

Weiner then added a third dimension which was the locus of control. This dimension relates to the intensity of a person's personal feelings. If a person relates their success to factors within their control (ability, effort) rather than uncontrollable external factors ("I was lucky") then their positive feelings will be maximised and as a result motivation will increase.

(http://findarticles.com/p/articles/mi_qa3852/is_200201/ai_n9034375)

Another theory of motivation which is probably the most common and most widely known is the Atkinson and McClelland theory. This theory was developed in 1953. It describes what happens when we have to react to situations where we may or may not achieve success. This theory describes two factors which influence motivation. These are personality and situation.

The personality factor splits people's personalities into two main types. People who have a need to achieve (or Nach for short) and people who have a need to avoid failure (Naf for short).

The people who fall into the Nach category tend to have some or all of the following characteristics. They will be highly competitive and accept challenges readily. They are unconcerned about failure and if they do fail they tend to blame their failure on external factors e.g. "It was a bad pitch" "The weather was bad". They will maintain confidence if they are defeated. Any success they achieve is attributed to internal factors e.g. "I played well". They will be very strongly motivated and adopt approach behaviours.

People who show Naf characteristics will tend to be very different to Nach people. They will be very uncompetitive and will not want to be challenged. They worry about failure a lot and when they fail they blame it on internal factors e.g. "I played badly". They lose confidence in defeat and attribute success to external factors e.g. "The other team weren't very good". They will tend to display learned helplessness (a feeling that failure is bound to happen and is uncontrollable) and adopt avoidance behaviours.

The situation factor can be broken down into two areas, the probability of success and the incentive value of success.

If probability of success is low then the incentive for the Nach people will be very high. This is because the situation means they will face a strong opposition and so the reward for winning against a stronger opposition is much higher intrinsically.

However if they are playing weak opposition then the incentive to win is low as it is an easy task.

This situation would suit a Naf person more as the probability of achieving success is high and they would avoid any humiliation.

Therefore Nach choose a 50/50 situation and are risk takers whilst, Naf choose easy tasks where they are likely to come out on as the winners easily.

When in a certain sporting situation we may have conflicting feelings: on one hand, we want to take part and achieve success, whilst on the other we are motivated to avoid the situation by our need to avoid failure.