

Self-Determination Theory

Business & Management

The three needs behind intrinsic motivation, better evidenced than most.

Deci and Ryan's account of motivation: behaviour is intrinsically motivated when three basic psychological needs are met, and extrinsically motivated when it is driven by external reward or pressure.

NEEDS

3

BEST EVIDENCED

of the motivation theories

- Autonomy: a sense of choice and volition.
- Competence: feeling effective at the task.
- Relatedness: connection to others.
- Extrinsic rewards can undermine intrinsic motivation — the overjustification effect.
- Rewards for interesting work reduce later voluntary engagement.
- Rewards work best for dull, repetitive tasks.

LOOK FOR IT

Paying children to draw reduces how much they draw once the payment stops.

Contingent rewards — do this, get that — are the most likely to crowd out intrinsic motivation.