

### **Abstract**

Over the last twenty years, hackathons have become a popular setup for developers to rapidly originate new ideas and create prototypes. Since hackathons are a recent phenomenon, it is barely investigated what motivates participants to attend these events. Further, it is of interest to know whether the participation has an impact on future employability for students attending them. This thesis addresses the question of the effect from hackathon participation on career success. More specifically, the relationship between extrinsic and intrinsic motivation and career success is studied in this thesis. Based on 287 completed surveys from the HackZurich in 2017, an exploratory factor analysis applying the maximum likelihood method revealed the structure of the dataset within the motivational context. The confirmatory factor analysis obtained a decent measurement model with adequate goodness-of-fit (CFI = .927; RMSEA = .058; PClose = .113). However, the structural equation model found no support for a significant direct effect of hackathon participation on career success ( $p > .05$ ). Strong relationships were discovered between intrinsic motivation and signaling (standardized coefficients: .56 - .57), while moderate effect sizes for extrinsic motivation (standardized coefficients: .18 - .37) on signaling were documented. The signaling factor is represented by items that display the demonstration of hackathon participation on social media as well as in the application process. Signaling was discovered as a significant moderator between external regulation and career success ( $p < .05$ ). However, signaling was not found as a significant moderator for the other motivation types. Additional to these findings, the two control variables “programming years” and “life satisfaction” had significant effects on career success ( $p < .05$ ), which corresponds to previous research. The results were consistent across males and females.