

Work motivation among web designers: a comparative study of sub urban and city dwellers

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ABSTRACT

In the present study, the investigators intended to measure the work motivation of web designers with respect to some demographic variables. Using descriptive survey method, a sample of 52 web designers from sub urban area and 53 samples from city were administered with the Personal Data Sheet and Work Motivation Scale (Agarwal, 1988). Findings of the study revealed that i). work motivation was high in majority of the sample ii). male and female web designers do not significantly differ in their work motivation and iii) there was no significant difference found in the work motivation of web designers from suburban area and city.

Keywords: *Work Motivation, Web Designers, City, Sub urban area.*

“For any certain organization, work motivation will vary according to individuals’ status. It will also vary overtime” (Agarwal, 1988).

The Web is an odd industry to work for, when a person takes time to think about it. These activities could be as time-consuming as freelance project work, volunteer work, contributing to favorite open source project, participating and contributing in community forums such as Stack Overflow or as simple as reading the latest news on Twitter and catching up with RSS feeds to keep up with the industry. Working within the Web is most certainly a lifestyle choice, and all this time spent immersed in the working environment can affect one’s passion and motivation for it. But, at the same time, it is also this passion and motivation that drives a person to spend so much time in the medium, and something that is vital to the success within the industry. It is like a feedback cycle (WebFX, 2019).

Working within the Web is most certainly a lifestyle choice, and all the time spent in the working environment can affect one’s passion and motivation for it. But, at the same time, it is also this passion and motivation that drives a person to spend so much time in it. However, too much of anything isn’t good. On the Web, there are always tons of new things to try. Between HTML5, CSS3, designing for mobile devices, responsive design and so on, there

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are lots of new tools and techniques one can try out in his projects. By adding something new that a person has never tried before, he places something challenging within the project that differentiates it from the previous ones. If he works full time for a web design agency, he probably may have little influence on the office projects. This can get a little frustrating if these projects don't give him the opportunity to expand his expertise, cultivate his passion for the work or if they make him feel unmotivated because they are repetitive. The challenge will not only continue to pique his interest in the website project, but also give him practical experience that he can use in other endeavors (Nice, 2016).

The web designer is the person or group of people who are responsible for the creation of the website concept. They might decide that it needs to be a certain color, with certain content and pages. They may do things like creating infographics, logos, and videos, and they tell the developer where these things have to be put on the web page. However, they don't take part in the construction of the website or the underlying code (BitDegree.org, 2019).

More and more, as the scope and lucrativeness of the Internet increase, web designers are becoming highly sought after. As the design profession gains in demand, its practitioners are put in an interesting position. The opportunities for growth appear to be limitless, so it is up to each designer to determine their own life path. It is a very good place to be, although it might feel challenging and overwhelming. Whether a person does it for the money, the creative opportunities, the work-from-home lifestyle, or his dream of designing bigger, better and more famous websites, he will find that different aspects of web design hold different futures. All of these futures are guaranteed to be lucrative, but some more so than others.

The following four tend to be the motivations for web designers continuing along the path: Creative outlet; Self-determined hours; Enjoy coding for visual or experiential design, a mix of left and right brain work; The sector is growing, with huge opportunities for profit and advancement. Web designers might be attracted to the field for all of these reasons, but one or two motivations are generally the strongest for each individual (Huang, 2011).

Web designers have to be the most wired-in people in the world because they are exposed to the Internet more than most professions. Thus, their work is constantly within an arm's reach. And, for many people, disconnecting is difficult and seemingly impossible, even when on a holiday. Like all jobs, there are those people who are a perfect fit for this profession and lifestyle, and others who are not.

However, so much time surrounded by this work can be difficult and straining. Too much of *anything* isn't good. As well, to keep motivated and passionate all the time is impossible. At times, external influences (family, friends, relationships) and one's own personality traits can lead to a point where a person may simply wish he could do anything but work on (or even look at) a website. This isn't something a person can have any control of, nor should he shy away from the fact that he can simply lose interest in what is being done (WebFX, 2019).

Being a web designer is not easy. There are times when a person's creativity may come to a screeching halt. His motivation levels may crash down. He may get bored with what may have become a part of his lifestyle. He may simply feel hopeless about everything he does! Being a web designer is hard work, and at many times during the process the slate in front of a person will feel perpetually blank. Designers are keenly familiar with blank slates and endless possibilities (AquaSag Technologies, 2019).

Sometimes, you just don't want to do your work. It can be such a hassle to get up, start up the computer, fire up the software, and do what needs to be done. You feel tired and bored, having lost sight of why you chose a career in design in the first place, and you find yourself wondering whether you should just give it all up and become a dental hygienist. It can be really demoralizing to lose your motivation part of the way through a project. Emotions are not permanent. Sometimes you're exuberantly happy, and other times you're depressed enough to cry. This is normal – it means you're human and not a robot. Most people realize that their current emotional state won't last forever. However, most of us seem to conveniently forget that fact when there's a pile of work that needs to be done, and it isn't going to do itself. It doesn't matter if the work is for a client or boss, or just for ourselves. We can usually find a way to get our work done when there's a paycheck involved, but sometimes even that isn't motivation enough to press on. In order to continue working on a project once you're past that stage of initial enthusiasm, you have to prepare yourself ahead of time to deal with your fluctuating emotions. It's important to realize that you won't always be at the same level of excitement, and that that's perfectly okay. That way, when you lose steam halfway through, you'll have a system in place to deal with it and you won't be completely lost and frustrated (Duvall, 2018).

LITERATURE REVIEW

Santos, Magalhaes, Correia-Neto, Silva, Capretz and Souza (2017) investigated how can work-related factors influence the motivation of software testers. They applied a questionnaire and conducted a survey-based study to explore and understand how professional software testers perceive and value work-related factors that could influence their motivation at work. With a sample of 80 software testers, it was found that software testers were strongly motivated by variety of work, creative tasks, recognition for their work, and activities that allowed them to acquire new knowledge, but in general, the social impact of this activity had low influence on their motivation.

Kuusinen, Petrie, Fagerholm and Mikkonen (2016) conducted a survey measuring developers' flow state, intrinsic motivation and user experience. Scales used were the Short Dispositional Flow Scale, items from the Intrinsic Motivation Inventory, the Short AttrakDiff-2, and our own DEXI scale. 57 developers from 25 countries responded and results indicate that intrinsic motivation and autotelic experience are significant predictors of developers' UX whereas hedonic, pragmatic, and general quality are not. In addition, developers' needs are characterized by efficiency, informativeness, intuitiveness, and flexibility of the tool.

Franca, Sharp and Silva (2014) conducted a field study in which 62 practitioners in Brazil reported their view of "motivation" in the context of their practical work. Data was collected by means of audio-recorded semi-structured interviews, and a thematic analysis was applied to identify the most relevant descriptors of motivation. The results revealed that (1) motivated Software Engineers were engaged, focused, and collaborative; and (2) the term "motivation" is used as an umbrella term to cover several distinct organizational behaviours that are not necessarily related to the individual's desire to work.

METHODOLOGY

The methodology of the present study involved the following:

Objectives

1. To measure the level of work motivation of web designers.

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2. To compare the level of work motivation of web designers with respect to their gender and area.

Hypotheses

1. The level of Work Motivation of a greater percentage of Web Designers will be High
2. There will be significant differences in the work motivation of the male and female web designers.
3. There will be significant differences in the work motivation of web designers from the city and sub urban areas.

Sample

Using convenience sampling, 106 web designers from Coimbatore (52 from suburban area and 54 from city) were selected. There were 68 men and 38 women in this group. The age range of the samples was 26-39 years.

Tools Used

1. Personal Data sheet
2. Work Motivation Questionnaire

Work Motivation Questionnaire developed by Agarwal (1988) consisting of 26 Likert type items with 5 alternatives was used to measure the work motivation of employees. This questionnaire consists of 6 dimensions namely Dependence, Organizational orientation, Work group relations, Psychological work incentives, Material incentives and Job situation.

Procedure

The study was confined to selected two IT private sectors organizations from Coimbatore sub urban and city areas. Initially, the examiner explained the purpose of the study and provided the demographic sheet and work motivation scale to 65 web designers in sub urban area and 69 from city after obtaining their willingness. Out of the 134 web designers, 106 web designers, who fully completed the questionnaires alone were finally included for the study.

Analysis of Data

The obtained data was analyzed using Mean, Standard Deviation, t test and Correlation.

Experimental Design

A single group pretest alone design was used in this study.

RESULTS AND DISCUSSION

Table I: Level of Work Motivation of The Total Sample (N=105)

Level of Work Motivation	Number	Percentage
High	64	60
Moderate	24	23
Low	17	17

Table I reveals that majority (60%) of the web designers experienced High level of work motivation. These people seem to have a very good spirit to succeed and have lots of enthusiasm to work. Therefore, the hypothesis, "The level of Work Motivation of a greater percentage of Web Designers will be High" is accepted.

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Moderate work motivation is observed in 23% of the sample. These people seem to be moderately spirited for doing their work wholeheartedly. Their excitement about their work is only average. 17% of the web designers have Low Work motivation and they do not seem to like changes and challenges in their work. Obviously, when it comes to working on a website project, it can be difficult to get through the whole thing without wishing it was finished already. This can get a little frustrating and hence, low motivation is the result.

Table II: Mean Difference In Work Motivation of The Total Male And Female Sample

Gender	N	Mean	Standard Deviation	T-Score
Male	68	91.6	28.13	0.756 Ns
Female	37	92.7	21.52	

The above table shows that the mean Work motivation of the males (91.6) and the females (92.7) is High. It is noted that the males and females do not differ much in their work motivation levels as expected, though there is slight difference in the mean scores. The males and females of this study show equal level of commitment and contentment with their work and both the groups seem to have positively accepted the challenge that their work poses to them. Therefore, the hypothesis, “There will be significant differences in the work motivation of the male and female web designers” is rejected.

Table III: Mean Difference in Work Motivation of The Sample From City And Sub Urban Areas

Area	N	Mean	Standard Deviation	T-Score
City	53	73.18	24.33	1.11758 Ns
Sub Urban	52	110.57	7.34	

The table above indicates that the mean difference in work motivation of the sample from city (73.18) and those from sub urban area (110.57) do not differ significantly. Though it is observed that the mean scores of work motivation are different for both the groups, this difference is not statistically significant as the calculated t value is only 1.11758. Therefore, the hypothesis, “There will be significant differences in the work motivation of web designers from the city and sub urban areas” is also rejected, in spite of the differences in the mean work motivation scores of the two groups.

Major Findings

1. Majority (60%) of the web designers experienced High level of work motivation. Moderate work motivation is observed in 23% of the sample. 17% of the web designers have Low Work motivation.
2. The mean Work motivation of the males (91.6) and the females (92.7) is High. Males and females do not significantly differ in their work motivation levels as expected, though there is slight difference in the mean scores.
3. The mean difference in work motivation of the sample from city (73.18) and those from sub urban area (110.57) do not differ significantly. Though it is observed that the mean scores of work motivation are different for both the groups, this difference is not statistically significant.

CONCLUSION

It is concluded that web designers of this study have Higher levels of work motivation, which indicates that the nature of work, the work environment and the variety and creativity of the

tasks involved keep its employees motivated to work. Further, it is understood that the males and females do not significantly differ in their motivation levels with regard to this study. Similarly, sample from the city and those from sub urban area also do not show much difference in their motivation levels.

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Conflict of Interest

The author declared no conflict of interests.

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