

The Effects of Social Comparison feedback and Objective Feedback on Work Performance for High and Low Performers



This study examined the relative effects of social comparison feedback and objective feedback on work performance for high and low performers. We recruited 150 college students and asked them to work on a simulated work task in a preliminary session. Based on the performance scores measured in the preliminary session, only participants whose scores were above 60th percentile (60 high performers) and under 40th percentile (60 low performers) were included for the experimental sessions. The 60 participants in each group (high and low) were randomly assigned to two feedback conditions (social comparison and objective). The results indicated that the social comparison feedback was more effective than the objective feedback for the high performers. For the low performers, however, the objective feedback was more effective than the social comparison feedback.



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