

Motivation



MOTIVATION

How Broken Streaks Sap Motivation

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Utterior Motives

Research suggests that streaks motivate, but broken streaks demotivate.

An article from psychology today about the effects of gamification techniques on motivation.

What: the effects of gamification techniques on the motivation of individuals.

Why: gamification techniques are supposed to increase the output of individuals and make them more consistent.

Where: Anywhere, but it works best online.

How: By creating artificial measures of value, people work harder than they would normally. This is countered by an outsized harmful effort to prevent the loss of these artificial value stores.