

## **Part 4:**

### IKEA Effect

How does labor  
lead to love?







### **"The Egg Theory"**

The minimal effort required to add eggs and milk to a cake mix makes us value the cake more.

How much would you  
pay for your crane?




How much would you  
pay for your frog?





Objectively, the origami was  
not very impressive.

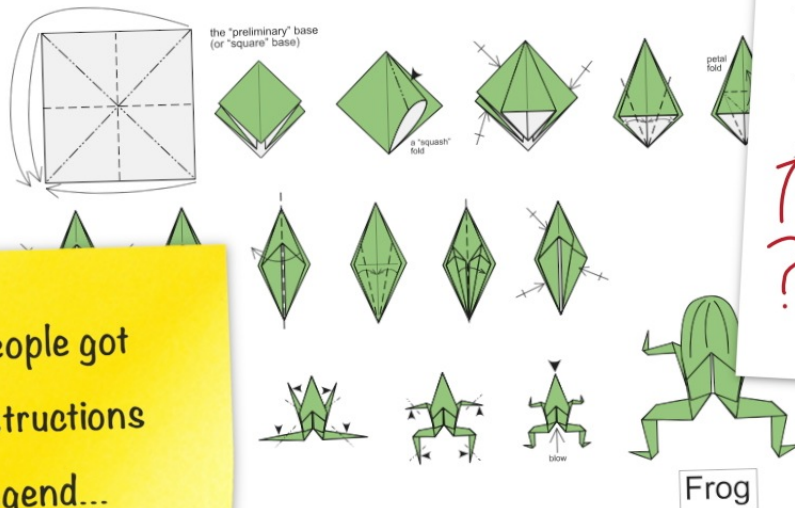
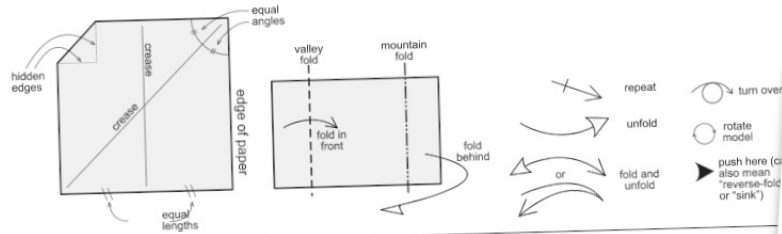




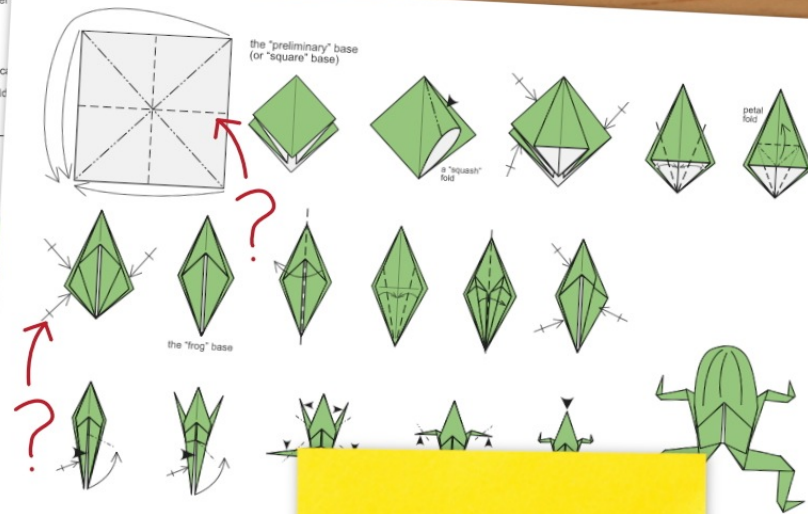
The creators (mistakenly)  
thought everyone would  
love their creations.



## ORIGAMI SYMBOLS

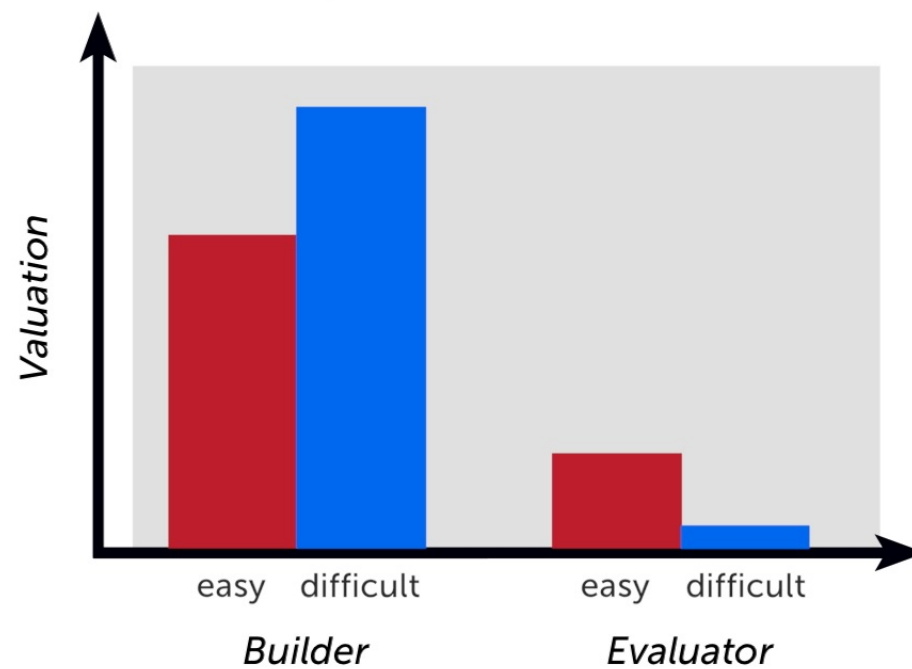


Some people got  
easy instructions  
with a legend...



...while others got the  
same instructions,  
but no legend.

## Origami Valuation






More labor led to more  
love only when participants  
were able to *complete*  
their creations.

The effort we expend on our kids increases our love for them and blinds us from the perspective of others.








Customization is about more  
than individual preferences.

The effort invested also  
increases liking.



Too much effort can have  
negative consequences,  
so we need to strike the  
right balance.