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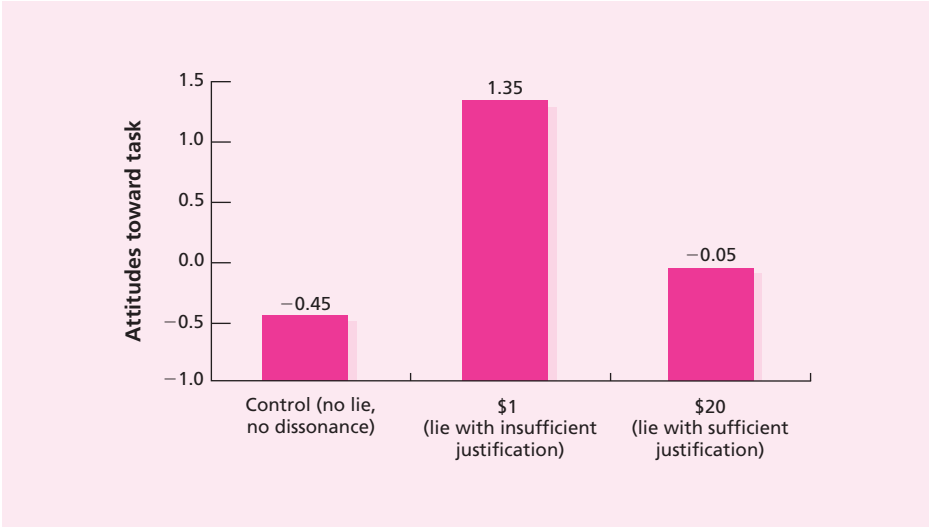

FIGURE 6.8

Attitudes Toward a Boring Experimental Task as a Function of the Payment Received

Participants given $1 to say that a dull task was interesting subsequently developed more positive attitudes toward the task than did control participants or those who received a $20 payment. These data support the claim that small rewards sometimes produce greater liking for an activity than do large rewards.

Source: Festinger and Carlsmith (1959).