

# REWARD STRUCTURES



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# Cognitive Evaluation Theory

- **Tangible/intangible**
- **Expected/unexpected**
- **Contingency**
  - Task non-contingent
  - Engagement-contingent
  - Completion-contingent
  - Performance-contingent

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**SAMSUNG**  
N A T I O N



***Cruise***

Sweet. You just unlocked a Badge simply for hanging out on Samsung.com.

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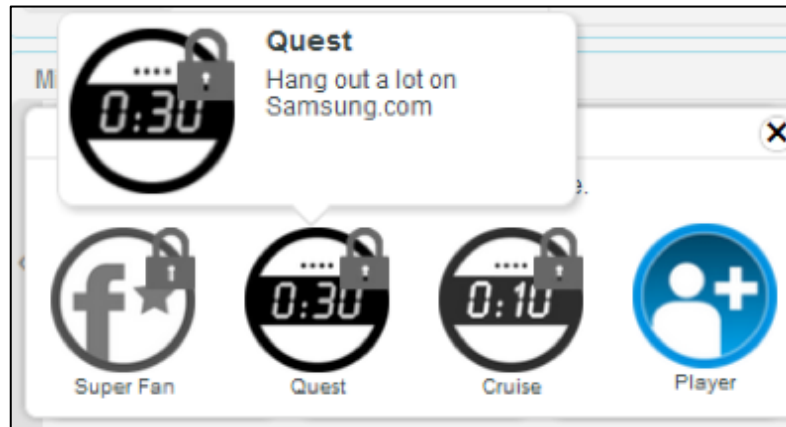
**SAMSUNG**  
NATION



***Cruise***

Sweet. You just unlocked a Badge simply for hanging out on Samsung.com.

- **Intangible**
- **Unexpected**
- **Engagement-contingent**



- **Intangible**
- **Expected**
- **Completion-contingent**

# Hybrids



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# SAPS (Zichermann)

- **S**tatus
- **A**ccess
- **P**ower
- **S**tuff