

Part 1:
Extrinsic versus Intrinsic Motivation



How much of motivation is
driven purely by reward?





pride

reputation

sense of purpose

meaning

camaraderie

helping the world

money



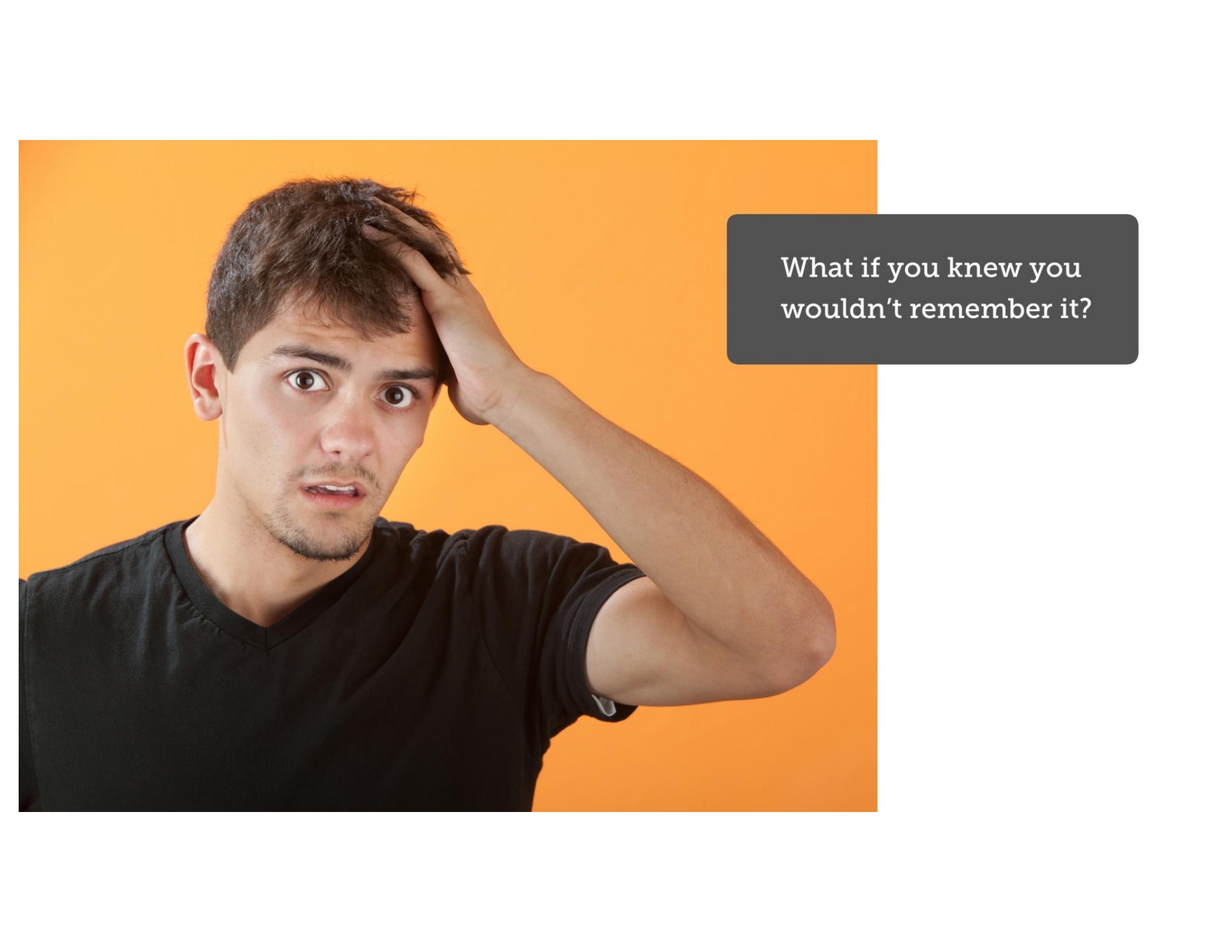
MOT
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Even though mountain climbing can be miserable at the time, people continue to repeat the experience.

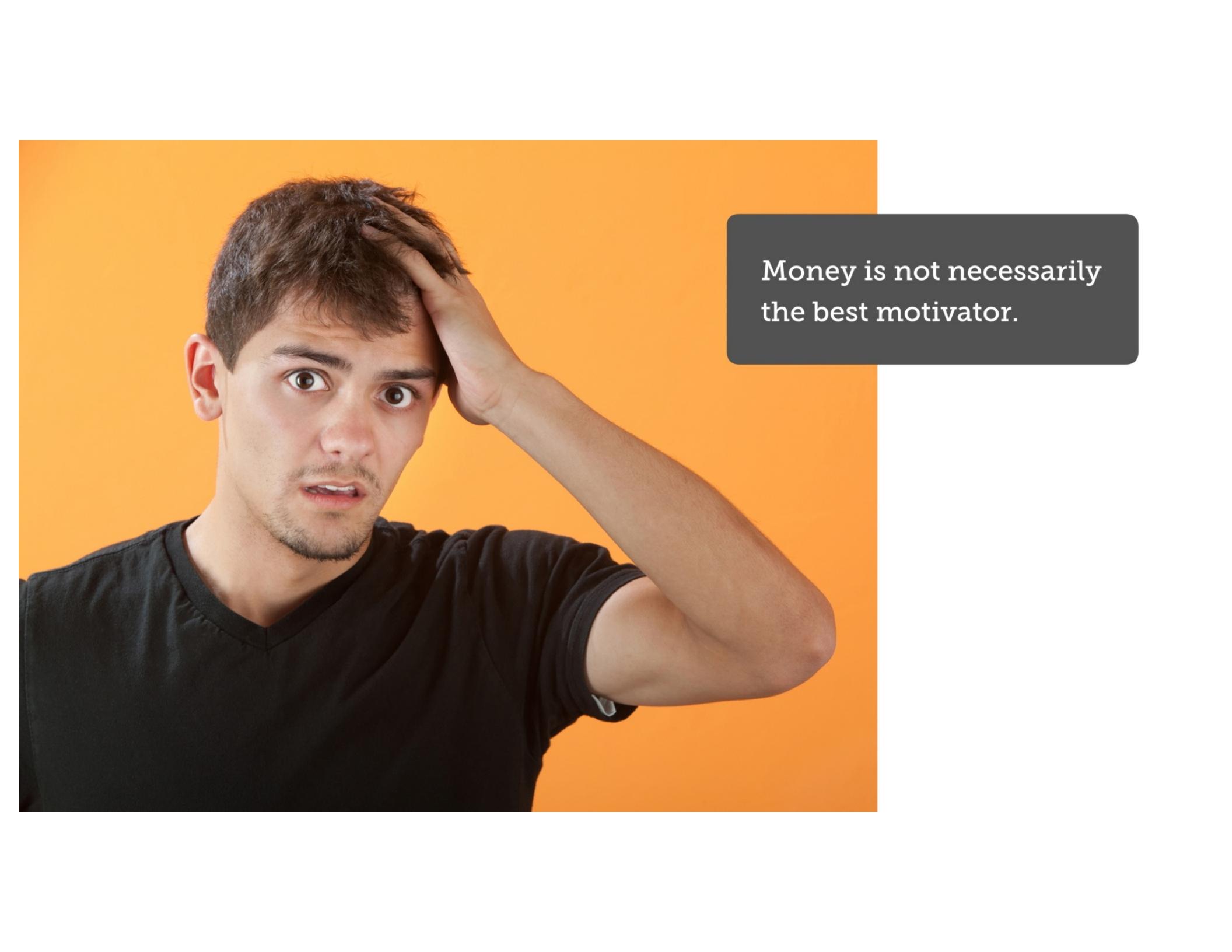


What if you knew you would
never reach the top?



A photograph of a young man with dark hair and a beard, wearing a black t-shirt. He has a shocked or confused expression, with wide eyes and his right hand resting against his forehead. The background is a solid orange color.

What if you knew you
wouldn't remember it?

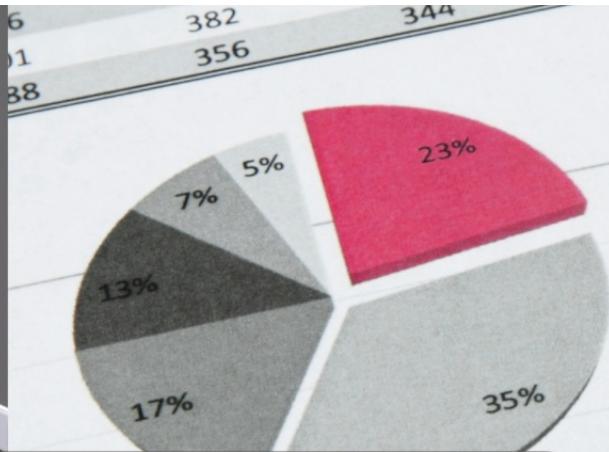
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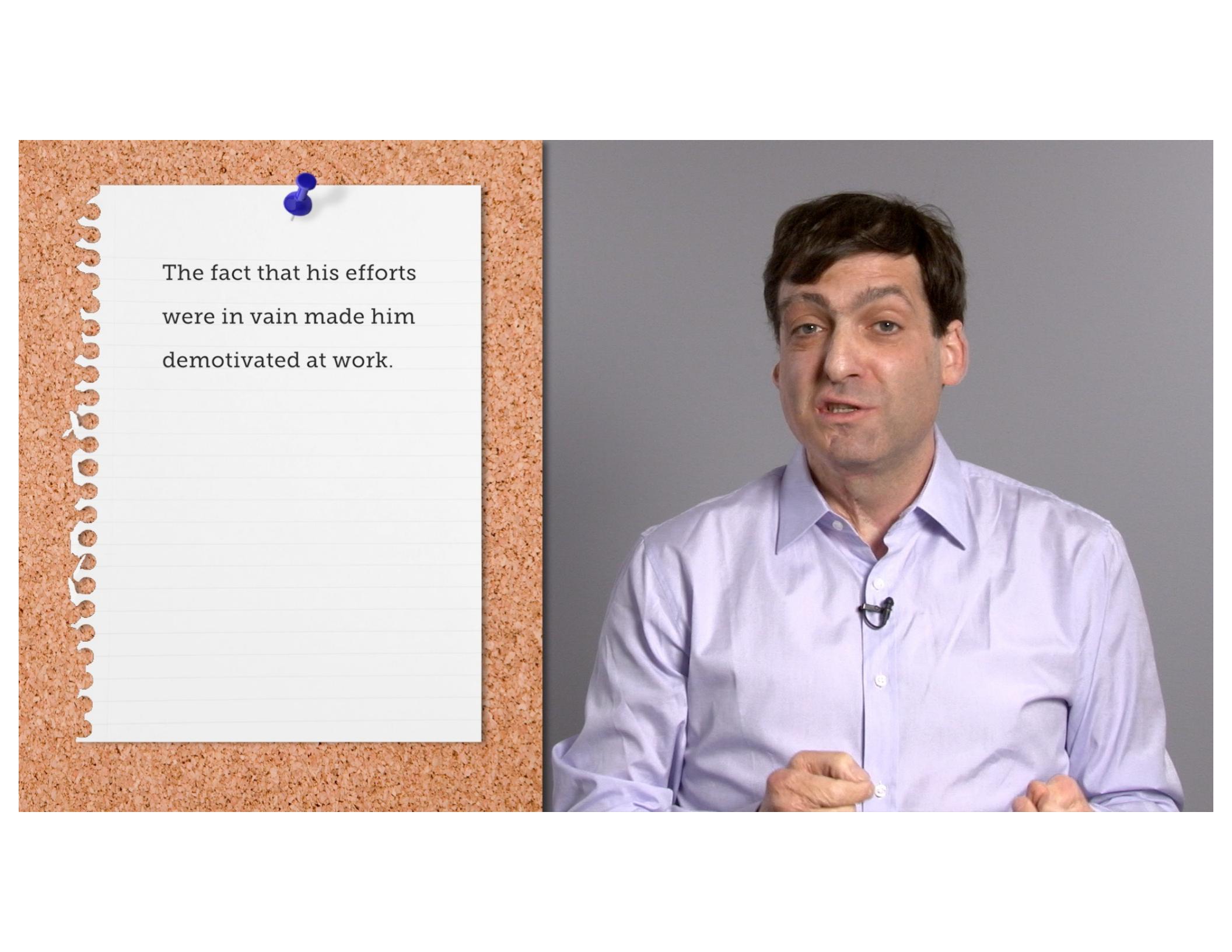
Money is not necessarily
the best motivator.

People derive value from
a wide range of sources.



Thank you, but the merger
is canceled.





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

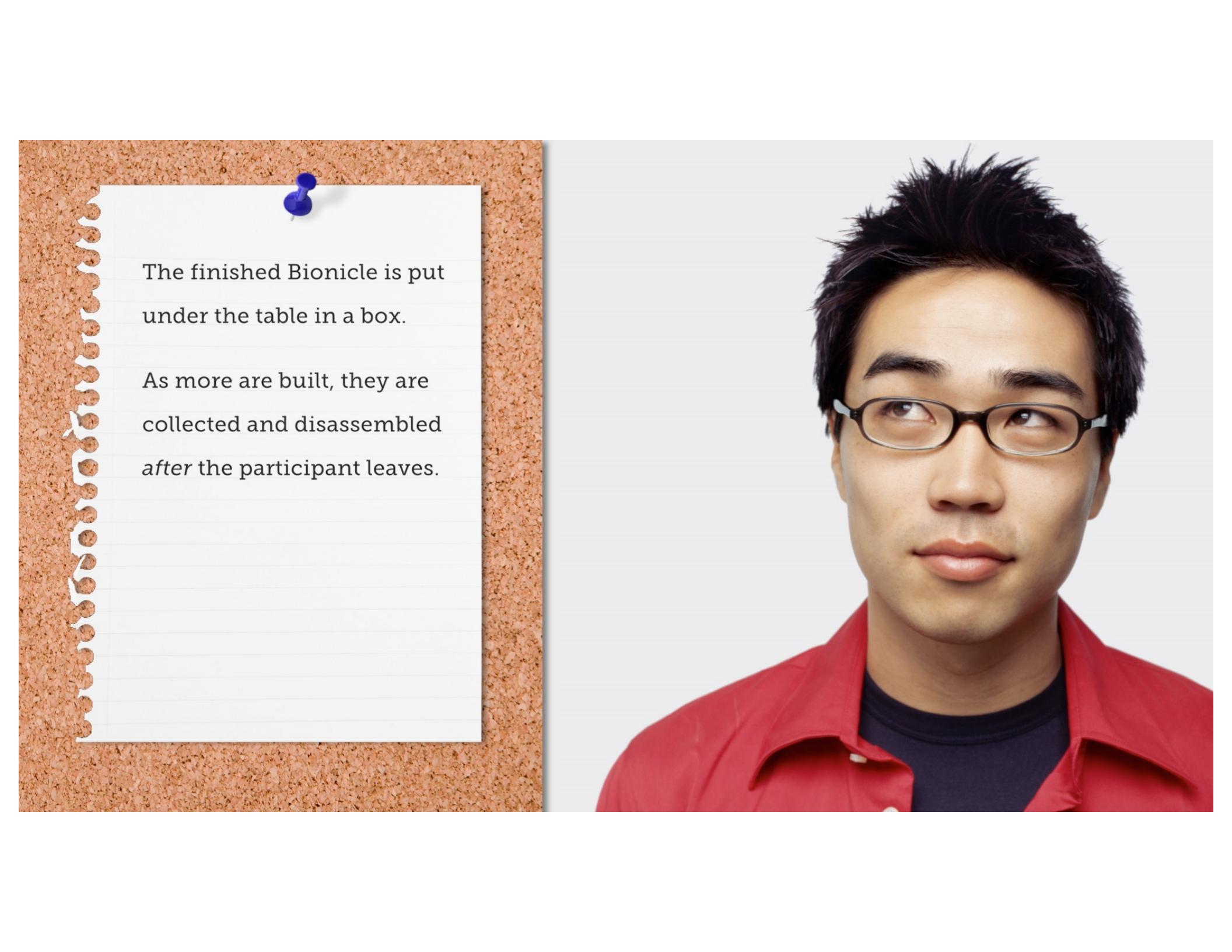


A photograph of a person sleeping peacefully on a large stack of books. The person's head is resting on the books, and their hands are tucked behind their head. A white mug sits on top of the books to the left. The background is a plain, light-colored wall.

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

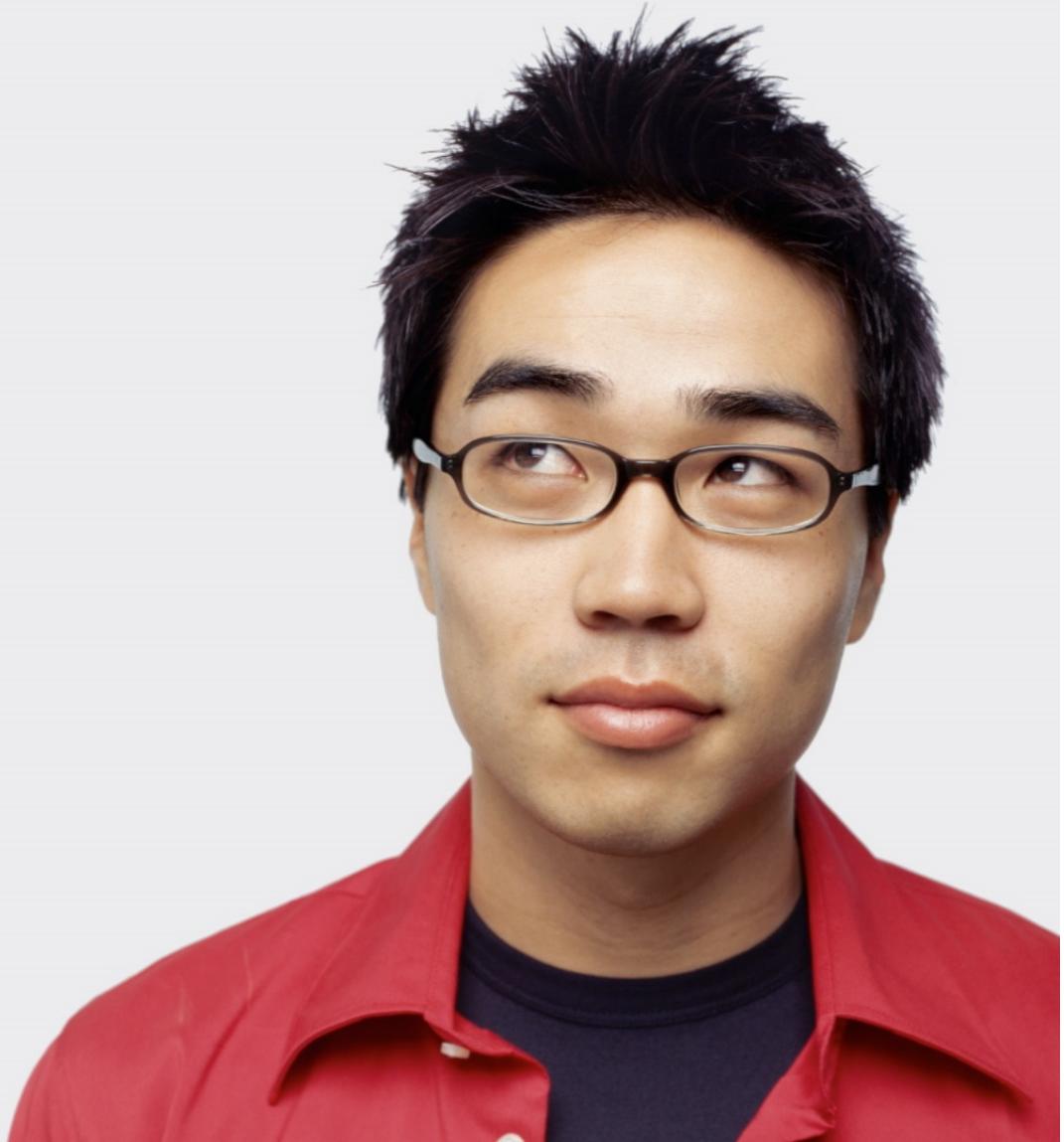
The Issue of Meaning:

We are motivated to do things
that we find meaningful.



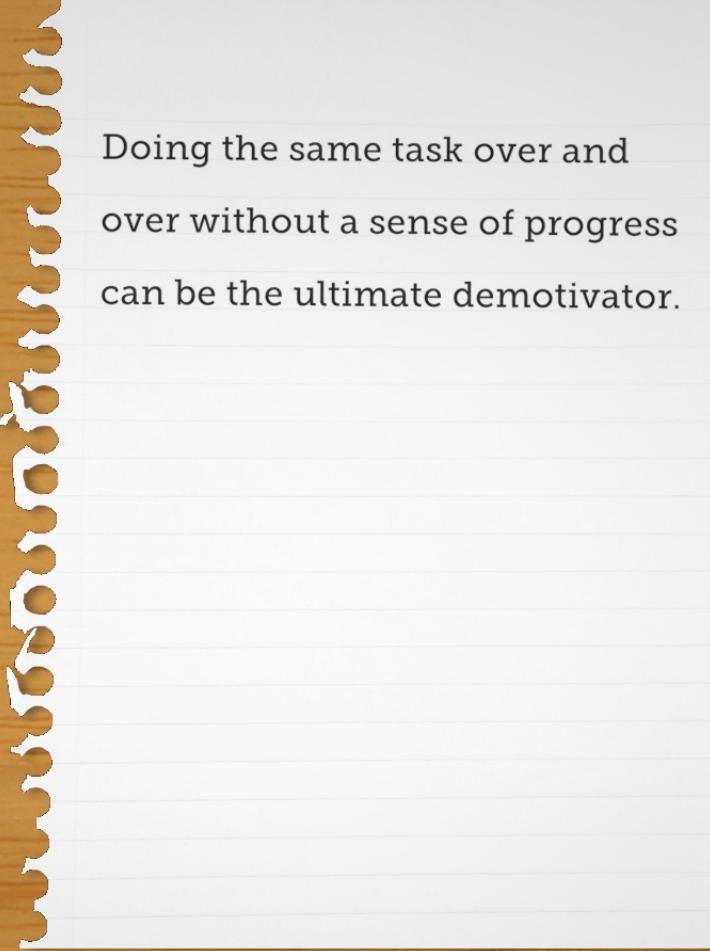
The finished Bionicle is put
under the table in a box.

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



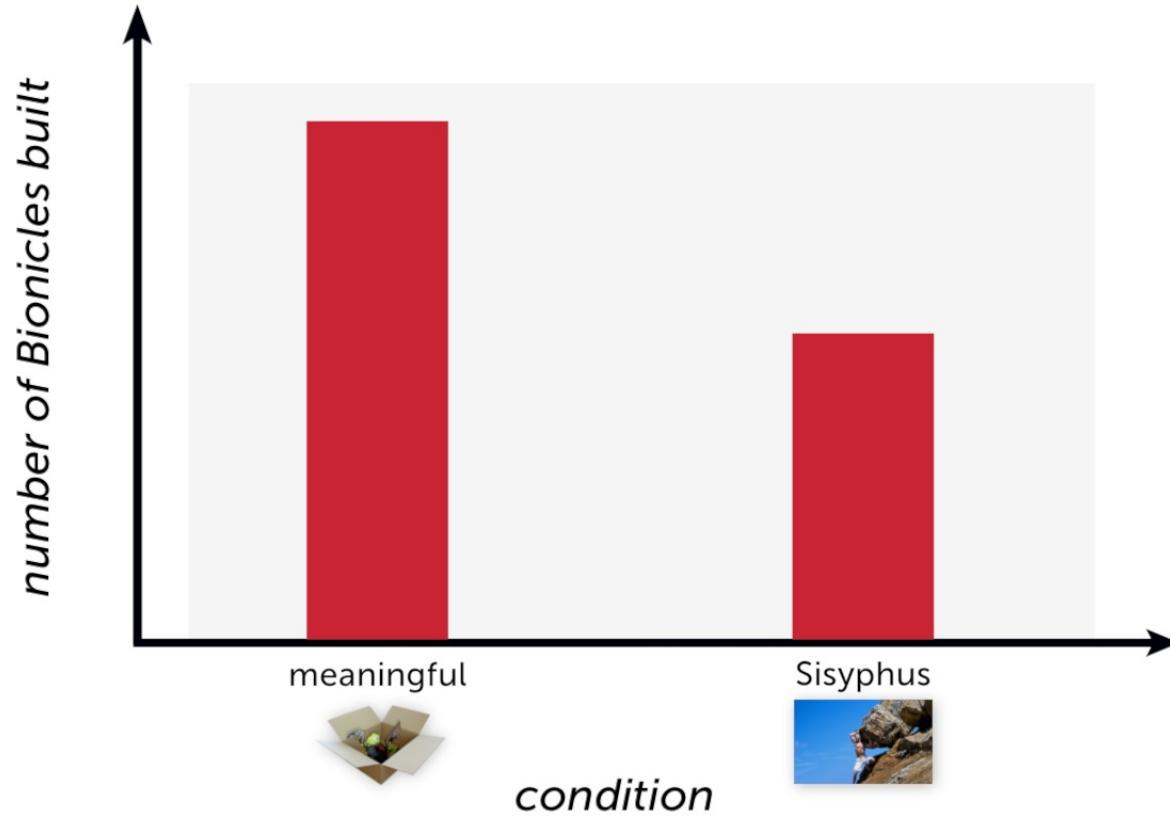


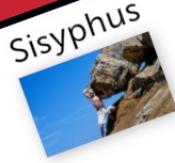
At what point is the value
of building the next Bionicle
not worth the effort?



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

The Meaning of Labor





Sisyphus

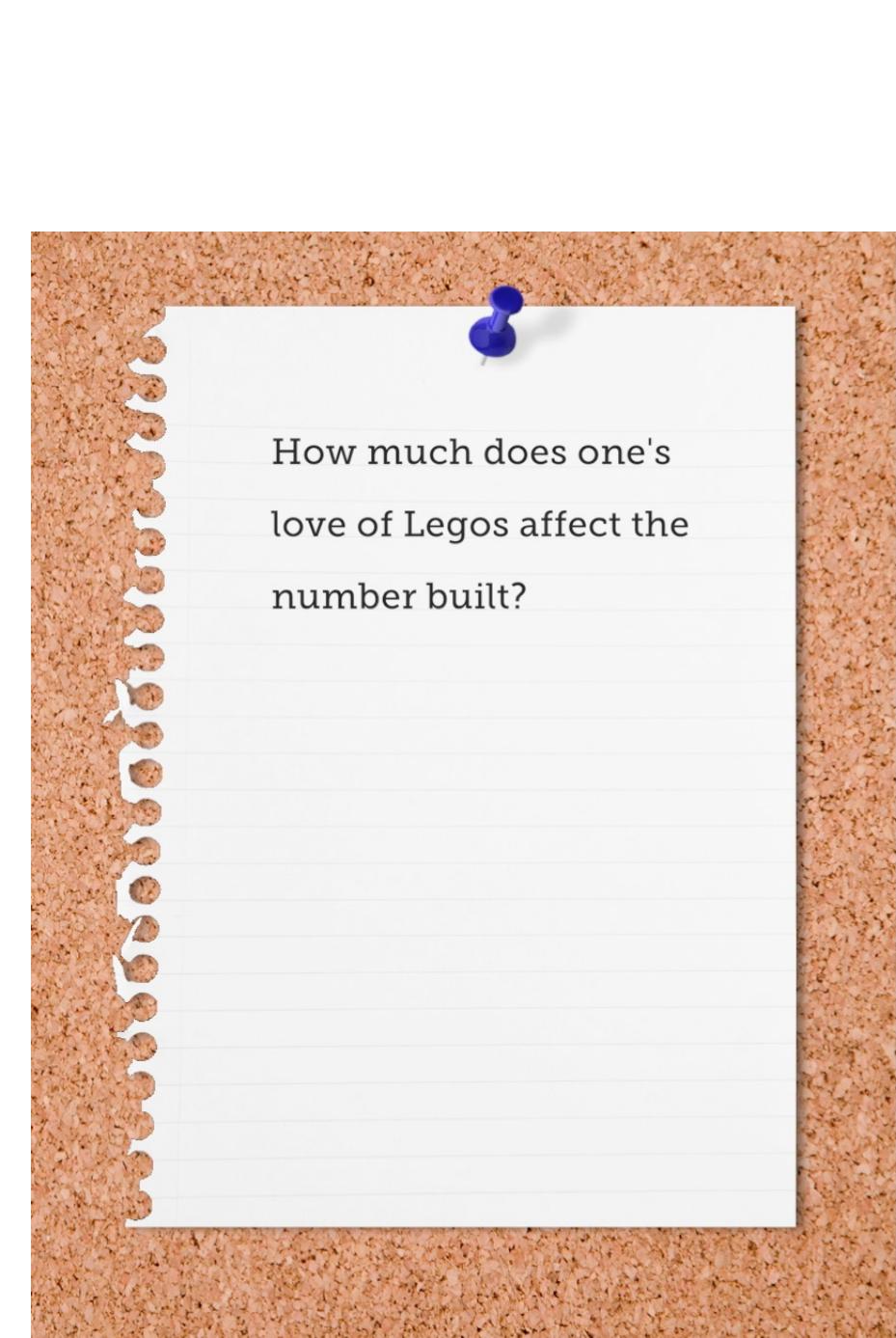
Participants in the
Sisyphus condition had
higher "reservation wages"
for the same work.



The Consultant Experiment

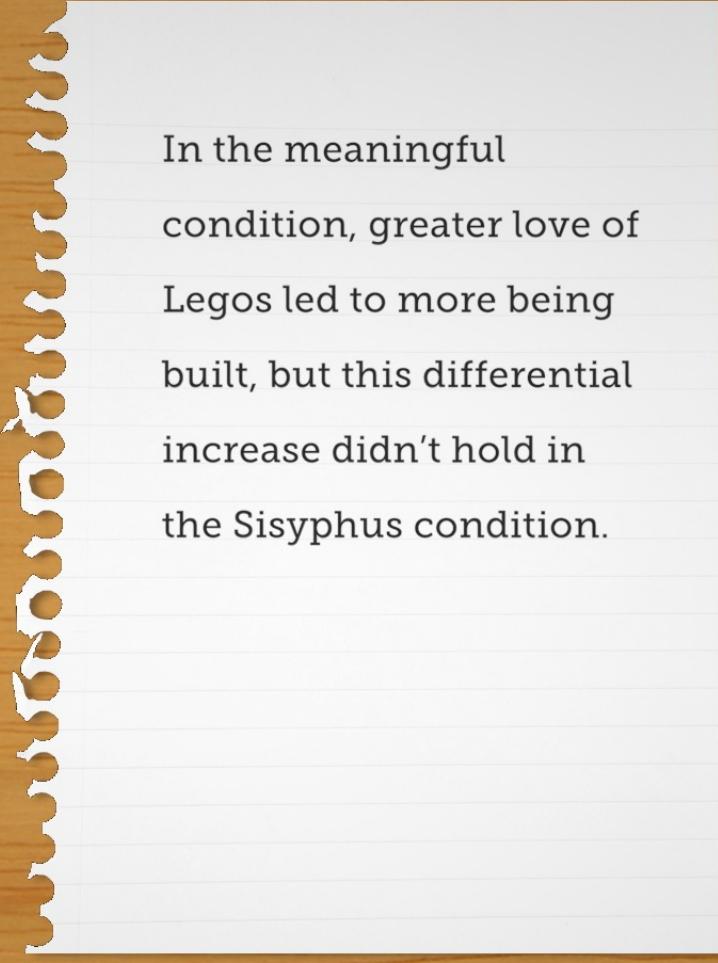
"Predict how much people would work in the two conditions"

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.