunne være begge dele.
Interviewer	Okay, men som sådan er det egentligt lidt det samme for dig?
Respondent	Ja, for mig vil det være det samme. Jeg har ikke sådan en, det er dem der har monopol, der er dem der bestemmer, der er dem, der laver legoklodserne. Det er frit. Altså der har jeg ikke… Der kunne jeg godt for-estille mig, at der var nogen, som deler dem op og siger, nu bestemmer de alt andet, så skal de ikke også bestemme, hvordan vi gerne vil køre det. Sådan har jeg det ikke.
Interviewer	Også fordi produktet er så kreativt?
Respondent	Ja. Der er det bare udviklingen, der hele tiden kan flytte sig. Det er det, jeg bliver inspireret af.
Interviewer	Så det er også vidensdeling i, at du kan få noget information derinde, du måske ikke har adgang til andre steder?
Respondent	Ja.
Interviewer	Hvad med sådan det økonomiske perspektiv? Er der noget der? Det at du egentligt kunne få nogle penge for det, du sad og lavede?

Respondent	Nej.
Interviewer	Så det er mere rent, at du gerne vil udvikle dine evner?
Respondent	Det er også mærkeligt, for nu har jeg jo arbejdet i 25 år og tjent penge i 25 år, så det har aldrig… Altså penge har jo været en motivationsfaktor for mig før det, men når du først ligesom begynder at arbejde og har en fast indkomst, så har du ikke den samme motivationsfaktor kan man sige i forhold til penge for det du laver i din fritid, fordi det ligesom er på plads. Men jeg kunne da sagtens forestille mig, hvis jeg studerede eller et eller andet, så ville jeg sagtens kunne drage det ind som en del, som jeg rent faktisk kunne få et eller andet økonomisk potentiale i.
Interviewer	Og det er så… På den måde er det mere en hobby?
Respondent	Ja. Ja, det er jo en passion og en lidenskab at bygge LEGO. Det er jo ikke penge. Jeg tror ikke, at dem, der tænker det som en pengemaskine… De, tror jeg ikke på, har den samme vision på nogen måde.
Interviewer	Så det er en passion for dig?
Respondent	Uden tvivl.
Interviewer	Er det så noget, du vil gøre fordi det er underholdende, eller tager du det mere seriøst end det? Er det en seriøs hobby eller er det bare sådan lidt en underholdende, og afslappende aktivitet? Hvis du kan fornemme forskellen på de to?
Respondent	Altså hvis min datter kommer og forstyrrer mig, når jeg bygger LEGO, så bliver jeg helt klart sur. Men jeg sidder bare og tænker over det, når du spørger… Fordi jo, det er seriøst. Men det er jo alligevel ikke seriøst. Jeg gør det jo også altså fordi det er en passion, og det er en fornøjelse, og det er jo fedt. Det er jo afstressende og det er afslappende og alle de her ting her. Men jeg kan alligevel godt. Altså jeg kan godt blive irriteret, hvis telefonen ringer eller hun kommer og forstyrrer mig, eller et eller andet.
Interviewer	Ja, for så er du helt i din zone?
Respondent	Ja, lige præcis. Altså man er helt koncentreret og i en helt anden verden. Og jeg elsker, når hun så vil bygge med mig. Altså vi bygget nogle ting sammen nogle gange, og det er jo noget af det mest fantastiske i hele verden – at dele det med hende. Det er hende, der betyder mest for mig.
Interviewer	Hvordan så i forhold til… Altså gør du det også for at udfolde en eller anden form for kreativitet?
Respondent	Nej, ikke mere. Jeg har gjort det.
Interviewer	Hvad er forskellen på det?
Respondent	Jamen, nu gør jeg det mere som sådan en lidt afslappende… Det svarer til at have en have. Der er nogen som har sådan en kineser have, som de hele tiden udfordrer med nye fisk og blomster og alt muligt andet, og så er der dem, der ligesom bare klipper hækken og græsset. Jeg vil sige, jeg har helt klart været der i kineser haven i sin tid med LEGO også og alt muligt andet, men nu bruger jeg det mere som den anden del. Altså det er ikke det samme – det var også det, jeg prøvede at skrive til dig – det har ændret sig lidt i forhold til… jeg tror… altså jeg har ikke tid længere. Der er simpelthen ikke nok timer i døgnet til, at jeg kan hive tre timer ud, og så være kreativ indenfor det rum. Men jeg kan sagtens hive tre timer ud og vide, at jeg kommer til at bygge denne her, eller jeg kommer så meget længere med den ting, jeg er i gang med lige nu, og får noget ud af det. Så der er sådan en tidsfaktor i det for mig.

Interviewer	Hvis du så skulle dele noget… Hvis du nu havde de her ideer og så vil dele det i communitiet, vil du så forvente, at der var andre, der skulle give noget igen? Eller vil det ikke være så vigtigt for dig, at der var andre, der delte noget med dig på et andet tidspunkt?
Respondent	Nej… Men jeg vil stadig have feedbacken. Altså om jeg får feedback igennem, at de bygger noget, som jeg bliver inspireret af, eller om de kommer med nogle gode ideer i forhold til det, som jeg nu har lavet og sendt videre. De kunne også tage min ting og bygge videre på den. Det ville være ligeså stort jo. Altså det behøver ikke at være… altså jeg behøver ikke at have æren for den der klods eller den ting, som der nu er blevet bygget. Bare det at se den i live, og se den komme videre, det vil være helt vildt for mig. Det ville være mega fedt.
Interviewer	Ville du også gøre det omvendt? Hvis du så noget fedt, og havde noget… ja, du kunne bygge videre på der, så ville du tage den?
Respondent	Uden tvivl. Lige med det samme. Jeg ville da lige spørge, om det var okay til ham, der nu havde lavet den, som jeg også er sikker på bare gerne vil dele det.
Interviewer	Ja, det er i hvertfald det, man ser jo.
Respondent	Ja. Det svarer jo lidt til den der open source verden…
Interviewer	Præcis. Det er jo det, det er kommet ud af. Det var det første tegn på crowdsourcing.
Respondent	Ja, der er der det lukkede og så er der det åbne. Og hele det her med at arbejde indenfor det åbne, det kræver jo et helt andet mindset.
Interviewer	Ja, for det kræver en accept på en eller anden måde…
Respondent	Ja, det kræver en accept af, at andre bruger de ting, som du… både det, at du gør dine ting tilgængelige, men også det, at du så kan bruge de andres ting. Men du bliver nødt til at slække på den der sikkerhed, som du normalt har. Du køber jo ofte en garanti. Altså der er ikke mange, som vil købe en vaskemaskine, hvis der ikke var nogen garanti. Men det gør du jo med ting herinde. Her tager du faktisk nogle produkter til dig, som der ikke er nogen garanti på.
Interviewer	Men hvorfor tænker du, at det er sådan? Altså hvad er det, der gør det interessant?
Respondent	Det er jo sikkerheden
Interviewer	Nej, men hvad er det, der gør, at du gerne vil dele frit og deltage i det, når du ikke har den sikkerhed?
Respondent	Altså i forhold til LEGO, så er det jo fordi, at LEGO ikke er et økonomisk middel på den måde.
Interviewer	Ja. Men der er jo stadigvæk et eller andet. Hvis nu du opfandt et projekt der var helt genialt, og som LEGO gerne ville producere, så mister du vel en eller anden form for ejerskab på det design. Og andre kunne jo så tage det og arbejde videre på den, og så gøre det til deres ide.
Respondent	Det vil da være fedt. Det er jo det, du vælger at gå ind i. Og LEGO vil jo også, altså LEGO tager det jo heller ikke bare, altså de vil jo give nogle penge eller nogle procenter til dem, som der nu har gjort det, eller så har de skudt sig selv i foden for langt tid siden.
Interviewer	Ja, nu var det meget sort på hvidt.
Respondent	Så selvfølgelig ville de gøre det, hvis de ligesom skulle ud og tage penge

	for det. Men det er jo den del, der ligger i open source i det hele taget, og den tankegang.
Interviewer	Hvad så i forhold til… Nu nævnte du det med, at du godt kunne lide at bygge med din datter. Har du andre? Sådan et netværk af andre, hvor du tænker… sådan et LEGO netværk, venskaber, et eller andet, som du lærer af?
Respondent	Nej. Jamen, det har jeg ikke tænkt så meget over… Altså jeg er jo passioneret, og det kan jeg mærke, at de andre derinde også er. Så altså på den måde har vi jo noget til fælles. Men de er meget isoleret vil jeg sige. Jeg har kendt nogen gennem det forskellige arbejde, jeg har haft, og har mødt nogen, der også er passioneret i forhold til det, og har bunker af LEGO og sådan nogle ting, men det er meget isoleret, vil jeg sige. Altså man har sit eget LEGO og sit egne modeller og bygger med sine egne ting og sådan noget. Man kan godt tage et billede med og vise og sådan noget, men det med at sætte sig sammen og begynde at bygge LEGO sammen, det har jeg aldrig oplevet.
	Jo. Med min fætter, da jeg var barn!
Interviewer	Hvad tænker du så i forhold til LEGO brandet? Identificerer du dig selv med det? Eller overvejer du det slet ikke? Er det mere bare et produkt du bruger til at udvikle noget selv?
Respondent	Ja… Det er bare et produkt, tænker jeg. Det er jo bare LEGO. De laver klodserne.
Interviewer	Og så laver du selv designet, eller hvad tænker du?
Respondent	Så bygger jeg det op, der ligesom skal bygges op. Hvis ikke det allerede er noget, de har fundet på, selvfølgelig, eller nogle andre har fundet på.
	Det er også svært at sætte på spidsen, LEGO brandet. Det er der ligesom, tænker jeg. Hvad er det i forbindelse med, hvad tænker du?
Interviewer	Jamen, bare sådan, om du… Hele det her LEGO Ideas er jo bygget op ligesom et brand community på en eller anden måde, så man antager bare, at folk der deltager i et crowdsourcing community vil også have en form for respekt, eller kan identificere sig selv med det brand, der afholder det, ligesom du også ville kunne identificere dig selv med de andre medlemmer.
Respondent	Altså jeg tror, det er lidt ligesom dem der har – hvis du har set, dem der har – en BMW eller en Mercedes. De er jo også simpelthen så passioneret omkring deres bil, at de slet ikke stiller spørgsmålstegn ved den. Altså det er jo bilen, det er ikke mærket og brandet, det er jo den bil der, de bare elsker overalt på jorden. Jeg tror, det er lidt det samme med LEGO byggere, de har det lidt på samme måde med LEGO. Altså du stiller slet ikke spørgsmålstegn ved det. De har aldrig været bagud på den måde. De har prøvet en masse mærkelige ting, kan man sige, igennem tiden, men de har aldrig været bagud. De har jo altid stillet klodserne til rådighed et eller andet sted, kan man sige. Det er jo ret interessant. Så når man er passioneret omkring et brand eller et produkt, så tror jeg ikke, du stiller spørgsmålstegn ved det. Så skulle det være fordi, der er en økonomisk faktor i det. Den har jeg så bare ikke, men jeg kunne forestille mig nogle, der godt kunne have ondt i røven over det. Men jeg tror ikke, det er brandet, de stiller spørgsmålstegn ved. Det vil så bare være pengene.
Interviewer	Hvad så med et job hos LEGO, er du interesseret i det?

Respondent	Hmm, nej. Altså jeg har da overvejet det, men nu har jeg jo som sagt arbejdet i 25 år, jeg har bare bygget en karriere op indenfor noget andet.
Interviewer	Ja, du arbejder med digital markedsføring?
Respondent	Ja præcis.
Interviewer	Har du overvejet platformen, LEGO Ideas? Der er bare nogle, som siger, at platformens design gør noget for, at du vil deltage, at det kunne være en motiverende faktor for at vælge den frem for en anden. Helt det tekniske i, om den er brugervenlig og hvordan user experience er, og sådan nogle ting.
Respondent	Nej det er ikke noget jeg har overvejet.
Interviewer	Så tror jeg altså, at jeg vil slutte interviewet her.

Appendix 7: Interview Transcript C

File: Research interview C
Type: Text-based interview
Duration: 00:47:00
Date: 07.07.2016

Interviewer	All right. First could you please state your name, age and home country?
Respondent	Sure. My name is Gabriele Zannotti and I'm 23 years old. I'm from Italy.
Interviewer	What's your LEGO avatar?
	It's gabriele.zannotti.
Interviewer	And how long have you been on LEGO Ideas?
Respondent	2 years.
Interviewer	Okay. Let's begin then… To what degree are you looking to get tips and tricks from fellow TFOLs/AFOLs on LEGO Ideas?
Respondent	Considering that I have not published any project, I haven't look for tips and tricks from other users. I only asked some information about the rules of submission, to understand them.
Interviewer	Why haven't you published anything yet?
Respondent	I'm on LEGO Ideas because I like to support some projects, and I help some friends to render their projects. I haven't published any project because I'm not a master builder.
Interviewer	Oh, okay. Even so, to what degree do you value the opportunity to have your work evaluated by LEGO employees?
Respondent	It is satisfying. Since I was child my dream was to work for LEGO. Well, this is not work, but a little part of me hopes to work for them in the future or have a project approved.
Interviewer	Then, to what degree is the recognition from supporters important?
Respondent	Users' support is crucial and their opinion too: you can understand if the project is good and if you can improve something.
Interviewer	Do you find that participation is economically rewarding (incl. cash, offers or services)? And is it important to you?
Respondent	I don't think the reward is too much, so the important thing is the non-economic acknowledgement.
Interviewer	To what degree does the LEGO Idea's platform design matter to your participation?
Respondent	I'm not sure to understand this question…
Interviewer	Well, some users have indicated that the platform's attractive design, its good usability and the fact that it's easy to sign up are reasons they joined LEGO Ideas. I was just wondering if that makes a difference to you?
Respondent	Yes, I think it's very important that the platform is easy to use, if not I don't think it would have this success.
Interviewer	Okay, great. How about the LEGO brand? To what degree do you feel a connection with the LEGO brand through the LEGO Ideas community?
Respondent	I feel a connection because I share their ethics, but maybe not their marketing policy.

Interviewer	What do you mean, when you're saying that you do not agree with LEGO's marketing strategy?
Respondent	Now for LEGO is more important to sell products for AFOLs, so you can see that every year they sell new and more complex parts, moving away their first spirit of simple (and more creative) bricks. Then, I don't like the fact that minifigures are getting angrier, have you seen? My friend and me are doing a little research about minifigures's emotions…

… I don't know if I can explain me… |
Interviewer	Oh no, I think I understand. It's like you actually just want the LEGO bricks so that you yourself can be the creative designer. Whereas LEGO - being the business it is - keeps producing more complicated products, which in a sense looses its creativity as you might end up with a brick that you can only use once, instead of the standard brick that you can use for anything.
Respondent	Exactly! You can use a common 2x2 brick in infinite ways!
Interviewer	That's a great point.
Respondent	I hope that their strategy won't affect too much users…
Interviewer	Yes, true. Maybe it's just done to meet the demands of more, maybe less creative, people.
Respondent	This is true! There are pros and cons. We are talking about a company, so it's normal they are interested in money, too.
Interviewer	Exactly. So to what degree are you in LEGO Ideas to develop your creativity?
Respondent	Since I don't share my own ideas, my creativity is outside LEGO ideas. It doesn't depend on it…
Interview	Yeah, I see.

Well, then how about the other members? To what degree do you feel a social connection to other members of LEGO Ideas? |
Respondent	I chat with some users every week, now I have friends in different countries!
Interviewer	And do you expect to get something in return from them?
Respondent	I like when there is a mutual support, but it's not so important for me…
Interviewer	To what degree is your participation in LEGO Ideas all "fun and games" or a serious hobby?
Respondent	Now it's a funny hobby, but when I really trust in a project I have to be serious too and think the best ways to spread the project
Interviewer	So would you say that you're passionate about it?
Respondent	Definitely. It was my big passion for LEGO that made me discover CUSOO (now Ideas) and I really like to admire other users creations, everyday there is something new. I think users passion is crucial for Ideas.
Interviewer	I think you're right. Well, thank you very much for participation. This insight is very helpful for the research project.
Respondent	Very glad to help you.

Appendix 8: Interview Transcript D

File: Research interview D
Type: Oral interview
Duration: 00:38:31
Date: 11.07.2016

Interviewer	All right, well let me just introduce myself. I'm Signe, I come from Denmark and here I'm studying at a university where I'm doing my master thesis at the moment and I am doing it - as I said to you – it's on crowdsourcing, where I've picked the case of LEGO Ideas. And I would just very much like to investigate why people are motivated to join this platform and just figure out some of the motivations behind your participation. And I have consulted some literature, of course, some previous studies, other crowdsourcing platforms, so I have a list of motivations that I'll kind of work through the interview with but I would very much just like to have a conversation with you about your participation actually.
Respondent	Sure, Signe. No problem.
Interviewer	All right, so first. If you don't mind I would like to ask your age and your home country.
Respondent	Yeah, sure. I'm 42, I'm from the Netherlands.
Interviewer	Okay, nice. All right, I actually was just hanging out with people from the Netherlands all weekend.
Respondent	You were? Yeah? Good, so how do you like Dutch? Are we cool, or?
Interviewer	Very much. I find so many similarities in culture-wise, actually.
Respondent	Yeah, me too.
Interviewer	Great, all right. Well, I kind of found your profile on LEGO Ideas. So, you submitted one idea? Is that correct?
Respondent	Yeah.
Interviewer	And how long have you been on the platform?
Respondent	It was… So, here's what. So, I created that thing and everyone told me that it was so awesome that I should submit it. And that's what happened. So, I knew it… I kind of knew it was there but not really. And then I thought, well, you know, who would be interested in my LEGO thing, you know? I love playing with LEGO but, you know, why would anyone be interested. But then people were telling me "this thing is just freaking awesome and you should put it in LEGO Ideas". And so I said, well okay. So I did it.
Interviewer	Okay. So… You build the thing before you went on the platform basically?
Respondent	Yeah.
Interviewer	Okay.
Respondent	Yeah, I just, I created that thing for a friend of mine who knew I was a LEGO geek. And yeah, he had a Vespa scooter, right? So an Italian scooter. And yeah, he asked me if I could build a LEGO scooter for him, because he knew there wasn't a commercial LEGO scooter model available. So I said out to create his LEGO scooter – or his scooter in LEGO.
Interviewer	That's pretty cool.

Respondent	Yeah. And I gave it. So I ordered all the bricks and I build it for him and then I gave it to him and then I build one for myself because I thought it was pretty awesome, and it stood in my home and then people said "hey, that's freaking awesome, you should submit it". So that's how it went.
Interviewer	Nice. So, if you could, like… Let me know, if you already said this. But in your own words, why would you say that you entered the set, like what's your motivation for participating in there?
Respondent	Right… Yes, so good question.
Interviewer	If you can answer it, it's a difficult one.
Respondent	No, I think you're… It's about… So, I created… I was trained as a designer, and I create products for a living and, you know, I create things when I'm not working as well. So, I guess what's part of creating stuff is also that you want to check or that you're eager to get feedback on what other think about your creation because there's no such thing, you know, you can't create any good creations without getting feedback.
Interviewer	Right. Right.
Respondent	So, I guess that was maybe part of it. Okay, so when everyone who sees the thing says "awesome", let's see what other people think.
Interviewer	And so with feedback would you call that more recognition from your peers and from fellow LEGO fans or would it be more as a knowledge share entity where you could get information that you wouldn't have access to otherwise? Do you see the difference sort of?
Respondent	Yes. So, I reckon… I don't know… I'm probably after recognition I guess, if I get the choice.
Interviewer	Ah okay, yeah. I mean you could have both, of course. It's just to kind of narrow it down a bit.
Respondent	Yeah, and it might not be the best motivation but I don't know.
Interviewer	Well, it is a big motivation for a lot of a stuff we do, isn't it.
Respondent	Yeah, yeah, maybe. Probably.
Interviewer	Okay, so you would say that you're… At least you're conscious about the fact that there are other members on the platform, right. And that they might support your work, basically.
Respondent	Yeah, or they might say they hate it. Like one guy did.
Interviewer	But did that help you in developing it further, or how did you react on that?
Respondent	Well, I asked him: so okay, what do you think sucks then? And then he didn't say anything anymore, so… But I also now think, as a platform – I'm into technology myself – the platform is not really built for… It's built for collecting votes, it's not really built for interaction I think. So it's quite difficult if you want to engage someone in conversation to do that on the platform. So, maybe that's the reason why I didn't get anything back.
Interviewer	Right. I see that. So, but the platform design is that then… So that means something. Is that negative for you, or? How do I, let me just rephrase the question… Would that, would it be more motivating for you if you were able to kind of communicate better in a way?
Respondent	I think so because, well, you know, it's just, you know… If you're looking at that particular… So, the platform is just for collecting votes and there's nothing wrong with that, it's probably created for that. So I was actually…

	I've done campaigns myself, so I don't go after – I don't know – clubs and so on, I just released it and I got a very good response in the first few weeks and I was even staff pick, I think, a month ago or something.
Interviewer	Oh, congrats.
Respondent	Yeah, thanks. But I – so, I know, I'm never going to make it with regards to, I'll never be a set and I'm in that regards I'm… The set I created is probably above 95% of the other sets but it's not good enough to be in the 1%. And I'm fully aware of that but that's what the system does, right. It shows you where you are and to me it's cool to be in the top and to be staff picked and that kind of stuff but if you don't get all that, if you're not on the top, it's not really a platform where you can get feedback or anything. That's not really the way it works. It's a platform for collecting votes.
Interviewer	Right.
Respondent	Yeah.
Interviewer	Were you aware of that, when you joined the site? Or would you have chosen differently, if you knew that? If there where, let's say there was a similar site with LEGO as well but where it was more knowledge sharing, would that be more attractive to you?
Respondent	I think those communities are there as well, right. So there are different communities that are aimed much more at that kind of stuff. So, "I created this, what do you guys think" and then people share improvements or they take someone's idea and make something better with it. Those kinds of communities are there as well. And I was kind of visiting those in the past.
Interviewer	Okay, all right. So, now you focused on the word community as well. Would you say that you feel a sort of community… Have a sort of social community setting or feeling at the platform Ideas with the other members.
Respondent	I do feel that, yeah. I kind of feel, you know… Because, I don't know, for some reason, I still got 500-something votes or something and I'll probably end up in a 1000, and that's all cool. I absolutely have no issues with that. And I still think, "wow, there's still 1000 people who made the effort of looking at that and saying something nice". Yeah, I kind of appreciate that.
Interviewer	And do you feel like you have something in common with them even though you might not know the other person?
Respondent	Yeah, I do.
Interviewer	And is that… Would you mind elaborating on that? Like how would you say you have something in common?
Respondent	Well, you know… It's like I didn't even know there was a word for that – Adult Fan of LEGO, right. So, I'm just a guy who, you know, everybody unwinds in there own way and for me it's, you know, as often as I can play with LEGO. I'm just a normal guy, nothing special. I'm not a geek even but I do feel that I do strongly, strongly believe in adults should play more – whatever it is. Adults always take stuff so seriously; they should just chill out, man. For Gods sake. Life is cool. You should try to enjoy it and do whatever you want without being afraid that someone judges you for it. So a long time ago, I chose not to be ashamed of my LEGO hobby and just enjoy it. Now, I don't have less friends than I used to and I think that that's what, you know, mutual between us isn't it. That we just enjoy playing and we're not ashamed of it.

Interviewer	I love that. That was a very vivid description.
Respondent	Well, yeah thanks. Fair enough. And I don't even know… So, I don't go to these meetings or something, so I wouldn't even know if other people are geeks or whatever but I don't really care, if I'm honest. They're doing what they think is cool and now I'm actually a very busy… I travel all over the world with my work, so I don't have a lot of time to do this actually, but you know, when I can I'm just the happiest guy in the world.
Interviewer	Great. That's great, I love that you're so aware of that. Then where is the brand LEGO itself in that perspective? Do you feel sort of a connection to the brand also?
Respondent	Yeah, totally.
Interviewer	And how is that? Is that your… You called yourself an adult fan of LEGO, so I assume you're a fan, but do you kind of identify with LEGO and is that a reason…
Respondent	Yeah, totally.
Interviewer	Can you elaborate on that maybe?
Respondent	So, maybe not just because the stuff they create is so freaking cool and there's the toy aspect but what I really, really dig about them as well from a professional perspective… So, I'm in – like I told you – I create products, right. I create software products and I'm in marketing, so I'm very well aware of all the effort they put into the community. And I'm well aware of the strategy that went totally wrong let's say 12 years ago and they almost went bankrupt. All that stuff resonates really well with me. So, I appreciate them from a professional stand point as well because I do think that it's what's so cool about their brand is that they kind of release it and it's no longer their brand, it's now my brand as a customer. And that's what they're really doing extremely well, making it the customer's brand and not their brand.
Interviewer	And in that way does that make you… Is it sort of a creative outlet as well?
Respondent	Oh, yeah. Yes, definitely. But I can be creative in my work, thank God. Because otherwise I would just be totally miserable. But I need to be creative all the time, I guess.
Interviewer	Yeah… Just one thought… Then are you aware of the fact that there're LEGO employees on the platform and do you value their official LEGO comments?
Respondent	Right. I wasn't really aware but I was assuming because, you know… like for example when I became staff picked, I got a lot of congratulations from people and I was like okay but, you know, so, that was kind of when I discovered that that's just the guy running the website, isn't it. And then I saw this documentary in a plane and I just then I learned that it was totally brought by LEGO itself.
Interviewer	Oh, so you didn't know at first.
Respondent	No, not really.
Interviewer	Oh okay, but is it motivating to you? For instance the staff pick. Does that motivate you to do other projects maybe submit another one in the future or at least just the recognition?
Respondent	So, I think you're right and I have kind of started on a new project but that's again I've looked at projects that are successful LEGO Ideas and for

me the projects that always get to 10.000 in no time they're always the Star Wars project or the TV-shows something, you know, or a house. Right?

Interviewer	Right.
Respondent	That's what it is, those three things nothing more. That stuff doesn't resonate with me. So what I try… I'm now working on a project that I'm thinking I haven't really seen on there. And I'm just trying to see if I can create something… I think there's a formula to being successful on that platform but I don't want to follow it, if you will. I'm just going to see if I can create something that is equally cool as something I have now.
Interviewer	Yeah, more unique, I guess you're saying?
Respondent	Exactly. A little bit more unique, because if you're looking for a scooter or you know for an original Italian Vespa you probably can't find any better model than the one I created. But not everyone likes scooters or Vespas. So, that's cool. That's good enough for me.
Interviewer	Right. Right. So is it the enjoyment… is it because it's… I just need to find out how to phrase this question. Is it the time you spend building it and on the platform that's, it gives you sort of satisfaction in itself or to the degree that it might be a passion to you that's motivating you or is it more that it's just fun and procrastination from other stuff you're doing?
Respondent	No. No, I think… So, I totally believe that procrastination is part of being professional. It's if you work hard and you play hard and you do Ideas-stuff and I'm sure that you recognise it when you work really hard, you can work so hard without unwinding. And if you're exercising your brain while you're unwinding there's actually no shame in it. So I don't see it as procrastination at all, I see it as part of being a healthy, happy individual who can be the best person he is.
Interviewer	Right.
Respondent	And I'm… So, the actually use of the platform for me is an afterthought. I was truly happy when I created the scooter and I gave it to my friend. And my friend was sitting there in tears and he said stuff like… and I just gave it to him in bricks, and so he said "oh, my God I never, never in my life, when I asked you this…" I worked on that for maybe nine months before I gave it to him, and he never imagined it would be that cool. And for me that was only a few months afterwards that I put in on LEGO Ideas.
Interviewer	How much time do you spend on LEGO Ideas actually?
Respondent	On LEGO Ideas?
Interviewer	Yeah.
Respondent	Well, the first day I pressed a lot because I after the first day I had 100 something or so, and then I thought "hey". But I didn't know how LEGO Ideas worked yet, so I was thinking "wow, I got 100 votes today. So that means in 300 days I will get 30.000 votes – I'm going to make it". But I didn't know that you're supposed to get, you know, so many votes in your first day. And then… I was still the best valued of everything that was submitted that day. But then the day after something was submitted that was valued better and so on. After a week, it was clear to me… oh, okay, fair enough. I'm going to be better than average but not the best one. That's cool.
Interviewer	Okay.
Respondent	So after a week. I didn't use it. I kind of… And then I tried to do updates

	and then I saw if you do an update you get more votes. And then I was like "okay, fair enough. That's cool". So, I haven't done an update for a while now. I don't have anything to… What would I say? I'm not going to change it anymore. It's as good as it is.
Interviewer	Yeah… So, do you vote and support others? Or is it more you own work that you do in there?
Respondent	I did that but just to try how the system works.
Interviewer	Okay.
Respondent	Yep. So, I voted for a lot of others. And I tried to be honest as well and to vote for what I liked. So, I don't know. I voted for 100 things or something and gave some feedback just because I wanted to see how the system works. And that's one of the things about this that if you interact a lot, do a lot of interaction, you will get clutch power points – what ever the crap they are – but you won't get anymore votes on your project. So, there's no… And that's cool. I don't care. That's cool. But I tried that out.
Interviewer	Okay. Okay. But then when you share something to what degree – when you shared that idea, your one project – did you expect to get something in return from the other members? Like, for instance, did you have the feeling, now I'm sharing this then I know other people would share something different later on that I could use? A sort of feeling of reciprocity. That you expect to get something in return for what you deliver.
Respondent	So, judging by how the system works… I think that if you spend every day engaging to other community members it might give you stuff back, like votes, which is what you want – because it's a voting platform. But I don't do that. No. I'm cool with where I am. Yeah, and I have the feeling… So I work in tech so I know how stuff works, so I know a lot of people have created scripts just by looking at the… How people are voting and so on. The comments they're making. There's this one person that's always commenting and voting for every single project that's created. And that's script, you can just tell. And someone does that for a reason. Probably because they wans to draw votes to some projects.
Interviewer	Oh… It's kind of cheating isn't it?
Respondent	Yeah. But I'm not like that.
Interviewer	No. Wow, that's not fair.
Respondent	Well, you know. People… Some other people are going manually about this. They're totally just submitting the crappiest idea ever and it'll still get 10 votes and get comments like this looks awesome I want to buy it. Why would you do that? Why would someone do that? It's because someone tries to draw attention to some creations.
Interviewer	Right. So in that way the whole technical design – of course since you know a lot about it through your work – but the technical design of the platform kind of interferes with the result.
Respondent	Like I said. The interaction part is not done too well. But it's created as a voting platform, so people are going to manipulate the system in order to draw votes to their own projects. Which is totally cool, you know, I don't mind it at all; create the script, by all means if you want to.
Interviewer	Okay. I didn't know about this before now.
Respondent	Well, you know. Don't trust my word for it; it's just something that I observed.

Interviewer	Yeah, well it's an interesting observation.
Respondent	I still think it's very minor. I do think that every single one of the, let's say, multi thousand projects out there have are something they really deserve but sometimes I really can't explain why something that is just freaking awesome only gets a few hundred while some others get thousand. But those are also people campaigning for their stuff. And that's – again – that's totally cool. So, they find the right communities or they create something that's just very acceptable to the large part of the population, you know.
Interviewer	And have you campaigned for you own project in a way – in any ways?
Respondent	Well, I wrote two emails to some Vespa fan clubs. And all of them… And that was very early in the days. I think that if I would have done it now, while I was staff picked and 500-something votes, they would take me maybe a little bit more seriously. But I didn't know how it worked, I just submitted.
Interviewer	Yeah, and then you learned…
Respondent	Yeah.
Interviewer	So in that way would you say that it's more just fun and games being on LEGO Ideas – just an add on – or is it a serious hobby for you because that you work so hard on you LEGO projects so you take it very seriously when you enter it to the platform as well.
Respondent	Yeah, well I tend to take everything I do pretty seriously. So, the goal for me was… I probably wouldn't create something for the only goal of submitting it to LEGO Ideas. I created it for my friend, who I love, and now he has it. It stands in his living room. So. Yeah.
Interviewer	Yeah, okay. I'm just going to check with my questions over here.
Respondent	Sure.
Interviewer	Okay. So in regards to – you mentioned recognition was very motivating to you both from LEGO and from other members, actually – but what about more economic rewards? The fact that if you get your project approved and it's sold, then you get some kind of percentage and some kind of economic benefit from it as well.
Respondent	No, not for me. No. The thing is, I'm… So, I kind of did the calculation, right. Just in my mind. And if you win it with the percentage, you're getting, which makes total sense, I think it's fair by the way to, I don't think it should be more. Let's say you make – I don't know – if your creation sells well, you make a couple of 10.000 Euros, a couple of 100.000 DKK. That's it. That doesn't cut it for me. I'm like I said – not to be… – just, I travel the world…
Interviewer	Yeah, you have a job.
Respondent	I make way more by doing my work.
Interviewer	Right. So basically the recognition from people is enough in it self as a motivation.
Respondent	Yeah, totally.
Interviewer	Just going deeper into you said you didn't use the platform as much for just observing others as well. So you're not looking for inspiration for other builds?
Respondent	Yes, I do actually.

Interviewer	Okay
Respondent	Yeah, yeah. I do. Yeah
Interviewer	And how would that work?
Respondent	So, for example my second project I was looking at this sailing yacht – because I own one – and I thought that would be very, very difficult to create in LEGO so that's why I though maybe I should do it then. So I then did a quick search if that would exists. And actually today, I actually saw one as staff picked today – I'm not kidding either – because there wasn't a sailboat. But if I look at that sailboat I think, yeah well that's total… I don't think it's that cool actually. Mine is way cooler. It's like 10 times cooler. And that's cool, so…
Interviewer	So you can use it for… You can check the market to see if it's available already before you start the project?
Respondent	Yeah.
Interviewer	And then do you get inspired from… Would you look at something and say "oh that part is pretty cool, I going to add that to my own as well"?
Respondent	Yes. Definitely.
Interviewer	Okay. So you kind of also share… Because it is a free sharing of innovations, kind of…
Respondent	I think that yes, you're right.
Interviewer	It's not stealing if you lend stuff from each other. How do you feel about that?
Respondent	Yeah… Totally cool.
Interviewer	Okay, so you wouldn't mind if someone else took something from your Vespa. Maybe they made an update to your Vespa.
Respondent	No. That would be totally cool. Yeah, actually you signed for that as well. As soon as you submit your idea to LEGO, you are actually saying this is not my idea anymore, which I think is cool.
Interviewer	And why would you want that – do you know? Can you elaborate on that?
Respondent	Well… I believe in the power of collaboration, I guess.
Interviewer	And that's the founding thing about the whole community.
Respondent	Yeah.
Interviewer	And is that sort of a creative freedom, or the fact that there is… Let me just phrase this question right… The fact that you can… Because you're creative person, you said, and that's motivating you to do LEGO, do you feel that you're developing your creativity by being in the community compared to doing LEGO on your own without the community there?
Respondent	Yes, I do, I think. Yeah. I think I'm definitely triggered to be more play by – let's say – play by the rules. I know that LEGO has some rules, right, so… which you need to follow for creations. So you can't put certain blocks together in a certain way and that kind of stuff. And I never… So, I'm doing that. But also just thinking… I told, I was trained as a designer, right. So, I'm looking at things and I'm just thinking "okay". I'm looking at my own projects, and I'm looking at projects that are just successful and the projects that are successful all have something in common; they are actually pretty darn awesome. And if I'm looking at my own projects and I'm thinking "okay that's not as awesome as that project", then it's not good enough. So, it needs to be improved.

Interviewer	Okay, so you challenge yourself with that.
Respondent	Sorry?
Interviewer	You challenge yourself like that?
Respondent	Yep!
Interviewer	So, you mentioned the rules. They've put up some rules, LEGO, for which bricks to use and stuff?
Respondent	I just know that there are some rules, I don't know where to find them actually, but it's pretty straightforward. You can't… Models can't be wobbly, disintegrate, and they need to be… You can't just hang the lower constructions on one stud and that kind of stuff. It needs to be solid. And that actually takes half of the building time. First you create the model. And then you order the bricks, and you create it and you find out "oh, darn. This whole structure is totally flimping". And then you need to work with the construction again and do it three times again. I think that's one of the coolest things about this. This process.
Interviewer	Right. And would that be different to you if you weren't a part of the LEGO Ideas community? Would you go through the same process? Or has it elaborated on you process in that suddenly you realise that there are some guidelines that you should oblige to? So it's more challenging.
Respondent	I think, I'm definitely a little bit more aware about some stuff. Yeah, definitely.
Interviewer	Which is more challenging to you in a positive way?
Respondent	Yeah, definitely. Because the more prerequisites you have for creating something, the more challenging it becomes and the more gratifying is you achieve your goal.
Interviewer	Right. Right. Then the goal would be…
Respondent	… Create something awesome!
Interviewer	Right, but you seem kind of okay with the fact that you might not win and get the 10.000 votes.
Respondent	No, I'm totally okay with that.
Interviewer	So it's okay just to get the recognition from the 500 something that supported your work already?
Respondent	Yeah, exactly. So, for example one of the things I look for as well with regards to recognition is… So, for example… I am looking at –you know, for example – there's… You can see how many times you've been viewed.
Interviewer	Right.
Respondent	Right? And if you have a lot of views but not a lot of votes, those are all people that were ready to vote for you but didn't. And that ratio kind of says something as well.
Interviewer	That's… Yeah, that makes good sense. And that's… So did you update your product? Yeah, you did three updates, I see.
Respondent	Yeah, exactly. I did one update based on feedback and one more… I don't know… Because I just wanted to see if I could get more votes then.
Interviewer	Yeah, of course. So that kind of challenges you as well?
Respondent	Yep!
Interviewer	All right. Well, I think I've gotten pretty good idea of your reasons to join the community actually.

Respondent   All right, cool. Well, I hope it helps.

Appendix 9: Interview Transcript E

File: Research interview E
Type: Oral interview
Duration: 00:42:06
Date: 24.07.2016

Respondent	So, I guess starting with motivation, I guess what motivated me actually to put Independence Hall on LEGO Ideas was a lot of people telling me that they thought that it was LEGO Ideas material. I mean, I built it, you know, just for fun because I live in Philadelphia. And it, you know, I liked the way it turned out and a lot of other people did as well, and they said: 'oh, you should put it on LEGO Ideas and see how it does'. I kind of hesitated and hitched on that for a while. But eventually I went through with it. And it did really well right at the start. So that was kind of nice.
Interviewer	Nice.
Respondent	It slowed down a bit recently. I'm not sure it really has the reach needed to succeed in getting the 10,000 but I'm still trying.
Interviewer	Yeah. And are you doing updates? When you're saying you're still trying are you working on like developing it further, or?
Respondent	I'm working primarily on marketing it more. I've reached out to… 'Cause I think this set is pretty much done. There is like small changes I could make that I've been thinking about making but haven't quite gotten there yet. Primarily, I've been working on marketing it more. I went to the Independence gift shop actually, which is associated with Independence Hall, and talked to the manager there and they relayed me to the people who actually do the toy purchasing for that store as well as several others in the US park system. And they were actually reviewing that as well. They said they don't have an opening for that currently but they might be looking at it for next year. So, I'm kind of like pursuing both the like going directly in Independence Hall route and the going through LEGO Ideas route.
Interviewer	Okay, so going directly would be building or making the product outside of LEGO?
Respondent	Yeah, because this company that manages the Independence gift shop actually also manages Willis Tower gift shop, which was another… It wasn't a LEGO Ideas set but they did a Willis Tower architecture set which – I think – most people still call the Sears Tower, it's in Chicago. They managed that gift shop as well. So they previously had dealings with LEGO. And I was like, well that's a good place to start, you know. If it doesn't work out, I can work with them and see where it can go from there.
Interviewer	So you… So is your primary goal to get the… To have the set made?
Respondent	I would say yeah, that's the primary goal in some form or another. LEGO Ideas is one means of approaching that for me.
Interviewer	Okay. And were you thinking about that at all when you… Because you said you built the set before realising that you wanted to put it on LEGO Ideas.
Respondent	Yeah, yeah. I mean I just built it for fun. I actually used to live just a couple of blocks from Independence Hall so I would like hear the chiming every hour and then I moved away from that area. And missing that area kind of inspired me to build that set.

Interviewer	Oh, okay. Nice. But then, did you consider at all at that point in time that it might become produced as a set, or was that suddenly an add-on after-wards?
Respondent	No, that was an add-on afterwards.
Interviewer	Okay.
Respondent	Yeah.
Interviewer	So, how did you come across LEGO Ideas? Was that your friends telling you that it was cool and then suggesting LEGO Ideas or did you come across it yourself?
Respondent	I had known of it, like I came across it in the past but didn't give it much thought. But I also… the way that I primarily discovered it for purposes of this was through Flickr. Because I'm fairly active on Flickr. Not so much recently because I just got a job. But that's beside the point. But I'm fairly active on Flickr and engaged in that community and a lot of people there have been putting stuff on LEGO Ideas. And I primarily build LEGO cars and a lot of people that I follow build LEGO cars and the larger scale LEGO cars tend to do really well on LEGO Ideas. So a lot of people put those of LEGO Ideas and that kind of gave me the idea of like, all right, maybe I could put Independence Hall on LEGO Ideas.
Interviewer	Right, right. So was it a LEGO community on Flickr?
Respondent	Yeah, there's a fairly large community. I primarily am in the like LEGO car community, which is smaller – it's a sub-community. But there is a fairly large community on Flickr.
Interviewer	So, in that sense would you say that you identify yourself or at least com-municate with the other LEGO builders, fans, whatever we should call them?
Respondent	Yeah, yeah. I definitely do. I actually go to… for the past two years, I've gone to Brickfair in New Jersey and I'm going back again this year as well.
Interviewer	Okay. That's very cool.
Respondent	Yeah, it's a lot of fun.
Interviewer	So, is that… is that LEGO having the fair or is it…?
Respondent	No, it's a company that does five or six all up and down the East coast in the United States. And LEGO actually has like an outreach or wing that does outreach to groups like that. There's a different group that does that on the West coast and they actually send representatives to sometimes talk and they give free sets as like gift like raffle stuff. So, LEGO is involved in that community as well but it's not necessarily, it's not specifically LEGO, a thing that LEGO puts up.
Interviewer	And does that make a difference to you that it's…. 'Cause with LEGO Ideas it's LEGO who owns the platform. Does that make a difference in regards to whether you get the recognition from LEGO or you get it from peers, other LEGO fans, other LEGO communities?
Respondent	I would say probably the recognition from peers is more rewarding. But getting the recognition being a staff pick during the week of the 4th of July, which – I don't know if you're aware – that's America's Independence Day. So, getting the staff pick during that week for Independence Hall from LEGO Ideas was pretty cool. So that was kind of fun. But I would say primarily I'm more interested in the recognition from peers and other

	fans of LEGO.
Interviewer	And what type of recognition are you looking for, or are you getting from peers?
Respondent	Well, let's see… It's always nice to just engage with people like when you… When I post a build on Flickr it's always nice to engage with people about like, you know, they like this specific element of something I build, how did I go about building that. Or just engaging about different techniques. Stuff like that. Of course everybody likes praise.
Interviewer	Yeah, of course. But then you share knowledge, information, techniques as well?
Respondent	Oh yeah, yeah. Especially with the LEGO builds that I do, they tend to be on the smaller side. I tend to build mini figure scaled cars and duplicating the complexity of a motor vehicle in such a small scale requires really unusual techniques sometimes and so when someone discovers something that's really nobody else has ever used before it tends to like propagate throughout the community really quickly.
Interviewer	Right. And do you do that on LEGO Ideas as well or is that solely on Flickr? Or do you communicate about that?
Respondent	That's more on Flickr. I have had people ask me on LEGO Ideas how I went about building Independence Hall. And the answer to that question was a lot of internal gymnastics to support the exterior piece of the building. I mean the inside of the thing is a complete mess. So I have communicated some about that on LEGO Ideas.
Interviewer	Okay. So, okay. So, in your own words, how would you… Why did you put it on LEGO Ideas even though you already had it on Flickr? Can you kind of make out the question? Does that make sense?
Respondent	Yeah, no. I understand the question. I would say, honestly… well, there're a couple of reasons. The thing that primarily encouraged me to do it was the fact that a lot of people told me "I think this can do well on LEGO Ideas and it would make a good set". And I was like… well, I mean, I'm not going to say no to that. But I think the backing for that that like helped support me for doing that was… Philadelphia is kind of a city that… everyone who lives here has like a really sarcastic sense of humour about Philadelphia. We're all kind of down on Philadelphia even though we love it. And Philadelphia doesn't get a lot of recognition, especially outside the US. But even so inside the US, it doesn't get nearly as much recognition 'cause it's so overshadowed by New York City or Washington DC. And so I thought, you know, there're a lot of people in Philadelphia who really love this city and would probably like to see it get more recognition nationwide and worldwide for its history and architecture and style. 'Cause it's a really architecturally diverse city. Especially considering the fact that so much of the colonial aspect this city has been preserved and restored. And there were a lot of people from Philadelphia who's saying that it's really cool that there was the possibility for that aspect of Philadelphia to be recognised nationwide or worldwide mostly.
Interviewer	Oh, yeah. Okay. Yes so that's kind of a deeper… yeah, reason, I guess.
Respondent	M-hm. Yeah.
Interviewer	Right. Okay. Then, just jumping back to the whole knowledge sharing, do you know… like, why do you think that you do that less on LEGO Ideas? 'Cause there's a comment section.

Respondent	There is. I think LEGO Ideas… I think it's kind of one of those catch 22-situations where the community isn't always necessarily involved enough to become involved. A lot of people say like, you know, really nice support or something like that, you know, "I support this, really nice". But they never like tend to ask questions about like "oh, that's interesting, how did you do that?" I have gotten a couple questions but not nearly as many as I do on Flickr.
Interviewer	Right.
Respondent	And I can't… it's tough to tell why exactly that happens with LEGO Ideas. It could be because I think that the demographic of LEGO Ideas is younger. 'Cause the community that I'm part of on Flickr is generally people like 18-40 or so… Whereas I think LEGO Ideas might be much younger, but it's really hard to tell. 'Cause there's a lot less personal information on there.
Interviewer	Right. Exactly, yeah. Yeah, I've had a hard time finding out as well actually.
Respondent	M-hm. Yeah, Flickr I think does the… LEGO Ideas tries to make it really impersonal to protect the privacy of its users, whereas Flickr… Flickr tries to be a little bit more social. But that's my guess, my best guess.
Interviewer	Right. Yeah well, it makes sense. But then do you still feel a… How would you say if you still a social connection or community connection to people on LEGO Ideas?
Respondent	Not as much as I do on other sites, I have to say. For me LEGO Ideas is more of a promotion platform than a social platform.
Interviewer	Right. Due to the votes, I guess?
Respondent	Yeah. I mean it could be different for other people, 'cause I know there're a lot of people who are really community-oriented on LEGO Ideas. So, it might just be my particular engagement, I don't know.
Interviewer	Well, that's fine. That's exactly what I need to know.
Respondent	Yeah, yeah.
Interviewer	That's perfect. Then how about the design of the platform, 'cause you talked about how… with the whole comment section and how you're able to vote. Does design of the platform… how does it matter to you? I mean…
Respondent	I think I understand what you're asking. How does like the design of the site affect the like usability?
Interviewer	Exactly, yeah. Exactly. And whether it affects your motivation to participate or actually demotivates you or something like that.
Respondent	M-hm. Well, you're asking a web-designer so I'll have a really long answer for you.
Interviewer	Oh, wow. Okay.
Respondent	Overall I think the site is really well laid out. I don't have trouble finding anything. So, like if I'm looking for information on the site, I don't find it that difficult to find. Sometimes finding out things about individual people is difficult because LEGO tries to be really kid-friendly so there's not much like social or personal information linked. I think you can link like… you might be able to like a Facebook page but that's it. Or link a website, that might be it. The biggest problem I have with it is the chronological

ordering of builds. 'Cause like when people post new things they go to the top and then over time as things become more popular or less popular they start to move up and down in the listings as they move back in time. But I think for me the biggest problem is that even if a build is really popular, it can get buried really quickly by a lot of not-so-good builds. And I mean, I'm not talking specifically about my build here, I'm talking about builds in general. 'Cause I've come across a lot of really good things and like I look at that and as someone who understand how to build LEGO, I'm like "that would make a really good set, because it has these characteristics, like, it uses a lot of the same pieces over and over again, it looks intriguing or it looks engaging to build", stuff like that. But it gets kind of buried under kind of like the daily flow of just crap. Like people just posting like you know one after the other.

Interviewer	So, I guess what you're saying is some kind of algorithm is missing to place the best on the top or something like that.
Respondent	Yeah. And I think it… I think if you get one that is really, really popular that does go to the top. And that works fine. But I think that the… I noticed that most of the things that become really popular are like pop-culture. Like Golden Girls or Ghostbusters. And so those, you know, rock it up to the top. So, I don't know. I can't tell if maybe LEGO needs to revise their formula or be more involved in the sorting process. 'Cause I imagine they probably have some kinds of algorithms so they don't have to have like staffs of people constantly working on it.
Interviewer	Yeah, of course. But there are some LEGO employees in there using avatars and commenting on other people's projects.
Respondent	Yeah. I think that I came across one or two of those at some point.
Interviewer	Right. And is that…
Respondent	So, they do have some…
Interviewer	How does that make you feel? Pardon?
Respondent	Sorry, I kind of cut you off. I was just saying, it's nice to see that involvement from LEGO. I feel like maybe they should have a little bit more, 'cause like the staff pick-thing works pretty well. 'Cause when they do a staff pick, I think they kind of go along the lines of, you know, "is this build well?", you know, "would this be a valid set?" And also "do we think this is good enough to be popular?". So I think maybe more involvement along that line, I'm not exactly sure how they would go about doing that. But more involvement along the line of like "who's a really good set that", you know, "we think is well built and would be engaging to build and could be popular". Maybe a little bit more uplifting of those 'cause I mean even not just speaking about my build, I've seen a lot of really good builds that just get buried. Before they even have a chance to become popular, before people would get a chance to see them and say "wow, that's really cool, I want to vote for that".
Interviewer	But then how would that make a difference to you? Would that be in regards to your own project that you get some feedback from employees or would it be in regards to when – I don't know if you're searching for inspiration in there? – and then you can look for it?
Respondent	I would say both of those reasons. Because I know one of the things for me with Flickr is that I derive a lot of inspiration from other peoples' builds. And I say "oh, that looks really interesting, I would change it this way and

	this way" and you know, "do this differently". And I think it would be nice to see more on LEGO Ideas rather than kind of like the flow of just, you know, people posting whatever.
Interviewer	Right, and do you use LEGO Ideas for inspiration like that or only Flickr?
Respondent	Occasionally, I would use LEGO Ideas. But I find it more difficult to find good builds on LEGO Ideas. Since, maybe because of that volume of stuff.
Interviewer	Right. Right.
Respondent	But I think going back to the staff engagement idea, having the staff more engaged on builds that they see as being good and giving feedback, I think that would be a really good idea.
Interviewer	Right. Okay, okay. Great. Then, but then, how do you feel about the LEGO brand? Do you identify yourself with that, would you perhaps identify yourself as an… yeah, I've recognised the term adult fan of LEGO.
Respondent	Yeah, I would identify with that, yeah. That's one of the reasons I go to Brickfair.
Interviewer	Right, yeah. Yeah, I assumed so, yeah. Okay, so that makes a difference…But then… Let me just see how to phrase this. So does it… Let me know, if I have already… if you have already answered this. But then does that make a difference to you that it's LEGO owning this platform? Or is it the same as when you go to Flickr. Do you still feel the same connection to LEGO?
Respondent	I would say that LEGO owning the platform doesn't really change it either way for me.
Interviewer	Yeah, okay.
Respondent	Flickr obviously is a bit more… It's less regulated than… Like it's less, quote, "kid-friendly". So, I would say the community on Flickr is a little bit more vibrant because it's not as regulated but the community on LEGO Ideas… obviously, everyone who is there is a fan of LEGO. So there's that connection like we're all here because we like the same product, the same tool.
Interviewer	Yeah. Yeah, definitely. But then does one of those approaches kind of… Do you prefer one over the other?
Respondent	In terms of community, I would say, I prefer Flickr.
Interviewer	Okay. How about, when you post a project on LEGO Ideas, do you expect to get something in return from other members, from LEGO for your time and effort?
Respondent	Well, it's always nice. I would say just, I mean obviously the goal is to get something supported enough that LEGO would review it. But it's also just nice to have that feedback and engagement. Primarily I would say the feedback engagement that I look for most is "oh, that's really interesting, how did you do that?" and I think that's the reason, I'm more drawn to Flickr because LEGO Ideas doesn't like have that as much.
Interviewer	Right, okay.
Respondent	I guess, I'm there more for like, I look more for like the intellectual engagement and the like sharing ideas.
Interviewer	Right, okay. And does that… how often do you go to the platform LEGO Ideas?
Respondent	I'd say about once a week.

Interviewer	Okay, and then what do you do there?
Respondent	Generally, I look around to see what the staff picks are and see what the staff likes that week. See how my project's doing obviously. See if I can find anyways to better market my own project. Because I work in web design and a big part of that is how do I get this… How do I make this engaging enough so that customers or clients or whatever will stay on the page to engage with it. So I kind of analyse that. And then I look through the most recent builds and see if I find anything interesting to support. And then once that starts to get like you know, I get a couple of pages back, I sort of get into stuff that are not as interesting. Then I go on do something else.
Interviewer	Okay. So, is it more for the fun and the enjoyment of it that you join LEGO Ideas or is it kind of a serious business for you?
Respondent	I would say…
Interviewer	That was kind of a black and white distinction.
Respondent	Yeah, no I know what you mean now. I would say for me, LEGO Ideas is a bit more on the serious side. It's a bit more of the: how can I promote this to get it, you know, supported or in store, or whatever. But I do also derive inspiration every now and then from a build that I see on there. I click through to see who's supporting the project and see what they've built. Because generally people who are supporting Independence Hall are the kind of people who would build something similar. So, it's interesting to see what people who are interested are building.
Interviewer	Right. And then how does that make you feel if for instance I saw your project and then I took some elements of it or some ideas from it and started either rendering it or building my own or something like that.
Respondent	I mean, I've actually had people, not with Independence Hall but with one of the cars that I built, somebody reverse engineered it on Reddit – or not Reddit… Emgur or imgur, however it's pronounced… I don't know how it is. But somebody reverse engineered it and designed their own version and I was like "That's really cool".
Interviewer	And how…
Respondent	So, it's interesting.
Interviewer	But it was okay, I guess, then?
Respondent	Yeah. I mean if somebody went and like took, just basically took the images of my build and then posted them as their own, that I would have a problem with. But I don't, I've never seen that on LEGO Ideas before. I have seen that on other platforms, like way in the past when I used to do stuff like 3D modelling back in high school but I haven't seen that recently.
Interviewer	Oh, wow. That sounds like cheating to me.
Respondent	Yeah, yeah. But when you like go for like and reverse engineer something, it's like "wow, that's really clever, and I like the way they changed this thing, I might actually change mine to be like that"
Interviewer	Right. Oh, so you sort of learn from it.
Respondent	Yeah, because everybody brings a different approach to a build and I know that I'm particularly sometimes… I actually recently saw a build the other day of a car that I was like "wow, I really just want to build that, I should go through and figure out how that's build and change it a little bit because

	I don't really like this is placed. I wonder if I could move it this way or something".
Interviewer	So you do that as well?
Respondent	Yeah, yeah. I derive inspiration usually like by the time I'm done with that model it's like, it's not really the same model anymore, it's kind of like, I've taken that idea and changed it to something that I want to build.
Interviewer	Right. So that's kind of what you… Yeah, what you get from it as well, I guess, being in the community.
Respondent	M-hm. Yeah.
Interviewer	So if your project were to win, I guess would be the right term, and get produced as a set, how does the thought of the economic side of it, the economic rewards that you get, you get the complimentary sets and you get the 1% of the sales.
Respondent	I mean that's obviously a plus.
Interviewer	Okay.
Respondent	I would not turn that down but it's not my primary goal. I mean, 'cause I'm, like pretty much everything that I do related to either my fulltime job or Chris Elliot Art is some kind of creative adventure. And for me its more about the, I mean obviously, I want to be able to eat and like buy furniture… So, there's that. But there's also the, I would like to be engaged with the community and have recognition for my work. And be able to work on projects for other people that I find interesting or that, you know, might be important into the future, I suppose, like… oh, what's a good word for it… Memorable.
Interviewer	Yeah. Could you elaborate on that maybe?
Respondent	Let's see. Basically, I guess as an artist I would like to work on things that in some way either make a difference in the world in general or have a memorable impact, like let's see… The guy who originally designed the NBC-look, which is a peacock, you know, it became, you know, that design evolved over time and became, well known and associated with that brand. And so, I think working on projects that have… that over time would have the longevity, notoriety in popular culture or society moving forward. That, I think, is really interesting.
Interviewer	Yes. That makes, that makes excellent sense from a creative point of view.
Respondent	And also from a business point of view.
Interviewer	Well, of course, of course. So do you participate on LEGO Ideas also to be, to kind of, have that creative outlet and as a spot where you can post your creativity?
Respondent	Oh yeah, definitely. I mean the main reason I started building, I actually, I was really into LEGO as a kid and then in college, like, I kind of had other things to do and you know I didn't have time for LEGO and then a few years… I think it was about three years into college I decided I was gonna build some of the LEGO cars that I designed. And it became a really rewarding, creative, I guess, a creative release in a manner that, you know, I didn't have to… It didn't have to be like a business thing. I didn't have to… whereas web design is a business, or photography is a business, I could do that just for me. And LEGO Ideas, or Independence Hall being on LEGO Ideas is just kind of like a nice bonus.
Interviewer	Yeah, but then isn't that also sort of a business perspective when you put it

	there, or?
Respondent	Yeah, it is. Yeah.
Interviewer	But you obviously don't feel like that or?
Respondent	Yeah, I built it originally for fun. Just because I wanted to. And the fact that it turned into something that, you know, could be recognisable as a business venture, is just kind of like an afterthought of like, oh hey, I could do this with it now that it's already built.
Interviewer	Oh yeah, okay. Okay, that makes sense to me then. So, how do you feel about the creativity in the… on the platform from other users as well?
Respondent	I think the… The other users that have the highest quality builds, like the ones that I'm like, I want a set of that. Those people are most often, I think, engaged on other platforms. A lot of them I see engaged on Flickr.
Interviewer	Oh okay, so you actually recognise them?
Respondent	Yeah. I do recognise a lot of the ones that are really popular as being from other platforms be it Brickshelf or Flickr or Deviantart.
Interviewer	Right.
Respondent	They, I think the best builds on LEGO Ideas have engagement or the best builders on LEGO Ideas are engaged in communities other than LEGO Ideas. And they get the most amount of feedback from all sorts of sources.
Interviewer	Okay. Oh, okay. I'm getting a feeling that there's sort of this whole LEGO community and that LEGO Ideas is simply one of the platforms where you can sort of talk or show your work but that the whole community is kind of overarching more platforms.
Respondent	Oh yeah, definitely. I mean, there's communities on Deviantart, Reddit, Flickr, I think, Imgur, I know Facebook, I'm part of several LEGO groups on Facebook, so it really kind of spans all of the social platforms.
Interviewer	And then, you communicate with the different members across the different platforms?
Respondent	Usually, the members that I'm connected to are usually… I'm just connected to them on one platform. There are a few exceptions, but for the most part it's just one platform.
Interviewer	And that's Flickr, I assume?
Respondent	Yeah most, most of my activity is on Flickr. There's also a fair amount on Facebook.
Interviewer	Oh, okay. Okay. So in that regard would you say that you're passionate about it?
Respondent	Yeah, yeah. I would say so. I look forward to going to Brickfair every year and usually the first thing I do when I wake up in the morning, I'm like trying to like, get my bearings about me and actually wake up I like open Flickr and scroll through the builds that people have posted to see like, oh what's interesting today.
Interviewer	Okay. That's nice.
Respondent	Yeah, thank God for smartphones, right?
Interviewer	Right. I assume you could spend a lot of time doing that.
Respondent	Oh yeah, yeah. I mean I try not to but I usually end up spending a bit too long.
Interviewer	Well, I guess that's with everything with smartphones, isn't it?

Respondent	Yeah, it is.
Interviewer	Okay. And is that… so, you say you kind of do it every morning as kind of a ritual, I would call it that, I don't know if it's the right word for it?
Respondent	Yeah, habit.
Interviewer	Yeah, habit. Sorry, yes, habit is a better word. Is that for the community of it? Or is it for your love for LEGO?
Respondent	I would say the latter. I would say when I'm like trying to wake up in the morning, so like that, like, habit of opening it up just looking is more like what, what interesting builds have been posted and you know, how can I get inspired about Monday morning.
Interviewer	Yeah, yeah. Have you ever considered working at LEGO? Like the LEGO Group.
Respondent	Yeah, definitely. Moving to Billund would be kind of a long distance but I would be willing to do it if they're like, "hey we have a designer position we want you to fill" I'm like "okay". I'm not going to say no.
Interviewer	They are actually looking for a designer now.
Respondent	Are they? Really?
Interviewer	Yeah, they are.
Respondent	I should send in an application.
Interviewer	Yeah. It's a bit far away though, yeah, I see that.
Respondent	I don't know. I would move if they offered me one.
Interviewer	Right, okay. But it's not like a goal for all the builds that you do now? That they would recognise you and then hire you?
Respondent	No, no. The builds that I do now are mostly like they all start off as like "hey, I have this interesting idea. This would be fun to build". And then I do that. And then if it turns into something else later, that's, you know, something else entirely.
Interviewer	Are you enjoying your time on, just solely the platform, LEGO Ideas? You submitted a project sometime, you visit there ones a week – are you enjoying that time, or is it sort of… 'Cause I'm getting a sense that it's not that you're so drawn to it that you can't help but not go.
Respondent	Yeah, it's not as magnetic, I guess, as some other communities, at least for me personally. That lack of intellectual engagement about building styles and stuff like that, that LEGO Ideas doesn't really have as much as the other platforms do really makes it not quite as interesting to me. So, I mean if I were advising the team, I would figure out a way to increase intellectual use, users intellectual engagement with other users.
Interviewer	Yeah. Yeah. But then do you, why do you still go there? Is it 'cause…
Respondent	Well, there's still interesting builds on there. And there still are, like sometimes you see people having conversations about how something is built or, you know, what technique is used. So there's still sometimes that. It's just not as often. Like I go to Flickr daily, whereas I go to LEGO Ideas maybe weekly.
Interviewer	M-hm. Okay, yeah. But you enjoy your time at the platform?
Respondent	Yeah, yeah. It's a pleasant site to use. Users are all very pleasant to engage with, it's just the engagement itself isn't as rewarding. But I do enjoy using the platform.

Interviewer	Okay, okay. I think, I kind of got a good sense of… I kind of got around all of it now.
Respondent	Oh, good. Great.
Interviewer	Do you have any burning, wishes to add anything?
Respondent	I don't think so. I think I kind of said everything.
Interviewer	Yeah, of course that's totally fine. Could I just ask some demographic questions, I guess. Can I use your name, Chris, in my paper?
Respondent	Yeah, sure.
Interviewer	Thank you. And can I have your age if you are okay sharing it?
Respondent	24.
Interviewer	And you're from the US?
Respondent	Correct.
Interviewer	And your LEGO avatar I've got, and how many projects have you shared in here…
Respondent	On LEGO Ideas?
Interviewer	Yeah.
Respondent	Just one.
Interviewer	Just the one? Okay. All right. And how long have you been on the platform?
Respondent	I think I posted that near the beginning of the year.
Interviewer	Okay, so you entered the platform when you submitted?
Respondent	Well, I think I've had the account for a couple of years but I've only really been engaged with it for the past few months, I suppose. Since the beginning of 2016 or so.
Interviewer	Okay, okay. So you kind of got engaged with it after you submitted your own project?
Respondent	Yeah.
Interviewer	Okay, so then why did you start, like why did you sign up to begin with? Do you remember?
Respondent	I don't really remember obviously. I think I signed up for the account 'cause it sounded interesting but at that time it was just coming out of being…
Interviewer	Oh, CUUSOO
Respondent	CUUSOO, yeah. It was just coming out of being that and it didn't really have much, and I was like, "I'll come back for this later". It's not really developed yet. And then it started develop and people started posting more things on it and I was like okay now that sounds interesting, I'll go check it out. And then I mentioned it to a few people in my family and friends and they were like "oh, you should put Independence Hall on that" and that's how I got more engaged.
Interviewer	Okay. All right. That makes good sense. Well, thank you very much for your time.
Respondent	You're very welcome.
Interviewer	I'm going to transcribe the interview, and you're most welcome to read it through, if you want to.
Respondent	Sure

Interviewer	Well, just some people like to just make sure that I'm not putting anything in there that you can say OK to.
Respondent	Yeah, no, I'll read through it.
Interviewer	Okay, wonderful.
Respondent	I'm sure that the transcribe is just fine but I'll read through it anyway just 'cause I'm curious to see how I've answered everything.
Interviewer	You're most welcome to do that. It's gonna take me a little while to transcribe it, but then I'll send it to you.
Respondent	Yeah, no problem. Whenever you're ready.
Interviewer	Okay, great. Well thank you very much for your time it's been very useful.
Respondent	You're very welcome, good luck with the paper.
Interviewer	Thank you. Thank you. Good luck with your project.
Respondent	Thanks. Okay.
Interviewer	Keep my fingers crossed.
Respondent	Thank you, I appreciated that.
Interviewer	Bye.
Respondent	Okay, bye.

Appendix 10: Interview Transcript F

File: Research interview F
Type: Text-based interview
Duration: 01:59:00
Date: 03.08.2016

Interviewer	First, let me elaborate a bit on the research project. I'm looking to understand more about peoples' participation in crowdsourcing projects. I want to know what motivates you to join LEGO Ideas and share ideas freely with other members and LEGO.
	I have a list of motivating factors, which have been identified in other researches and I have created some questions with those in mind but I really just want to know how you feel about participating in LEGO Ideas.
Respondent	Okay, I cannot speak for the other participants, specially the AFOL community, but for me, I'm a big fan of product development, plus I love LEGO, so LEGO Ideas (back in the day was called LEGO CUUSOO) is an outlet for some of what I want to do.
	Building the model is 1/2 of the joy, presenting the product is the other part, this involves what to name the product, even the story behind the product
	There is a great joy in purchasing a LEGO product that I wanna recreate and share to other people
Interviewer	So what you want to do is actually become a product developer for LEGO?
Respondent	It's one of my dreams, though that will be hard to accomplish being halfway around the world.
	So this is the next best thing.
Interviewer	Yeah that's an obstacle, of course… How many projects have you shared on LEGO Ideas?
Respondent	Wait let me check… To date 31, 3 being rejected.
	It's much better than other crowdsourcing websites. They have stricter rules.
Interviewer	Could you elaborate on that, please? What does that mean to you?
Respondent	I've tried other crowdsourcing sites like Quirky and Kickstarter but the communities there are more "vote on my project I'll vote on yours" but here, people who comment appreciate your design and effort, which makes it a better place to think of ideas for product development
Interviewer	Oh okay. So, in that regard, do you feel a special connection to other members in the LEGO Ideas community?
Respondent	Special connection, maybe not, but a better more friendlier connection yes, for a time, the older people I used to see in the comments have moved on.
	There is a high turnover rate, I personally think is people get bored easily (when their projects do not win).
	Maybe I'm an outlier in your data.

Interviewer	Ah, okay. And then you kind of loose that acquaintance you made in there?
	Outlier? How do you mean? ☺
Respondent	'Cause I look at LEGO more differently than others that join the site so my answers might not fit.
	Yes no contact outside of the site – and the project for that matter.
Interviewer	Okay, that's fair. Could you elaborate on how you look at LEGO, then?
Respondent	That will be long ☺
	But I admire LEGO, I think its the best company to be honest
Interviewer	Well, just if you can
Respondent	I've read the book Brick by Brick and that opened my eyes to the engineering and operations involved in running the business, which makes me appreciate the product more. They are one of the largest plastic and tire manufacturers in the world and their operation is mostly automated. It's just amazing.
	Plus their idea of modularity and in the box thinking is something that shaped the way I do things in my own life
Interviewer	So are you identifying with LEGO as a brand more than other LEGO members?
Respondent	I'm not sure, there's not a lot of members I know of.
	Here in the Philippines, the community is more of collecting and there are less people into MOC (I would believe)
	Sorry for the terminologies
	MOC - my own creations - is where people make their own models out of their creativity
	So the community here is more of the product than the company. I like to think I appreciate LEGO as a whole.
Interviewer	Oh okay. I see the local LEGO culture would make a difference. But from what I hear you saying, you're feeling a personal impact from the whole LEGO brand?
Respondent	I think you can say that. I believe, the things we like affect us – could be LEGO, could be something else – for me it is LEGO, so yes, there is a connection.
Interviewer	That makes sense to me.
	Then how about the stricter rules you mentioned. I assume that's rules from LEGO or is it also from other members?
Respondent	No it's from LEGO Ideas itself. They have stricter guidelines than most crowdfunding websites, which means that what you submit actually has standards.
Interviewer	Yeah all right. And how is that motivating to you?

Respondent	… And a team of people checks your work before you can post.
	I think it promotes a better community.
Interviewer	Okay, because it's higher quality creations?
Respondent	Yes, in a way, plus it feels that LEGO is trying to help you succeed in your project
	Even thou they don't, the thought is enough to be motivating
Interviewer	Yeah, I see. So, how do you value the recognition from LEGO? Either as official comments or comments from employees or staff picks or something like that.
Respondent	I have some of those – both comments and staff picks. And I'm very happy when I receive those. Sometimes I even take a screenshot.
Interviewer	Yeah, that's motivating? Congrats on the staff pick!
Respondent	Yes it is. My 1st staff pick made me want to make more. It is a validation mechanism, very clever actually.
	Thanks!
Interviewer	Yeah, I could imagine. How about recognition from other members? You mentioned that they sometimes comment on your projects and appreciate your builds. How is that motivating you? If it is!
Respondent	I've dedicated one of my builds for a member once, he gave me an idea and I made it. So that helps.
Interviewer	How did he give you the idea?
Respondent	We were discussing on a project, then he gave a follow up idea, and I thought it was great, so I made it and posted it
	Be right back.
Interviewer	Okay nice. In that way, I guess you could say that you're also looking to get tips and learn from other members?
Respondent	There is actually a website for that called Swooshable.
Interviewer	Oh, I didn't know that website. So you would use that instead of LEGO Ideas to get feedback and tips from other members?
Respondent	It's a building website. It's more of instructions. Not sure if you can discuss there. I just check it for how to build.
Interviewer	Ah okay. So you look for inspiration there.
	How about feedback on your work then?
Respondent	Yes I do, but also I find inspiration in things that are on LEGO Ideas. And on Pinterest.
	Feedback on my work is less on how I build, more of what to build and in LEGO Ideas not a lot of criticisms, which is a bad thing.
Interviewer	Could you please elaborate on why you find that a bad thing?
Respondent	As a creator and builder, I can't improve if people don't say what's wrong with it
Interviewer	Yeah, true. That makes sense. So would you say you are on LEGO Ideas to develop your creativity?

Respondent	No, I think not develop, more of express. Or rather that's the intent. Maybe as I go through the motions, I will inevitably develop some skills, but expression is what I'm after.
Interviewer	Because your creations are expressing something of yourself?
Respondent	Yes, I think when you create something, some part of it is your vision, which is a part of yourself
Interviewer	Yeah, totally.
	When you say, you want to express your projects; who do you want to express it to?
Respondent	I think more of to me, again as an outlet of creativity. I have loads more I don't post actually – if I'm not in the mood to take pictures.
Interviewer	Oh, so when you say "express" you mean it as to express yourself creatively and not to show off your work?
Respondent	Yes, it's more of an outlet.
Interviewer	That makes sense. So do you then feel that other members should give you something in return, when you share your projects with them?
	Oh, sorry. The doorbell just rang, there's a delivery guy here with a package. I'll be right back!
Respondent	I think they do, every vote they give is a sign they like it in some way or another.
	Sure, take your time! I'll be replying slower though since I need to occasionally do things as well
	It's chat so its ok I get to see it ☺
Interviewer	And the expectation to get that is a motivation to you?
	Haha, yeah. That's the good thing about chatting. I'm back now though but you just take your time ☺
Respondent	Yep. And yes I think it motivates me.
Interviewer	Of course, yeah. How about the economic aspect? To what degree are you motivated by the possibility to earn money on your projects?
Respondent	Haha, I think it's nice to earn a % of the profits, but honestly at 10,000 votes its very hard to get that prize. Well, on top of it there is a panel of experts. So it's really really slim [chance]
Interviewer	Yeah… So it's not your primary motivation? I mean, it seems you're pretty realistic about your chances.
Respondent	Yes, I think that's why a lot of people I know are gone. Since they just go to other sites that aren't LEGO made. Just fan made, like Flickr.
Interviewer	Right... And what keeps you staying? (Sorry if I'm making you repeat yourself here…)
Respondent	It's no problem. Again, LEGO is my passion I can talk about it for weeks at a time! ☺
	For me its a combination of many things:

	One of them is product development
	One of them is its LEGO
	Another is expression.
Interviewer	And with product development you mean, as you said earlier, that it's more than building - it's the name, publishing it and such?
Respondent	Yes, having a story, etc.
	Plus I like to build with bricks I have.
	So it limits me, from what I have said earlier.
Interviewer	Yeah, all right. You mentioned that LEGO is your passion. But are you also passionate about LEGO Ideas?
Respondent	I think they are both connected. But if to choose between the 2, I think LEGO is better. The LEGO Ideas is just a compliment
Interviewer	Right. It's a place to express you passion, I guess?
	So, I guess your participation is more a serious hobby than a fun and enjoying passing of time?
Respondent	Yes correct. Yes!
Interviewer	All right, all right... You mentioned in the beginning that LEGO Ideas is better than other crowdsourcing platforms. How do you consider the platform's design? Is that motivating to you?
Respondent	Uh, not so much, I think its done really well since it fades in the background (which is good), better than some of the other sites, and is intuitive, but not a primary source of motivation
Interviewer	Okay, yeah. That makes sense. How often do you visit LEGO Ideas?
Respondent	I used to visit everyday. But now only when I post to see people's reactions
Interviewer	What changed to make you visit it less?
Respondent	I became busy at work. I would love to visit more often, but responsibilities
Interviewer	Yeah, okay. Fair enough.
	You mentioned that you're not using LEGO Ideas as much to socialize with other members. But are you socializing with AFOLs elsewhere?
Respondent	No, unfortunately not. Maybe that's why I use LEGO Ideas more
Interviewer	Okay, yeah.
Respondent	I'm part of the AFOL community on Facebook, but I'm not as active
Interviewer	Oh, okay. Yeah…
Respondent	There are meetups, but I rarely go
Interviewer	Offline meetups, you mean?
Respondent	Yes in a restaurant every 2 months. It's half day and I have work
Interviewer	Oh, wow. But yeah, I see how it's difficult with work.
Respondent	LEGO is more kid friendly than for AFOLs. And it takes time, finding organizing parts etc. It's not a easy hobby to get into

Interviewer	Right, it takes dedication?
Respondent	Yes it does. More than other hobbies.
	And I like how it has levels of a hobby. There are collectors, there are mocers, and there are those who are use them with other things like computers. Those are really hard-core enthusiasts.
Interviewer	The latter ones?
Respondent	Yes, they make amazing things. I can only see them on YouTube.
Interviewer	Yeah, I've seen some of that.
	I guess it also requires a lot. I mean you would need heaps of LEGO bricks to get started.
Respondent	Yes, that's the dedication part of it
Interviewer	Right.
Respondent	And LEGO (at least in my country) is not cheap. So it takes resources as well.
Interviewer	No, I agree. It's not cheap here either.
Respondent	Really? Denmark? Isn't LEGO made there?
Interviewer	So I guess you could say, it's not something you do "just for the fun of it"?
Respondent	Its x3 here
Interviewer	Oh really, wow. I've always thought of it as an expensive hobby.
	Even in Denmark
Respondent	Depends, some collectors are just for the fun of it. But to do something remarkable its fun, but takes work, but that doesn't matter, cause its something that I enjoy.
Interviewer	Yeah, I get that.
	Well, I feel I've gotten a good understanding of your motivations for LEGO Ideas. Just to sum up, there's the whole motivation that making LEGO creations is about more than actually building the design, a second motivation is your passion for LEGO – it seems you cannot not build LEGO and LEGO Ideas is a place to get recognition from LEGO, and a third motivation is the ability to express yourself and your creativity in your designs.
	Please let me know, if I misunderstood something here ☺
Respondent	Yes I think so. That's correct, if I may add I think I missed something, that is not really about LEGO Ideas but LEGO itself
Interviewer	Sure, add all you want ☺
Respondent	The primary motivation in all of these is to bring ideas to life. Like a 3d printer but with quality. I think that's the core motivation in the expression. To see your thoughts in a physical form.
	But yeah, that's pretty much it ☺
Interviewer	Okay, yeah... So, kind of to express your creative ideas using LEGO bricks.
Respondent	Yes. In a way.

Interviewer	I mean, it seems there's a whole creative process behind it, coming up with ideas and actually creating them in real life
Respondent	Yes
Interviewer	Okay. Great.
	Can I share your name and age in my research?
Respondent	Sure
	I'm 27
	And my name is in the user id
Interviewer	Oh, great. That was my next question.
	I should be able to find you in there just fine then
Respondent	Yep ☺
Interviewer	Great. Well, thank you very much for your time. You have brought some very interesting aspects to mind!
Respondent	Sure no problem! It was my pleasure ☺

Appendix 11: Interview Transcript G

File: Research interview G
Type: Text-based interview
Duration: 02:15:00
Date: 23.08.2016

Interviewer	First, let me elaborate just ask you to explain, in your own words, why are you on LEGO Ideas?
Respondent	I have lots of ideas in LEGO Ideas, and to see one of my constructions in a box, in stores all over the world it would be a great honour, nothing would make happier.
Interviewer	So you're actually looking to have a project produced?
Respondent	Yes.
Interviewer	Okay, so then to what degree is the recognition from supporters important?
Respondent	All the comments, good or bad are very welcome; it makes me want to make new and improved constructions.
Interviewer	Is that in the form of feedback for your work?
Respondent	Yes, however I had allways good comments. Some people sugest one or two thing like coulours changing, or that I shoud add more detail. All the comments are welcome ☺
Interviewer	And does that help improve and develop your creativity?
Respondent	I think we are always learning from each other and LEGO Ideas is a great way to develop our creativity, I had some constructions that didn't get much support and I have tried to improved them.
Interviewer	Right, yeah. And is that motivating you to participate?
Respondent	Yes it is, there is always something that we can add to make it even better.
Interviewer	Are you also looking at other builds to get inspiration for a new project?
Respondent	No, Im not getting tips or ideas from others, my goal is to make something new that there Lego doesn´t have in their collection. I try allways to make someting original. I have new ideas, but it seems impossible to achieve the 10.000 supports.
Interviewer	Right. And to what degree are the economic rewards important to you in reaching that goal?
Respondent	Very important, because I would like to give my family a better life, however seeing one of my constructions in a box on shelves it makes myself proud.
Interviewer	How many projects have you submitted?
Respondent	I have 28 ideas submited, 4 of them have expired, and 2 of them have reach 1000 supports witch gave me more time
Interviewer	Congrats! I see some italian inspired projects. Are you from Italy?
Respondent	Tank so much, no but Im latin origins, Portuguese
Interviewer	Oh, okay! How about the social community aspect? To what degree do you feel a social connection to other members of LEGO Ideas?
Respondent	The feedback that I had through my personal experience, people says that very difficult to support the ideas, even if they want, most of the people find it complicated and do not want to spend the time to make the registration and vote.

Interviewer	How do you mean that there are some difficulties on supporting ideas?
Respondent	I have share it trough social networks and have been interviwed by some local magazines however, I think people finds it very difficult to vote, even if they think thats a great idea.
Interviewer	So you're socialising more on other platforms (online or offline) than LEGO Ideas?
Respondent	Just facebook and twitter. Supporting Group Torre de Belém em Lego.
Interviewer	Okay. Then do you feel fewer social similarities with LEGO Ideas members instead of members of Twitter and Facebook?
Respondent	Never no, I thin im geting more support from LEGO Ideas users.
Interviewer	Okay. And do you identify with them? What I mean is that other users have found that there is a sort of shared identity in the LEGO Ideas community because all are AFOLs. Do you feel like that?
Respondent	Well no, never think of that.
Interviewer	Okay, no problem. That's completely understandable. Do you think it is difficult to support other users as well?
Respondent	I think all the good work should be supported for me, no it's not that difficult. It takes time and people sometimes do not spend that much time just to support an idea.
Interviewer	Ah okay. Yes, that makes sense!
Respondent	Some people come to me and ask how to vote
Interviewer	Oh, really? I see, so it does take some getting used to. So, in that regard. To what degree does the LEGO Idea's platform design matter to your participation?
Respondent	Very important, I have many bricks but can not afford to buy the colours and the bricks I need to use, so LDD (Lego Digital Designer) is a great help to myself
Interviewer	Of course not. I get that. Then would you mind elaborating on the LEGO Digital Designer? I did not know of this tool – is it in LEGO Ideas?
Respondent	No, LDD is a free online program, all you have to do is download. its kwite simple to use, however it doesn´t have all the existing bricks in the program
Interviewer	Okay. So you can design the projects digitally.
Respondent	Yes, most of my constructions are digital. I do not have the bricks or the money I need to make them all. There are so many bricks an colours.
Interviewer	That's cool. Then you have more to choose from.
Respondent	Yes thats true, however Im limited to theyr choice, sometimes I want to use a expecific bricks but its not avaliable at LDD.
Interviewer	Right, yeah. How much time do you spend on the LEGO Ideas platform?
Respondent	Nowadays not much, Im a bit disapointing by not getting support, even with my work published by some magazines, Im not reachin the supporting that woul takes me to the next level
Interviewer	Why do you think that is? Have you considered that?
Respondent	Yes, and my conclusin was that people like the ideas and wat to support, but when they see that they have to spend about 15 to 20 minutes to make a registration they kwit

Interviewer	Yes that makes sense. In that way, the platform's design is kind of making it more difficult for you?
Respondent	I think its difficult for everyone, I have seen some awesome constructions that did not reach the goal. But I will keep on trying, and improving my ideas, who knows ...
Interviewer	Right. But it is a bit demotivating to you? You mention you spend less time on the platform now because of it.
Respondent	Yes, thats true. One of my constructions gain about 200 suporte in 2 days then it stoped, the new ones are allways on the top lis, then with new entrys people can not see it anymore, only if tey scroll, or serach for it.
Interviewer	What keeps your spirits high then? You said that the primary goal is to get a set produced. Is it the wish to achieve that?
Respondent	Well, Im not a kwitter ☺ I may have stopped now but I will keep on trying
Interviewer	Haha, that's good! How do you feel about the fact that the platform is build like that - that projects get most votes at first and then become difficult to find?
Respondent	There are so many constructions comming in. That makes it impossible to stand up all the best ones or most supported.
Interviewer	Yeah, the competition is large?
Respondent	Yes.
Interviewer	How about the LEGO brand? How do you feel that LEGO Ideas makes you able to connect with the brand?
Respondent	LEGO Ideas have 2 ways of sharing ideas. Popular this week (most voted) and Staff Picks. I have been in those two
Interviewer	Is that rewarding in itself?
Respondent	Very rewarding, I told everyone. lol. Regarding my conection with LEGO, I think the connection works quite well. I am conected professionaly with LEGO, I own a small toy store, and 45 % of the area is with LEGO
Interviewer	Oh wow, so I guess you really are connected to them, huh? Would you be interesting in working for LEGO then?
Respondent	Yes that would be cool.
Interviewer	Yeah. And does that influence your own passion for LEGO Ideas?
Respondent	Maybe, I'm up to date with all Lego novelties, maybe that makes me have new ideas for the inexisting Lego
Interviewer	You feel that they are missing some innovative ideas?
Respondent	Well, they have a huge range of numbers, but the market demand new items and in my openion there is a place for my and others ideas that do not exist on the market.
Interviewer	Right. That makes sense.
Respondent	Im giving you an example. Many people are making a town made of Lego. They have a Fire Brigade, Shopping, Mall, City Hall, Cinema, etc. but not an Hospital or a Police Department.
Interviewer	Oh, so you have added that with your builds. I see.
Respondent	Yes, and there is an Architecture collection as well with buildings from all over the world but not a Portuguese historic building. Thats why I have done it.

Interviewer	Right. So you're actually evaluating what's missing in LEGO's product portfolio before designing a project.
Respondent	Yes, that´s correct. It makes no sense to me doing a construction that allready exists similar.
Interviewer	Right, yeah. You mentioned that you don't socialise much on LEGO Ideas. But do you do that on Twitter and Facebook or is it more about promoting your work?
Respondent	Well, I do socialize in LEGO ideas, but not so much on summertime, when I have more work, as social network I do use Facebbok every day, to both socialize and promoting my work as well. I do have an acount on twitter but Im not using it that much. The time is always short.
Interviewer	Okay yeah. How do you socialise on LEGO Ideas? In the comments?
Respondent	Yes, I do comment all the ideas that I like, and try to reply to all my supporters that comment my ideas, also following the builders that I like most.
Interviewer	Yeah, okay. And do you value that recognition peers over that from LEGO (ex staff picks)? Or is it the same?
Respondent	Yes, when Staff picks a construction that I like, they certenaly will have my support.
Interviewer	Right. But how about when staff picks you. Is that more rewarding than peers' support?
Respondent	Yes for sure. I would be honour to be evaluated by Lego Staff.
Interviewer	Why is that? Have you considered that?
Respondent	When staff picks brigs your contruction to first page, and betwin tousands of constructers its outstading. But its allways rewarding , regardind beeing picked by stuff or peer´s supporting
Interviewer	Right. And I guess one thing also leads to the other? I mean, being on the front page might lead to more votes?
Respondent	Yes, thats my openion as well
Interviewer	Okay. When you joined the platform originally, did you already have a set ready? Or did you join and then decide to build afterwards?
Respondent	No, I did not know that there was this platfom, I knew Koosoo, but that platform as ended. It was a foreign costumer that told me about it.
Interviewer	Oh okay, nice! yeah, it's actually CUUSOO that has been transformed into LEGO Ideas. So, is your participation in LEGO Ideas all "fun and games" or a serious hobby?
Respondent	It is serious, but its fun at the same time like it should be.
Interviewer	Okay, yeah. So are you passionate about LEGO Ideas?
Respondent	Very passionate however I'm not so active at this point because I'm not getting enough supports, and that is a bit disappointing
Interviewer	Right, I get that. Would you then say that you're expecting to get something in return from other members when contributing?
Respondent	I'm not expecting nothing in return, I believe people deserve my support in their amazing LEGO buildings.
Interviewer	And for your work?
Respondent	No, I'm not. But support would be nice.
Interviewer	But yeah. Okay well, then just a couple of final questions if you don't

	mind. Would you mind sharing your name, age and how long you have been on LEGO ideas?
Respondent	Sure.
Interviewer	Thanks! Obviously, I have your name. But how old are you? And when did you enter the site – I assume it's after 2014?
Respondent	Im 45 and I begain in 2014 in LEGO Ideas. I haven´t submited not any constructions on CUUSOO.
Interviewer	Great! Thank you so very much for your time. This has given me some great insights for my project!

Appendix 12: Overview of Sub Research Questions & Answers

To what degree does […] motivate users?	Response
…Knowledge sharing (SRQ1)	Knowledge sharing is a prime motivator for user participation as the open sharing culture allows users to get inspiration for and feedback on builds. However, the motivation is not entirely fulfilled on the LEGO Ideas platform, which suggests that LEGO could enable user participation through an increased focus on knowledge sharing.
…Firm recognition (SRQ2)	Firm recognition is motivating to users in the form of staff picks and the dream of becoming LEGO designers. In effect, firm recognition is a relevant motivator for participation when it explicitly supports users, meaning LEGO needs to consider the ways in which to delegate recognition in order to gain most from its resources.
…Peer recognition (SRQ3)	Peer recognition is a motivator for users' registration and participation on LEGO Ideas as it entails acknowledgement for one's work as well as votes and support. Findings actually suggest that users make updates to their project and campaign for them on alternative platforms to earn more support.
…Social Engagement (SRQ4)	Users are motivated from social engagement; actually users are even using alternative communities for more social engagement. This indicates that LEGO Ideas community has a possibility to attract more users to the platform by encouraging more social engagement
…Reciprocity (SRQ5)	Users' motivation from reciprocity is limited, as they do not expect reciprocation for their work on LEGO Ideas though it might lead to more votes. Most users make improvements to their projects to receive votes, though findings suggest that motivation is from recognition and not reciprocity
…Economic rewards (SRQ6)	The shared vision of producing something of significance combined with the limited size and possibility of the economic rewards undermines its motivating influence. Nonetheless, the findings also indicate that economic rewards are valued as an important strategy for LEGO to show appreciation for superior builds
…Platform design (SRQ7)	Users are motivated by an appealing platform design. The motivation primarily stems from the platform's regulations, whereas users are demotivated from parts of LEGO Ideas' design, including limited interaction possibilities and the structuring of projects. In conclusion, there are possibilities for LEGO to alter the platform's design and usability to further motivate user participation
…Brand identification (SRQ8)	Users are motivated from identification with the LEGO brand since it is made openly available to fans. The identification is activated or reinforced on LEGO Ideas through a connection, causing users to internalise the brand. However, LEGO needs to be aware of the creative abilities in further product development, as findings suggests the brand risks losing dedicated fans if it limits its creativity and openness
…Community identification (SRQ9)	Users are motivated to participate due to an inner identification with the community. However, the motivation from community identification depends on users' identification with the overarching LEGO community existing across multiple platforms. It is therefore not a motivation factor that can be determined and activated on LEGO Ideas alone.
…Creativity (SRQ10)	Users are motivated from creativity as they have a creative mind-set. Users are motivated from the prospects of developing their creativity through feedback, support and building guidelines to build unique projects. This indicates that LEGO could activate the inner motivation from creativity in more users through a focus on such factors.
…Enjoyment (SRQ11)	Users are motivated from enjoyment in building LEGO sets though it is not a large motivator for their actual participation on LEGO Ideas, as it takes hard work and dedication.
…Passion (SRQ12)	Users are motivated from passion towards LEGO, which is reflected onto their participation on LEGO Ideas. The high competition on LEGO Ideas requires a high level of dedication in order to be successful on the platform. This is demotivating some users, while others are motivated from a larger vision, motivating their participation