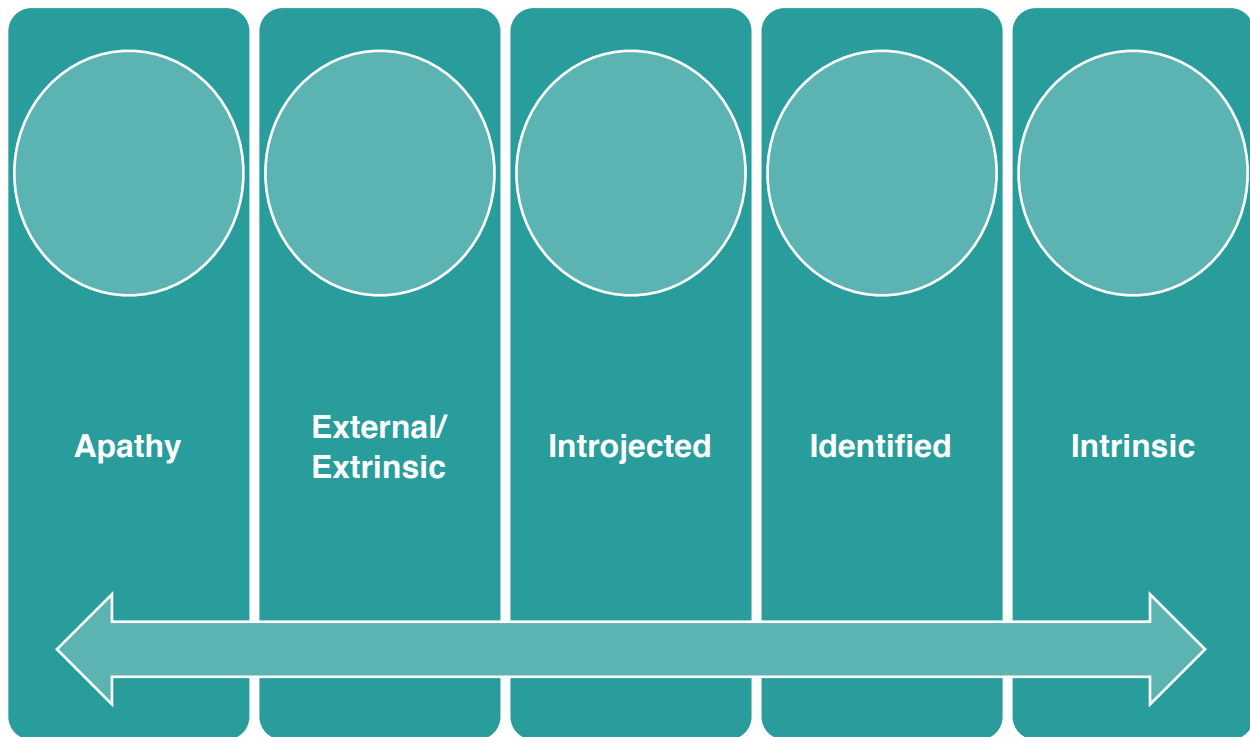




Types of Motivation



Types of motivation ranging from more controlled (on the left) to more autonomous (on the right)

Amotivation = A lack of motivation, interest, or commitment to change.

External Regulation = a willingness to engage in a behavior but only if it is motivated by a purely external source. *Example: a person who consistently drives faster than the posted speed limit but who always slows down when they see a police officer ahead using radar to catch speeders.*

Introjected motivation = the proverbial “angel on the shoulder.” Here, a person is motivated to engage in a particular behavior because of the thought (or threat) of an external force that is not currently present.

Identified motivation = a willingness to engage in a behavior because the person has internalized the benefit of the behavior, even if the behavior itself is unpleasant.

Intrinsic motivation = engaging in the behavior is pleasurable and is a reward unto itself.