

## Abstract

In this study, we examined how feedback attribution of different feedback type (normative-based or task-based) and valence (positive or negative) can affect participants' motivation in two different tasks. It was found that, contrary to the self-serving bias, participants who enjoyed the task after receiving positive feedback attributed their success less to internal causes. An interaction of feedback valence and feedback type suggest that participants who enjoyed the task attributed their (a) positive and normative-based feedback less to internal causes; (b) negative and normative-based feedback more to internal causes; and (c) negative and task-based feedback less to internal causes.