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INTRINSIC AND EXTRINSIC MOTIVATORS ON PHOTO SHARING AMONG FACEBOOK'S USER

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ABSTRACT

Even though the rapid adoption of Facebook as a means of photo sharing, minimal research has been conducted to understand motivation factors behind this activity. Previous research on photo sharing has attempted to understand the effects, risk, benefits, uses and gratifications. However, only a few studies have provided a comprehensive model that includes a key set of extrinsic and intrinsic motivators for photo sharing, In order to address this gap, the current study examines users' motivation factors in photo sharing on Facebook by applying Intrinsic and Extrinsic Motivators. The objective of this study is to determine the motivation factors on photo sharing and to identify a motivational level of intrinsic and extrinsic motivators on photo sharing among Facebook's user. An online survey completed by 50 respondents identified two different motivations. It contains 18 questions excluding the demographic profile of the responders. Some of the study's prominent findings were: intrinsic and extrinsic motivators such as personal enjoyment, commitment, self-development and reputation. Further research could be enhanced by exploring more motivators that lead to the decision in photo sharing in social media.

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