

ABSTRACT

THE EFFECTS OF INFORMATIONAL AND CONTROLLING REWARDS ON ALTRUISM

This study examined the effects of positive informational and controlling rewards on the altruistic act of charity. Much research on the topic of rewards demonstrates that controlling rewards can inhibit motivation while positive informational rewards can increase motivation. This research was reviewed briefly along with two possible explanations for the data: Cognitive Evaluation Theory and Self-Perception Theory. A study was performed that tested the effects of these rewards on motivation for the altruistic act of giving to a charity. Contrary to what was expected, the controlling reward group gave slightly more, however the difference was not statistically significant. These results do not support the typical finding that controlling rewards undermine motivation relative to praise. However, due to several limitations of the study, no firm conclusions should be drawn.

Marcia Lynn Miller
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