



Narrow our focus

- Helpful when there's a clear path to a solution
- Help us stare ahead and race faster

Contingent rewards

- If you do this, then you'll get that
- Have the negative effect
- Require people to forfeit some of their autonomy
- Terrible for creative problem solving
- Narrowed people's focus

Performance

- Rudimentary cognitive skill
- Larger reward can lead to poorer performance
- As long as the task involved only mechanical skill
- The higher the pay, the better the performance

For routine tasks, which

- Aren't very interesting
- Don't demand much creative thinking
- Can provide a small motivational booster shot
- Without the harmful side effects