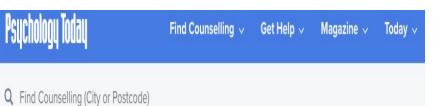
Motivation





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Ulterior Motives

How Broken Streaks Sap

MOTIVATION

Motivation

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.