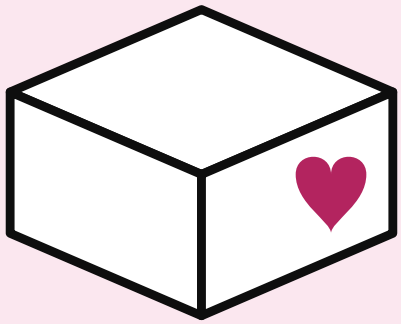
Concept

# IKEA effect

We value what we built ourselves more highly, even if it came out worse than if someone else had made it.



In Spanish
*Efecto IKEA*

Origin
Norton, Mochon and Ariely (2012)

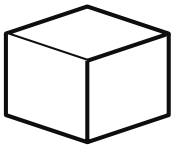
## What problem it addresses

It explains why our own effort increases attachment to a product, a project or an idea.

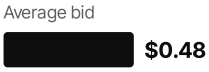
## An example

Some people assembled an IKEA box; others received the same box already assembled. Then everyone bid on it.

### Box already assembled

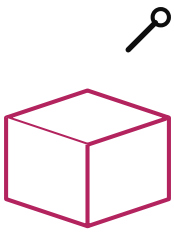


Pre-assembled




Average bid: **$0.48.**

### Box they assembled



Self-assembled




Average bid: **$0.78.**

They offered 63% more for the box they had assembled. The effect disappeared if they didn't finish it.

## Why it happens

1 

**Putting effort into something** makes us feel capable.

2 

**What we have made** says something about us,

3 

**so we value it more** than the same thing made by others.

## Applications in design

### Use it like this

Let people customize or configure something: they will get more involved.

### Avoid

Adding unnecessary work just to increase attachment.

### Don't fall for it

When you defend your own idea, ask an outsider to compare it with others.

**+63%**

### What the research says

That is how much more people offered for the box they had assembled themselves (Norton, Mochon and Ariely, 2012).

●●● **Solid evidence.** The same happened with origami figures: their makers valued them almost as much as those made by an expert.

## Connections

Used in

- Product design

Related to

- Endowment effect
- Confirmation bias

## Authors and works

| | | |
|---|---|---|
| 2012 | **Michael Norton, Daniel Mochon and Dan Ariely** | Named it and measured it with IKEA boxes and origami figures. |

### Sources

Original sources


- Norton, M. I., Mochon, D., & Ariely, D. (2012). The IKEA effect: When labor leads to love. Journal of Consumer Psychology, 22(3), 453–460. View source (https://doi.org/10.1016/j.jcps.2011.08.002)


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