



Universiteit Utrecht

Faculty of Social and Behavioral Sciences,
Department of Methodology and Statistics

In Search of Motivation for the Business Survey Response Task

Vanessa Torres van Grinsven
Irena Bolko
Mojca Bavdaž



February 4, 2015



Outline

- Introduction
- Background: concept of *motivation*
- Fieldwork
- Analysis of the data
- Results

Introduction (1): why research on motivation?

Typical problems in business surveys:

- Response rates
- Data quality
- Burden complaints



- Driving force behind the response task is missing or problematic

Introduction (2)

Motivation

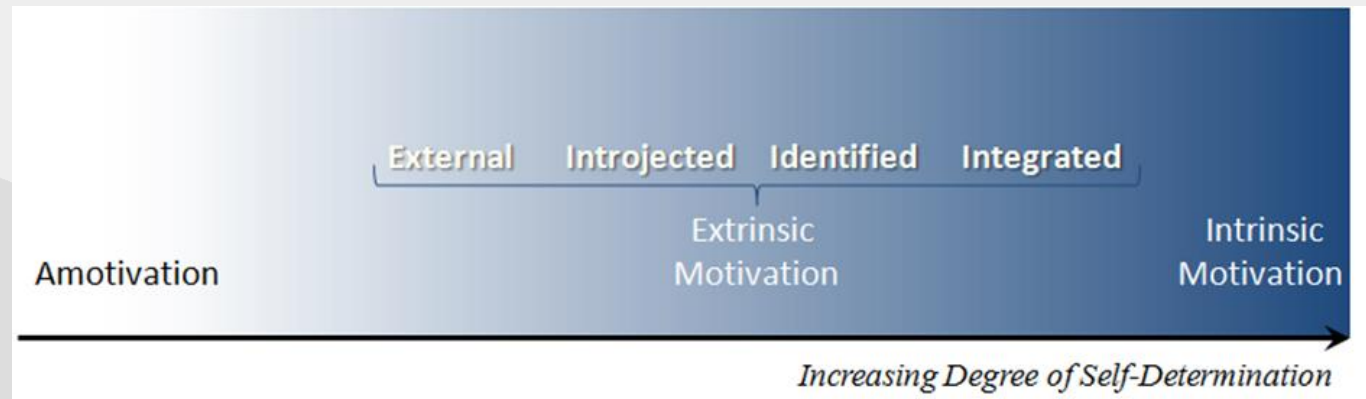
- ✓ Motivation as the driving force behind behavior
- ✓ Understanding motivation as a possible way to achieve better survey outcomes
- ✓ Emphasis on the positive counterpart instead of burden

The concept of motivation

- “*why a person in a given situation selects one response over another or makes a given response with great energization or frequency*” (Bargh et al. 2010, 268).
- The higher the motivation:
 - a) the more favorable initial choices related to the task (***direction***),
 - b) the higher the amount of effort invested in the task (***intensity***),
 - c) the more persistence for the task in the presence of obstacles (***persistence***).

Self-Determination theory

- SDT posits motivation as a continuum between amotivation, that is lack of motivation, at one extreme, and intrinsic motivation at the other extreme.
- Extrinsic motivation is in between (e.g. *Deci and Ryan, 1980*)
- Different types of extrinsic motivation.
- Research suggests that the quality of the experience and the performance are higher with intrinsic motivation.



Subtheories of SDT:

✓ **OIT (Organismic Integration Theory)**

(Deci & Ryan, 1985)

- extrinsic motivation spans along the continuum that ranges from externally induced to internalized

✓ **CET (Cognitive Evaluation Theory)**

(Ryan & Deci, 2000)

- Intrinsic motivation is facilitated by three factors: *competence, autonomy, and relatedness*
- innate psychological needs that guide behavior

An example of SDT in survey methodology research

- Self-Determination Theory has been applied to the field of household surveys (see Wenemark et al. 2011).
 - SDT as an inspiration to redesign data collection procedures and the questionnaire of a self-administered voluntary health-related survey of individuals
 - Redesign focused on promoting *competence, autonomy* and *relatedness*.
 - ✓ Increased response rates
 - ✓ Increased respondent satisfaction
 - ✓ Increased data quality
 - Wenemark et al. (2011) conclude that survey researchers should aim to enhance intrinsic motivation to achieve respondents' superior commitment to the task
- Does this also apply to business surveys?

Research goals

- Understand motivation in the business survey response task
- Empirically investigate which types of motivation might be important in the business survey response task.
- Assess the fit to existing theories on motivation

Fieldwork

Primary data:

- Qualitative interviews
 - ✓ Three broad issues
 - ✓ One of these was motivational aspects in business survey response behavior

Secondary data:

- Qualitative interviews and observation
- Research on response process in a specific official business survey
 - ✓ Visits during or immediately after the questionnaire's completion
 - ✓ Contextual topics

Data analysis (1)

- Analysis based on thematic analysis (thematic coding of the qualitative data)
- “Expressions” (Ryan & Bernard, 2003) -> codes -> subthemes -> themes
- We coded “sources of motivation”: “*those conditions that elicit, sustain, and enhance this special type of motivation*”, (Ryan and Deci, 2000, p. 57).

Data analysis (2)

Steps in the research process:

- ✓ Inductive thematic analysis (*Torres van Grinsven, Bolko, Bavdaž, Biffignandi, 2011*)
- ✓ Literature review
- ✓ Theoretical coding of empirical data: deductive approach

Results (1)

- themes followed the SDT framework, namely the SDT and its subtheories Cognitive Evaluation Theory and Organismic Integration Theory (*Deci and Ryan 1980; 1985*).
- However, some sources could not be coded within the SDT framework (see table on the next page)

Themes, subthemes and codes for sources of motivation for the business survey task

Note: Terms in italics are taken from the SDT and its subtheories Cognitive Evaluation Theory and Organismic Integration Theory

Themes	Subthemes	Codes for sources of motivation
<i>Extrinsic motivation</i>	<i>Externally regulated motivation</i>	Legal mandate
	<i>Introjected extrinsic motivation</i>	Work tasks (explicitly assigned) Social responsibility: <ul style="list-style-type: none"> • Value for society in general • Value for specific purposes • Value for specific groups • Principle of reciprocity
	<i>Identified extrinsic motivation</i>	Value for own business or self
	<i>Integrated extrinsic motivation</i>	Work tasks (adopted)
<i>Intrinsic motivation</i>		<i>Enjoyment and challenge</i>
		<i>Perceived competence</i>
		<i>Autonomy</i>
		<i>Relatedness</i>
		Mood
		Human curiosity disposition
	Disposition for accuracy and precision	
	Routines	
	Task characteristics	

Results (3)

- ✓ Human curiosity disposition
 - ✓ Disposition for accuracy and precision
- } Implicit motives

What about?:

- ✓ Mood
- ✓ Routines
- ✓ Task characteristics

Conclusion: motivation for the business survey task

- ✓ extrinsic motivation calls for at least as much attention as intrinsic motivation
- ✓ other sources of motivation may be relevant besides those stemming from the three fundamental needs in the Cognitive Evaluation Theory (competence, autonomy and relatedness)
- ✓ other approaches may have the potential to better explain some aspects of motivation in business surveys than the SDT framework alone, for instance McClelland's (1985) dual system approach to motivation that treats implicit motives

Future research

- More research on motivation and how to apply to establishment surveys
- Organizational setting; work environment
- Quantitative research:
 - ✓ Experimentally test application of the different sources of motivation



Thanks a lot for your attention!!!
Vanessa, Irena and Mojca

Questions, thoughts, comments?

v.torresvangrinsven@uu.nl

Acknowledgement:

- ✓ Blue-Ets project and project partners;
- ✓ Prof. Dr. Joop Hox

References

- Bargh, J.A., P.M. Gollwitzer, and G. Oettingen. 2010. "Motivation." In Handbook of Social Psychology, edited by S.T. Fiske, D.T. Gilbert, and G. Lindzey, 5th ed., 268–316. New York: Wiley.
- Deci, E.L. and R.M. Ryan. 1980. "The Empirical Exploration of Intrinsic Motivational Processes." In Advances in Experimental Social Psychology, Vol. 13, edited by L. Berkowitz, 40–80. New York/London: Academic Press Inc.
- Deci, E.L. and R.M. Ryan. 1985. Intrinsic Motivation and Self-Determination in Human Behavior. New York: Plenum.
- McClelland, D.C. 1985. "How Motives, Skills and Values Determine What People Do." American Psychologist 40: 812–825. DOI: <http://dx.doi.org/10.1037/0003-066X.40.7.812>.
- McClelland, D.C., R. Koestner, and J. Weinberger. 1989. "How Do Self-Attributed and Implicit Motives Differ?" Psychological Review 96: 690–702. DOI: <http://dx.doi.org/10.1037/0033-295X.96.4.690>.
- Ryan, G.W. and H.R. Bernard. 2003. "Techniques to Identify Themes." Field Methods 15: 85–109. DOI: <http://dx.doi.org/10.1177/1525822X02239569>.
- Ryan, R.M. and E.L. Deci. 2000. "Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions." Contemporary Educational Psychology 25: 54–67. DOI: <http://dx.doi.org/10.1006/ceps.1999.1020>.
- Torres van Grinsven, V., I. Bolko, M. Bavdaz[~], and S. Biffignandi. 2011 "Motivation in Business Surveys." In Proceedings of the BLUE-ETS Conference on Business Burden and Motivation in NSI Survey, Statistics Netherlands, Heerlen, 22–23 March 2011, 7–22.