Dispatch - Summer 2014

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In mid-April 2014, Harvard's open-access repository DASH (Digital Access to Scholarship at Harvard) saw its three-millionth download since its inception in 2009. DASH is on a record-setting pace for 2014 with a projected 2.2 million downloads this year. With nearly 20,000 works, DASH opens Harvard scholarship to the world - its content is available to scholars anytime, anywhere.

FEATURED WORK: THE IKEA EFFECT
Many people, drawn in by attractive displays and subtle lighting, are swayed to purchase home goods from IKEA, only to become frustrated by the assembly process. But what if the assembly process causes us to value and find greater satisfaction in the final product? This question, and broader questions surrounding the psychology of investment, forms one pillar of scholarship by Michael I. Norton, Associate Professor of Business Administration at the Harvard Business School. In his article “The IKEA Effect: When Labor Leads to Love,” Norton, along with Daniel Mochon and Dan Ariely, discusses how self-created products can lead consumers to greater feelings of competence and value. In one experiment reported in the article, participants were asked to value (in the form of a monetary bid) an origami creature of their own making and one made by an expert. Creators were willing to bid much higher for their own creation over the arguably better product. Professor Norton's other work focuses on social norms regarding people's behaviors and attitudes; over 20 articles by Professor Norton are available in DASH.

“I am phd student in Iran, and I am doing my thesis on creativity, but because of the sanctions against Iran, we do not have access to many references, but I need many of them. having open access to this cite was a gift.”

Feedback from DASH patron, received June 4, 2014

Thank you Harvard authors!

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