

Motivation for Participation in Online Neighborhood Watch Communities

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UNIVERSITY OF
MARYLAND

Nation of Neighbors



Nation of Neighbors

Online Neighborhood Watch and Reporting

Free tools for citizens, community groups, local government and law enforcement professionals. [Learn More...](#)

[File a Neighborhood Watch Report](#)

[Sign Up](#) [Sign In](#)

Begin sharing information with your community in minutes - for free. Ready to get started?

[Sign up now!](#)



Click to view sample pages

What People Are Saying

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

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?

Neighborhood 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](#)

Downloads

- [Welcome Letter](#)
- [Fact Sheet](#)
- [Community Flier](#)

Stay Informed



[facebook](#)


Nation of Neighbors

☆ Watch Jefferson Coun... x


www.nationofneighbors.com/community/WV/Watch-Jefferson-County


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File a Report

**Nick Violi**
Member

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Community

[Adams Morgan](#)



Watch Jefferson County

Jefferson County, WV

Community


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 52,000 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.




Location
Jefferson County Sheriffs Office
102 Industrial Blvd
Kearneysville
WV 25430, Jefferson County

Contact
www.jeffersoncountywv.org
Phone
Email

Recent Activity on Nation of Neighbors

- ☆ **Other** Yellow Lab dog missing. Biscuit is pale yellow/beige, 11 months old, has no collar but has microchip.... January 9, 2011
near Berry Ln 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 8, 2011
near Watoga Ct 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 Watoga Ct Harpers Ferry, WV
- ☆ **ATV Complaint** Loud ATV's are making real regular passes through the SS Wildlife Management Area East, past our no ... January 8, 2011




Pages
Victim Rights


Community Activity
60 Members
346 Conversations
481 Reports


Build Your Community
[Invite your neighbors](#)

Local Agencies

**Jefferson County Sheriffs Office**
Kearneysville, WV

Group Administration

**Ron Sikerica**
Staff
★★★★

**Art Hanson**
Staff
★★★★

Open to all local members
Listed in the [Group Directory](#)

Upcoming Events
No events found


Nation of Neighbors

Watch Jefferson Coun... x

www.nationofneighbors.com/archive/dc8638eb75ec468a3cfb6ada37b3b20a

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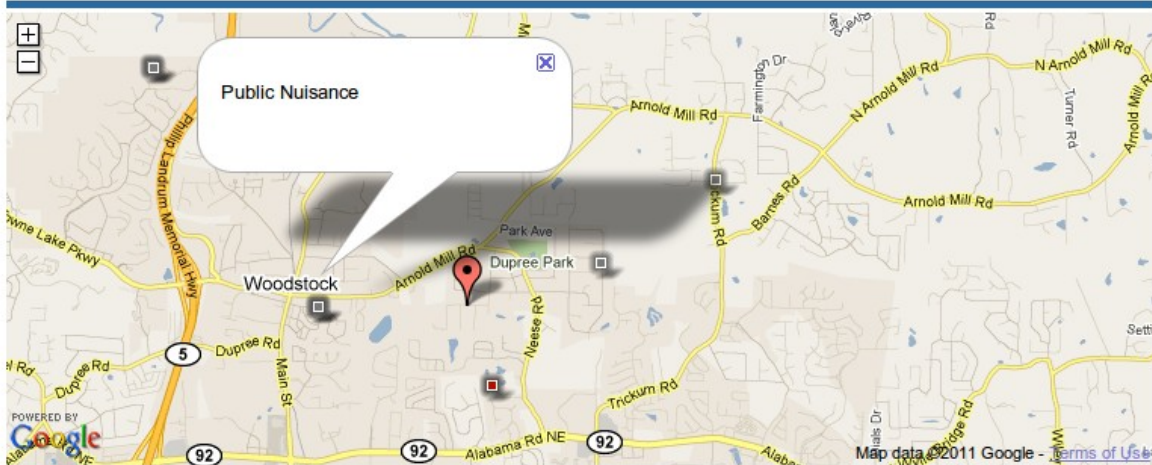
File a Report



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Report | Theft - Other Than From Home







Public Nuisance

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 C. 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

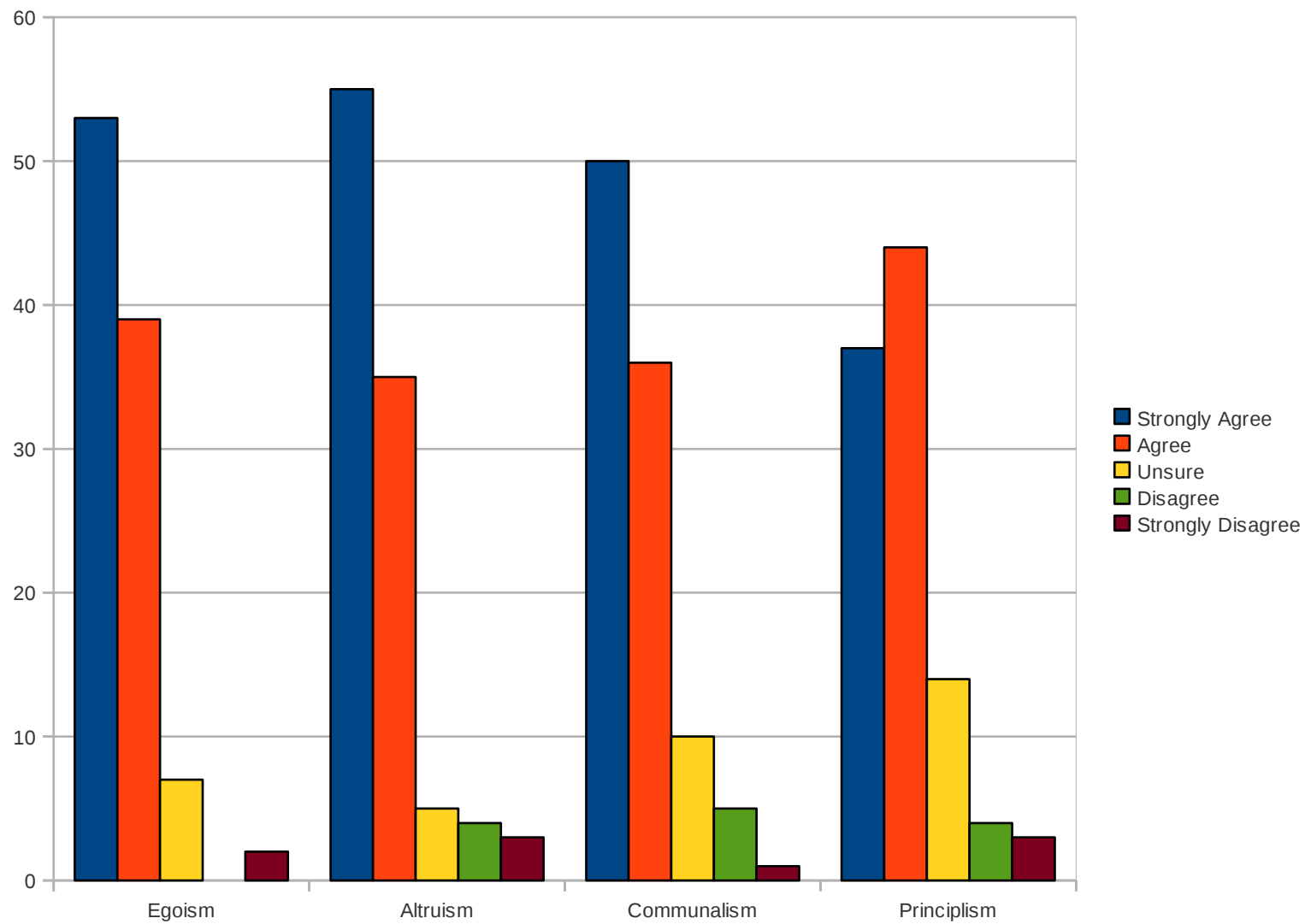
It makes me feel good to be connected with my neighbors and know that they might help me be safer too, etc.

Results

Email	Sent	Accepted	% Accepted	Binomial Probability
Egoism	38	14	36.9%	ns
Altruism	43	18	41.9%	0.039
Communalism	46	13	28.3%	ns
Principlism	31	9	29.0%	ns

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