LEARNING OUTCOMES

- Able to develop understanding on the basics themes of contemporary motivation theories.
WHAT CAUSES BEHAVIOUR?

Motivation theorists:

- Assume that for every behaviour there is cause.
  - The goal of the theory is to identify those cause/s.
- Tend to be eclectic/diverse.
- Want to know what instigate behaviour - biology, learning, cognitive?
- Individual differences in behaviour may be a result of inherited amounts of each system in life.
  - **Temperament:** we approach life with particular orientation that can affect everything we do and say.
  - **Dual Nature:** we are often being pulled in 2 directions:
    - moves us forward
    - stops us in our tracks
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<thead>
<tr>
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<th>AVOIDANT CAUSES</th>
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1. An individual behaviour represents an attempt to adapt to the environment.

2. Importance of determining what arouse and energises behaviour.

3. Understanding what governs the direction of behaviour:
   - Need theory: needs are what give direction to behaviour.
   - Goal theory: goals create a tension, and the individuals move toward the goals to reduce that tension.

4. Understand persistence.
   - One of the main predictors of success, growth out of intrinsic motivation.
   - Rewards theory: we are inclined to the behaviour that make us feel good (positive reinforcement) and discontinues the behaviour that make us feel bad (negative reinforcement).
### 5. Understanding the role of emotions.

- **Affect theory:** people approach things to experience positive affect and avoid things to guard against experiencing negative affect.
- Feelings are important determinants of behaviour.

### 6. Accounting for individual differences.

- Motivation theory are interested in why the individual behave the way they do (biology, cognitive, learning).

### 7. Self-regulation of behaviour.

- Learning to set attainable goals, manage negative emotions, focus attention, tendency to engage in planning.
- Motivational principles are the underlying reasons people self regulate/achieve/take control.

### 8. Human have will.

- People can create their own destiny.
- People are not mere products of biology and or the environment
3 Major Types of Motivation Theories

- **Content Theories of Motivation**
  *(WHAT motivates us)*

- **Process Theories of Motivation**
  *(WHY and HOW motivation occurs)*

- **Reinforcement Theory**
  *(HOW outcomes influence behaviors)*
CONTEMPORARY THEORIES OF MOTIVATION

- Expectancy-value theory
- Self-efficacy theory
- Self-worth theory
- Goal orientation theory
- Social motivation theory
- Achievement motivation theory
- Attribution theory
- Goal setting theory
- Self-determination theory
- Theory of planned behaviour
ATTRIBUTION THEORY

...has its origins in social psychology and is therefore especially concerned with the situational determinants of motivation and with both self-perception and the perception of others.
SELF-EFFICACY THEORY

...emerged from a social learning perspective and therefore has close ties with behavioural change.
LEARNED HELPLESSLY THEORY

..reflects the influence of clinical and personality psychology with its focus on coping with failure and individual differences in a presumed motivational trait.

Learned Helplessness

- When people come to believe that the events and outcomes in their lives are mostly uncontrollable, they have developed learned helplessness (Seligman, 1975).
- Learned Helplessness appears to cause 3 types of deficits: motivational, cognitive, and affective.
- Students who feel hopeless will be unmotivated and reluctant to attempt work.
- Because they become pessimistic about learning, they miss practice to improve skills and abilities, so they develop cognitive deficits.
..the strength of a tendency to act in a certain way depends on the strength of an expectation that the act will be followed by a given outcome and on the attractiveness of that outcome to the individual.
SUMMARY

1. Motivation concern those processes that give behaviour strength and purpose.

2. The 8 basic themes of contemporary motivation theories are important because they provide an overall perspective for unifying motivation study’s diverse assumptions, hypotheses, perspectives, theories, findings and applications into a coherent, interesting and practical field of study.

3. Dominant theme in contemporary motivation research revolves around beliefs about ability as represented by attribution theory, self-efficacy theory, learned helplessness theory and expectancy theory.

4. Many theories are complementary.

5. Its basic foundation is expectancy model.