

Studies on Intrinsic vs. Extrinsic motivation

1. Deci Puzzle Study (1971)

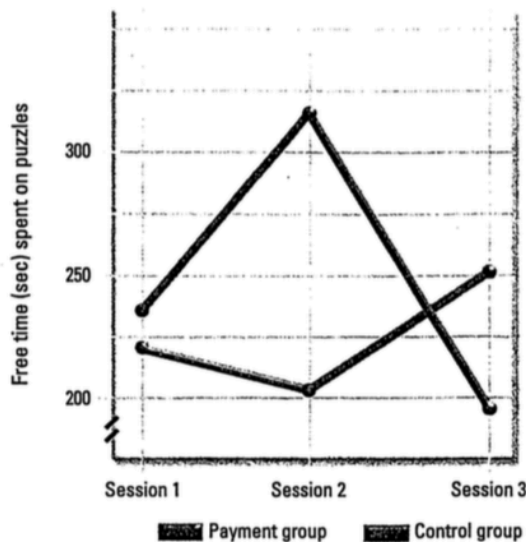


FIGURE 11.12 Effects of payment on intrinsic motivation

In this study, participants worked three times on fun puzzles. Half were paid for completing puzzles during session 2, half were not. As measured by the amount of free time spent on the puzzles after each session, those who had been paid later had less interest in the puzzles when the money was no longer available (Deci, 1971).

2. Amabile Creativity Study (1996) – People who are offered payment for drawing pictures, writing poems, making paper collages, and coming up with solutions to business problems also tended to produce less creative work.

3. West Point Study (2013) – You cannot be motivated by both; extrinsic cancels out intrinsic

- Cadets with Intrinsic Motives – more likely to graduate and become commissioned officers
- Did better in the military – promotion recommendations
- More likely to stay in military after mandatory 5 years of service
- **UNLESS THEY ALSO HAD STRONG EXTRINIC MOTIVES**
- In general, cadets with both intrinsic and extrinsic motives performed worse on every measure
- Less likely to graduate
- Lower performance as military officers
- Less likely to graduate.

4. Happiness study – Niemiec, Ryan, and Deci (2003)

- Asked to report aspirations and level of happiness
- Intrinsic Motives – personal growth, close relationships, community involvement
- Extrinsic Motives – money, fame, and appealing image
- Those who reach intrinsic goals had higher levels of happiness than those who reach extrinsic goals.

