# CALIFORNIA SCIENCE & ENGINEERING FAIR
## 2019 PROJECT SUMMARY

**Name(s)**

Owen Weddington

**Project Number**

**J0719**

**Project Title**

# The Ikea Effect: How Does Participation Influence Perceived Value?

**Abstract**

**Objectives**

The objective of this study was to show that people put added value on something they construct themselves.

**Methods**

3 test groups (10 people per group), instructions based on group, lego car set (20 pieces), questionnaire

**Results**

People were put into three different groups:
Prebuilt - People valued the prebuilt lego car.
Instruction - People followed instructions to build lego car then put a value on it.
Free Hand - People were told to build lego car without instructions then put a value on it.
The instruction group valued the lego car the highest on average.

**Conclusions**

My results showed that when people built cars with instructions rather than free-handing or inspecting a prebuilt car they valued the car more.

**Summary Statement**

I showed that when someone participates in building a lego car with instructions they put a higher value on it.

**Help Received**

I took inspiration from a Harvard study and came up with the idea of using lego cars to test people.