

More Precious When You Build It Yourself: The IKEA Effect

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A bookshelf you finally finish after spreading out the manual and tightening the screws one by one is strangely satisfying, even if it leans a little. Had you bought the very same bookshelf fully assembled in a store, you might not feel nearly as attached to it. It is the same object, yet the simple fact that it passed through your hands makes it look different. The concept that explains this shift in feeling is the 'IKEA Effect.' The IKEA effect refers to the cognitive bias in which people place a far higher value on items they made or helped assemble themselves than those items are actually