



Expectancy-Value Theory

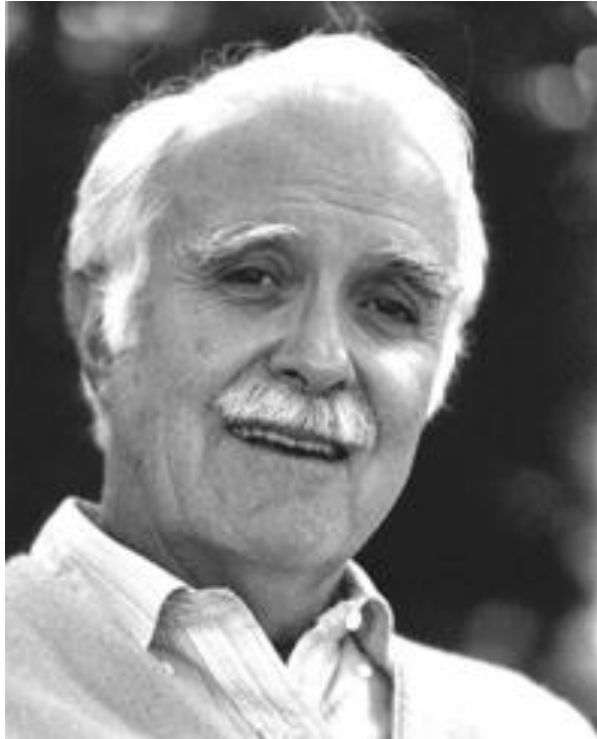
Catch phrase

“Expectations and values are the determinants of motivation”

Researcher

John William Atkinson

(December 31, 1923 – October 27, 2003)



American psychologist who pioneered
the scientific study of human motivation,
achievement and behavior

Background

develop the theory of expected value in the 1950s and 1960s
understand individual motivations for achievement

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

Key variables/Model

Expectancy Value Theory

Motivation as a function of two requisite variables:

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

Important research

John William Atkinson

Atkinson, J. W. (1964). An introduction to motivation.

Atkinson, J. W. (1957). Motivational determinants of risk-taking behavior. *Psychological review*, 64(6p1), 359.

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

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