Expectancy-Value Theory
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Catch phrase

“Expectations and values are the determinants of motivation”
Expectancy-Value Theory

**Researcher**

John William Atkinson  
(December 31, 1923 – October 27, 2003)

American psychologist who pioneered the scientific study of human motivation, achievement and behavior.
Expectancy-Value Theory

Background

Dr Martin Fishbein rose to prominence in the early 1970s when he developed the expectation-value theory.
Expectancy-Value Theory

Key variables/Model

Expectancy

ABILITY
Learners' belief that they can succeed in the given task

Value

BENEFIT
Learners' belief that there are direct or indirect benefits in performing the task

Learners must place a VALUE on the task itself or the outcomes that are likely to result
Expectancy-Value Theory

**Important research**

John William Atkinson


action functioned to include motivation, possibility of success, and enticing value

His work on theory developed into an area of motivation by differentiating belief in being able to do certain things and importance, values, and aspirations for certain things
Expectancy-Value Theory

Critics emphasize motivation depends only on individual expectations and values does not focus that an individual's emotional state, personality, and past experiences influence outcomes difficult to implement in a group setting