

EFFECTS OF DIFFERENT MOTIVATION STRATEGIES ON REDUCING SOCIAL LOAFING

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Individuals tend to work less hard in groups than alone, one major reason is the motivation loss due to poor connection between effort and outcome. This loafing effect is detrimental to group productivity and effectiveness, and finding some way to overcome it is very important. This study examined the effects of three different motivation strategies on reducing social loafing. 2 (group vs. individual) \times 4 (control, assigned goal, participative goal, or assigned goal plus reward) design was used and 144 female college students were randomly assigned to one of the 8 conditions. The results shows that (1) the social loafing does occur in control group, and (2) all three motivating strategies inhibit social loafing completely. This paper concludes with discussion of the results and suggestions for further studies.

Keywords: social loafing, goal setting, motivation, participative goal, assigned goal, assigned goal plus reward.