

# *Cultural differences in motivation to contribute to open textbook projects*

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Volunteers are not always intrinsically motivated; extrinsic motivation may also exist (Staw 1989). Ryan & Deci (2000) found that when individuals have the choice, enjoyment, interest, and competence may intrinsically motivate individuals. Moreover, they found that extrinsic motivations vary from external regulation, such as pressure or rewards, to internalization of extrinsic factors. Reasons for volunteerism differ from one person to another (Clary et al 1998). Researchers such as Nov (2007) and also Hertel, Niedner & Herrmann (2003) seek to understand the different motivators that influence individuals to voluntarily contribute to open content (Wikipedia) and open source (Linux) projects. However, this research seeks to understand the motivators that influence individuals to voluntarily contribute to open textbooks across cultures. This presentation provides a clear understanding for the patterns, based on 270 responses received so far, of cross cultural differences regarding intrinsic and extrinsic motivation.