



FIGURE 9.4

Social Loafing, Identifiability, and Evaluation

Social loafing occurred in the control condition and when no evaluation standard was provided. Here, participants generated fewer uses when they believed their contributions were pooled than when they believed their contributions were individually identifiable. In contrast, social loafing did not occur when an evaluation standard was provided, as participants in the pooled conditions worked just as hard as those whose efforts could be identified.

Source: Szymanski and Harkins (1987).

