Chapter 3: Motivation

What Is Motivation?
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Developing a Realistic View of Motivation
Achievement Motivation and Competitiveness
Theories of Achievement Motivation
Developing Achievement Motivation and Competitiveness
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What Is Motivation?

Motivation is the *Direction and Intensity* of effort

- Direction of effort: Approach or avoid a situation
- Intensity of effort: How much effort put forth in a situation

**Participant/ Trait-Centered View**

*Motivated behavior is primarily a function of individual characteristics (e.g., Needs, interests, goals, personality).*

**Situation-Centered View**

*Motivated behavior is primarily determined by situational factors.*

**Interaction View**

*Motivated behavior results from the interaction of participant factors and situational factors.*

**Five Guidelines to Build Motivation**

**Guideline 1: Both Situations and Traits Motivate People**

**Guideline 2: People Have Multiple Motives for Involvement**

Understand Why People Participate in Physical Activity

- People Participate for More Than One Reason
- Competing Motives for involvement
- People Have Shared and Unique Motives
- Motives Change Over Time

**How to Identify Participant Motives**

- 1. Observe Participants
- 2. Informally Talk to Others
- 3. Directly Ask Participants
Major Motives for Sport and Exercise Participants

Major Motives Cited for Youth Sport Participation

Major Motives Cited for Exercise Participation

Guideline 3: Change the Environment to Enhance Motivation

- Competitive or Recreational Environments
- Provide for Multiple Motives
- Adjust to individuals Within Groups

Guideline 4: Leaders Influence Motivation (Directly & Indirectly)

Guideline 5: Use Behavior Modification to Change Undesirable Participant Motives

Developing a Realistic View of Motivation
Motivation is a critical factor in learning and performance, however, Other physical and psychological factors influencing motivation must be considered Some motivational factors are more easily influenced than others

What is Achievement Motivation?
An individual's orientation to strive for task success, persist in the face of failure, and experience pride in accomplishments (Gill, 1983).
Achievement Motivation = Self-comparison or achievement

What is Competitiveness?
A disposition to strive for satisfaction when making comparisons with some standard of excellence in the presence of "evaluative others"
Competitiveness = Social evaluation/ comparison or achievement

Why Achievement Motivation is Important
Achievement Motivation Influences:
Activity Choices
Effort to Pursue Goals
Intensity of Effort
Persistence (in The Face of Failure)

Theories of Achievement Motivation
Need Achievement Theory
Attribution Theory
Achievement Goal Theory
Competence Motivation Theory

Need Achievement Theory
McClelland & Atkinson Model
Motivation to achieve is a function of the relative strengths of:
the motive or tendency to approach success
the motive or tendency to avoid failure

**Hope of Success**
MS = Motivation to achieve success
PS = perceived probability of success
INS = incentive value of success (1-PS)
TS = MS x PS x INS

**Fear of Failure**
MF = Motivation to avoid failure
PF = probability of failure (1-PS)
INF = negative incentive value of failure
TF = MF x PF x INF

**Resultant Achievement Motivation (RAM)**
RAM allows for prediction of individual motivation in a variety of settings
RAM = TS + TF or RAM = (MS x PS x INS) + (MF x PF x INF)

**Need Achievement Theory**
Seek out achievement situations
Look for challenges
Enhanced Performance
Avoid achievement situations
Avoid risk (challenges)
Perform poorly

**Need Achievement Theory**
Best at predicting situations where there is a 50-50 chance of success
Maximum motivation occurs when task difficulty is .5 for conditions in which motivation to succeed surpasses fear of failure, even though success and failure are equally likely

**High Achievers**
Seek out challenges, enjoy competing against others of equal ability or performing tasks not too easy or too difficult

**Low Achievers**
Avoid challenges, like easy tasks where success is guaranteed or unrealistically hard task that no one expects them to do well in.

**Attribution Theory**
Attributions
How people explain their successes and failures

**Attribution Categories**
Stability - a stable factor or unstable factor
Locus of Causality - an internal cause or an external cause
Locus of Control - a factor you can control or cannot control

Attribution Theory
Basic attribution categories

Why Attributions are important
How people explain their or attribute their performance affects their expectations and emotional reactions, which in turn influence future achievement motivation.

Achievement Goal Theory
Outcome Goals - competitive goal orientation
Focus on comparing performance with others and defeating others
Task Goals - mastery goal orientation
Focus on comparing performance against personal standards

Competence Motivation Theory
People are motivated to feel worthy or competent (perceptions of control are associated with self-worth and competence evaluations which influences their motivation)

Developing Achievement Motivation and Competitiveness
Autonomous-Competence Stage
Social Comparison Stage
Integrated (Self- and Social Comparison) Stage

Implications for Practice
Recognize the interaction of Personal & Situational Factors influencing Achievement Behavior
Emphasize Mastery (Task) Goals and Downplay Outcome Goals
Monitor and alter your attributional feedback
Assess and correct inappropriate attributions
Replace lack-of-ability attributions with lack-of-effort following failure
Help participants learn when to compete and when to focus on individual improvement

Define key terms and answer review questions