

NOY YOTVAT IKEA EFFECT ON PERSONAL ASSESSMENTS

In economics, there is a sub-field called behavioral economics, which raises questions of a philosophical, methodological and historical way. The term „behavioral economics“ has been in use since 1958, referring to an attempt to increase the explanatory power and predictive power of economic theory by providing more psychologically plausible foundations — in addition to tracing the roots of cognitive psychology (Eric Inger and George Levinstein, 2007). The behavioral economics belief is that economic analysis by psychological foundations will allow for the creation of better insights, forecasting, and better policy proposals compared to the neoclassical approach, which is economics based on maximizing utility, efficiency, and equilibrium (George Levinstein, 2003).

The IKEA effect is the phenomenon that the perceived value of a particular object (such as art or furniture) will be higher the more we have invested in it (Michal Lordon, Daniel Mokon and Dan Arieli, 2018). If the connection to the object is strong enough, the consumer may keep the product for an extended period of time. In addition, the relationship to the object is in a high positive correlation with its lack of replacement. The design by a consumer can significantly affect the design evaluation, the durability of the product and its effectiveness. This is called identity motivation and it will make consumers willing to pay more money for these products (Michal Lordon, Daniel Mokon and Dan Arieli, 2012).

The process of self-production is seen in another study, in which they showed that there is a greater emotional connection to programmers who develop software when the freedom of specification (parameters of the program) and their freedom of challenge are greater (Ofira Shmueli, Lior Fink and Nava Plinsk, 2012). In addition, it has been seen in the past that constraints inhibit creativity i.e. in this specific study, the narrower the freedom of specification, the lower the emotional connection (Michal Lordon, Daniel Mokon and Dan Arieli, 2012).

Prior to enlistment in the IDF, personal interviews are held with security service candidates conducted by soldiers trained for this purpose. At the end of the interview, the soldier will rank the candidate according to clear and precise criteria. When special measures are taken for interview uniformity and assessments on subjective assessment, following the research conducted at the recruitment bureaus, no perfect questionnaire could replace the interview (Moshe Rib, 1968).

The need for research stems from the desire to create more professional and quality observations, in addition to recognizing the abilities of soldiers (fighters, combat supporters, etc).

We will make a parallel between the assessments and the IKEA effect so that direct commanders will give better command assessments to their commanders in comparison to other commanders, since they have invested a lot in their soldiers, time and effort.

Estimates given today are mostly subjective in nature. Therefore, there is an emotional impact on decision making.

In experiments conducted, the purpose is to test how commanders would otherwise evaluate their personal soldiers in front of other soldiers.

Experiment 1

Check whether in practice there are more actions in disciplinary comments given by a personal commander compared to comments received from other commanders $\mu_d = \mu_1 - \mu_2$ (μ_1 — personal commander, μ_2 — another commander). Our hypothesis is that personal commanders will handle most cases where they are the ones who provided the disciplinary feedback versus disciplinary remarks given by other commanders. The data will be collected by each soldier's personal feedback form $H_0 : \mu_d = 0$, $H_1 : \mu_d < 0$. Data analysis and processing was performed in a statistical experiment of expectation difference for a paired sample in Excel. $\alpha = 0.05$. Statistical results are p-value: 0.032. Critical value: 1.672. And statistical conclusions are that there is a difference between the expectation in the percentage of handling complaints from a personal commander and the expectation percentage of the handling of complaints from another commander. That is, personal commanders handle disciplinary comments given by them more than other disciplinary comments.

Experiment 2 (planned)

The amount of disciplinary comments from a personal commander versus the amount of comments from other commanders. Our hypothesis is that commanders will give a higher appreciation to their personal soldiers than to other soldiers. The data will be collected by a soldier's personal form. Data analysis and processing will be performed in Excel and a statistical experiment of the expectation difference for a paired sample.

Experiment 3 (planned)

Check whether personal commanders will give a higher score than other commanders. Our hypothesis is commanders will give a higher score to their soldiers. The course of the experiment will be as follows: We will distribute tests to 20 soldiers.

5 commanders checked everyone's tests with 4 commanders having personal soldiers in the sampled group of soldiers. The commanders gave scores for each soldier.