



"What do you think . . . should we get started on that motivation research or not?"

Internet Motivation Diary

PURPOSE: The purpose of keeping an Internet Motivation Diary is for you to evaluate the motivation for your typical use of the Internet. Are your motivations driven by stimulus-response, cognitive, social, affective, biological, conative, or even spiritual needs and desires?

INSTRUCTIONS: Across one time period (which might be a few hours or a day), record each of your **20 consecutive** uses of the Internet. Uses of the Internet means each time you access the Internet, be it from from your laptop, tablet, or smartphone, or any other Internet portal.

Consider both the use of cellular data (e.g., receiving and sending text messages on your phone; using various apps on your phone or tablet) as well as the use of WiFi (on your phone, tablet, laptop, or computer) as Internet access (because they both are).

Number each of your 20 consecutive uses of the Internet and mark down

- what time it was,
- what you did on the Internet,
- where you were, and
- what device you were using.

Later, categorize each use of the Internet by your major motivations, according to the motivation categorization scheme provided by Huit (2011). **You should have multiple motivations for each Internet use.** Place the primary motivation for each Internet use first in your list of motivations for that Internet use. Annotate briefly the motivations as illustrated in the example diary on the next few pages.

	Time	Internet Activity	Location	Device	Major Motivations
1	6:15 am	Checked and responded to work email	in my hotel room	my laptop	Conative: it's my job, and I want to be competent at it Cognitive: I want to know what's going on in my work world
2	7:00 am	Read automated text msg sent by airline with confirmed flight departure time while waiting for a taxi	in the hotel lobby	my phone	Stimulus-Response: it beeped, I looked Cognitive: I wanted to find out the information
3	8:15 am	Accessed Course Website to check in on 532 class	at the airport	laptop	Conative: It's my job, and I want to be competent at it Affective: I really like this class Cognitive: I want to learn from my students the information they are posting
4	8:55 am	Checked Facebook while waiting for flight to take off	on the airplane	my phone	Social: I wanted to find out what was going on with my friends Affective: I like hearing the positive things my friends and colleagues are doing Cognitive: I occasionally learn local, national or world news from Facebook
5	11:55 am	Sent text msg to my spouse to tell him that my flight landed safely	on the airplane	my phone	Affective: I knew my spouse was worried that my flight would be delayed because of the snow storms in the northeast (and as I later learned, another plane had run off the runway because of the snow storm) Social: I wanted to maintain social affiliation with my spouse
6	12:00 pm	Checked work email while waiting for my flight to disembark	on the airplane	my phone	Conative: it's my job, and I want to be competent at it Cognitive: I want to know what's going on in my work world
7	1:05 pm	Checked and responded to work email	in my campus office	my laptop	Conative: it's my job, and I want to be competent at it Cognitive: I want to know what's going on in my work world

	Time	Internet Activity	Location	Device	Major Motivations
8	2:30 pm	Googled images to find an image for this document	in my campus office	my laptop	Cognitive: I was curious what images were out there Conative: it's part of my sense of competence that I make nice handouts Stimulus Response: when in doubt, Google
9	3:50 pm	Checked Twitter while waiting for a visitor's lecture to begin	in a lecture hall	my phone	Cognitive: I wanted to know what was going on in the world Affective: I was a bit bored sitting in the lecture hall without anything to do (before the lecture began)
10	4:20 pm	Searched Amazon	in a lecture hall	my laptop	Cognitive: I wanted to find the book that the visitor lecturing had mentioned Affective: I looked forward to finding the book because the visitor had spoken highly of it
11	5:15 pm	Checked and responded to work email	in my campus office	my laptop	Conative: it's my job, and I want to be competent at it Cognitive: I want to know what's going on
12	5:45 pm	Checked Twitter	in my campus office	my laptop	Biological: I was tired and needed a break before doing a bit more work and then heading to dinner Cognitive: I wanted to know what's going on
13	6:15 pm	Google mapped address of my colleagues' home where I was supposed to go to dinner with the visiting lecturer	in my campus office	my laptop	Biological: I was hungry and needed to get to dinner fast Affective: I was worried I might get lost Cognitive: I wanted to learn where the home was located
14	7:45 pm	Googled the name of a movie	in my colleague's home	my phone	Affective: I wanted to share the movie's name with my colleagues Cognitive: I couldn't remember the correct name
15	8:05 pm	Googled the name of an article	in my colleague's home	my phone	Affective: I wanted to share the article's name with my colleagues Cognitive: I couldn't remember the correct name

	Time	Internet Activity	Location	Device	Major Motivations
16	8:55 am	Sent text msg (before starting to drive!) to my spouse to tell him I was heading home	in my car	my phone	Affective: I knew my spouse would want to know I was ok and when I was coming home Social: I wanted to maintain social affiliation with my spouse
17	9:30 pm	Checked and responded to work email	in my home office	my laptop	Conative: it's my job, and I want to be competent at it Cognitive: I want to know what's going on
18	10:15 pm	Ordered some items from Amazon	in my home office	my laptop	Biological: I needed some refills of various toiletries Affective: I like buying things on Amazon because it's so easy
19	12:30 am	Read through Facebook	in bed	my iPad	Stimulus-Response: Reading through Facebook is part of my go-to-sleep routine Cognitive: I wanted to know what was going on in the world
20	12:55 am	Read through Twitter	in bed	my iPad	Biological: Despite being up for a long time I still wasn't quite ready to fall asleep so I was looking for something else to help me wind down Stimulus-Response: Reading Twitter is part of my really-can't-yet-go-to-sleep routine