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.