

Individual's Motivation in Standardization of Geographic Information

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SUMMARY

Geographic information and standardization has gained increased interest in the last decades due to the increased use and exchange of digital data describing geographic and administrative features. Standards and related documents, such as technical reports, play an important part in this. The participation of public and private organisations in the standardization process has been subject for much research. However, the role and motivation of the individual participants in the standardization process has been less researched. This paper presents the results of a case study on participants' personal motives for participating in formal standardization work at the Swedish Standards Institute, SIS. The study focus on production of national standards and related documents for geographic information, for example national guidelines and other publications. The research question is how project team members are motivated in the standardization project.

One or more participants in each of the technical committees, TCs, working with geographic data standardization, have been interviewed in regard to how they perceive their individual involvement in the standardization work and the personal goals making them to do so.

A phenomenological method, Meaning Constitution Analysis (MCA), was used for analysing how the interviewees experienced the projects. The motive behind the project and the personal meaningful goal for the individuals were focused on in the analysis of each interview.

The study concluded that the investigated private companies and public organisations fulfill their obligations concerning financing the TCs work, but that some companies and organisations do not allow sufficient time for their employees to engage in standardization work, due to prioritization of other day-to-day tasks to be done. That is, standardization was not their main motive. This may lead, apart from poor work environment for the individual participants and concerns about how to

prioritize their daily work, which could result in delayed standardization projects. The interviewed participants were mainly motivated by their individual curiosity for the subject. That is, learning was a main personal meaningful goal. However, participants with frequent contacts with stakeholders had a significant motivation for participating, with the long-term goal to satisfy the stakeholders' needs.