

## IKEA Effect: Lesson Plan

Topic	
<p>The IKEA Effect is a cognitive bias that causes people to assign unusually high value to items that they themselves helped build or create. This cognitive bias is named after a Swedish furniture company called IKEA because it was one of the first to popularize the concept of personally assembling furniture at a time when buying store-assembled furniture was the norm.</p>	
Possible subjects/classes	Time needed
Psychology, Marketing, Economics	30-35 minutes
Video link:	
<a href="https://academy4sc.org/video/ikea-effect-labor-of-love/">https://academy4sc.org/video/ikea-effect-labor-of-love/</a>	
Objective: <i>What will students know/be able to do at the end of class?</i>	
<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>● Define the IKEA effect.</li> <li>● Explain both the effort justification experiment <i>and</i> the IKEA effect experiment.</li> <li>● Give real-life examples of the IKEA effect.</li> </ul>	
Key Concepts & Vocabulary	
Effort justification, Elliot Aronson and Judson Mills	
Materials Needed	
Worksheet	
Before you watch	
<p><b>Turn &amp; Talk:</b> What are the pros and cons of doing workshops for things like pottery making or glass blowing? Would you prefer to do such workshops and make your own or simply just buy the products from a manufacturer? Why?</p>	
While you watch	

1. Do people tend to put a higher value on items they created or items other people created?
2. What psychological phenomenon is the IKEA effect closely related to?
3. In the experiment done by Aronson and Mills, which group gave the highest enjoyment rating?

#### After you watch/discussion questions

1. Describe one situation in which you personally experienced the IKEA effect.
2. What industries or companies do you think can benefit from taking advantage of the consumers' IKEA effect? Explain why and how they might use the IKEA effect to their advantage.
3. Do you think the IKEA effect applies to absolutely all objects? Can you think of an item where you would rather get a premade version instead of making it yourself?

#### Activity Ideas

- Perspective Taking: Make up a brief marketing pitch about how a certain product (either fictional or real) can benefit from being sold in a customizable or "DIY" format.
- Journal Reflection: Consider all your possessions. What is one item that you had to build or make from scratch? How does this handmade item compare to a store-bought, premade version of the same item? Write down these thoughts and their relation to the IKEA effect in a few short paragraphs.

#### Sources/places to learn more

1. Franke, Nikolaus, et al. "The 'I Designed It Myself' Effect in Mass Customization." *Management Science*, vol. 56, no. 1, Oct. 2009, pp. 125–40. [pubsonline.informs.org](http://pubsonline.informs.org) (Atypon), doi:[10.1287/mnsc.1090.1077](https://doi.org/10.1287/mnsc.1090.1077).
2. Mochon, Daniel, et al. "Bolstering and Restoring Feelings of Competence via the IKEA Effect." *International Journal of Research in Marketing*, vol. 29, no. 4, Dec. 2012, pp. 363–69. *ScienceDirect*, doi:[10.1016/j.ijresmar.2012.05.001](https://doi.org/10.1016/j.ijresmar.2012.05.001).



3. Norton, Michael I., et al. "The IKEA Effect: When Labor Leads to Love." *Journal of Consumer Psychology*, vol. 22, no. 3, July 2012, pp. 453-60. *ScienceDirect*, doi:[10.1016/j.jcps.2011.08.002](https://doi.org/10.1016/j.jcps.2011.08.002).
4. Raghoobar, Sanne, et al. "Self-Crafting Vegetable Snacks: Testing the IKEA-Effect in Children." *British Food Journal*, June 2017. world, [www.emerald.com](http://www.emerald.com), doi:[10.1108/BFJ-09-2016-0443](https://doi.org/10.1108/BFJ-09-2016-0443).