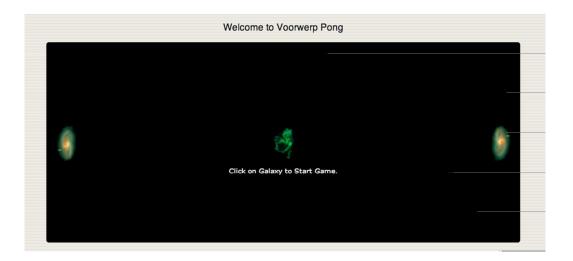
## Table 1 Intrinsic motivation definitions

Intrinsic motivation	Definition	Example operational definitions	References
Intrinsic motivation (k=13)	where 'a behavior is performed by itself, in order to experience pleasure and satisfaction inherent in the activity'		(Vallerand, 1997, p. 271)
Perceived enjoyment (k=107)	the extent to which using the system is perceived to be fun, pleasant, or enjoyable aside from performance consequences or expectations	the extent to which the activity of using an innovation is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated	(Davis et al, 1992; Venkatesh, 2000; van der Heijden, 2004; Cyr et al, 2006; Hong <u>St Tam</u> 2006, p. 166; Fuller et al, 2010)
Playfulness (k=40)	the degree to which an individual interacts with computers in a spontaneous, inventive, and imaginative manner	the degree of cognitive spontaneity in microcomputer interactions	(Webster & Martoco <u>hie</u> , 1992, p. 204; Ahn <i>et al,</i> 2007)
Cognitive absorption (k=9)	'a state of deep involvement' with technology exhibited through temporal dissociation, focused immersion, heightened enjoyment, control, and curiosity		(Agarwal & Karahanna, 2000, p. 673)
Flow experience (k=15)	A holistic experience including playfulness, enjoyment, absorption in the activity, control, concentration, curiosity, intrinsic interest, and a match between the task challenge— and the individual's skill level	the holistic experience that people feel when they act with total involvement	(Hsu & Lu, 2004; H <del>autel,</del> 2007, p. 279; Liu <i>et al,</i> 2009)

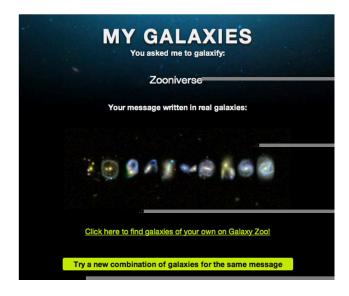
k = number of studies.

Figure Number	Example	Summary of action	Form of play
One	Voorwerp Pong	Game created by Zooniverse team	Perceived enjoyment
Two	Cats Love the Zooniverse	Meme created by Zooniverse team	Perceived enjoyment
Three	Meme Generator - Snapshot Serengeti	Meme created by users	Perceived enjoyment
Four	My Galaxies creator	Program for users to create text	Perceived enjoyment
Five	Find the Zorilla	Game created by users	Playfulness
Six	Spot the Penguins	Game created by users	Playfulness
Seven	Word games in Galaxy Zoo Forum	Game created by users	Perceived enjoyment
Eight	Pure Art discussions in Galaxy Zoo 'Talk'	Re-appropriation of images created by users	Playfulness













Where in the world ? new Started by triple harpist < 1 2 3 676 >
Word Association <b>new</b> Started by davva < 1 2 3 936 >
The Word Piece game new Started by planetaryscience < 1 2 3 112 >
Just Chat new Started by little prince < 1 2 3 7009
The three word post game new Started by Alice < 1 2 3 570 >
Acronyms Game inew Started by davva < 1 2 3 546 >
The Geography Game Inew Started by egalaxy < 1 2 3 36 >
Four Letter Acronyms Game, new Started by Vanny « 1 2 3 100 »
Location,location,location Inexa Started by triple harpist < 1 2 3 152 >
Opposites new Started by Alice < 1 2 3 418 >
The Song Title Game Started by Alice « 1 2 3 384 »

