**EPSY410 W3 Eisenberg & Cameron (1996)**

**The main claim that the authors were trying to debunk:**

Rewards undermine intrinsic motivation (task interest) and creativity

**What is the nature of rewards**

Action 🡪 Behavior 🡪 Consequences (rewards) 🡪 Strengthening of the action

Why the alleged “undermining effects”?

**Arguments against rewards and incentives**

Cognitive evaluation theory (Deci & Ryan)

Overjustification theory (Lepper)

**The authors’ counter-argument (p. 1154)**

Detrimental effects exaggerated

Classical and instrumental conditioning is the basic principle for up/down of motivation

Positive effects of reinforcement on creativity can be better explained by behaviorism

**Evidence supporting the undermining effects**

**Evidence supporting the author’s claims** that reward can be beneficial to task interest and creativity

**The notion of “learned industriousnes**s”: cf cognitive evaluation theory

**Questions:**

Does this article change your view of human motivation in general and effects of rewards on task interest and creativity in particular? Why?

Do you support the premise of utilitarian (or instrumental) view of human nature underlying behaviorism? What could be an alternative view of human nature and human motivation?