



Motivation 101 (Psych 101 Series)

James B. Schreiber PhD

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What drives people toward their goals? Does motivation come from outside the individual or from within? This is a concise, engaging overview of leading theories and the wide body of research about this core concept in psychology. It draws from a broad spectrum of psychological models and disciplines, and focuses on how various theories of motivation define and examine different motivational attributes, such as rewards and goals. An abundance of real life case examples from the author's research and life experiences vividly illuminate how various models explain behavior and connect the study of motivation to our daily lives.

An entertaining alternative to lengthy and expensive texts on the subject, *Motivation 101* is unique in helping readers understand how each theory of motivation—behavioral, neurobiological, attribution, and other models—views and defines a particular concept within each theory. For example, each modality views the concept of reward from a different perspective. The book is also distinguished by its multidisciplinary focus, whereby research is drawn not only from different domains of psychology but also from such disciplines as education and business. Additionally, the text considers cultural differences in the study of motivation and collaborative environments, and addresses changing research methodologies. It will be an engaging introduction to the study of motivation for undergraduate courses in psychology and education.

Key Features:

- Provides a concise, engaging overview of motivation that encompasses leading theories and a broad body of research
- Compares and contrasts different motivation theories including needs-based and cognitive models
- Draws from research across a wide range of domains within psychology, education, and business
- Connects the study of motivation to our daily lives through illustrative vignettes and metaphors

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