NPR: Why You Love That Ikea Table, Even If It's Crooked

February 6, 2013

image file

From NPR.org, Feb. 6, 2013

NPR's Shankar Vedantam interviewed Daniel Mochon, assistant professor of marketing, for a Morning Edition segment about Mochon's research into the so-called Ikea Effect.

> "Imagine that, you know, you built a table," said Daniel Mochon, a Tulane University marketing professor, who has studied the phenomenon. "Maybe it came out a little bit crooked. Probably your wife or your neighbor would see it for what it is, you know? A shoddy piece of workmanship. But to you that table might seem really great, because you're the one who created it. It's the fruit of your labor. And that is really the idea behind the Ikea Effect."

To hear the entire segment, visit NPR.org

http://www.npr.org/2013/02/06/171177695/why-you-love-that-ikea-table-even-if-its-crooked