

**The Center for Organization Research & Design Lecture Series Presents:**



**William Resh**

Thursday, October 13, 2016

UCENT 822a

Downtown Phoenix campus

11:00-12:00 pm

**Do What You Mean, or Mean What You Say? When Self-Interest Crowds Out Prosocial Motivations and Mission Match**

**Abstract**

Prosocial motivation scholarship is rooted empirically in analysis that measures and tests the explicit self-evaluations of subjects using validated batteries of survey questions. Yet, a great deal of evidence supports the proposition that much of our reasoning is implicit. Empirical work examining the “crowding out” phenomenon of extrinsic versus intrinsic motivations has not accommodated this notion. Moreover, variation in performance expectations as an exogenous intervention has not been considered in prosocial motivation research. In this study, we randomly assign subjects to performance regimes for a simple task that they perform on behalf of a randomly assigned charity. We test a validated implicit measure of prosocial motivation (I-PRO) using an Implicit Association Test (IAT) for its stability versus the most established measure of explicit prosocial motivation (E-PRO) and subjects’ respective match to randomly assigned organizations with prosocial missions (PMM). We find that PMM and I-PRO have stable, positive associations toward prosocial work behaviors (i.e., donation amounts generated from a real-effort task). However, E-PRO is crowded out by self-interest under a more achievable performance threshold.