**Appendix S2: Survey Instrument**

**Norm-Oriented Motives**

Nor1: My family thinks positively about my contribution to PROJECT\_NAME

Nor2: My friends think positively about my contribution to PROJECT\_NAME

Nor3: My colleagues think positively about my contribution to PROJECT\_NAME

**Reputation**

Rep1: Gaining reputation in the PROJECT\_NAME community is important to me.

Rep2: Having others in PROJECT\_NAME appreciate my contribution is important to me.

Rep3: Enhancing my status in the PROJECT\_NAME community is important to me.

**Collective motives**

Col1: I value the goals of PROJECT\_NAME.

Col2: Overall, advancing the goals of PROJECT\_NAME is important to me.

**Intrinsic Motives**

Int1: I enjoy participating in PROJECT\_NAME.

Int2: [SPECIFIC PROJECT ACTIVITY] is fun.

**Age**

Age1: [18…99]

**Gender**

Gen1: Female / Male [0 /1]

**Computer expertise**

Exp1: Your level of computer expertise is [Low – High]

**Computer Contributions’ quantity (intention to increase participation)**

Qnt1: I intend to increase my participation in PROJECT\_NAME in the future.

Qnt2: My intention is to increase my participation in PROJECT\_NAME in the future.