


Part 1:

Extrinsic versus Intrinsic Motivation

A wooden desk with a spiral-bound notebook, a pen holder, and some papers. The notebook is open, showing a blank page with the text "How much of motivation is driven purely by reward?". The pen holder is on the right, containing several pens and pencils. There are some papers and a small object on the left side of the desk.

How much of motivation is
driven purely by reward?



pride



reputation



sense of purpose



meaning

camaraderie

helping the world

money



MOTIVATION

Even though mountain climbing can be miserable at the time, people continue to repeat the experience.



What if you knew you would
never reach the top?






What if you knew you
wouldn't remember it?




Money is not necessarily
the best motivator.

A spiral-bound notepad with a wooden background. The notepad is white with horizontal lines and a silver spiral binding on the left side. The text is written in a simple, black, sans-serif font.

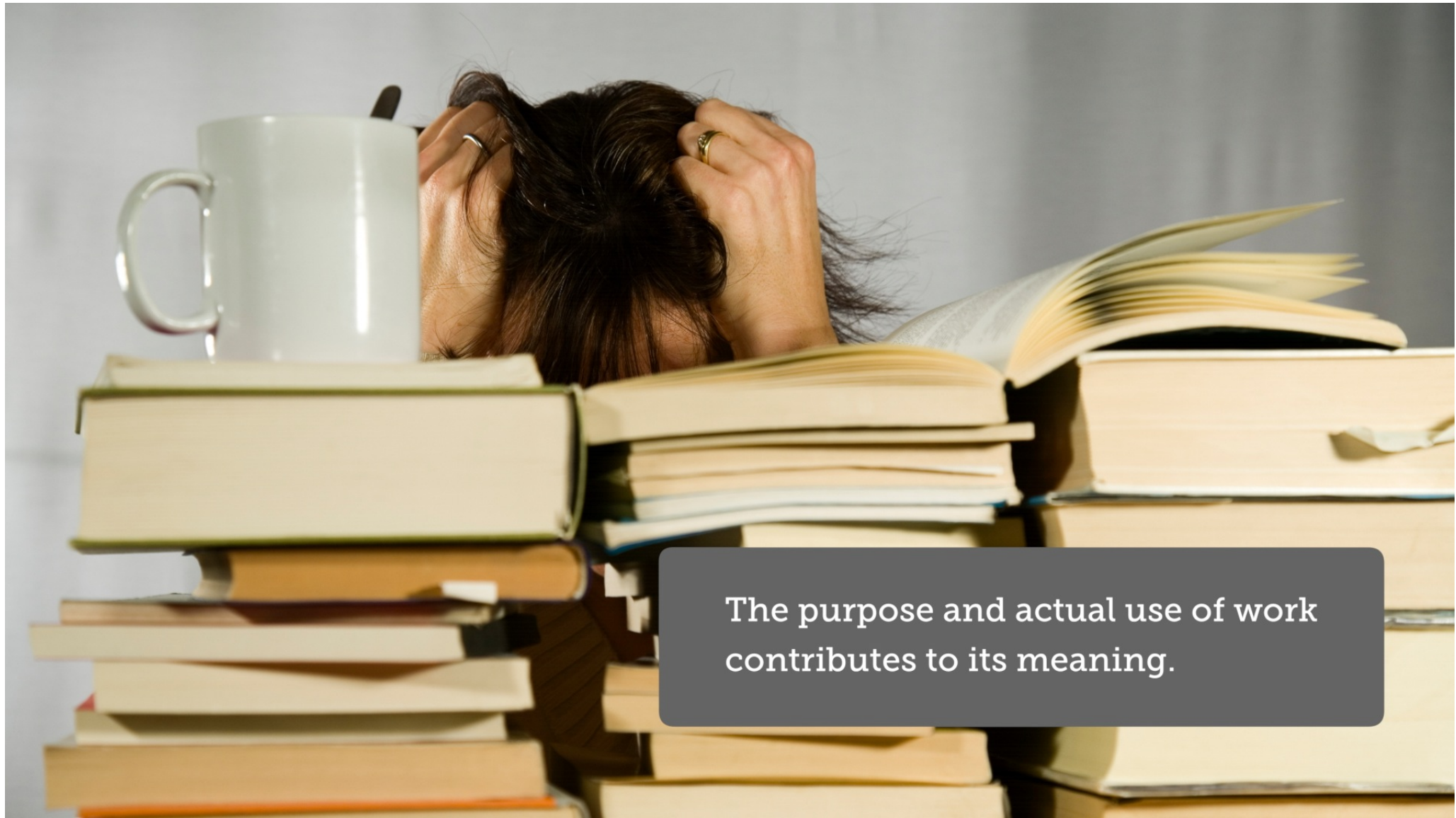
People derive value from
a wide range of sources.





The fact that his efforts
were in vain made him
demotivated at work.






The purpose and actual use of work
contributes to its meaning.

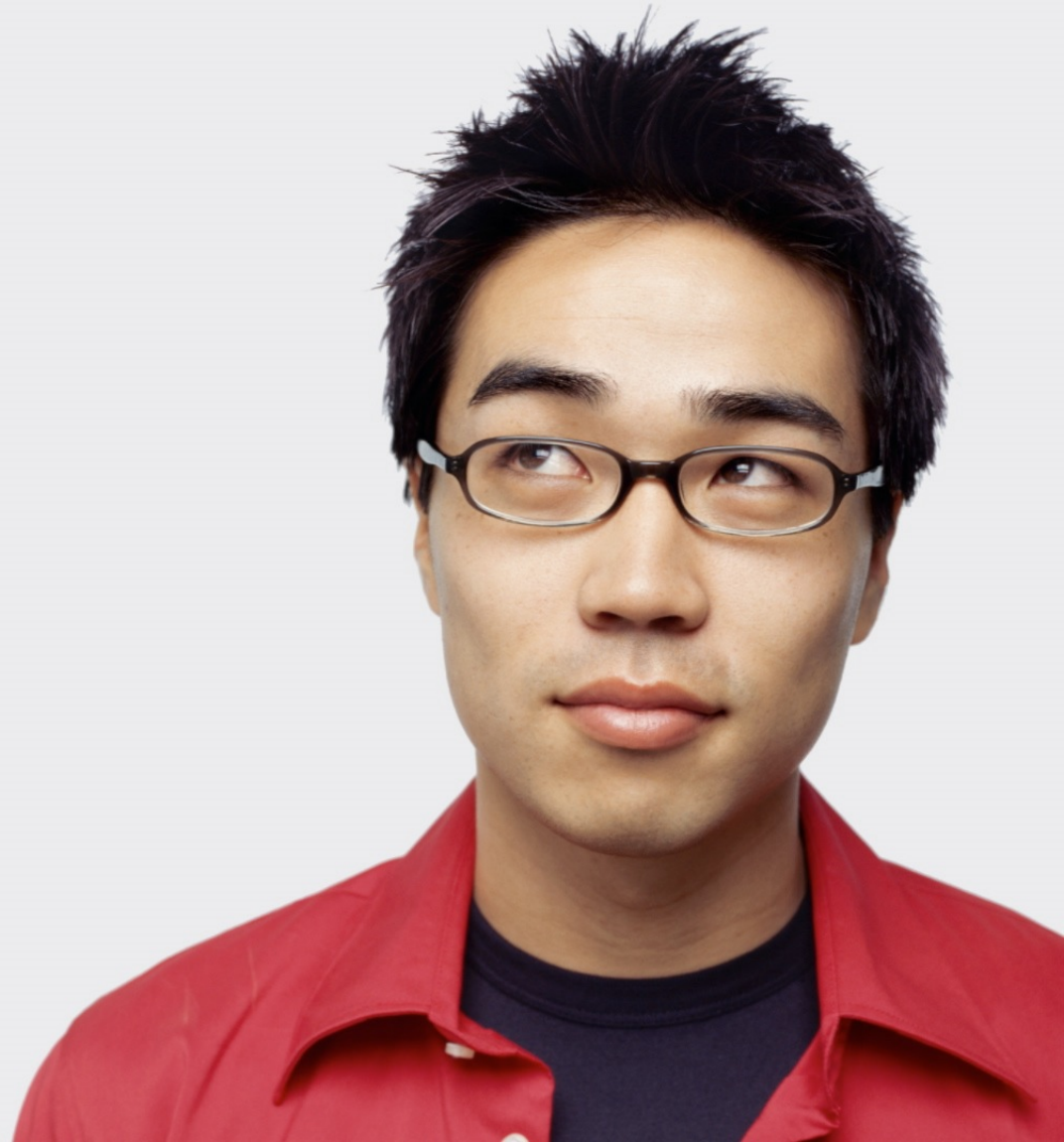
The Issue of Meaning:


We are motivated to do things
that we find meaningful.



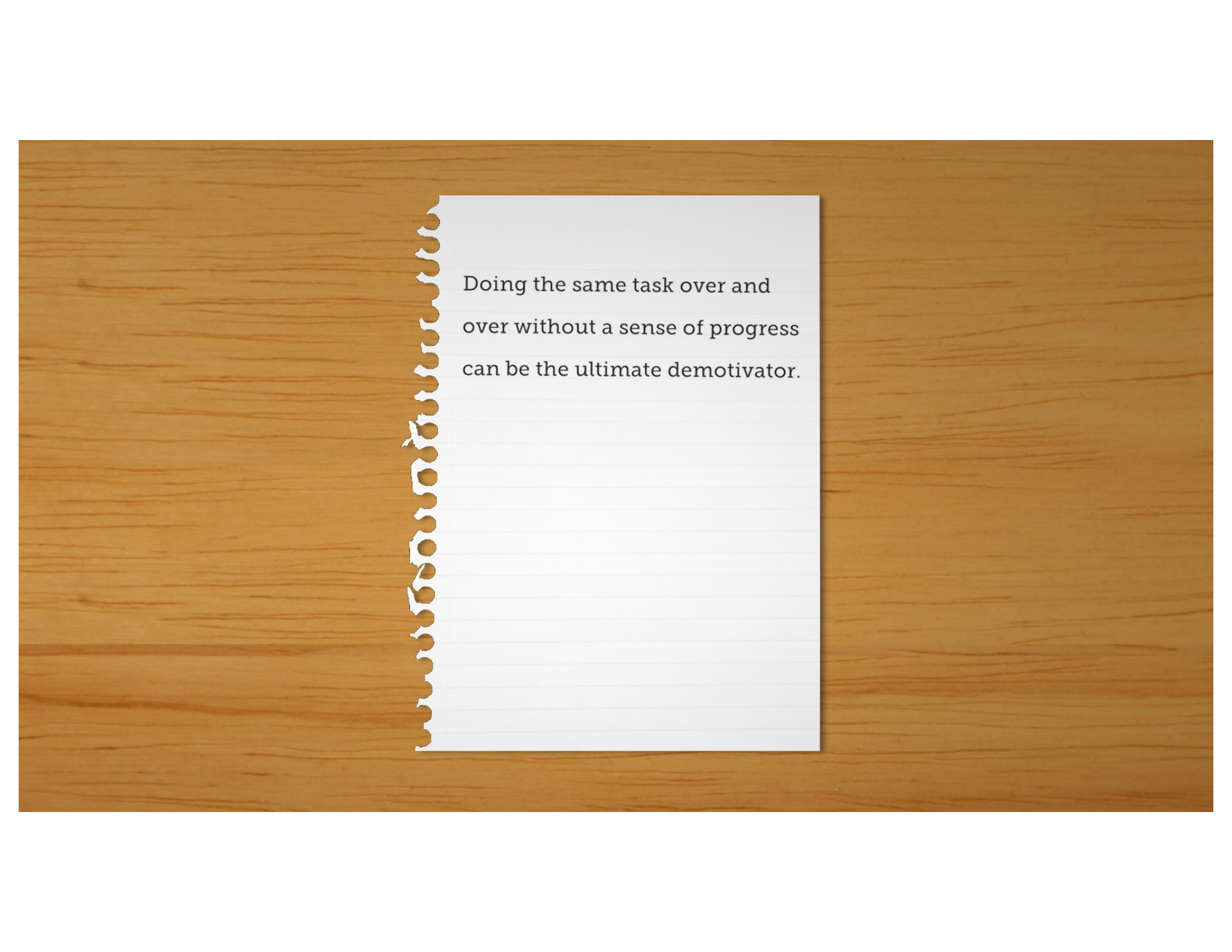
The finished Bionicle is put
under the table in a box.

As more are built, they are
collected and disassembled
after the participant leaves.



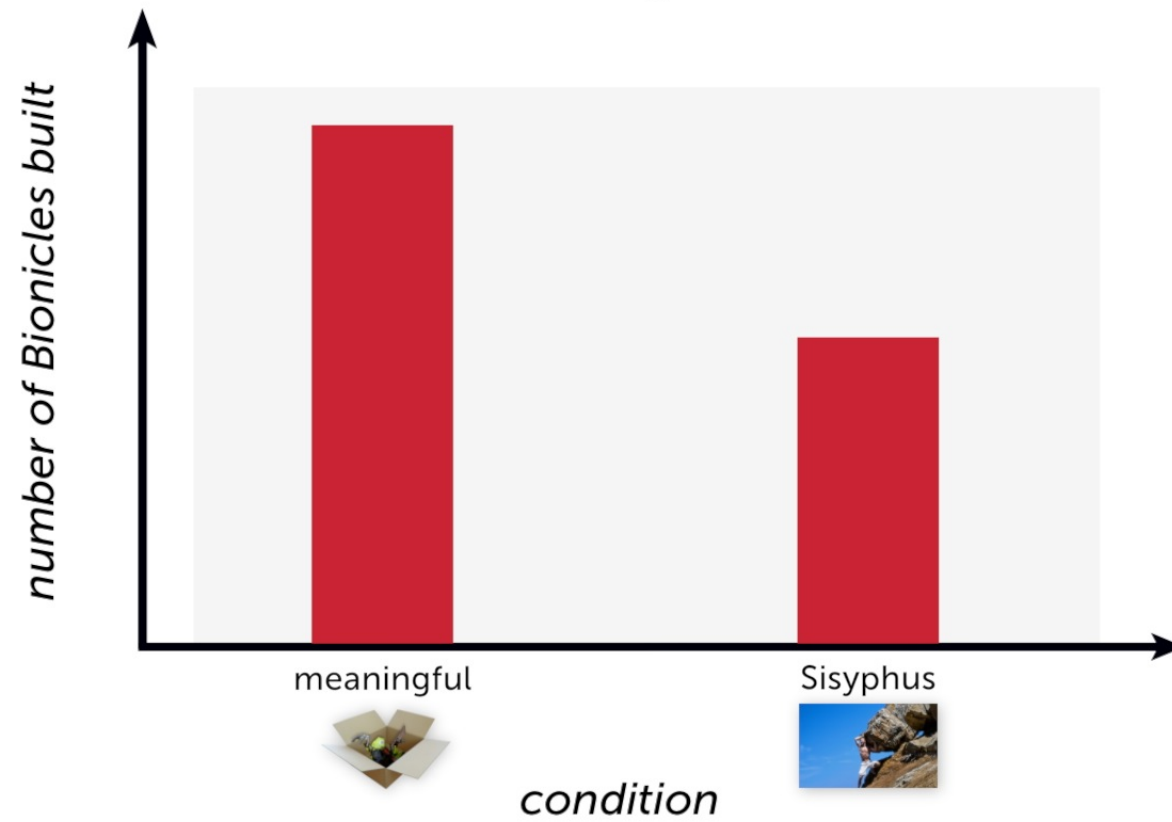


At what point is the value
of building the next Bionicle
not worth the effort?

A spiral-bound notepad with a white cover and lined pages is placed on a light-colored wooden surface. The notepad is open, and the left page is visible, showing a quote. The right page is blank. The spiral binding is on the left side of the notepad.

Doing the same task over and
over without a sense of progress
can be the ultimate demotivator.

The Meaning of Labor



Sisyphus




Participants in the
Sisyphus condition had
higher "reservation wages"
for the same work.



The Consultant Experiment

"Predict how much people would work in the two conditions"

Participants understood that the meaningful condition would be more motivating, but they underestimated the magnitude of the effect.



How much does one's
love of Legos affect the
number built?



In the meaningful condition, greater love of Legos led to more being built, but this differential increase didn't hold in the Sisyphus condition.