

Atkinson (1957)

1. In a ring tossing game, you can opt to stand very close to the target or far away. You can also stand not too far away but not too close either. Where would you stand?

A) Far away

B) very close

C) not far away but not too close either

2. Where you would stand for the ring-tossing game is largely determined by how confident you are that you can achieve the set goal for catching the object.

A) True

B) False

3. According to Bandura, setting your achieving goals slightly higher than your "comfort zone" is healthy and adaptive.

A) True

B) False

4. If you attribute your failure to something you feel as controllable, you are more likely to do something to avoid failure

A) True

B) False

Basic argument of Atkinson's theory

Choice of action

→ Strength of motive & expectancy of goal attainment & incentive

→ Positive (success) and negative (failure) --- p 365 Figures 1 & 2

→ Why a risk-taking model? (back to human choices)

1. Why did Atkinson call his theory a risk-taking theory of motivation? In what way does risk-taking reflect fundamental properties of his expectancy-value theory?
2. In what way does Atkinson's theory inherit the legacy of needs theory of motivation, and in what way does it depart from needs theory?
3. On page 265, Atkinson drew two figures illustrating how strengths of motivation can be calculated by subjective probability of success? What is the role of approach and avoidance motivations in this calculation?
4. What are the main contributions of Atkinson's theory? In what way can his theory be seen as bridging the past and present?