Cognitive turn of motivation theory and research

**People**

Tolman (1932): Purposive behavior in animals and man

Atkinson (1957)

White (1959): Competence: motivation reconsidered.

Rotter (1966): Locus of control (external vs. internal)

Weiner (1972): Attribution theory

Bandura (1977): self-efficacy and exercise of control

**Changes in focus**

Drives and needs --- control (personal agency)

Mechanistic to purposive (goal-directed)

**Mechanisms:**

Cognitive appraisal

🡪 Significance and consequences

Affective appraisal

* Decision and choice

**Essence of human motivation**

Motivation more than a motor

Strength, direction, and duration of goal-directed behavior, contextual and dynamic, based on real-time appraisal and evaluation.