

ikea effect in relationships

ikea effect in relationships describes a psychological phenomenon where individuals place higher value on things they have partially created or invested effort into. Originally observed in consumer behavior, this effect has profound implications for romantic and interpersonal relationships. When partners invest time, energy, and emotional labor into building and maintaining their relationships, they tend to perceive these connections as more valuable and meaningful. Understanding the ikea effect in relationships can shed light on how commitment grows, why challenges may be endured, and the ways couples construct shared meaning. This article explores the ikea effect in relationships by examining its psychological basis, its impact on relationship satisfaction, and practical ways to harness its positive aspects. The discussion will also address potential pitfalls and strategies for balanced relational investment.

- What Is the IKEA Effect?
- The IKEA Effect in Romantic Relationships
- Psychological Mechanisms Behind the IKEA Effect
- Benefits of the IKEA Effect in Relationships
- Potential Downsides and Challenges
- How to Apply the IKEA Effect for Stronger Relationships

What Is the IKEA Effect?

The ikea effect is a cognitive bias where people assign disproportionate value to products or outcomes they have helped create. Named after the Swedish furniture giant IKEA, known for its DIY furniture assembly, this effect demonstrates that effort invested increases attachment and perceived worth. Psychologists first documented the ikea effect through experiments showing that participants valued self-assembled items more highly than identical pre-assembled ones. The phenomenon extends beyond physical objects to abstract concepts, including ideas, projects, and importantly, relationships. In essence, when individuals invest effort into something, they feel a stronger emotional connection and ownership, influencing how much they cherish and defend it.

The IKEA Effect in Romantic Relationships

Applying the ikea effect to romantic relationships reveals how personal investment in building the partnership enhances emotional attachment and satisfaction. Couples who actively work together to create shared experiences, solve problems, and nurture their bond tend to value their relationship

more deeply than those who do not engage in such collaborative efforts. This effect explains why partners often feel a sense of pride and deeper commitment when they have "built" their relationship through mutual effort.

Investment and Relationship Value

In the context of romantic relationships, investment encompasses time spent together, emotional support, shared decision-making, and overcoming challenges. The more effort individuals contribute, the more valuable the relationship becomes in their eyes. This heightened valuation reinforces commitment and motivates continued effort, creating a positive feedback loop that strengthens the connection over time.

Building Shared Meaning

Constructing shared meaning is a critical aspect influenced by the ikea effect in relationships. Couples who collaborate in creating rituals, traditions, and future plans develop a unique sense of identity and belonging. This co-creation fosters a perception that the relationship is uniquely theirs, which enhances satisfaction and resilience against external stressors.

Psychological Mechanisms Behind the IKEA Effect

The ikea effect is rooted in several psychological principles that explain why effort leads to increased valuation in relationships. Understanding these mechanisms clarifies how and why this bias operates.

Effort Justification

Effort justification is a cognitive dissonance reduction process where individuals rationalize the effort they put into a task by attributing greater value to the outcome. In relationships, this means that partners who invest significant energy in maintaining the bond will perceive it as more worthwhile, thereby reducing doubts or regrets about their investment.

Endowment Effect

The endowment effect is a well-documented bias where people ascribe more value to things simply because they own them. When applied to relationships, ownership is conceptual rather than physical, but the principle remains: partners feel a stronger attachment to "their" relationship, especially when they have contributed significantly to its development.

Commitment and Consistency

Human beings prefer consistency between their actions and beliefs. Once effort has been invested in a relationship, individuals are motivated to view the relationship positively to remain consistent with their prior commitments, reinforcing satisfaction and loyalty.

Benefits of the IKEA Effect in Relationships

The ikea effect offers several benefits that contribute to healthier, more satisfying partnerships. Recognizing these advantages can help couples nurture stronger bonds.

- **Enhanced Commitment:** Effort investment increases perceived value, leading to stronger dedication and willingness to persevere through difficulties.
- **Greater Relationship Satisfaction:** The sense of accomplishment and co-creation boosts positive feelings about the partnership.
- **Improved Communication:** Collaborative problem-solving and shared experiences foster open communication and understanding.
- **Increased Resilience:** Couples who build their relationship actively are better equipped to handle conflicts and external pressures.
- **Personal Growth:** Working together on the relationship encourages individual development and mutual support.

Potential Downsides and Challenges

While the ikea effect can be beneficial, it may also lead to challenges if not managed appropriately. Awareness of these pitfalls is crucial for maintaining balanced and healthy relationships.

Overvaluation of Flaws

Excessive attachment to a relationship due to invested effort can cause partners to overlook significant issues or tolerate unhealthy behaviors. This overvaluation may prevent seeking necessary changes or ending incompatible partnerships.

Effort Imbalance

Unequal investment of effort between partners can lead to resentment and dissatisfaction. If one partner feels their contributions are undervalued or unreciprocated, the positive effects of the ikea effect may diminish.

Resistance to Change

The strong attachment rooted in effort can make individuals resistant to change or adaptation, even when such changes are necessary for relationship growth or resolution of conflicts.

How to Apply the IKEA Effect for Stronger Relationships

Couples can consciously leverage the ikea effect by fostering intentional effort, collaboration, and shared meaning in their relationships. The following strategies can enhance relational value and satisfaction.

Engage in Joint Activities

Participate in projects or hobbies together that require cooperation and mutual effort. These shared experiences strengthen bonds and create a sense of accomplishment.

Invest Time and Emotional Energy

Prioritize quality time and emotional availability. Consistent nurturing signals commitment and deepens attachment.

Create Rituals and Traditions

Develop unique routines or celebrations that symbolize the partnership. These rituals reinforce identity and shared meaning.

Communicate Openly About Efforts

Discuss the contributions each partner makes to the relationship. Acknowledging efforts fosters appreciation and balance.

Address Problems Collaboratively

Approach conflicts and challenges as joint problems to solve. This cooperative mindset enhances trust and commitment.

1. Engage in cooperative projects to build shared accomplishments.
2. Allocate regular, meaningful time together to nurture connection.
3. Develop personalized rituals that symbolize the partnership.
4. Communicate efforts and appreciate each other's contributions.
5. Resolve conflicts through teamwork and mutual respect.

Frequently Asked Questions

What is the IKEA effect in relationships?

The IKEA effect in relationships refers to the phenomenon where people place higher value on relationships they have invested effort and time into building, similar to how individuals value self-assembled IKEA furniture more.

How does the IKEA effect influence partner satisfaction?

The IKEA effect can increase partner satisfaction because individuals feel more attached and proud of a relationship they have actively worked on, leading to greater appreciation and commitment.

Can the IKEA effect lead to staying in unhealthy relationships?

Yes, the IKEA effect can cause people to stay in unhealthy relationships because their emotional investment and effort make them overvalue the relationship despite negative aspects.

How can couples harness the IKEA effect to strengthen their bond?

Couples can strengthen their bond by engaging in joint activities and projects, fostering teamwork and shared investment that enhance emotional attachment through the IKEA effect.

Does the IKEA effect apply only to romantic relationships?

No, the IKEA effect applies to various types of relationships, including friendships and family bonds, where effort and personal investment increase perceived value and attachment.

What psychological mechanisms underlie the IKEA effect in relationships?

The IKEA effect is driven by cognitive dissonance and the effort justification principle, where people rationalize their investment by valuing the outcome more highly, thereby strengthening emotional attachment.

How can awareness of the IKEA effect improve relationship decision-making?

Being aware of the IKEA effect helps individuals critically evaluate their relationships, distinguishing between genuine compatibility and overvaluation due to invested effort, leading to healthier decisions.

Are there any risks associated with the IKEA effect in relationships?

Risks include over-commitment to flawed relationships and difficulty letting go, as the invested effort biases individuals to perceive the relationship as more valuable than it objectively is.

Additional Resources

1. *The IKEA Effect in Love: How Building Together Strengthens Bonds*

This book explores the psychological phenomenon known as the IKEA effect, where individuals place higher value on things they partially create themselves, and applies it to romantic relationships. It discusses how couples who invest effort into building their relationship—through shared projects, communication, and problem-solving—tend to develop stronger emotional connections. Practical advice and real-life examples illustrate how cooperative effort enhances love and commitment.

2. *Assembling Affection: The IKEA Effect and Couples' Emotional Investment*

Delving into the intersection of psychology and romance, this book reveals how the IKEA effect influences affection in partnerships. It explains why couples who work together to 'assemble' their life—whether through home improvement, planning, or parenting—feel a deeper sense of satisfaction and attachment. Readers learn strategies to harness this effect to cultivate lasting, fulfilling relationships.

3. *Building Us: The Power of Shared Effort in Romantic Relationships*

Focusing on the concept of shared effort, this book highlights how joint activities and collaboration can increase relationship satisfaction. It draws on research about the IKEA effect to show that when partners contribute to creating something meaningful together, they value the relationship more highly. The book offers guidance on creating opportunities for teamwork and mutual growth.

4. Love by Design: Crafting Stronger Relationships Through the IKEA Effect

This book presents the IKEA effect as a framework for understanding how couples can intentionally design their relationship dynamics. It emphasizes the importance of co-creation, from small daily tasks to major life decisions, as a way to build trust and intimacy. Readers are encouraged to engage actively in shaping their partnership for greater emotional rewards.

5. The Effort Paradox: Why Working Together Makes Love Last

Exploring the paradox that effort in relationships can both challenge and strengthen love, this book draws on the IKEA effect to explain why effortful collaboration leads to deeper attachment. It discusses the psychological mechanisms behind valuing what we help create and applies this to various types of romantic partnerships. Practical insights help couples navigate challenges while enhancing their bond.

6. From Parts to Whole: How Collaborative Creation Fuels Relationship Satisfaction

This book investigates how assembling parts—whether physical, emotional, or experiential—relates to the IKEA effect in relationships. It shows that partners who participate in creating shared goals, memories, and environments develop a stronger connection. The book offers exercises and examples that encourage cooperative creation as a path to lasting happiness.

7. DIY Love: The Psychological Benefits of Building Your Relationship Together

Highlighting the "do-it-yourself" approach to romance, this book explains how the IKEA effect makes joint effort rewarding beyond the outcome itself. It covers how couples can increase their relationship investment and satisfaction by engaging in collaborative projects and problem-solving. The text is filled with actionable tips to foster teamwork and mutual appreciation.

8. The Value of Effort: Understanding Attachment Through the IKEA Effect

This book provides a deep dive into attachment theory and how the IKEA effect complements it by showing how effort amplifies emotional bonds. It discusses why people tend to value relationships they actively nurture and tend to more highly. The author integrates scientific research with practical advice for strengthening attachment through shared endeavors.

9. Constructing Commitment: How the IKEA Effect Shapes Relationship Longevity

Focusing on commitment and long-term relationship success, this book explains how the IKEA effect encourages partners to invest more deeply in their shared life. By highlighting the role of collaborative effort in building trust and satisfaction, it offers a roadmap for couples seeking enduring love. The book combines psychological insights with real-world stories of couples who have thrived through joint creation.

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emerging value co-creation perspective, a single transaction can blossom to a process in which the customer and the marketer collaborate (rather than negotiate) for best total value through products, features, delivery terms, maintenance, and financing options for both B2B as well as B2C markets. Marketers increasingly need to develop and maintain long-term, win-win relationships that extend beyond customers, such as those with distributors, dealers, suppliers, competitors and other external influencers. Business executives, marketing students, and those who are interested in learning about the transformative power of relationship marketing and CRM analytics in the business enterprise would highly benefit from reading this book.

ikea effect in relationships: The Ritual Effect Michael Norton, 2025-05-20 In the bestselling tradition of Charles Duhigg's *The Power of Habit* and Angela Duckworth's *Grit*, a renowned social psychologist demonstrates how a subtle turning of habits into rituals can "clear a little space for everyday magic" (*The Guardian*) in our lives. Our lives are filled with repetitive tasks meant to keep us on track—what we come to know as habits. Over time, these routines (like brushing your teeth or putting on your right sock first) tend to be performed automatically. But when we're more mindful about these actions—when we focus on the precise way they are performed—they can instead become rituals. Shifting from a "habitual" mindset to a "ritual" mindset can convert ordinary acts from black and white to technicolor. Think about the way you savor a certain beverage, the care you take with a particular outfit that gets worn only on special occasions, the unique way that your family gathers around the table during holidays, or the secret language you enjoy with your significant other. To some, these behaviors may seem quirky, but because rituals matter so deeply to us on a personal level, they give our lives purpose and meaning. Drawing on a decade of original research, Norton shows that rituals play a role in healing communities experiencing a great loss, marking life's major transitions, driving a stadium of sports fans to ecstasy, and helping us rise to challenges and realize opportunities. Compelling, insightful, and practical, *The Ritual Effect* reminds us of the intention-filled acts that drive human behavior and create surprising satisfaction and enjoyment.

ikea effect in relationships: The Truth About Pricing Melina Palmer, 2024 Boost your profits with an expert. Instructor of applied behavioral economics, marketing whiz, and best-selling author Melina Palmer provides a step-by-step guide to successful pricing strategies that resonate with your target audience, making them naturally more likely to choose you (regardless of the price). Discover the prices customers want and can't tell you, and gain an edge by understanding what your buyer values. The pricing mastery provided in *The Truth About Pricing* allows you to navigate pricing psychology and gain profitability, easier sales, and happier customers. --

ikea effect in relationships: Rules For Radicals Conrad Riker, 101-01-01 YOUR CIVILIZATION IS UNDER ATTACK—HERE'S HOW TO SAVE IT. Are you tired of seeing masculinity demonized while society crumbles? Do you feel helpless as institutions push toxic ideologies that erase biological truths? Why are men sidelined when they're the only force that can rebuild a dying West? - Exposes the hidden playbook of radical activists infiltrating every pillar of society. - Debunks the equality myth with hard facts from evolutionary biology and psychology. - Reveals how the woke mind virus exploits resentment to depopulate and destabilize. - Details the calculated destruction of male leadership and family structures. - Uncovers the double-bind trap set for men: shamed for strength, despised for weakness. - Names the Marxist-feminist architects behind cultural sabotage. - Arms you with unapologetic strategies to reclaim rational authority. - Proves why men must lead—or watch civilization collapse. If you want to crush the radical lie and restore order, then buy this book today.

ikea effect in relationships: The Things We Love Aaron Ahuvia, 2022-07-19 An exciting and engaging investigation (Jonah Berger) of the secret, tangled emotional relationships people have with things—drawing on cutting-edge findings from the fields of psychology, neuroscience, and marketing. Books, baseball cards, ceramic figurines, art, iPhones, clothing, cars, music, dolls, furniture, and even nature itself. If you're like most people, at some point in your life you've found yourself indulging in a love affair with some thing that brings you immense joy, comfort, or

fulfillment. Why is it that we so often feel intense passion for objects? What does this tendency tell us about ourselves and our society? In *The Things We Love*, Dr. Aaron Ahuvia presents astonishing discoveries that prove we are far less “rational” than we think when it comes to our possessions and hobbies. In fact, we have passionate relationships with the things we love, and these relationships are driven by influences deep within our culture and our biology. Some of our passions are sudden, obsessive, and fleeting; others are devoted and lifelong affairs. Some turn dark: we become hoarders, or would prefer to destroy certain objects rather than let anyone else own them. And as technology improves, becoming increasingly addictive, one wonders: might our lives become so dominated by our emotional ties to things that we lose interest in other people? Packed with fascinating case studies, scientific analysis, and takeaways for living in a modern and ever-so-material world, *The Things We Love* offers a truly original and insightful look into our love for inanimate objects — and how better understanding these relationships can enrich and improve our lives.

ikea effect in relationships: 10 Mindframes for Visible Learning John Hattie, Klaus Zierer, 2024-11-14 This new and updated edition of *10 Mindframes for Visible Learning* revisits the ten behaviours or mindframes that teachers need to adopt in order to maximize student success. These powerful mindframes, which should underpin every action in schools, are founded on the principle that teachers are evaluators, change agents, learning experts, and seekers of feedback who are constantly engaged with dialogue and challenge. The ten mindframes include: thinking of and evaluating your impact on students’ learning the importance of assessment and feedback to inform teachers working collaboratively and the sense of community the notion that learning needs to be challenging and errors seen as opportunities to learn engaging in dialogue and the correct balance between talking and listening conveying the success criteria to learners building positive relationships This new edition now uses the much larger meta-analysis dataset (over 2,100 meta-analyses rather than 900) and incorporates new research, particularly with reference to digital technologies, evaluative thinking, and the lessons learned from large-scale school implementation of visible learning. Furthermore, thanks to *Visible Learning +*, this book includes concrete, scientifically accompanied processes. Specifically, this means updated data, expanded chapters to include factors that clarify the core message of the mindframes, and explanations of the concrete examples that are research-proven to be most effective. This updated essential guide, which includes questionnaires, scenarios, checklists, and exercises, will show any school exactly how to implement Hattie’s mindframes to maximize student success.

ikea effect in relationships: Red Flags, Green Flags Dr Ali Fenwick, 2024-04-11 ‘A MODERN MANUAL FOR ACING ALL SOCIAL INTERACTIONS THAT WILL TEACH YOU HOW TO HANDLE THE TRICKIEST OF PEOPLE AND SITUATIONS’ THOMAS ERIKSON, BESTSELLING AUTHOR OF *SURROUNDED BY IDIOTS* Discover the tools to identify healthy and toxic behaviours in all areas of life and separate the red flags from the green, from TikTok psychologist Dr Ali Fenwick --- *CRACK THE BEHAVIOURAL CODE BEHIND EVERYDAY DRAMA* Is there a situation(ship) you can’t find your way out of? Do you wish you could spot toxic friendships from afar? Or maybe you feel like you’ve had enough of some people, but struggle to set boundaries? From gaslighting crushes and pushy parents to bosses that take credit for your work, *Red Flags, Green Flags* will transform how you interpret and handle any situation, leading you straight into a fuss-free existence. An internationally renowned psychologist and behavioural expert Dr Ali Fenwick is here to guide you through the most crucial red and green flags – unhealthy and healthy social conduct – and equip you with the psychological explanation behind each one. Improve your emotional intelligence and learn how to understand your own needs and expectations when it comes to relationship building.

ikea effect in relationships: Visible Learning and the Science of How We Learn John Hattie, Gregory C. R. Yates, 2013-10-08 On publication in 2009 John Hattie’s *Visible Learning* presented the biggest ever collection of research into what actually work in schools to improve children’s learning. Not what was fashionable, not what political and educational vested interests wanted to champion,

but what actually produced the best results in terms of improving learning and educational outcomes. It became an instant bestseller and was described by the TES as revealing education's 'holy grail'. Now in this latest book, John Hattie has joined forces with cognitive psychologist Greg Yates to build on the original data and legacy of the Visible Learning project, showing how it's underlying ideas and the cutting edge of cognitive science can form a powerful and complimentary framework for shaping learning in the classroom and beyond. Visible Learning and the Science of How We Learn explains the major principles and strategies of learning, outlining why it can be so hard sometimes, and yet easy on other occasions. Aimed at teachers and students, it is written in an accessible and engaging style and can be read cover to cover, or used on a chapter-by-chapter basis for essay writing or staff development. The book is structured in three parts – 'learning within classrooms', 'learning foundations', which explains the cognitive building blocks of knowledge acquisition and 'know thyself' which explores, confidence and self-knowledge. It also features extensive interactive appendices containing study guide questions to encourage critical thinking, annotated bibliographic entries with recommendations for further reading, links to relevant websites and YouTube clips. Throughout, the authors draw upon the latest international research into how the learning process works and how to maximise impact on students, covering such topics as: teacher personality; expertise and teacher-student relationships; how knowledge is stored and the impact of cognitive load; thinking fast and thinking slow; the psychology of self-control; the role of conversation at school and at home; invisible gorillas and the IKEA effect; digital native theory; myths and fallacies about how people learn. This fascinating book is aimed at any student, teacher or parent requiring an up-to-date commentary on how research into human learning processes can inform our teaching and what goes on in our schools. It takes a broad sweep through findings stemming mainly from social and cognitive psychology and presents them in a useable format for students and teachers at all levels, from preschool to tertiary training institutes.

ikea effect in relationships: *Depression as a Cultural Phenomenon in Postmodern Society* Yara Nico, Jan Luiz Leonardi, Larissa Zeggio, 2020-12-10 This book presents an analysis of contemporary society based on the experimental and interpretative models produced by the experimental analysis of behavior, in order to think about the ways in which current social contingencies can affect the life of individuals making them more depressive. It addresses the phenomenon of depression in a broad way. From its conception as a scientific concept to sociological explanations to explain its emergence, the book presents in a very well founded way the necessary knowledge to clarify, understand, and seek treatment and prevention for this major social evil. The authors begin with a description of the current diagnostic parameters of major depressive disorder followed by alarming global epidemiological data showing that depression has affected all races, social classes, genders and creeds. They then address the topic departing from an approach based on the experimental analysis of behavior, but also in dialogue with other philosophical and conceptual traditions, to show how current social relationships contribute to the development of major depressive disorder. *Depression as a Cultural Phenomenon in Postmodern Society* will be a valuable tool for health professionals looking for a wider approach to depression prevention and treatment. An approach that looks not only to the isolated individual, but takes into account the whole social context that contributes to cause or to prevent major depressive disorder.

ikea effect in relationships: *New Directions In Behavioral Pricing* Chezy Ofir, 2024-05-21 Behavioral pricing research is viewed as central to academic marketing research as well as strategic pricing. The objective of this book is to introduce new research directions in Behavioral Pricing. It investigates how consumers perceive, evaluate, and integrate prices with other factors to make value, fairness judgments and product and brand choices. Encompassing customer price-related attitudes, knowledge, cognitive processes, and behaviors, the book seeks to predict and explain customers' reactions to price strategies and associated psychological, physiological, and emotional processes.

ikea effect in relationships: *The Secret Lives of Adults* Allison Keating, 2018-09-14 People have been sharing their life stories with psychologist Allison Keating for the past eighteen years, and

the words she hears most often are 'I feel overwhelmed,' followed by 'I thought I'd have it figured out by now.' Adulthood is tough. As we try to divide ourselves between our partner, children, parents, siblings, friends and colleagues, it is no wonder we can feel overwhelmed, often neglecting the most important relationship of all – the one we have with ourselves. *The Secret Life of Adults* invites you to audit and improve your seven key relationships, looking at how the experiences of your past impact on who you are today. Ask yourself: - Who are you in your relationships? - Are they supportive, nourishing and empowering – or draining and filled with anxiety? - Is there a big gap between your public and private self? - What are your expectations of others and of yourself? - Do you understand why you react to certain comments from family or friends? - Do you repeat patterns of behaviour in your relationships? *The Secret Life of Adults* has exercises and techniques to help you get to know yourself better and understand why you behave as you do in each part of your life, allowing you to unlock the secret to less stressful and more meaningful relationships.

ikea effect in relationships: Elgar Encyclopedia of Consumer Behavior Johanna Gollnhofer, Reto Hofstetter, Torsten Tomczak, 2024-06-05 Modern commercial landscapes are characterized by rapidly evolving markets, and this authoritative Encyclopedia acts as an essential navigational guide to such changeable consumer environments.

ikea effect in relationships: Joy Works Alex Liu, 2022-11-15 Joy at work—why settle for anything less? In *Joy Works: Empowering Teams in the New Era of Work*, Alex Liu delivers an engaging blueprint for ensuring people feel safe and inspired at work. Liu, the managing partner and chairman of Kearney, asks, Why would we settle for anything less than joy at work? In the book, you'll find a step-by-step action plan for approaching joy at work using the three key drivers that determine employee happiness—people, praise, and purpose—and learn how to implement that plan for maximum results and maximum joy. The author demonstrates how to create more joy for your people at work, in both virtual and in-person environments, as well as how to incorporate joyfulness even in periods of dramatically heightened stress. He calls on his years of conversations with leaders around the world, both as an advisor to executives and through his popular podcast, Joy@Work. Readers will learn from a diverse collection of leaders, from psychologists, academics, athletes, nonprofit and board leaders, and a Broadway producer, to leaders at companies including HPE, Cisco, T-Mobile, SAP, and UPS. In the dialogues and research, readers will also find: An introduction to ikigai, a Japanese concept meaning reason for being—a framework we can all use to find joy and meaning in our work An investigation into the link between social justice and joy, using conversations with leaders who have committed to making social progress a priority A new perspective on how the next generation will view joy at work, the Great Reflection, and the shifting balance of power in work cultures In-depth discussions about people, purpose, and praise: the three key elements in building a joyful work experience A call for more reflective leadership—a new approach to power leaders through uncertain and challenging times Joy Works is an essential handbook for anyone who wants to create more joy in their work — the leaders who want to shift corporate cultures, managers who are facing pressures to innovate, young people who are adamant that they can have a life and a career that's centered around joy and meaning, and anyone who thinks joy at work is a near-term possibility, not an oxymoron. This guide to the changing reality and opportunity of work belongs in the libraries of anyone interested in creating a more engaging and productive virtual, hybrid, or in-person workspace. Let's build more joy.

ikea effect in relationships: Positive Psychology Dana S. Dunn, 2017-09-01 This volume is a comprehensive review of theoretical and empirical contributions to positive psychology. It provides a scientific understanding of how human strengths help people psychologically and physically, showing how stressful circumstances do not inexorably lead to negative prognoses. It examines how individuals confront challenges, appreciate others, and regard daily experiences as meaningful. Many of the chapters also challenge the negative, disease-model approach that dominates much of the research concerning health and well-being. Chapters also address applications and future directions for the field. The broad scope makes it a key resource for undergraduates, graduates, researchers, and practitioners in social, clinical, and positive psychology.

ikea effect in relationships: Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing Gupta, Monika, Jindal, Priya, Bansal, Shubhi, 2022-12-09

Emotional impulses heavily influence the behavior of customers. Sensory marketing establishes an emotional connection between the company and the customers, thus yielding a positive response towards the brand. It has a strong influence not only on the perceptions but also on the choices of the customers. It assists the organizations in delivering a unique multisensory experience and capitalizes on new marketing opportunities. Therefore, businesses should carefully formulate sensory marketing strategies revolving around the details of offered product mix, prospective modes of communication, as well as point-of-sale actions. Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing provides strategies for approaching customers through their senses to better formulate effective sensory tactics. It strengthens the research in communicating brand image, enhancing brand recognition, generating brand loyalty, and increasing brand appeal through sensory marketing. Covering topics such as customer engagement, brand experience, and service quality, this premier reference source is an indispensable resource for business leaders and executives, marketing professionals, brand specialists, students and faculty of higher education, librarians, researchers, and academicians.

ikea effect in relationships: Culture Change in Organizations Svea von Hehn, Nils I. Cornelissen, Claudia Braun, 2024-04-01 Culture change in four steps! This extraordinary and well-illustrated book offers you valuable insights and tools for the four iterative phases of cultural change. It serves as a reference and shows you how large-scale change happens through viral change. It offers valuable insights and combines important findings from applied psychology, case studies and practical instructions for action with valuable insights from behavioral economics and neuroscience. Contents Concrete tools for the four iterative phases of cultural change Practical case studies from the corporate world, including digital change and New Work In-depth background knowledge on behavioral and mindset change Tips for culture change agents on how to use emotional intelligence and mindfulness to build resilience and master change in the face of resistance Helpful didactics through illustrations, summaries, checklists of success factors, background, reflection and exercise boxes Target groups Executives, human resources professionals, people from organizational development, consultants in startups, mid-sized companies and global international corporations as well as public organizations Authors Dr. Svea von Hehn has been working internationally as a management consultant (including for McKinsey & Company) since 1999. She holds a PhD in Psychology, is a multi-certified systemic coach and is a partner at RETURN ON MEANING. Nils I. Cornelissen has been working internationally as a management consultant (including for McKinsey & Company) since 2003. He holds a degree in Communications and a master's degree in Psychology and Sociology. He is a certified coach as well as a facilitator and partner at RETURN ON MEANING. Claudia Braun has been working internationally as a management consultant (including for McKinsey & Company) since 2007. She holds a degree in International Business Administration, a Master of Public Administration, a Master of Public Policy as well as various certifications. She is a partner at RETURN ON MEANING. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.

ikea effect in relationships: Improving the Evaluation of Scholarly Work Evert Gummesson, Montserrat Díaz-Méndez, Michael Saren, 2022-11-08 This book aims to stimulate debate in the growing and highly controversial area of measuring scholarly work. The authors examine key aspects of this topic through the lens of the latest theoretical developments in service science and associated fields. It includes chapters explaining the theoretical developments and methodological aspects of measuring the quality of academic teaching and research, while other chapters provide a review and analysis of various types of scholarly work metrics and processes with examples from several countries, cultures, and educational systems. The current growing concern about higher education (HE) quality has prompted institutions to divide university teachers' work into different areas and to design methods aimed at measuring the productivity of these areas. It is

widely accepted that the need to evaluate HE service quality is a relevant issue for any society. However, the authors argue that most of the current practices used in the pursuit of this objective are jeopardizing the future of the university as a place of knowledge generation, science evolution and professional education.

ikea effect in relationships: Empirical Research at a Distance: New Methods for Developmental Science Dima Amso, Rhodri Cusack, Lisa Oakes, Sho Tsuji, Natasha Kirkham, 2022-06-15

ikea effect in relationships: The Routledge International Handbook of Human-Animal Interactions and Anthrozoology Aubrey H. Fine, Megan K. Mueller, Zenithson Y. Ng, Alan M. Beck, Jose M. Peralta, 2023-09-26 This diverse, global, and interdisciplinary volume explores the existing research, practice, and ethical issues pertinent to the field of human-animal interactions (HAIs), interventions, and anthrozoology, focusing on the perceived physical and mental health benefits to humans and the challenges derived from these relationships. The book begins by exploring the basic theoretical principles of anthrozoology and HAI, such as the evolution and history of the field, the importance of language, the economic costs and current perspectives to physical and mental wellbeing, the origins of domestication of animals, anthropomorphism, and how animals fit into human societies. Chapters then move onto practice, covering topics such as how animals help childhood and adulthood development, pet ownership, disability, the roles of pets for people with psychiatric disorders, the links between animal and domestic abuse, and then more widely into the therapeutic roles of animals, animal-assisted therapies, interactions outside the home, working animals, animals in popular culture, and animals in research, for leisure, and food. Including chapters on a wide range of animals, from domesticated pets to wildlife, this collection examines the benefits yet also reveals the complexity, and often dark side, of human-animal relations. Interweaving accessible commentaries with revealing chapters throughout the text, this collection would be of great interest to students and practitioners in the fields of mental health, psychology, veterinary medicine, zoology, biology, social work, history, and sociology.

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