

# IP&T 520: MOTIVATION

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# A CASE STUDY!

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You have been contacted as an instructional design consultant. The management feels the employees are not performing their job adequately.

What could be the different reasons?  
How would you know?



# EXAMPLES?

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# EXAMPLES?

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- When have you been the most motivated to learn? *Why?*



# EXAMPLES?

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- When have you been the most motivated to learn? *Why?*
- When were you not very motivated to learn something you wanted to learn? *Why?*



# 3 MAIN ISSUES?

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Extrinsic vs. Intrinsic



# 3 MAIN ISSUES?

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Extrinsic vs. Intrinsic

State vs. Traits



# 3 MAIN ISSUES?

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Extrinsic vs. Intrinsic

State vs. Traits

Affective vs. Cognitive



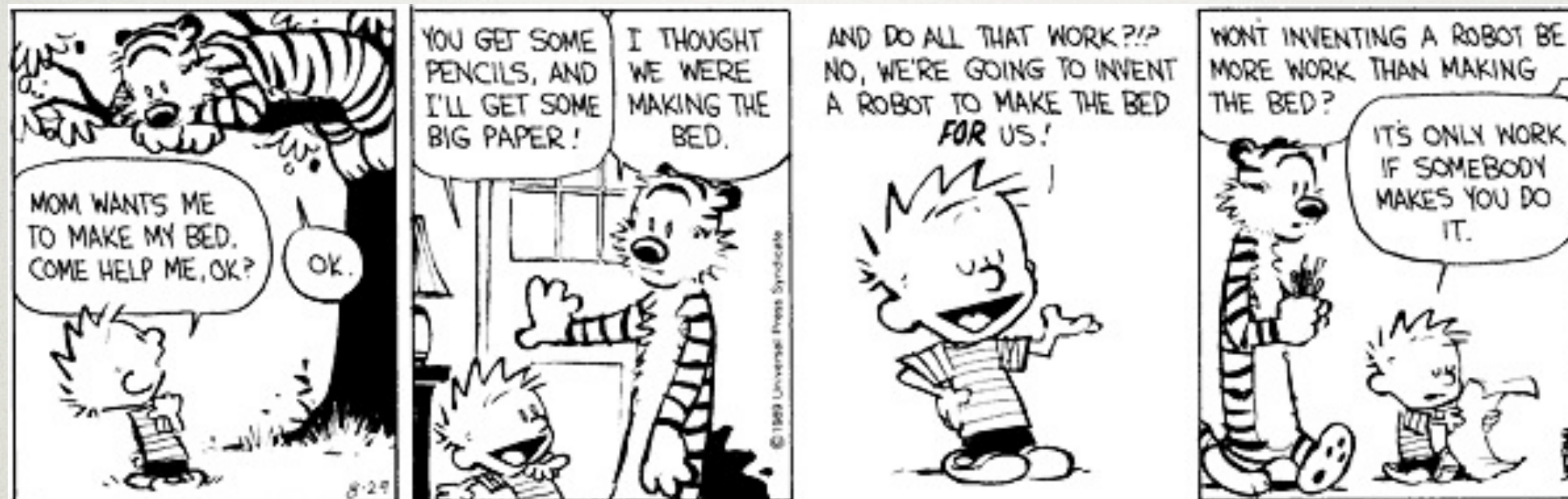
# THE “HACKER” ETHIC

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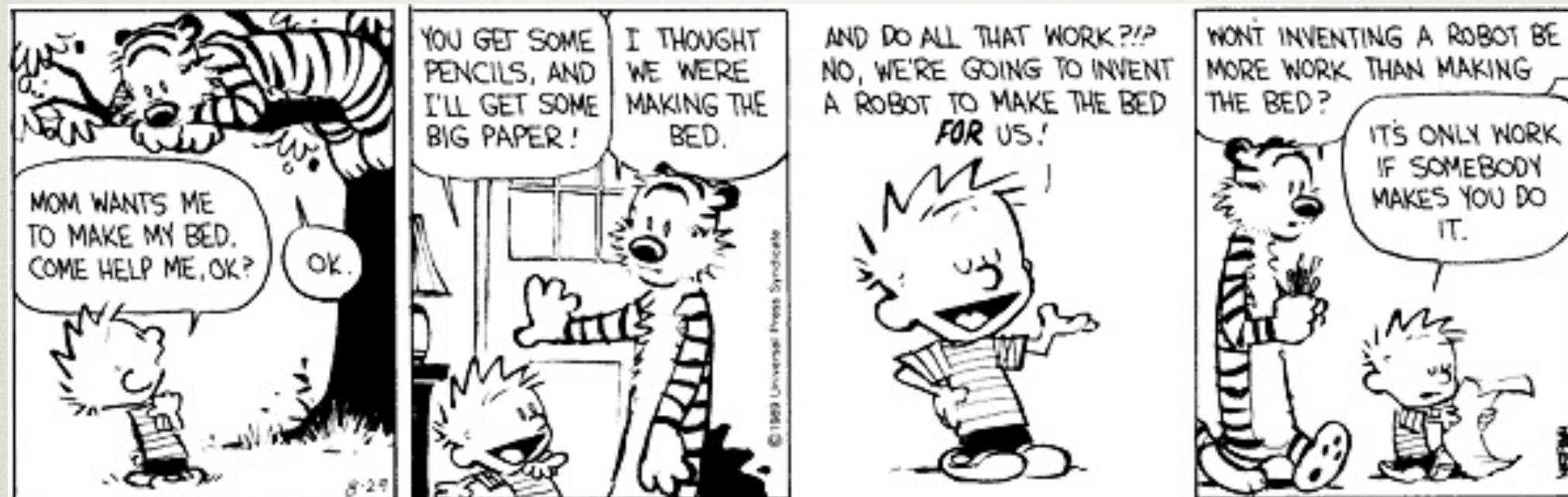
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# THE “HACKER” ETHIC

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**Himanen:** Motivated by the complexity of real-world problems, deep concern and care for the work, and dedication to quality. They find work to be fun and almost like a game.

**Raymond:** “To do the Unix philosophy right, you have to be loyal to excellence. You have to believe that software is a craft worth all the intelligence and passion you can muster . . . you need to *care*. You need to *play*. You need to be willing to *explore*.”



# EXAMPLES

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*From*

“I will have to embrace . . . Photoshop. . . . I am quite intimidated by its interface and its power.”

*to*

“Photoshop has consumed my life a bit during these past few days. I can admit that I woke up in the middle of the night (twice!) and started clicking away on the program to see what I could create. . . . I have learned so much and have had so much fun doing so!”



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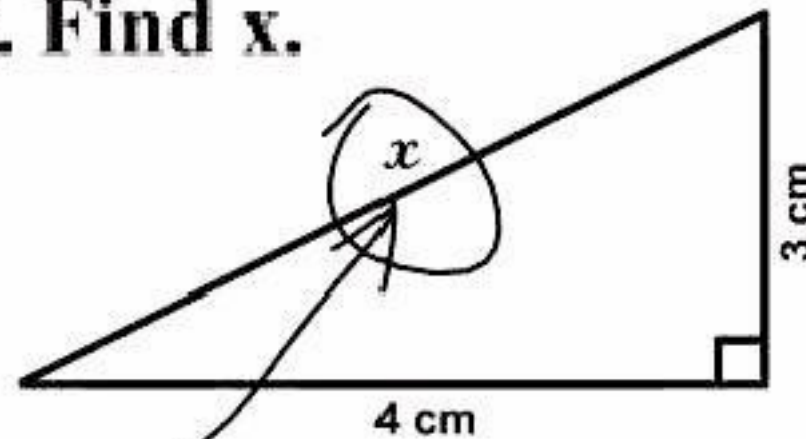
# How?



# The Need for Challenge

Answer on a blonde's Geometry test

3. Find  $x$ .



*Here it is*

*not too easy ...*





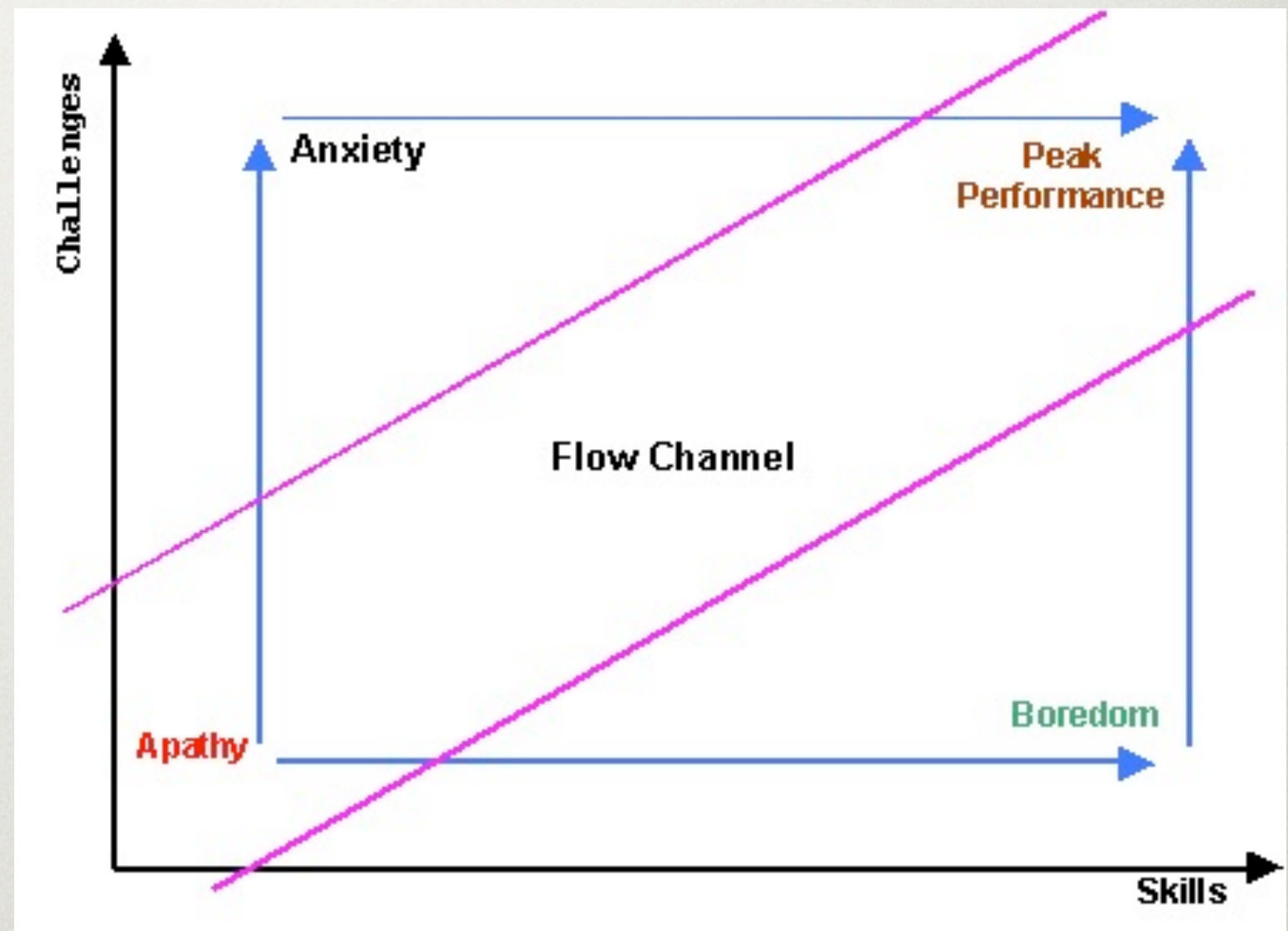
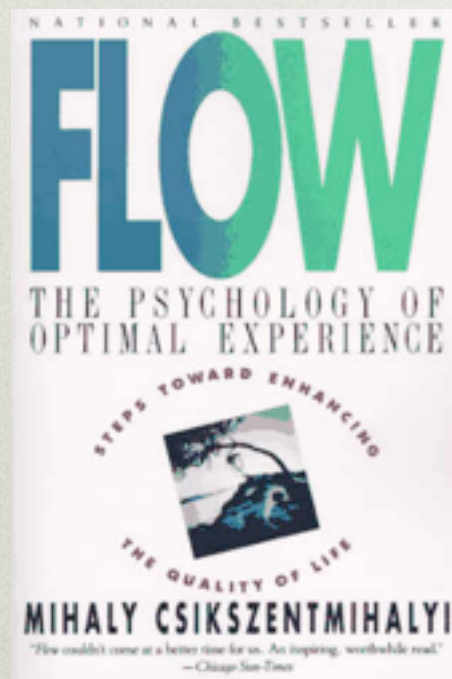
*but not too hard!*



# FIND THE FLOW



Dr. Mihaly Csikszentmihalyi



Richard E. West • [rickwest@uga.edu](mailto:rickwest@uga.edu)



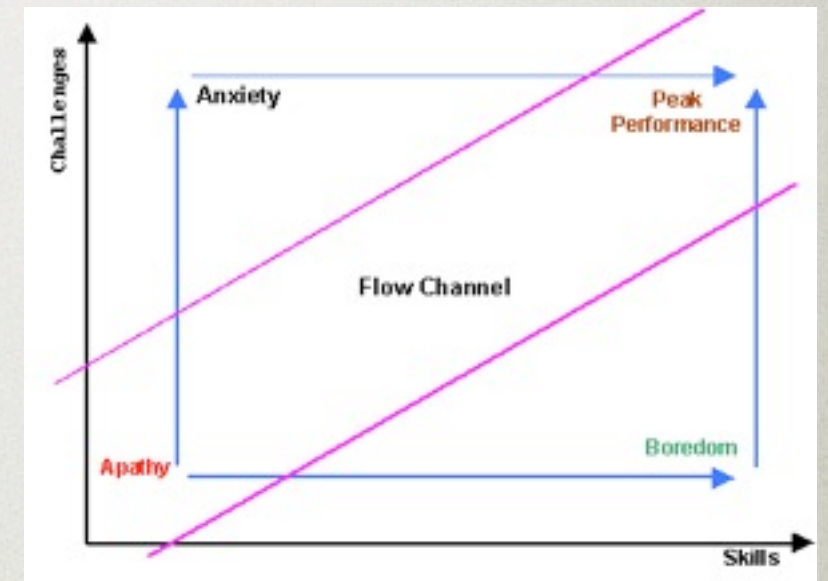
# FIND THE FLOW

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**Hakkarainen et. al:** “[Expertise is] characterized by continuous efforts to surpass one's earlier achievements and work at the edge of one's competence”

**Csikzentmihalyi:** Flow occurs from pushing yourself to complete an intrinsically interesting project just beyond your expertise.

**Keith Sawyer:** *Group Flow* occurs from shared goals, deep listening, complete concentration, group autonomy, ego blending, equal participation, familiarity, constant communication, idea elaboration, and frequent failure, and successful failure.





# SELF-EFFICACY

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# TERMS

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# TERMS

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- Locus of Control?



# TERMS

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- Locus of Control?
  - Belief in whether you can control events that affect you.



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- Attribution Theory?



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  - How we attribute cause to events



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  - How we attribute cause to events
- Learned Helplessness?



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  - How we attribute cause to events
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  - When people feel powerless to change situation.



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- Locus of Control?
  - Belief in whether you can control events that affect you.
- Attribution Theory?
  - How we attribute cause to events
- Learned Helplessness?
  - When people feel powerless to change situation.
- Self-efficacy?



# TERMS

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- Locus of Control?
  - Belief in whether you can control events that affect you.
- Attribution Theory?
  - How we attribute cause to events
- Learned Helplessness?
  - When people feel powerless to change situation.
- Self-efficacy?
  - A person's belief in their own competence



# Ashley Merryman & Po Bronson: The Myth of Praise

APBSpeakersInc

270 videos

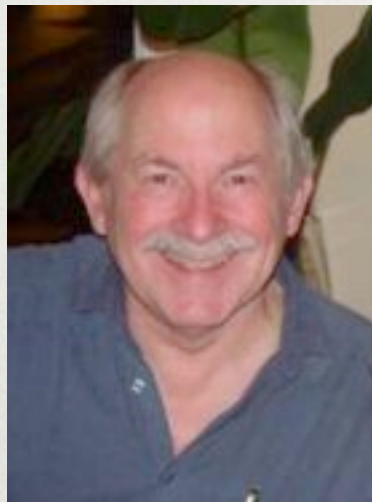
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# ARCS

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# IT'S NOT ALWAYS EASY ...

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# FINDING JOB POSTINGS

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- Chronicle of Higher Ed
- HigherEd Jobs
- ASTD
- Sloan-C
- Indiana University



# DOING A JOB ANALYSIS

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- **Salary?** (2006 Pershing article; Google, public databases / libraries; Chronicle: <http://chronicle.com/stats/aaup/>)
- **Working Conditions?** (postings)
- **Job tasks?** (postings; Cox & Osguthorpe)
- **Skills required?** (postings; Stolovitch / Keeps, 1995; other articles)



# INTERVIEW A PRO

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- Questions? Who are you talking to?



# FOR NEXT TIME ...

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- Read ONE of
  - Reiser & Dempsey, 14-16
  - HPQ will present
- Annotate!
- Citation Analysts meet after class for a minute!



# REFERENCES

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