Motivation for Participation in Online Neighborhood Watch Communities

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Nation of Neighbors
Online Neighborhood Watch and Reporting

Free tools for citizens, community groups, local government and law enforcement professionals. Learn More...

Latest News

Please Participate in Our Survey
Friday, December 10, 2010
You are invited to participate in a short survey about your use of Nations of Neighbors.
http://www.nationofneighbors.com/survey

Nation of Neighbors Partners with University of Maryland
Wednesday, September 29, 2010
We are pleased to announce that the University of Maryland has received a grant from the National Science Foundation to support Nation of Neighbors.

Why can’t I join my own community group?

Sign up now!

Nation of Neighbors Watch Signs
Buy your signs from us and help fund Nation of Neighbors.
High quality HIP road signs in 3 sizes. The only sign that comes with a free real-time alert system for your community!

Video Tutorials
Add your community
Adding content

Stay Informed

Welcome Letter
Fact Sheet
Community Flyer

Facebook

What People Are Saying

Click to view sample pages

What an outstanding concept. With the deteriorating budget of local law enforcement, our
Nation of Neighbors

Watch Jefferson County
Jefferson County, WV

Jefferson County, WV was formed from Berkeley County in 1801 and named for Thomas Jefferson, author of the Declaration of Independence and third President of The United States. The county is comprised of 212 square miles with approximately 32,000 residents and is steeped in our Nation’s early history and development.

The county was a frequent site of conflict during the Civil War, as Union and Confederate lines moved back and forth along the Shenandoah valley. Some towns in the county changed hands between Union and Confederacy over a dozen times.

The County Court House was the site of the Trial of John Brown, famous abolitionist, and remains a local historical treasure.

The area is served by the Jefferson County Sheriff’s Department and the WV State Police.

The restored former Jail and Administrative Offices at the rear of the Court House are shown above.

Recent Activity on Nation of Neighbors

- **Other** Yellow Lab dog missing. Biscuit is pale yellow/orange, 11 months old, has no collar but has microchip... January 9, 2011 near Berry’s Harpers Ferry, WV
- **ATV Complaint** The same 3 ATV’s that were just tearing up the sides of our roads went N up Mission Rd instead of co... January 6, 2011 near Waupoa Cl Harpers Ferry, WV
- **Litter / Garbage Dumping** This has really started to pick up over the past few months. Recent dumping includes but is most li... January 8, 2011 near Waupoa Cl Harpers Ferry, WV
- **ATV Complaint** Loud ATV’s are making real regular passes through the 33 Wildlife Management Area East, past our n... January 6, 2011
Nation of Neighbors

Report | Theft - Other Than From Home

Theft - Other Than From Home
Tuesday, October 26, 2010 10:11 local time
Independence Way Woodstock, GA

Details:
Golden's Antique Supply is located (purportedly) at 311 Independence Way in Woodstock, GA. Walter G. Golden, Sr is the owner. He operates a website at www.antiquesupply.com where he lists products and services related to antique/furniture restoration. Very professional website that he continues to improve. At checkout, he instructs that you send check or money order made out to him specifically. Once cashed, he will not respond in any way and of course never sends the item. Is there anything the Police Department can do? How can he get away with such fraud? Many individuals and businesses alike have had this problem.

Similar Reports
- Suspicious Activity
  Wednesday, January 12, 2011
- Suspicious Activity
  Saturday, January 8, 2011
- Suspicious Activity
  Sunday, January 9, 2011
- Suspicious Activity
  Saturday, January 8, 2011
User Motivation Experiment

Previous studies emphasize:

- Personalized introductions
- Emphasis on social interaction
- Strong identification with organization → pro-social behavior, commitment & satisfaction

Two goals:

- Understand users’ motivations for joining the site
- Modify invitation email to maximize acceptance
User Motivation Experiment

Four motivations for community involvement*:

- **Egoism**: to benefit oneself
- **Altruism**: to benefit one or more others
- **Collectivism**: to benefit a group
- **Principlism**: to uphold moral principles

* Batson, et al., 2002
Four Emails

I’m a member of Nation of Neighbors, a website that

• helps me to be aware of...
• allows me to share information about...
• allows our neighborhood to work together to report and discuss...
• allows its users to contribute to justice and safety in our neighborhood by reporting...

crime and suspicious activity in our neighborhood

It makes me feel good to be connected with my neighbors and know that they might help me be safer too, etc.
### Results

<table>
<thead>
<tr>
<th>Email</th>
<th>Sent</th>
<th>Accepted</th>
<th>% Accepted</th>
<th>Binomial Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egoism</td>
<td>38</td>
<td>14</td>
<td>36.9%</td>
<td>ns</td>
</tr>
<tr>
<td>Altruism</td>
<td>43</td>
<td>18</td>
<td>41.9%</td>
<td>0.039</td>
</tr>
<tr>
<td>Communalism</td>
<td>46</td>
<td>13</td>
<td>28.3%</td>
<td>ns</td>
</tr>
<tr>
<td>Principism</td>
<td>31</td>
<td>9</td>
<td>29.0%</td>
<td>ns</td>
</tr>
</tbody>
</table>

Also: combining all four emails yields 34.2% acceptance rate, $p=0.060$
User Survey (n=102)
Conclusions

• Egoism and Altruism conditions: personal connections affect the hearer more immediately?
• Community and Principlism conditions: too vague?
• Providing potential users a use case with which they can identify has a positive effect on their decision of whether or not to accept the invitation