

**LITTLE KNOWN TRUTHS, QUIRKY ANECDOTES,
SEETHING SCANDALS AND EVEN SOME SCIENCE IN THE
HISTORY OF (PRIMARILY ACHIEVEMENT) MOTIVATION**

Bernard Weiner

University of California, Los Angeles

**Everything you hear is
documented
and true**



Focus of the talk

David McClelland

Trait Theory

Kurt Lewin

Gestalt Theory

John Atkinson

Expectancy/Value

Fritz Heider

Attribution Theory

Criteria for inclusion

- There are little known aspects to their lives, sometimes frailties but also special strengths and characteristics;
 - They had influential or contentious relationships with members of competing theoretical tribes;
 - They represent five theoretical approaches to motivation: Trait (Need) theory, Drive theory, Gestalt theory, Expectancy/value theory, Attribution theory, which arguably emerged in that historical progression (the talk is organized around these five theories);
 - They are linked with historically incorrect beliefs about intellectual lineage; and/or
 - I had personal or indirect contact with the person and possess generally unshared knowledge.
-

The Trait (Need) Approach

- Causation resides within the person
 1. Develop a taxonomy of instincts or personality dispositions
 2. Requires assessment instruments to measure trait strength
-

Pub. Dates

Trait (Need)
Approach

Behaviorism
(Drive Theory)

1900-1930

C. Jung

—

W. McDougall

—

John Watson

1930-1950

Henry Murray

Clark Hull

1950-1970

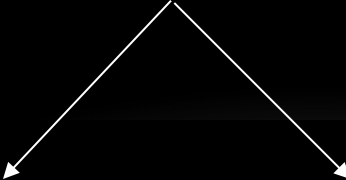
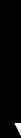
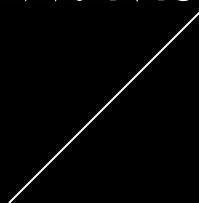
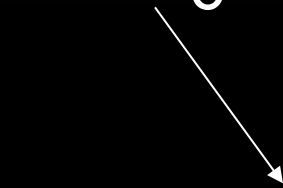
David McClelland

Carl Hovland

1960-1975

Timothy Leary

Richard Alpert



WILLIAM MCDUGALL

- 1871 - 1938



Wm McDougall

Instinct Doctrine

- Elicit purposive behavior toward desired goals
- Influence perception
- Have associated emotions
 - e.g. Instinct: flight

Perception: objects conveying danger

Emotion: fear

Reasons for decline

1. Belief in paranormal phenomenon

Volume 1	MARCH, 1937	Number 1
<i>The</i> Journal of Parapsychology		
WILLIAM McDUGALL and JOSEPH BANKS RUENE, <i>Editors</i> CHARLES E. STUART, <i>Associate Editor</i>		
Contents		
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Clairvoyant Blind Matching	J. G. PRATT	50
Experiments in Extra-Sensory Perception	A. L. WOODRUFF and E. W. DODGE	58
An Experiment in Card Guessing	C. K. CARPENTER and HAROLD E. FRALAN	81
Telepathy in the Psychophysical Laboratory	LUCIEN WARNER and MILDRED SAGLE	88
Reader on Extra-Sensory and Sensory Form Perception	DONALD E. ADAMS	92
The Tyrrell Experiments	DONALD E. ADAMS	93
Some Basic Experiments in Extra-Sensory Perception: A Background		70
DUKE UNIVERSITY PRESS DURHAM, N. C.		

Parapsychology Lab - Rhine



Parapsychology Lab - Rhine



Reasons for decline

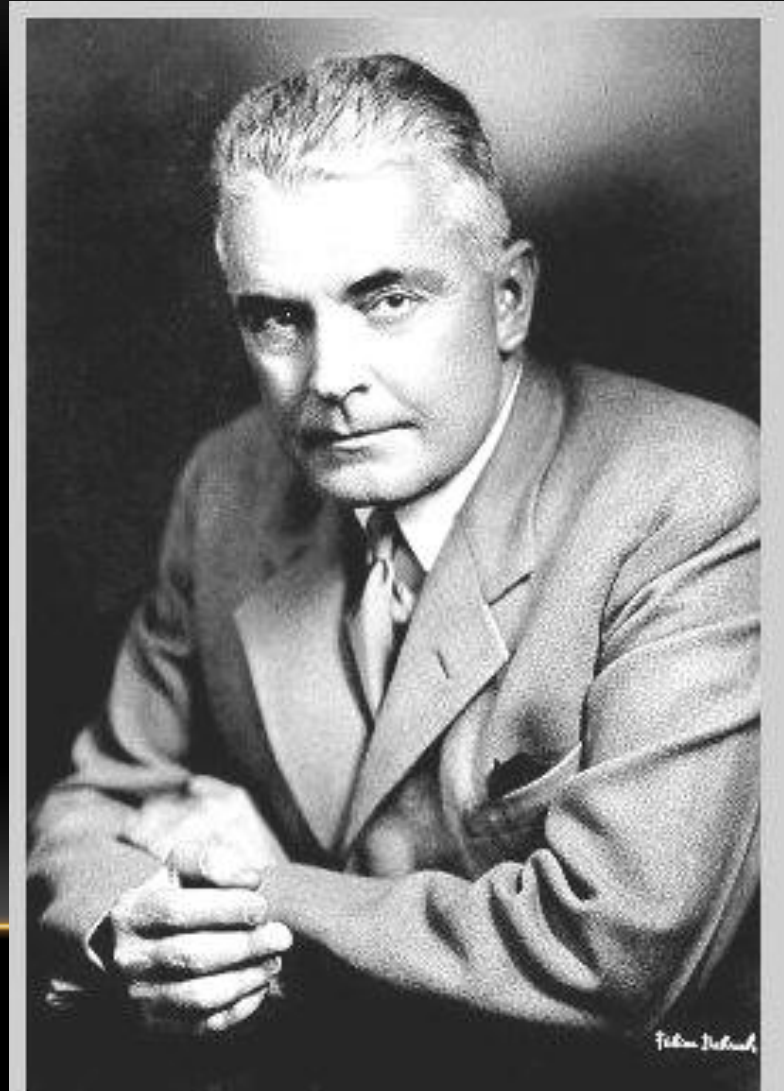
1. Belief in paranormal phenomenon
2. Belief in Lamarck
3. Perceived as racist

**Is America
Safe for
Democracy?
[1921]**

William McDougall

John Watson

- 1878 - 1958



‘Little Albert’ experiment



John Watson with Rosalie Rayner



Mary Ickes Watson



D.A.R. Memorial Constitution Hall



Battle of Behaviorism

THE BATTLE OF BEHAVIORISM

DR. JOHN B. WATSON
AND
PROF. W. McDOUGALL

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KEGAN PAUL

Late Professor of Psychology at Johns Hopkins Un
Author of "Behaviorism," etc.

THE BATTLE OF BEHAVIORISM

AN EXPOSITION
AND
AN EXPOSURE

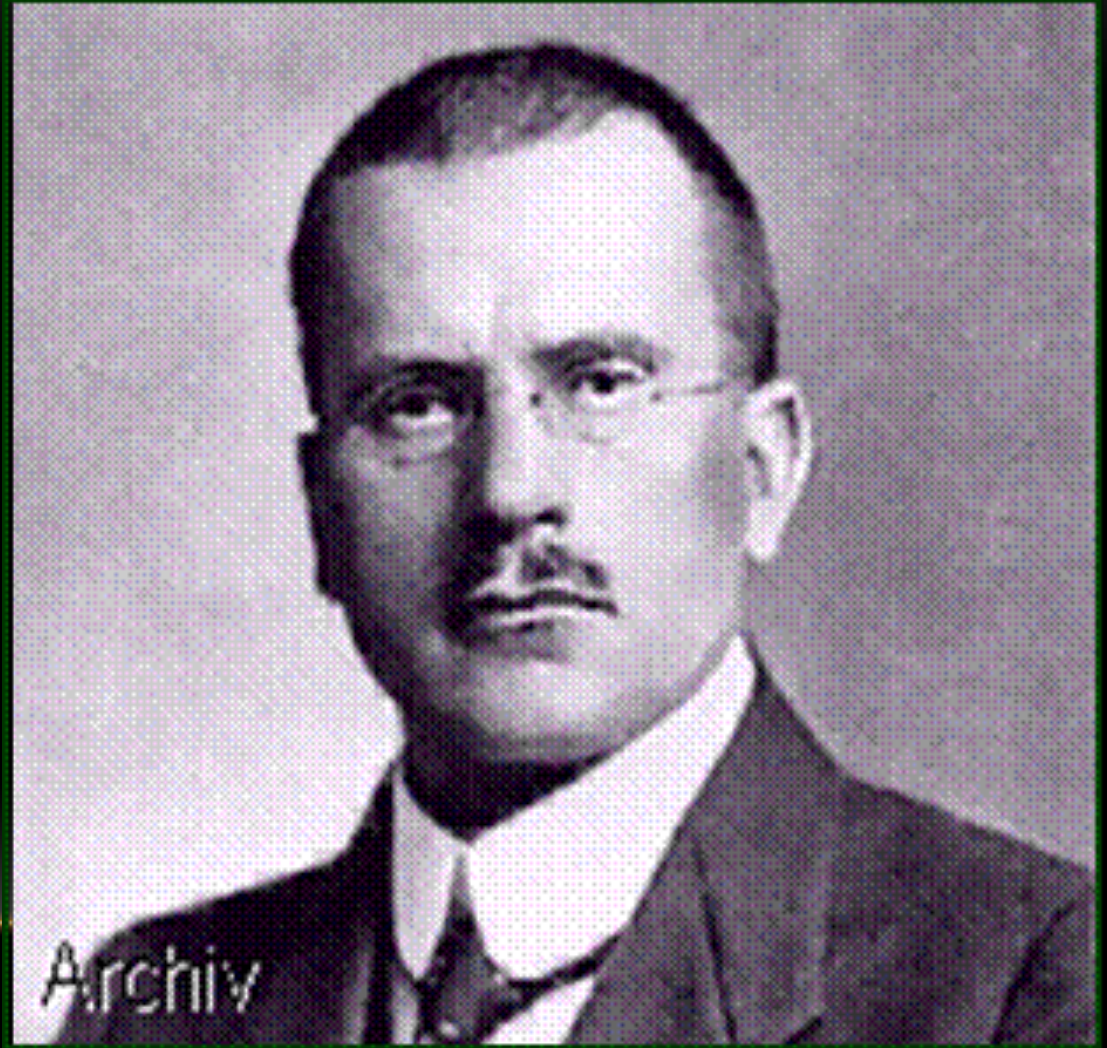
JOHN B. WATSON

WILLIAM McDOUGALL
*Late Wilde Reader in Mental Philosophy at the University
of Oxford, Professor of Psychology at Duke University,
Author of "An Outline of Psychology," etc.*

LONDON
KEGAN PAUL, TRENCH, TRUBNER & Co., Ltd.
BROADWAY HOUSE, CARTER LANE, E.C.
1928

Carl Jung

- 1875 –1961



Bill Wilson

- Founder of AA
 - Alcoholics Anonymous



Letter from Wilson to Jung

My dear Dr. Jung:

This letter of great appreciation has been very long overdue.

May I first introduce myself as Bill W., a co-founder of the Society of Alcoholics Anonymous. Though you have surely heard of us, I doubt if you are aware that a certain conversation you once had with one of your patients, a Mr. Rowland H., back in the early 1930's, did play a critical role in the founding of our Fellowship.

Letter from Jung to Wilson

PROF. DR. C. G. JUNG

KÜSNACHT-ZÜRICH
SEESTRASSE 22B

January 30, 1961

Mr. William G. Wilson
Alcoholics Anonymous
Box 459 Grand Central Station

Dear Mr. Wilson,
your letter has been very welcome indeed.
I had no news from Roland H. anymore and

His craving for alcohol was the equivalent on a low level of the spiritual thirst of our being for wholeness, expressed in mediaeval language: the union with God.¹⁾

How could one formulate such an insight in a language that is not misunderstood in our days?

The only right and legitimate way to such an experience is, that it happens to you in reality and it can only happen to you when you walk on a path, which leads you to higher understanding. You might be led to that goal by an act of grace or through a personal and honest contact with friends, or through a higher education of the mind beyond the confines of mere rationalism. I see from your letter that Roland H. has chosen the second way, which was, under the circumstances, obviously the best one.

I am strongly convinced that the evil principle prevailing in this world, leads the unrecognized spiritual need into perdition, if it is not counteracted either by a real religious insight or by the protective wall of human community. An ordinary man, not protected by an action from above and isolated in society cannot resist the power of evil, which is called very aptly the Devil. But the use of such words arouse so many mistakes that one can only keep aloof from them as much as possible.

These are the reasons why I could not give a full and sufficient explanation to Roland H. but I am risking it with you, because I conclude from your very decent and honest letter, that you have acquired a point of view above the misleading platitudes, one usually hears about alcoholism.

You see, Alcohol in Latin is "spiritus" and you use the same word for the highest religious experience as well as for the most depraving poison. The helpful formula therefore is: spiritus contra spiritum.

Thanking you again for your kind letter

I remain
yours sincerely

C.G. Jung.

¹⁾ "As the hart panteth after the water brooks, so panteth my soul after thee, O God." (Psalm 42,1)

Word Association Data

<i>Stimulus Word.</i>	<i>Reaction.</i>	<i>Reaction Time.</i>		<i>Reproduction</i>
		Min.	Sec.	
Head	Hair	1	4	+
Green	Meadow	1	6	+
Water	Deep	5		swim
Stab	Knife	1	6	+
Long	Table	1	2	+
Ship	Wreck	3	4	steamer
Question	Answer	1	6	+
Wool	Knit	1	6	+
Insolent	Gentle	1	4	+
Lake	Water	4		blue
Ill	Well	1	8	+
Ink	Black	1	2	+
Swim	Know	3	8	water

Eugen Bleuler



Hermann Rorschach



Hermann Rorschach



Brad Pitt

TotallyLooksLike.com

Legacy of Jung to Murray

- Identification of important personality characteristics
- Concern with personality classification
- Existence of the unconscious
- Quest for a window to find these unknown forces

Henry Murray

- 1893 -1988

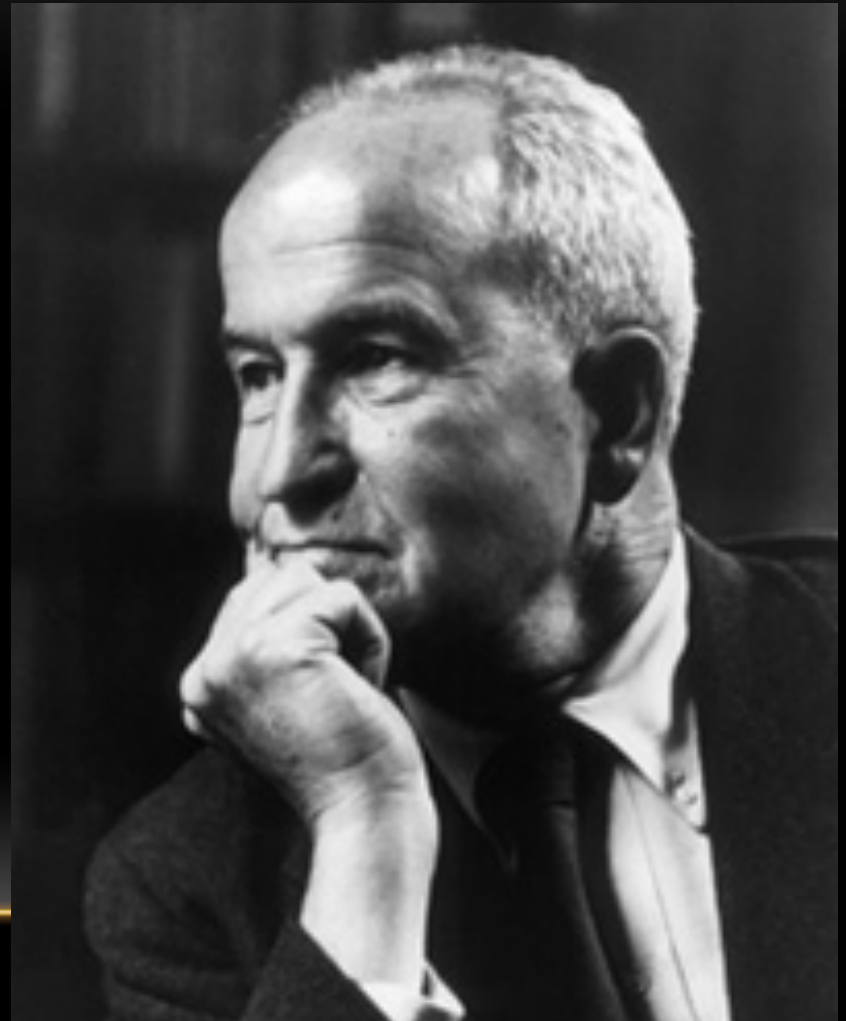
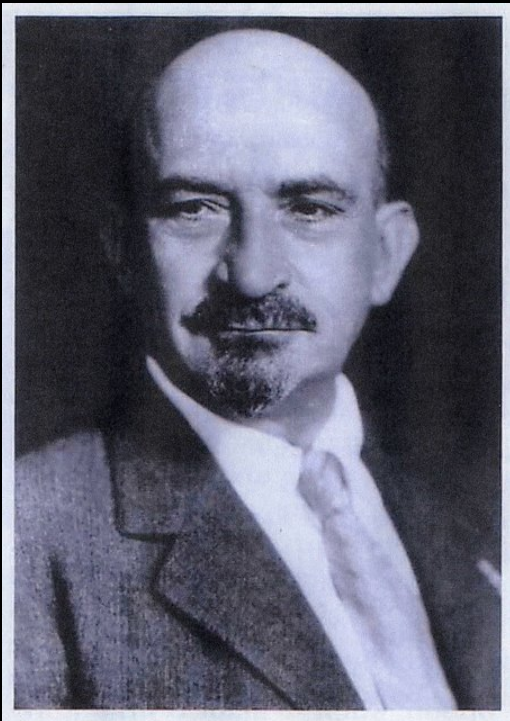


Photo: Harvard University Archives

Christiana Morgan



Morton Prince



TAT picture drawn by Morgan



Murray' s Needs (Partial list)

- Abasement
 - Achievement
 - Affiliation
 - Aggression ...
 - Rejection
 - Sentience
 - Sex
 - Succorance
 - Understanding
-

Lashley and Boring



Clark Hull

- 1884-1952



M.F. WASHBURN
 LLOYD A. JEFFRES
 JOSEPH PETERSON
 CLARK L. HULL

$$\text{Motivation} = f(D + K) \times H$$

Carl Hovland

- 1912 - 1961

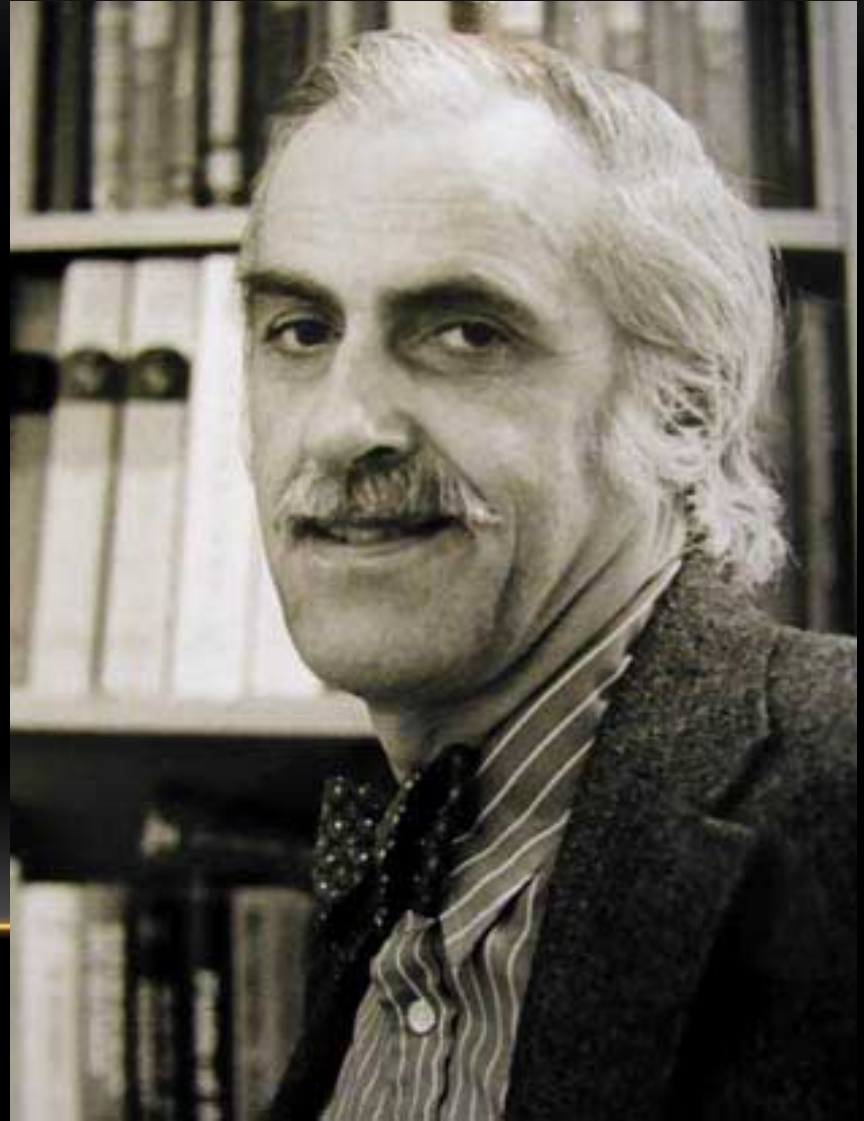


Daniel Berlyne



David C. McClelland

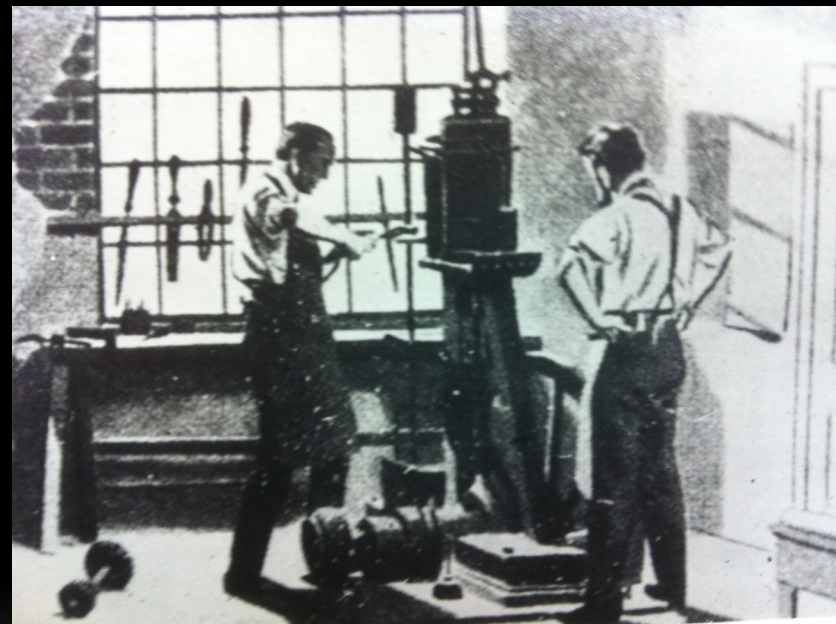
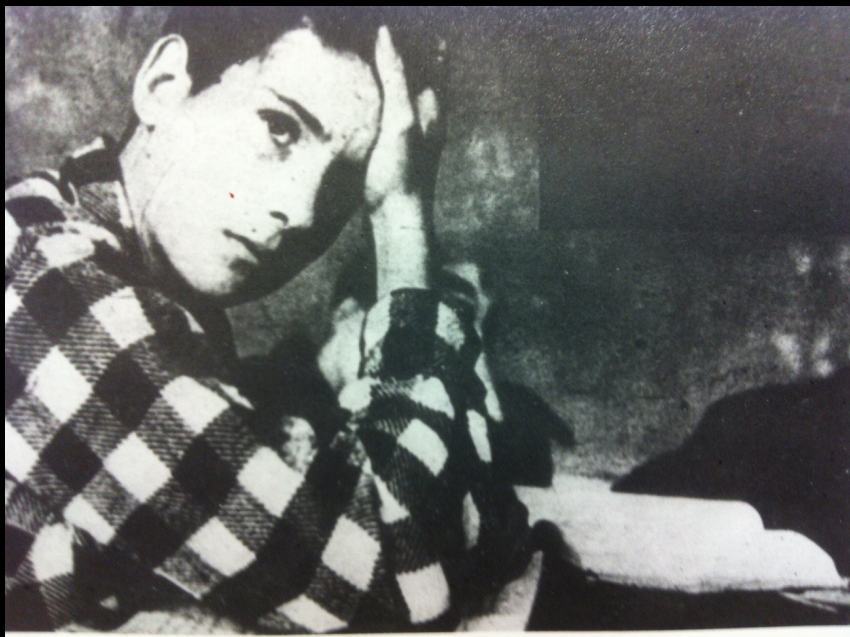
- 1917 - 1998



McClelland and his friends



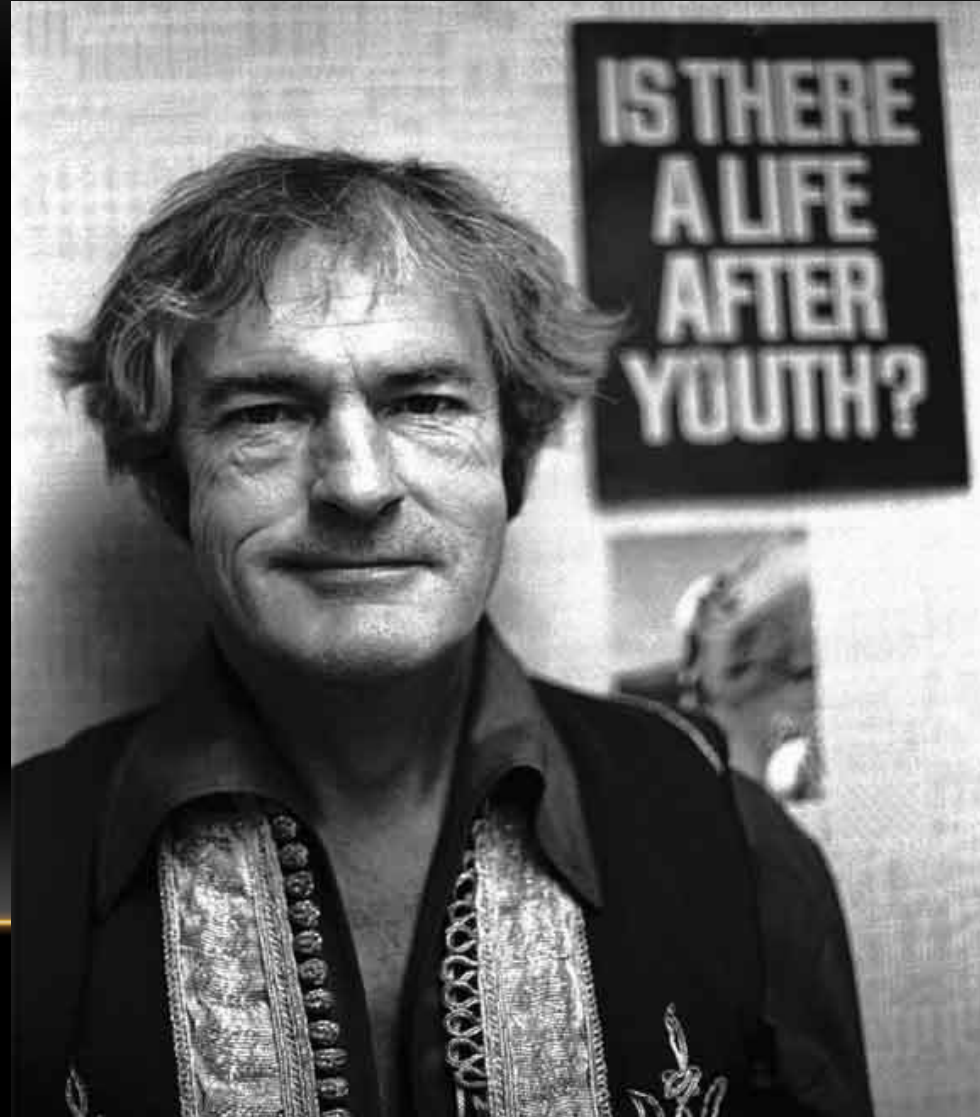






Timothy Leary

- 1920 - 1996



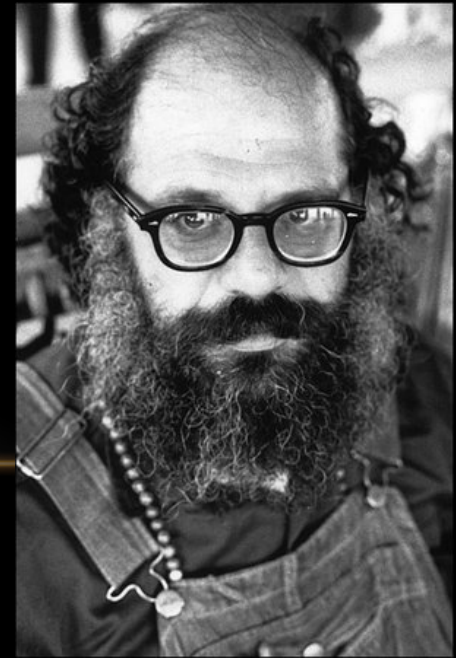
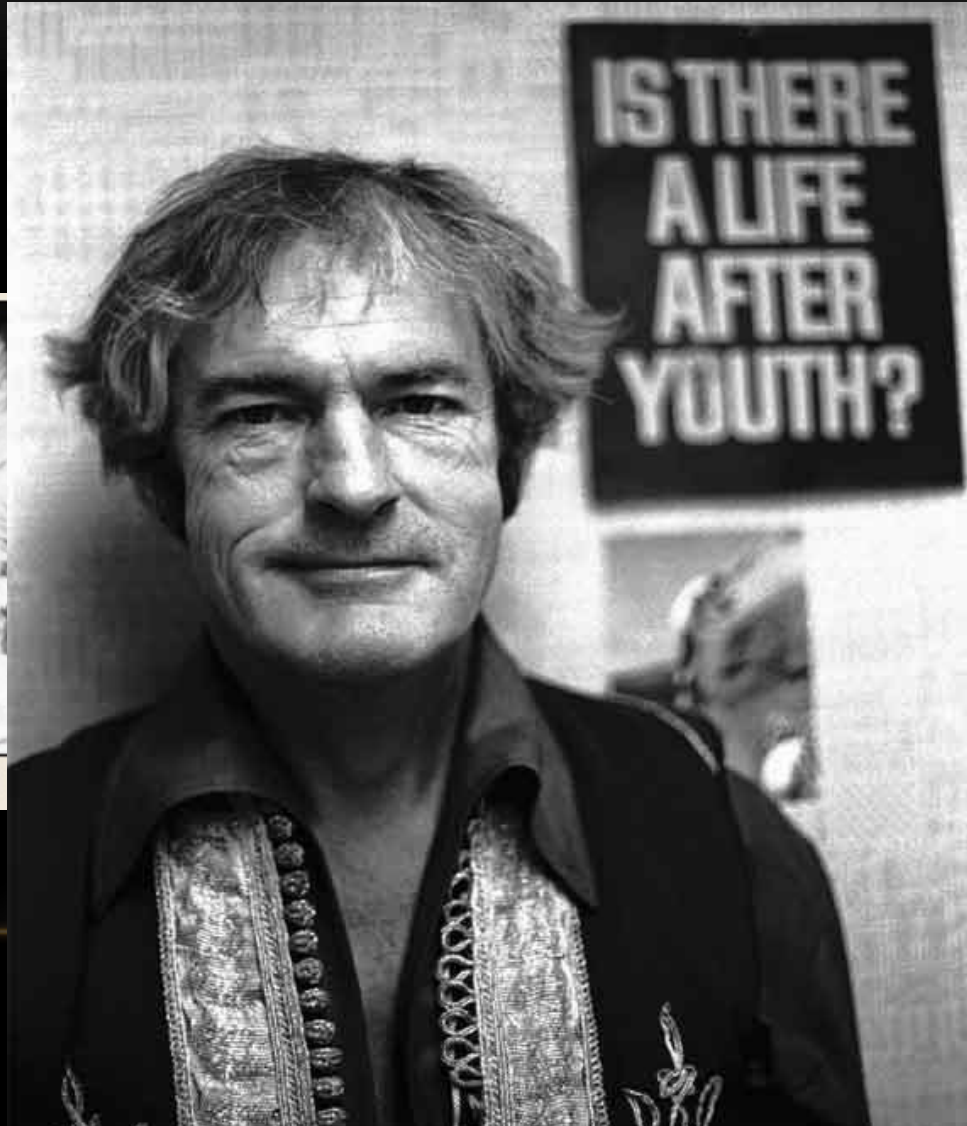
Timothy Leary



Timothy Leary



Aldous Huxley, c. 1950

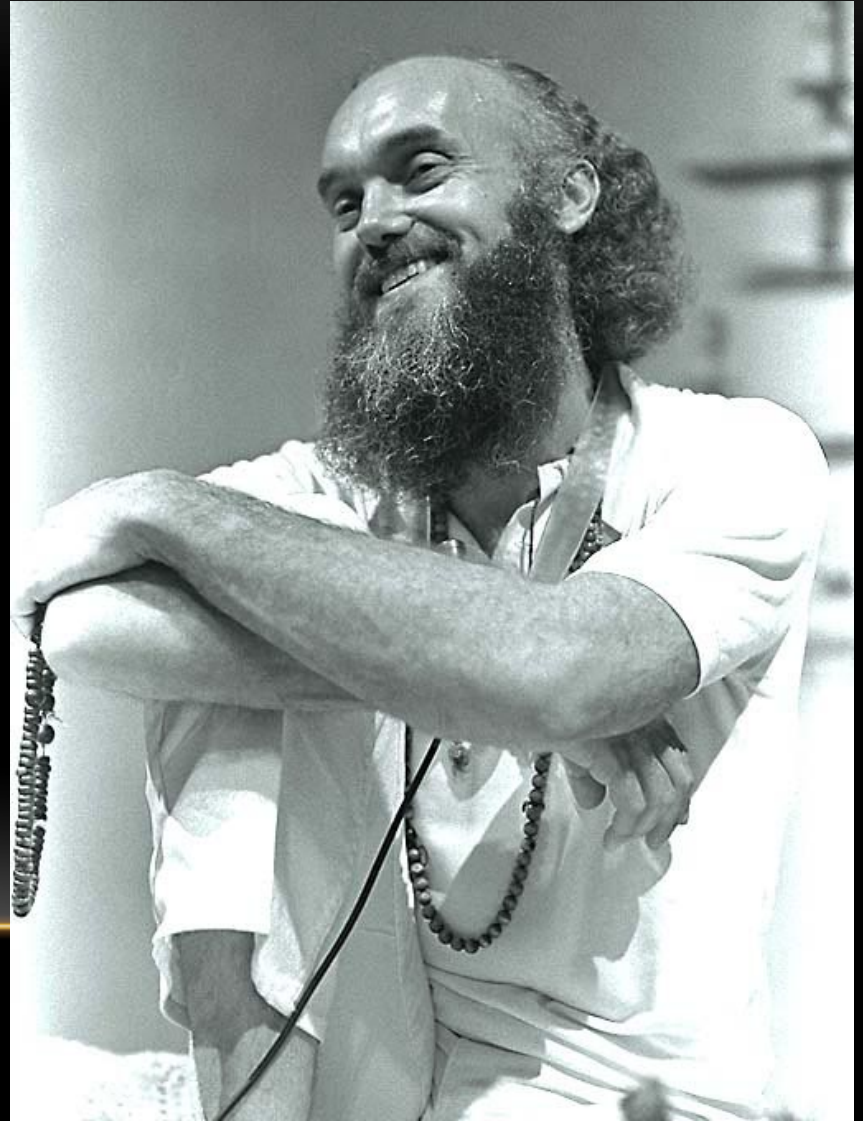


Leary and Alpert before...

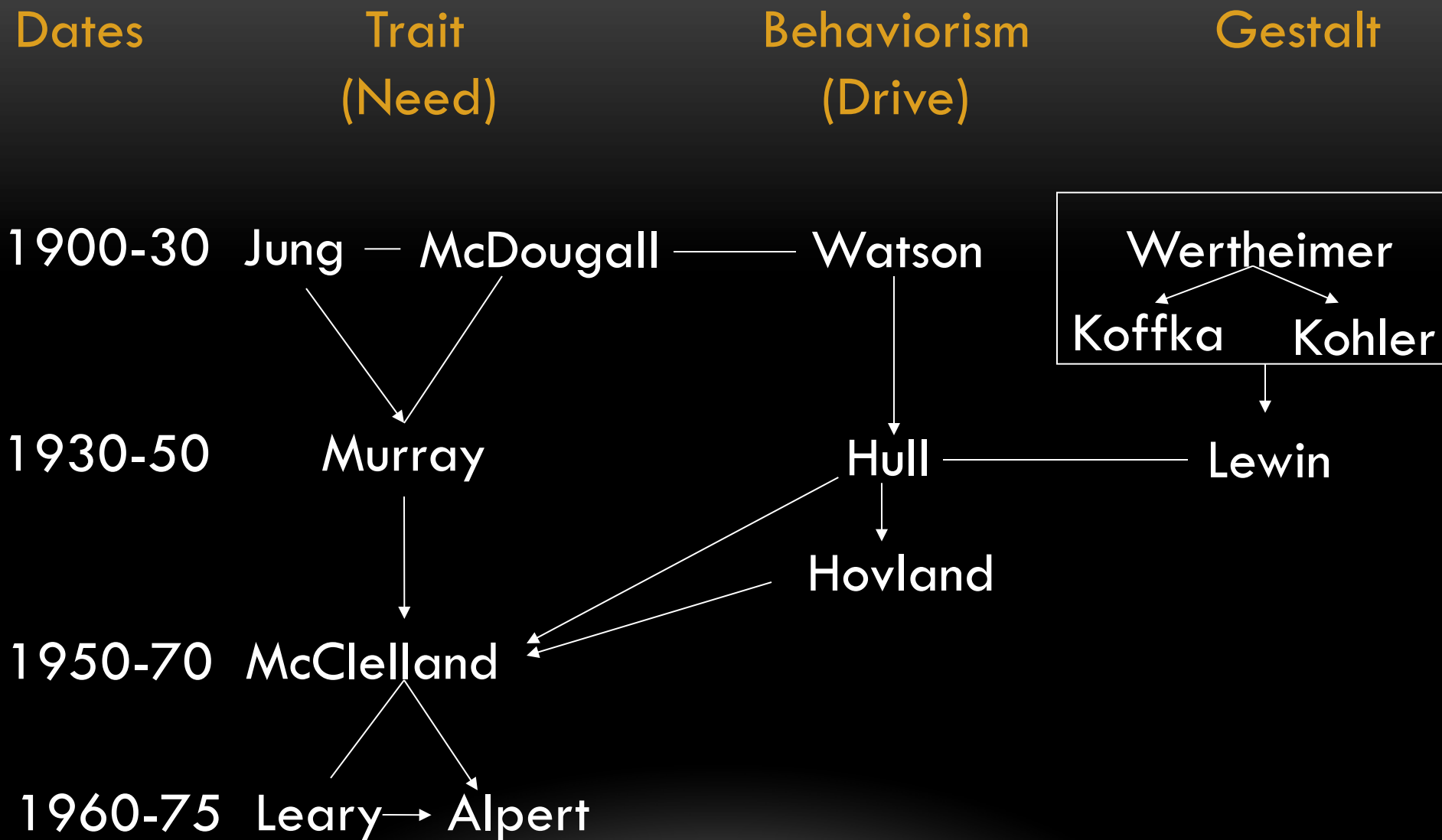


Ram Dass

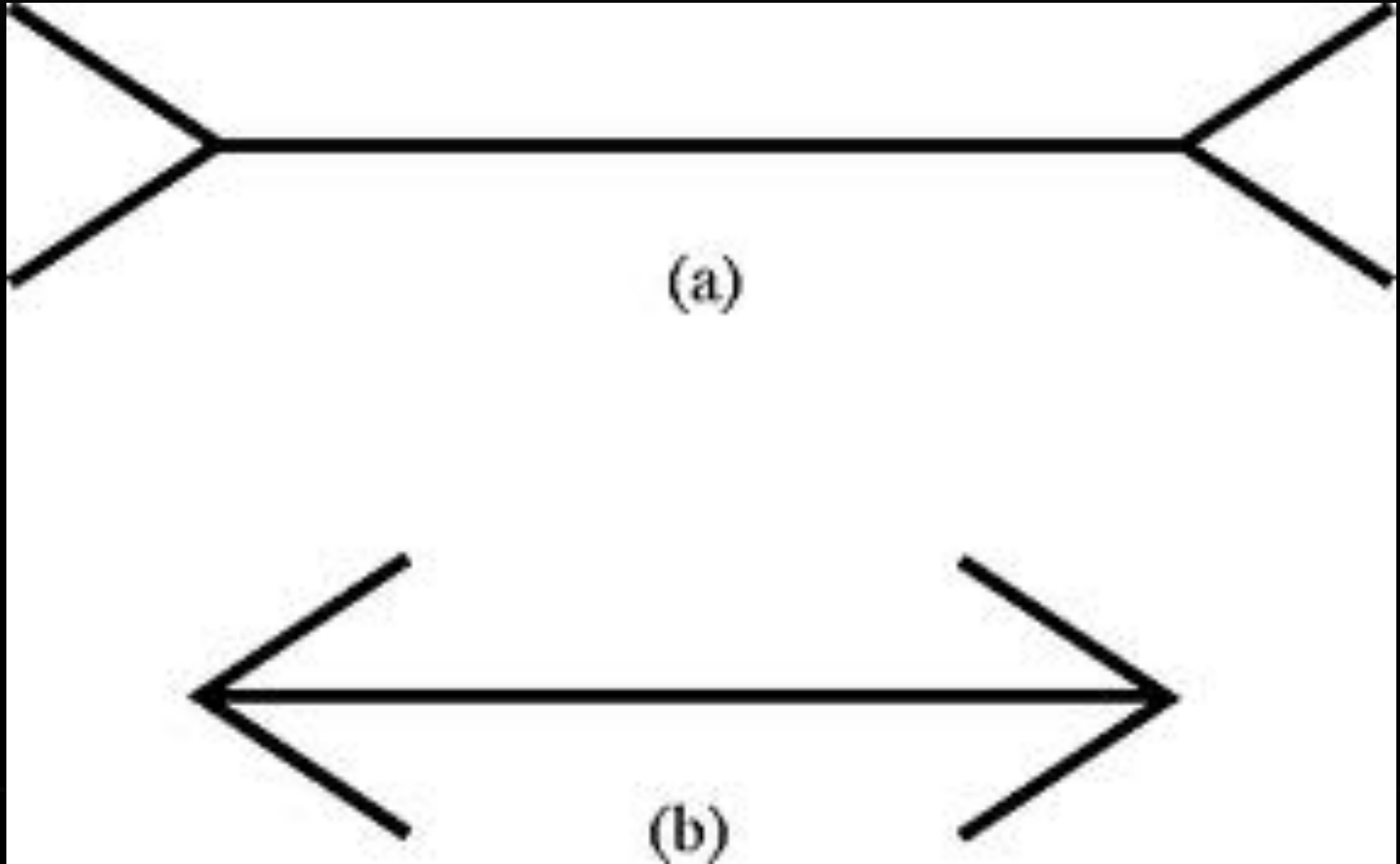
- 1931 -







Müller-Lyer Optical illusion



Theory. Figure 4.7 shows that we may now amplify our definition of a positive valence: a positive valence

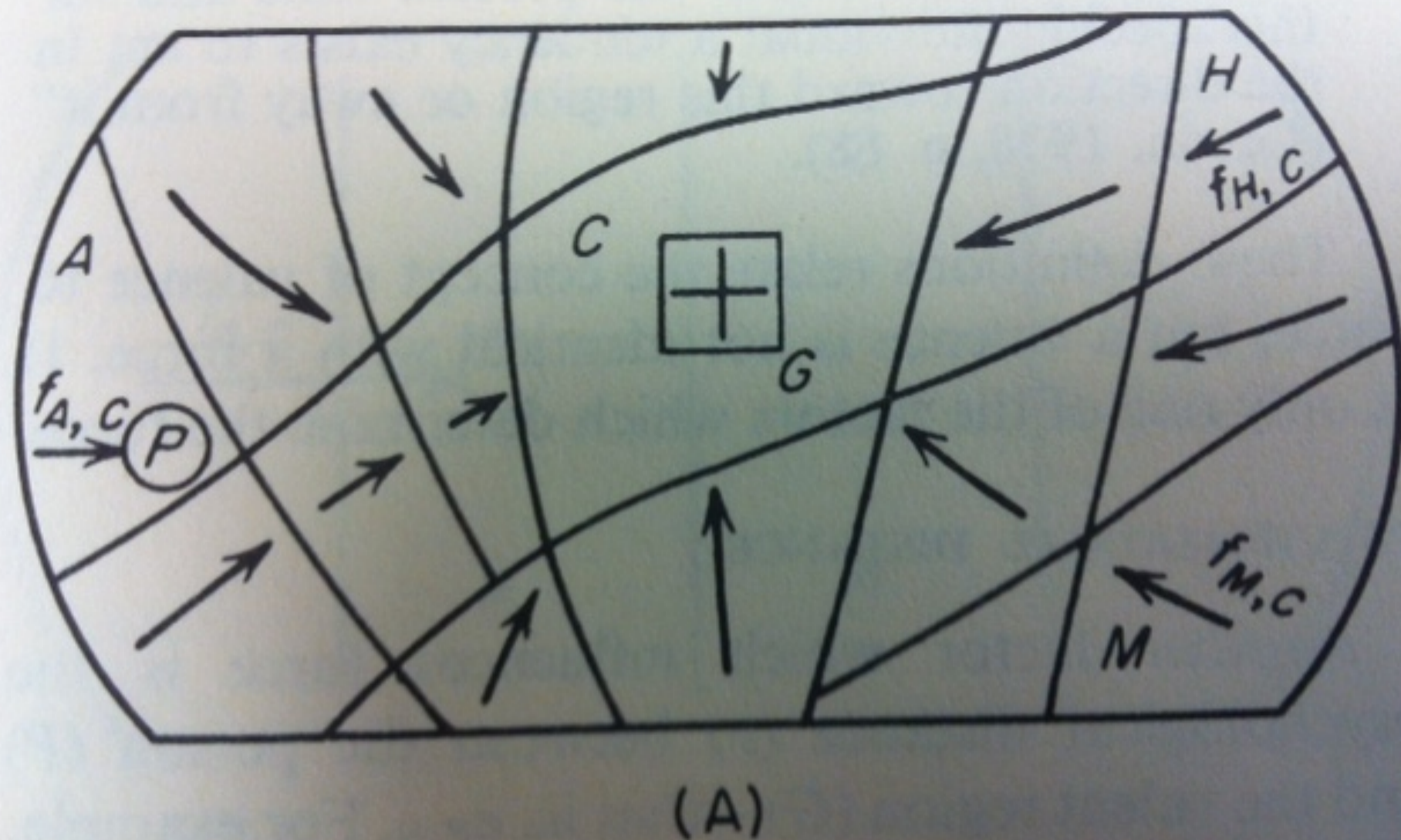
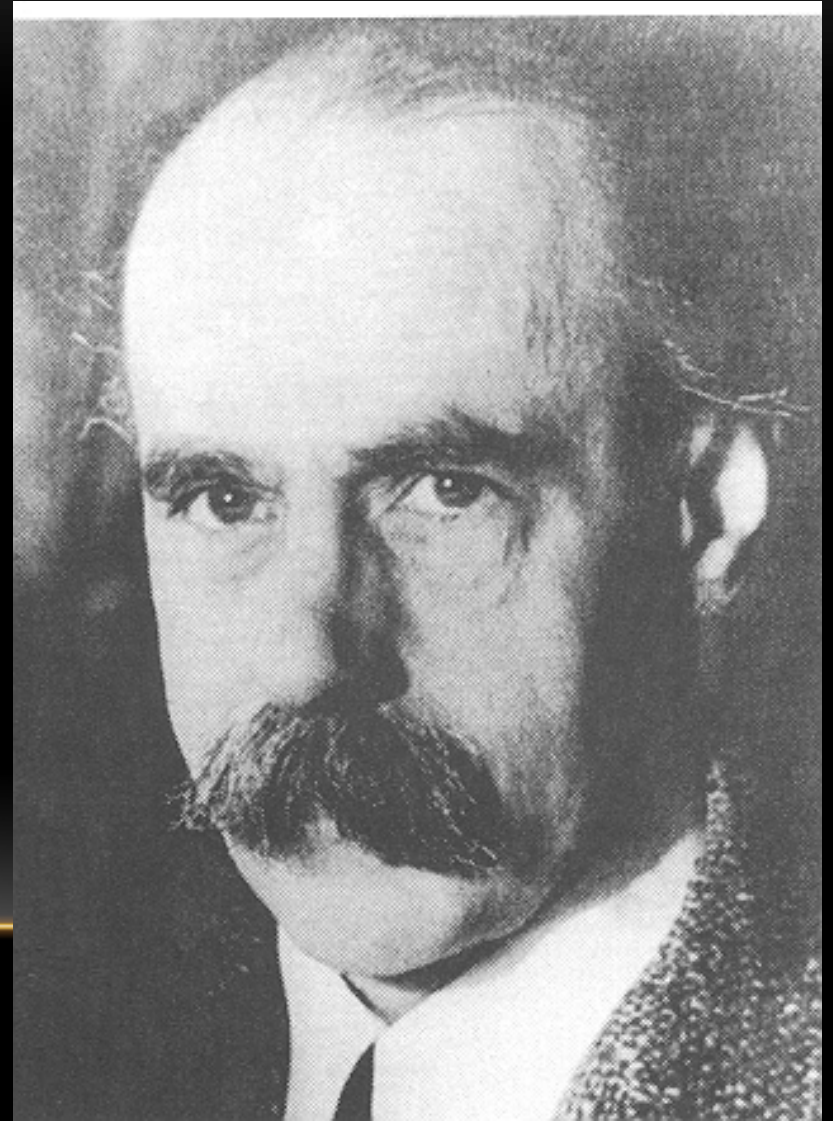


FIGURE 4.7 Positive and Negative central forces

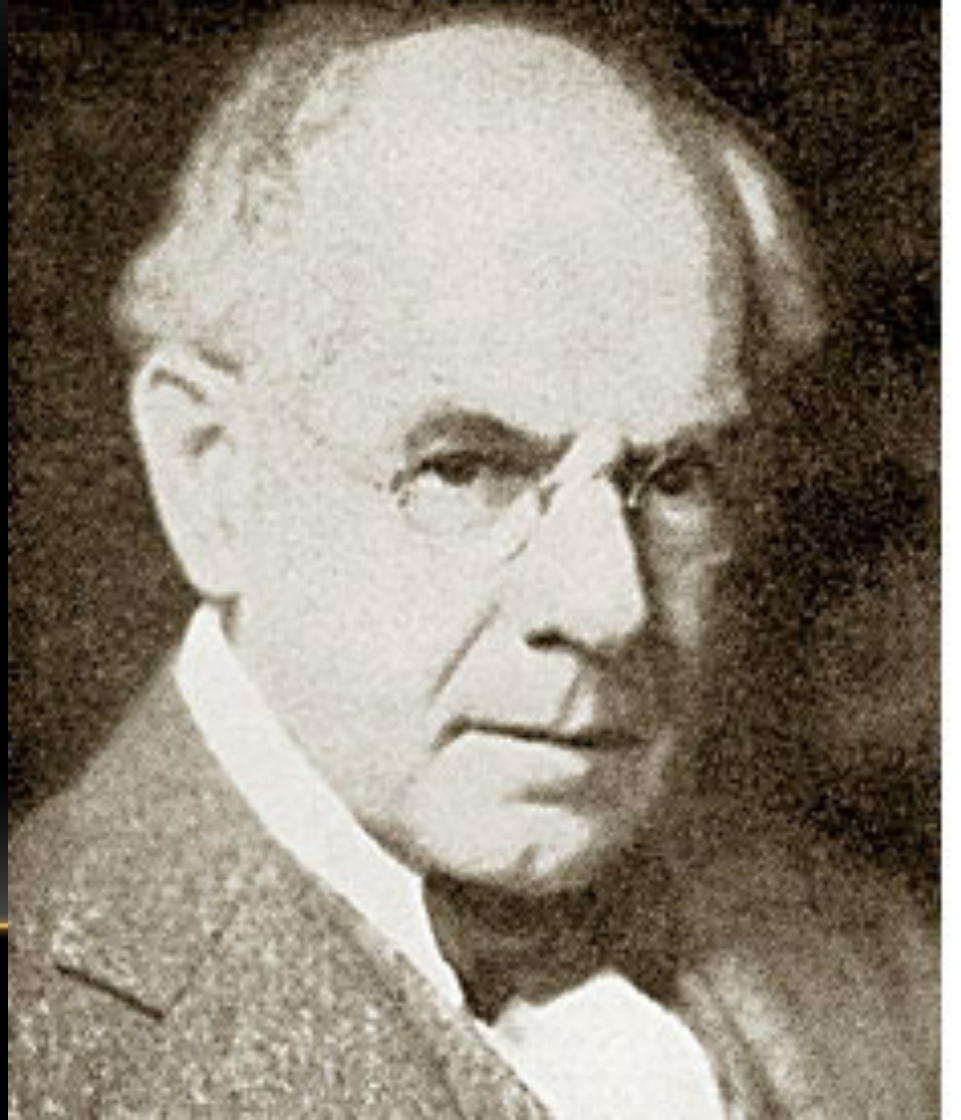


Max Wertheimer

- 1880 - 1943



James McKeen Cattell



Letter 3

Einstein to Wertheimer

Dear Wertheimer,

I hope you have understood my scrawl. It was a pretty example of two proofs of different degrees of perspicuity. A certain uneasiness remains, however, even in the better proof, since we don't see a priori what the *segments* on the transversal are supposed to have to do with the matter. We use them in the proof, and then they are cancelled out. (I believe every proof leaves a *certain* quantum of uneasiness behind it).

Your letter was very interesting. The first

intelligence-test fooled both of us (Bucky and me). *Only on working it out* did I notice that no time is available for the downhill run! Mr. Bucky was also taken in by the second example, but I was not. Such drolleries show us how stupid we are!

I very much enjoyed your visit. Now and again one has to see with one's own eyes what a real person looks like.

Cordial greetings to you and yours

Your

A.E.

Wolfgang Kohler

- 1887 - 1967



Tenerife Island



Chimpanzee insight learning



Kurt Koffka

- 1886 - 1941



The Koffkas and
the Köhlers

Kurt Lewin

- 1890 - 1947





Lev Vygotsky





Sergei Eisenstein



From Battleship Potemkin



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WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

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DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

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..BU9 VIA RCA CD MOSCOW 28 30

1933 APR 30 PM 4 46

NLT HEIDER=

22 ARNOLDAVE NORTHAMPTON (MASS)=

MINUTES IN TRANSIT

FULL-RATE DAY LETTER

GERTILAZ IMPOSSIBLE STOP ARE POSSIBILITIES. THERE WIRE
QUESTION TO BORING LASHLEY TOLMAN OGDEA MACDOUGALL STAY
TILL MAY SIXTH WITH VYGOTSKI SERPUCHOVSKAIA 17/1=

LEVIN.

Gertiland

Gertiland

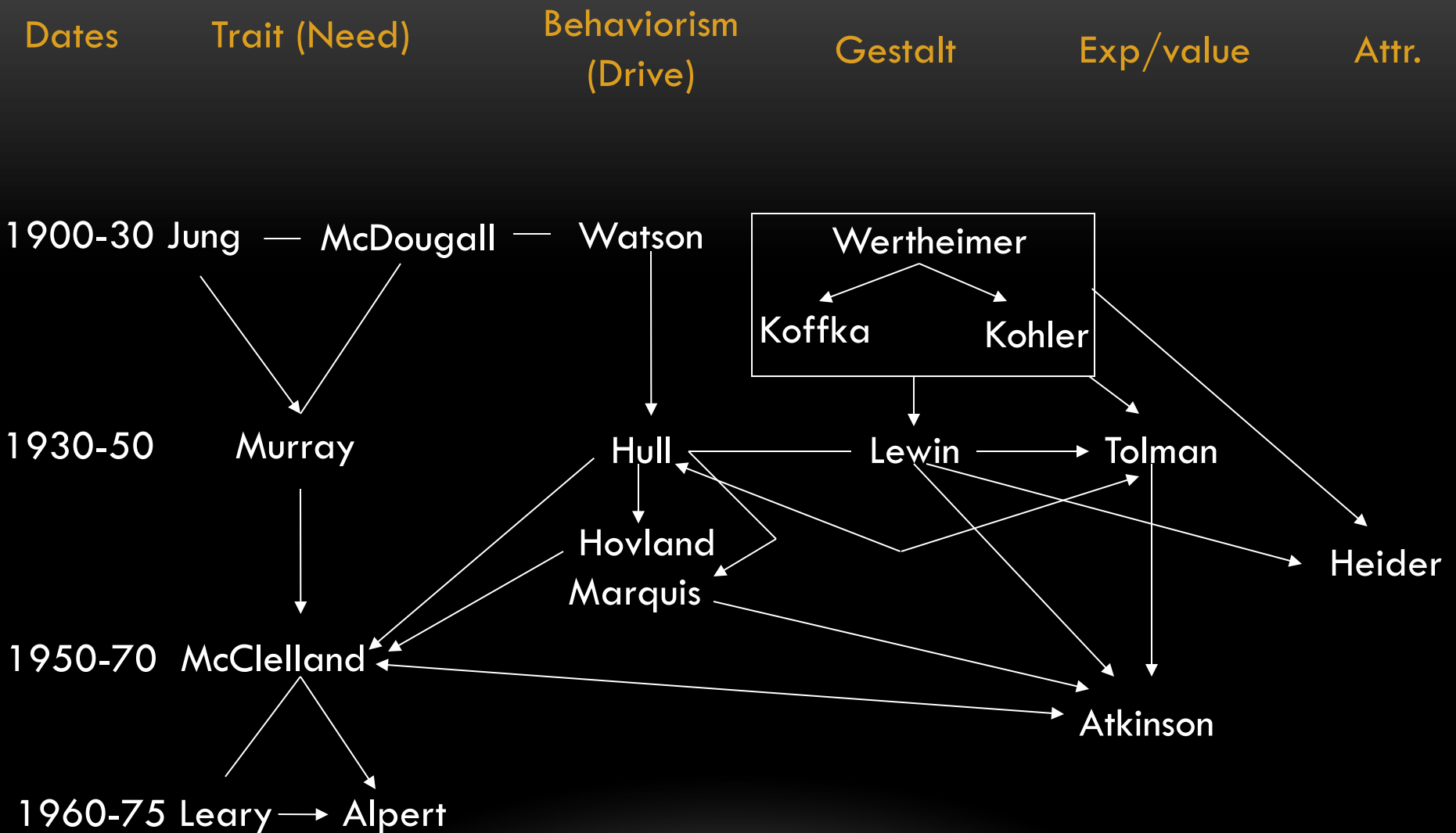
THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE



Lewin's Theory of Motivation

$$\text{Force} = f(t, V_a) / e$$

$$\text{Behavior} = f(D + K) \times H$$



Expectancy value theory

- What is the value of the goal?
- What is the likelihood of getting it?

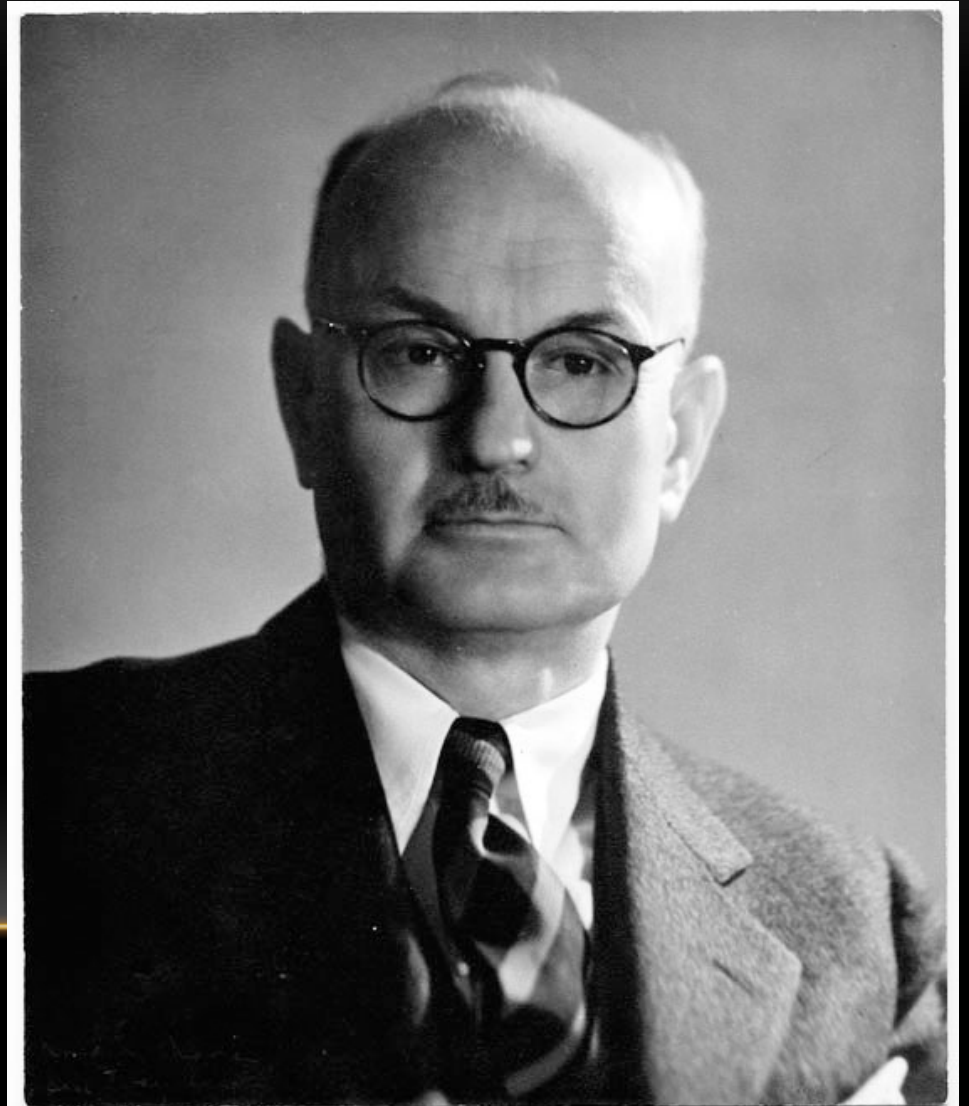
Donald Marquis

- 1908 - 1973

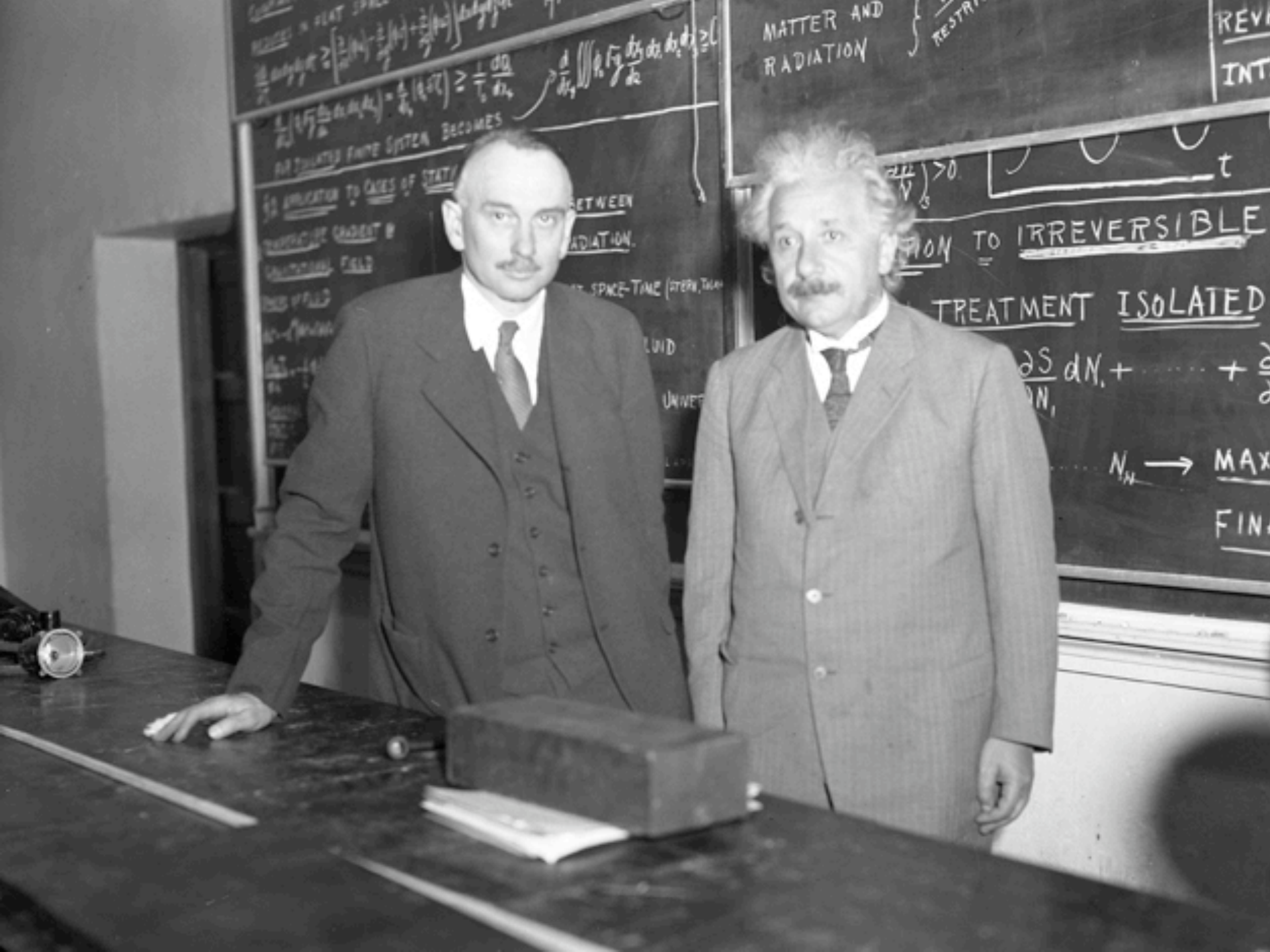


Edward Tolman

- 1886 - 1959







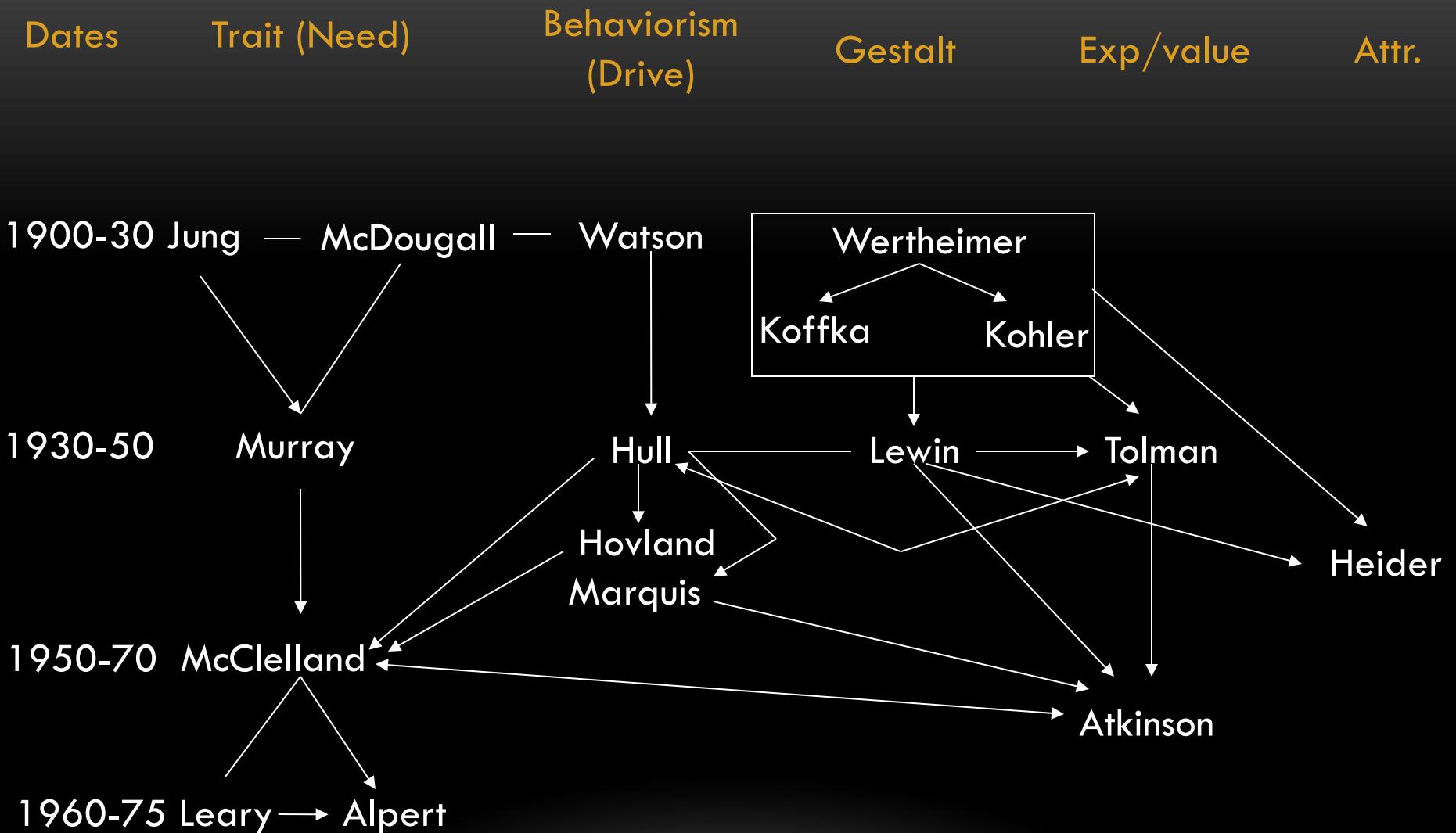
Loyalty oath

“I do not believe in, and I am not a member of... any party... that believes in, advocates, or teaches the overthrow of the... Government... I am not a member of the Communist party...”



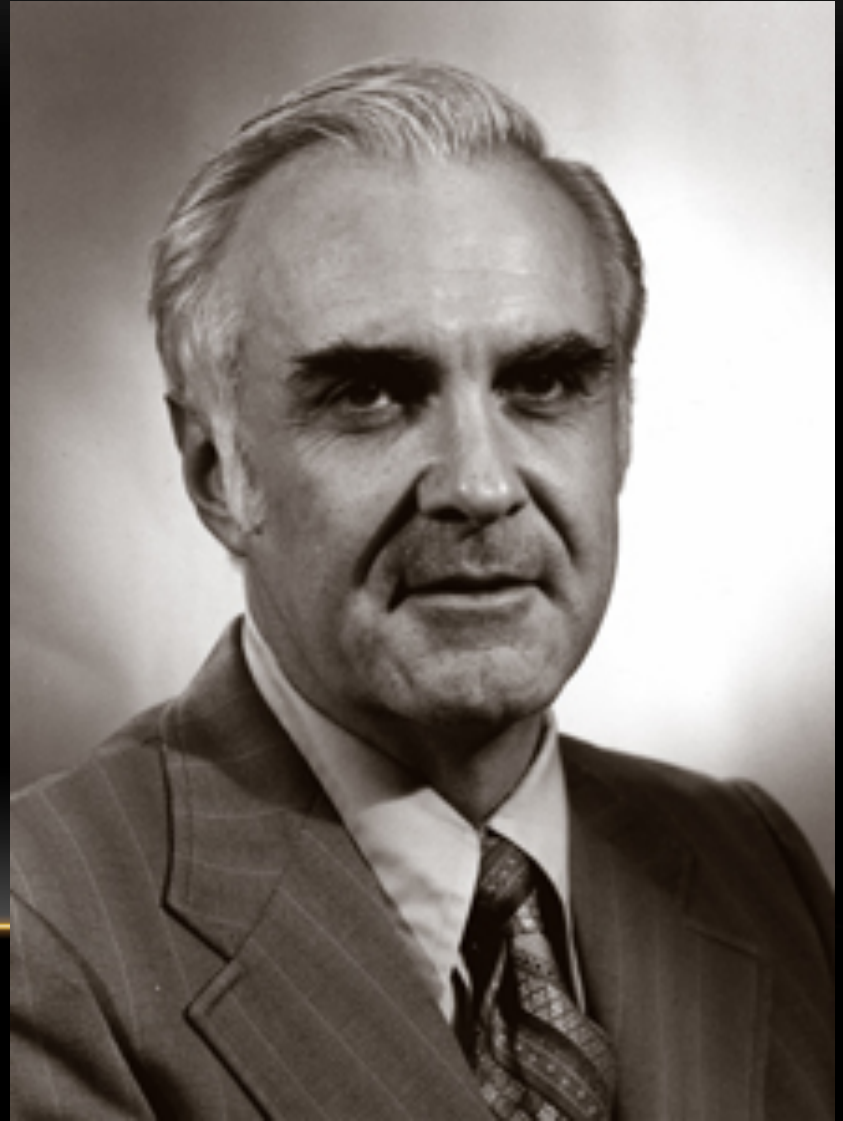
FREE
SPEECH



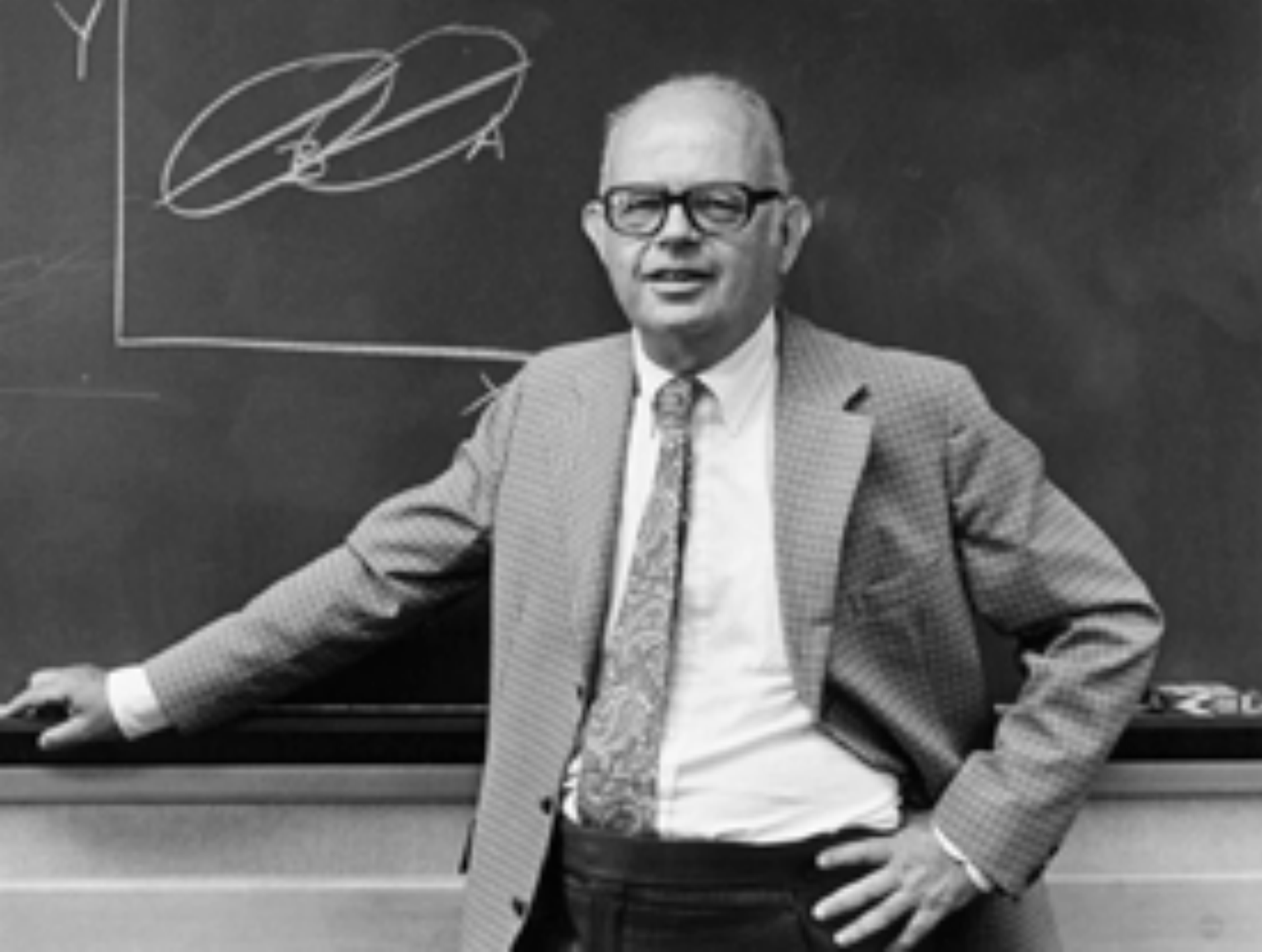


John Atkinson

- 1923 - 2003







Theories of Motivation

$$\text{Behavior} = f(\text{Ms} \times \text{Ps} \times \text{Is})$$

$$\text{Force} = f(t, \text{Va}) / e$$

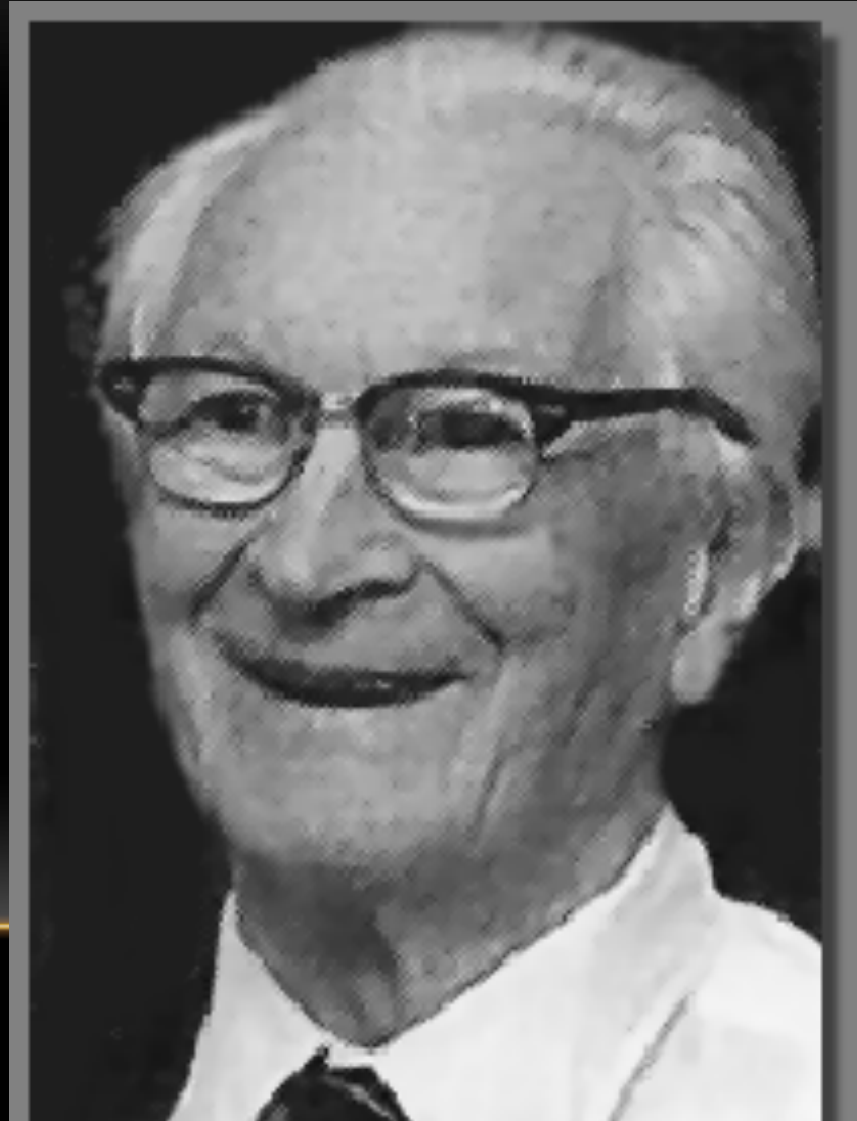
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Heinz Heckhausen



Fritz Heider

- 1896 - 1988

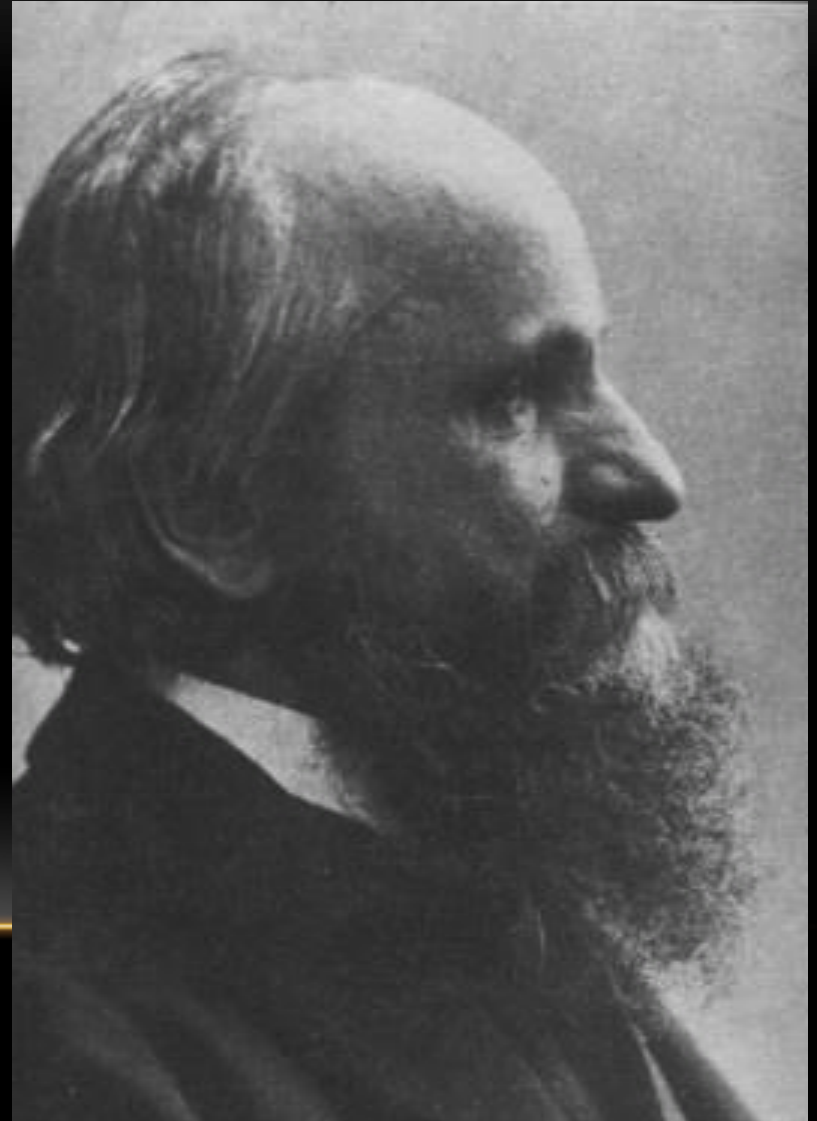








Alexius Meinong



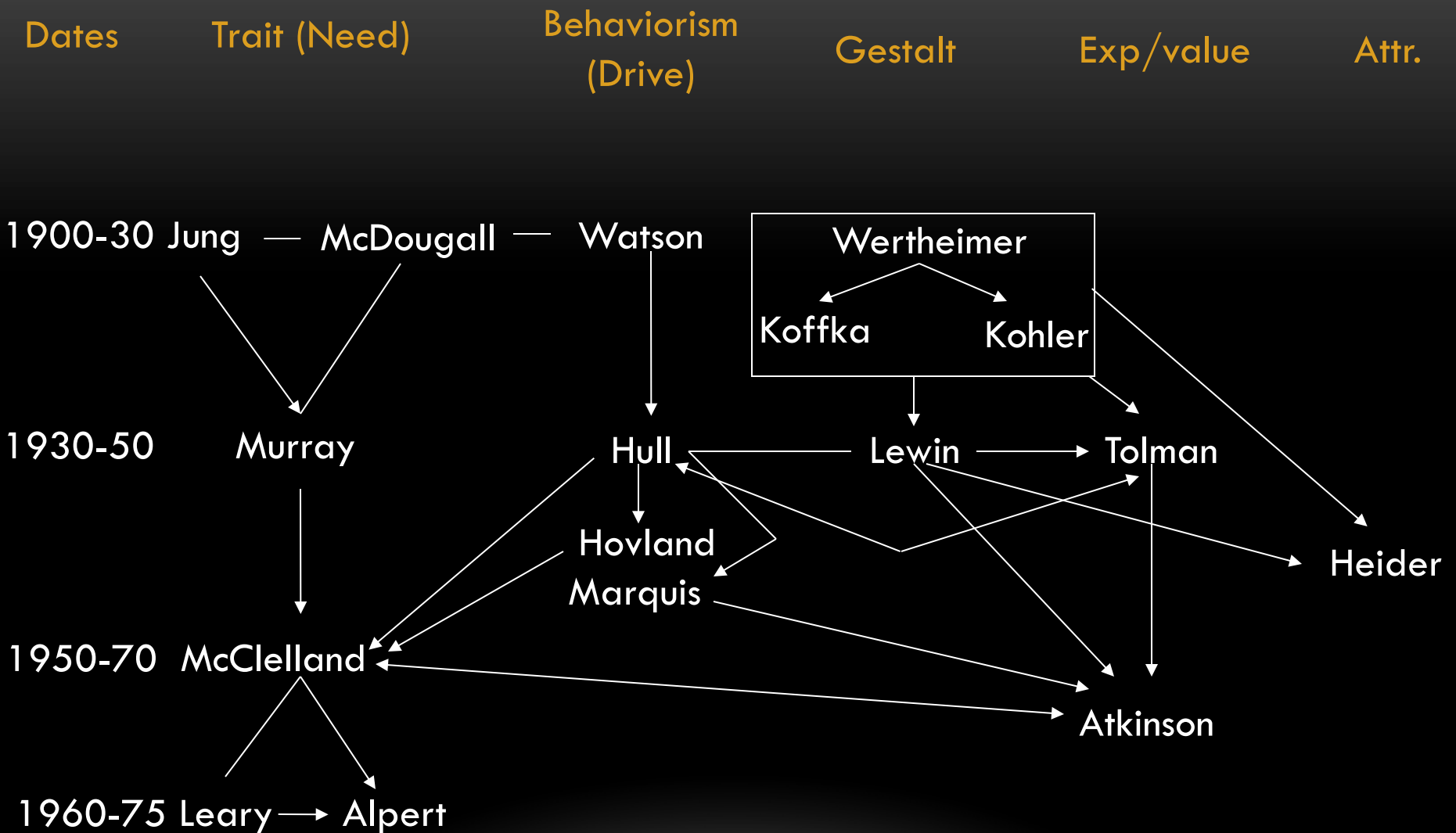
안캠코더

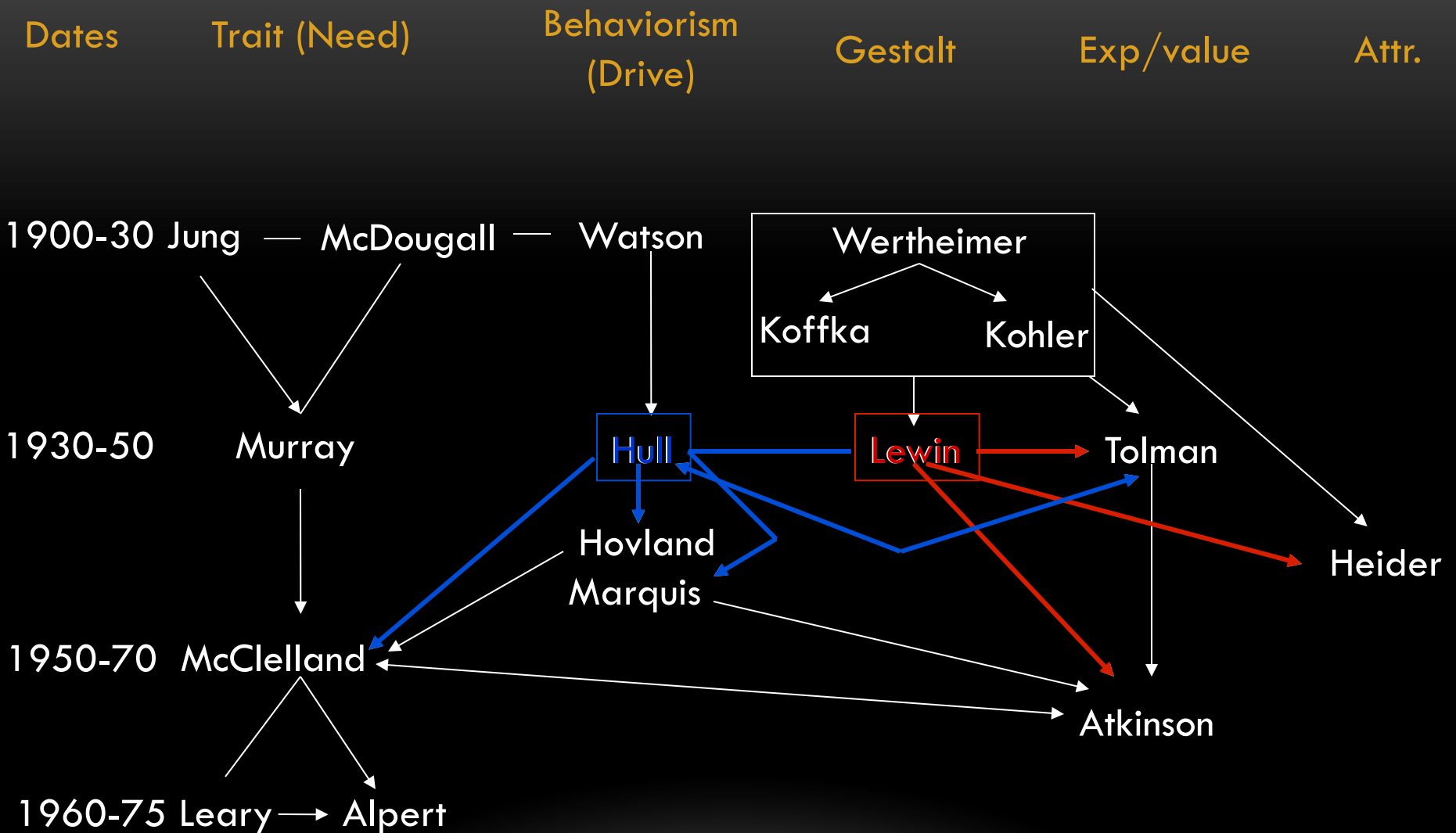
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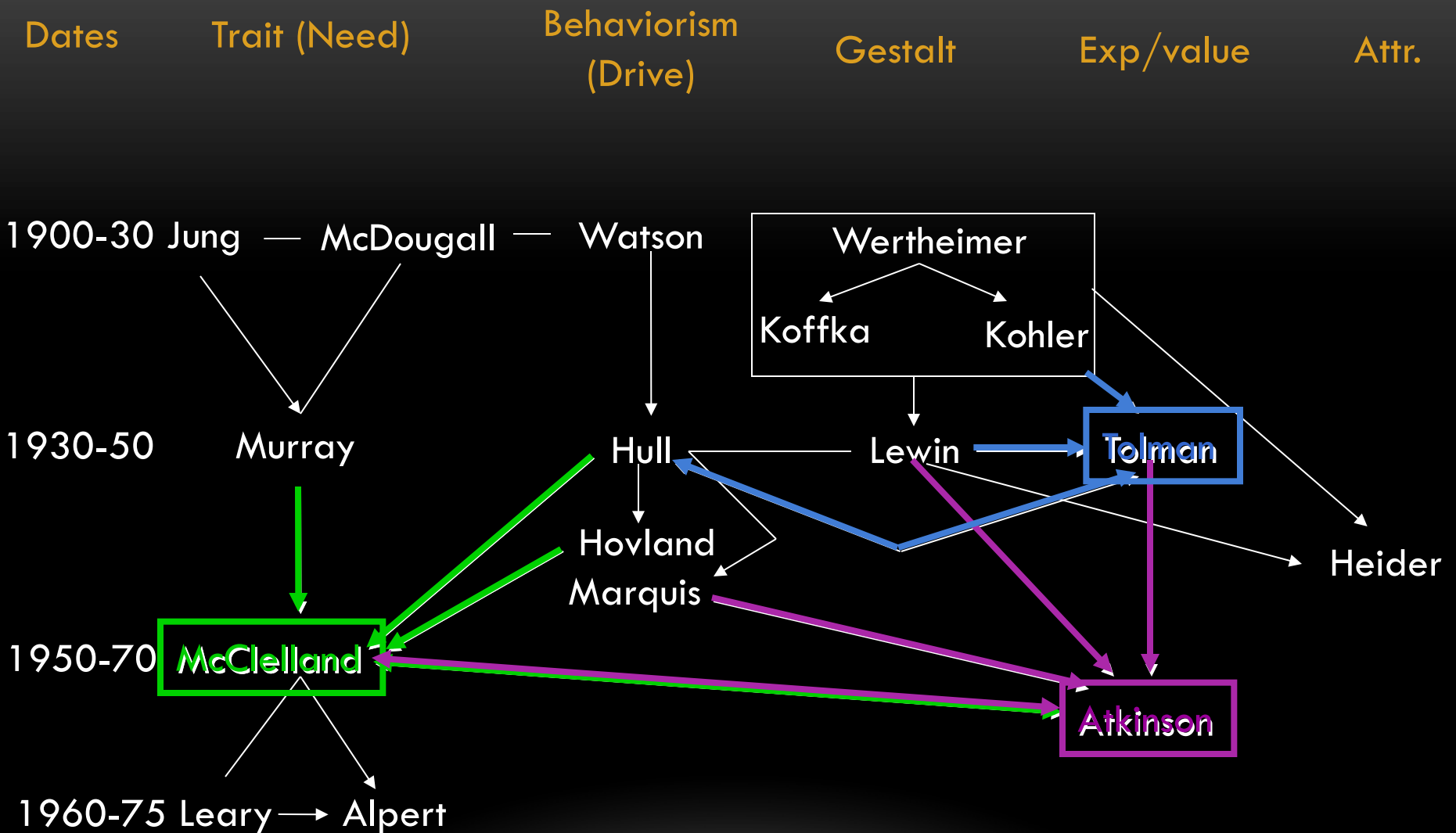


Harold Kelley and friends

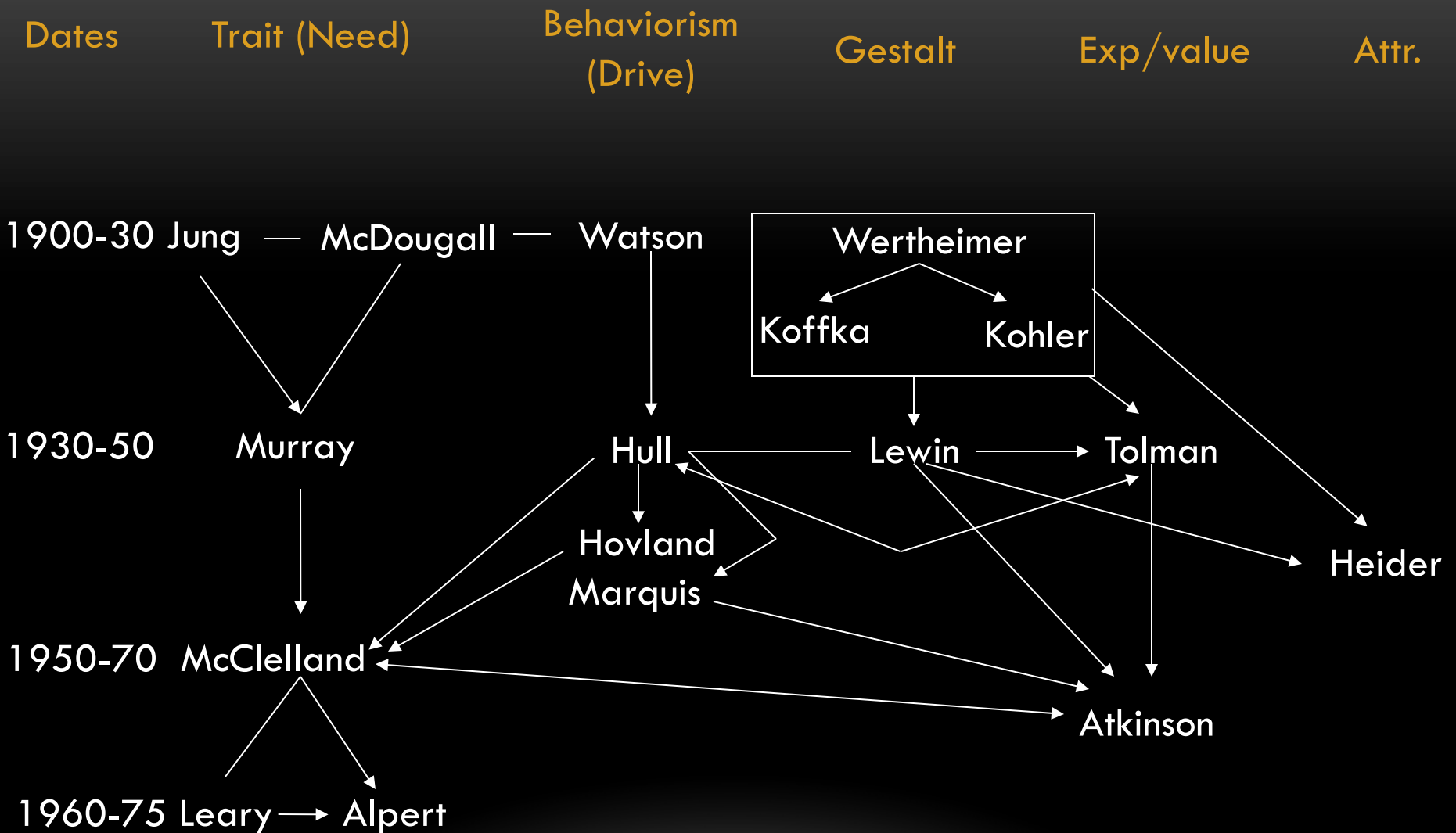








The End



Expectancy value theory

- What is the value of the goal?
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- 1908 - 1973

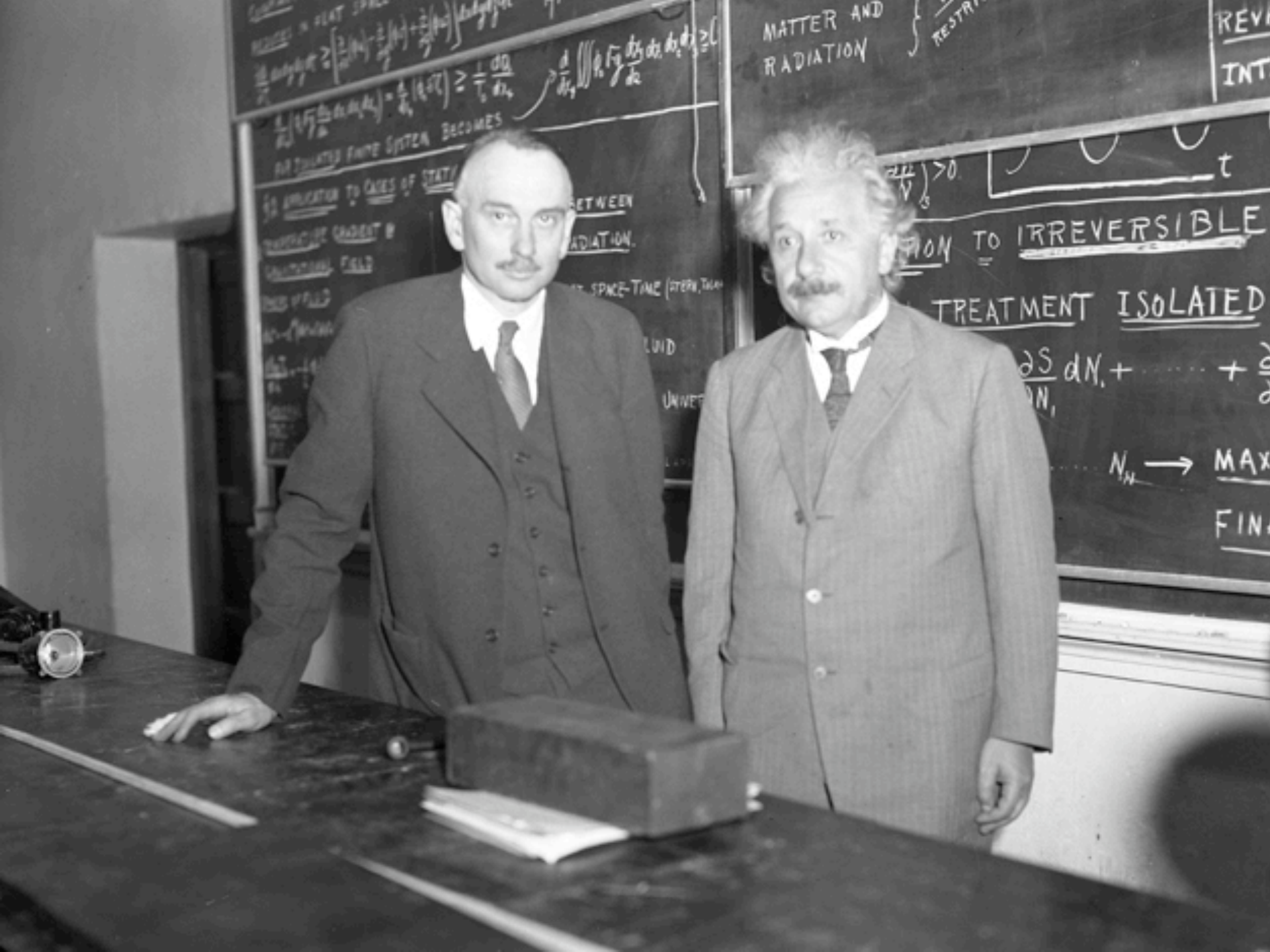


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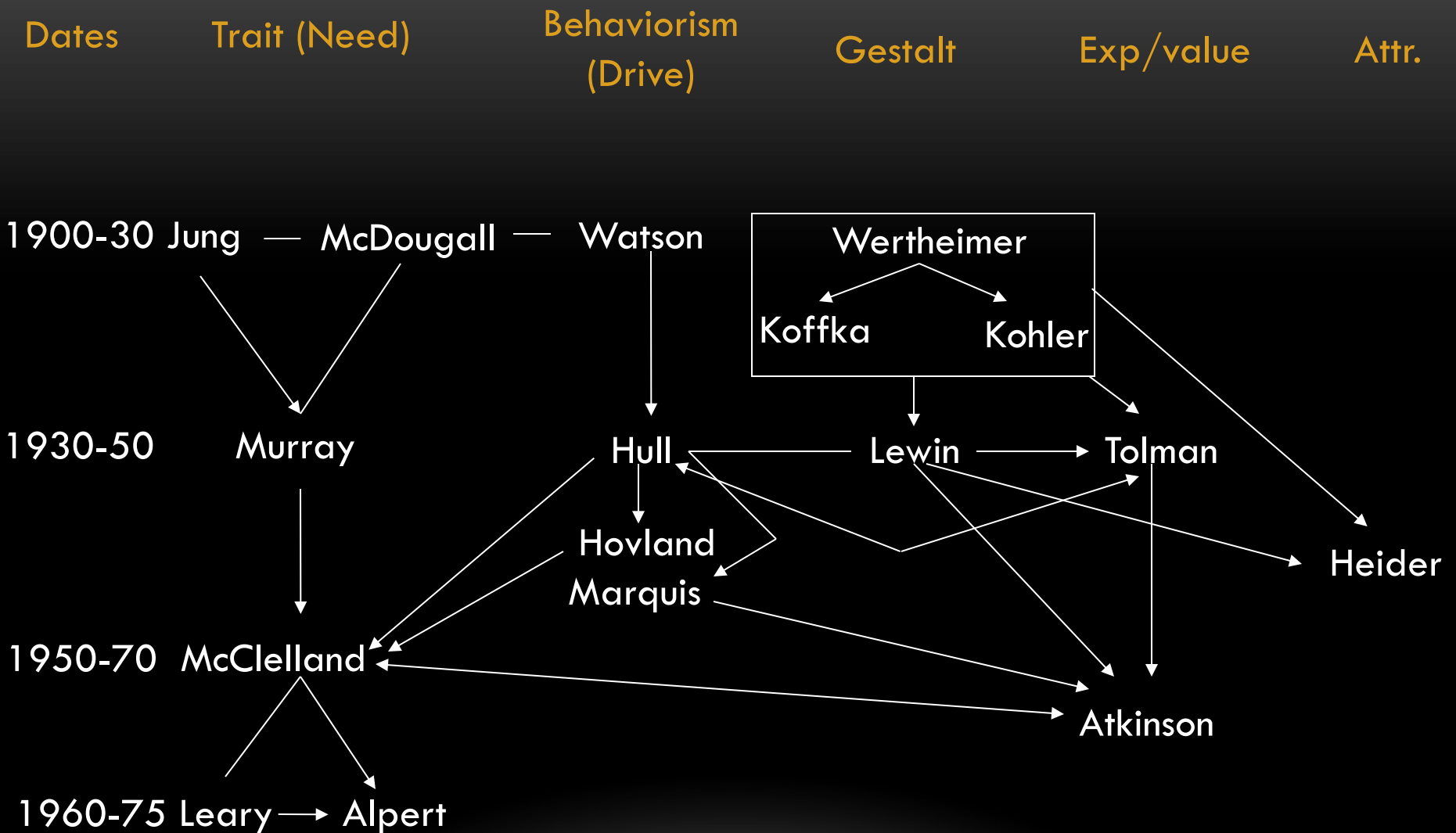


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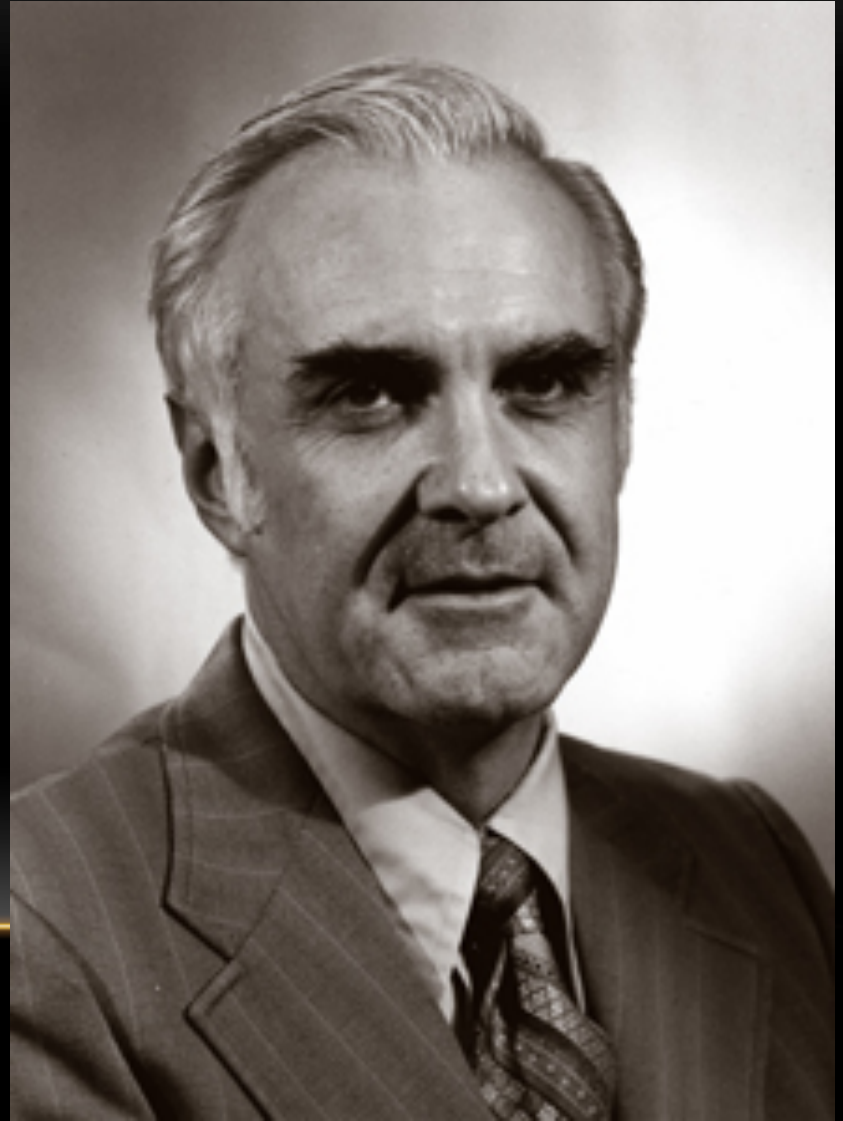




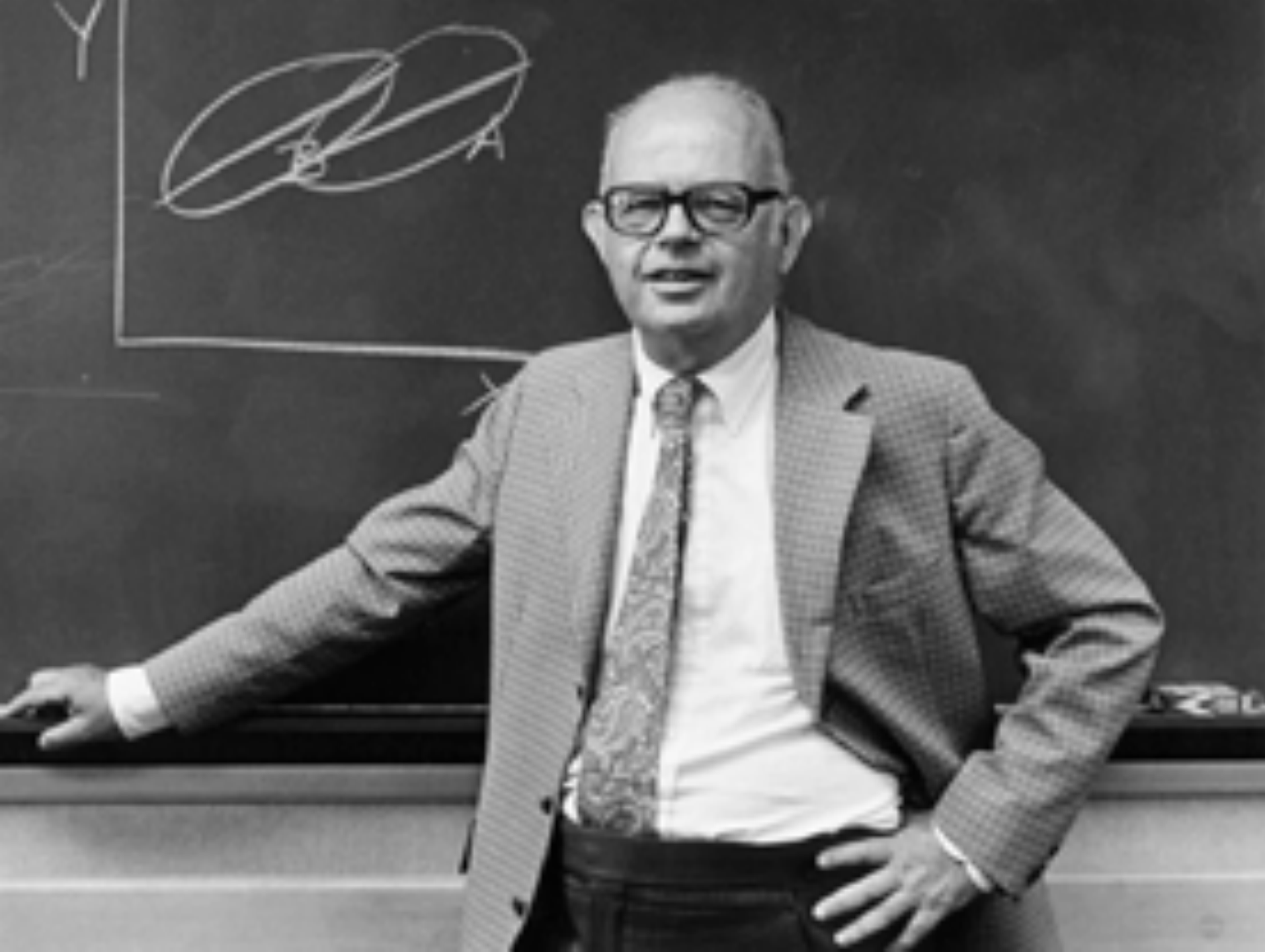


John Atkinson

- 1923 - 2003







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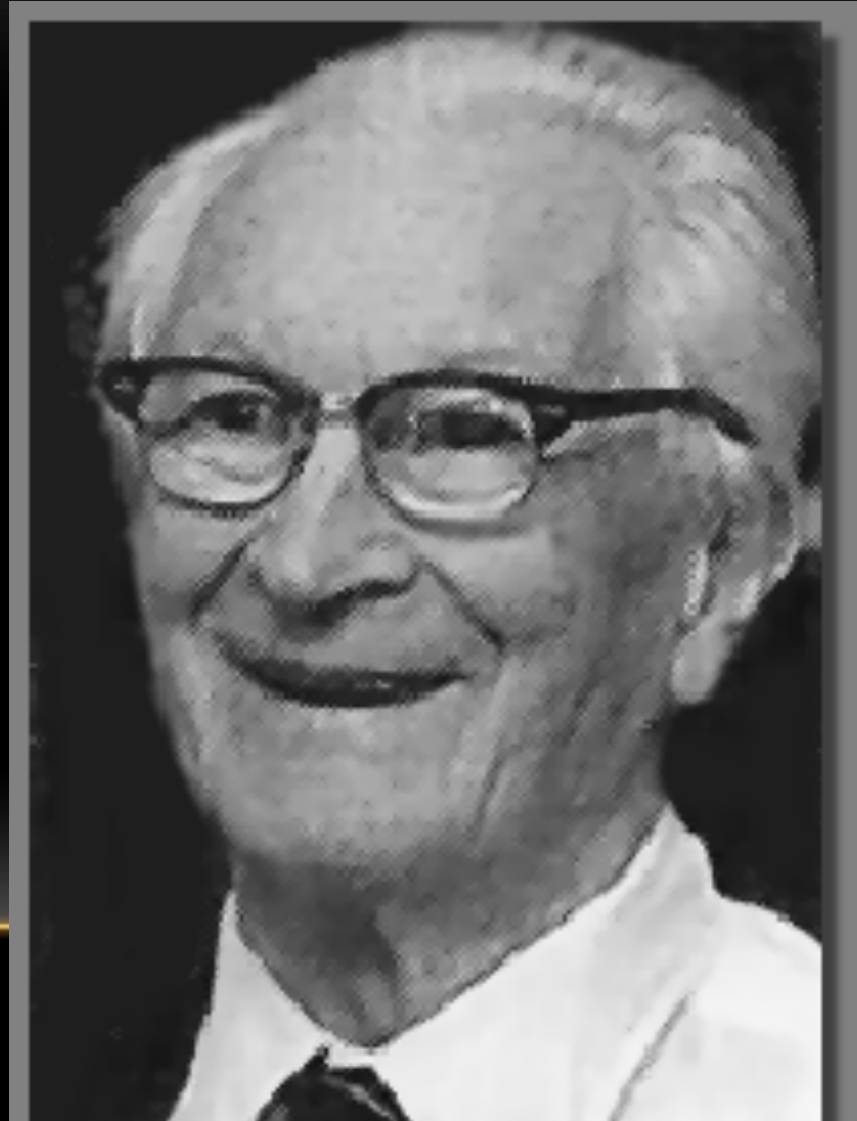
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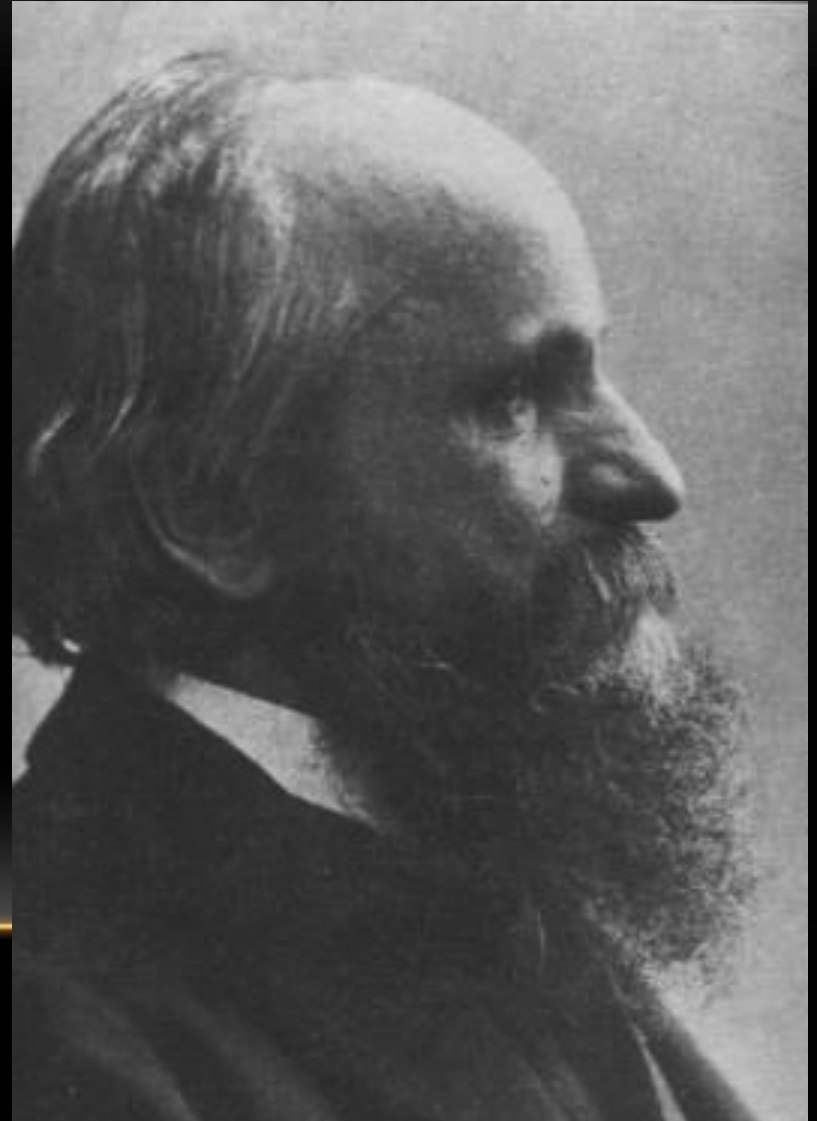








Alexius Meinong



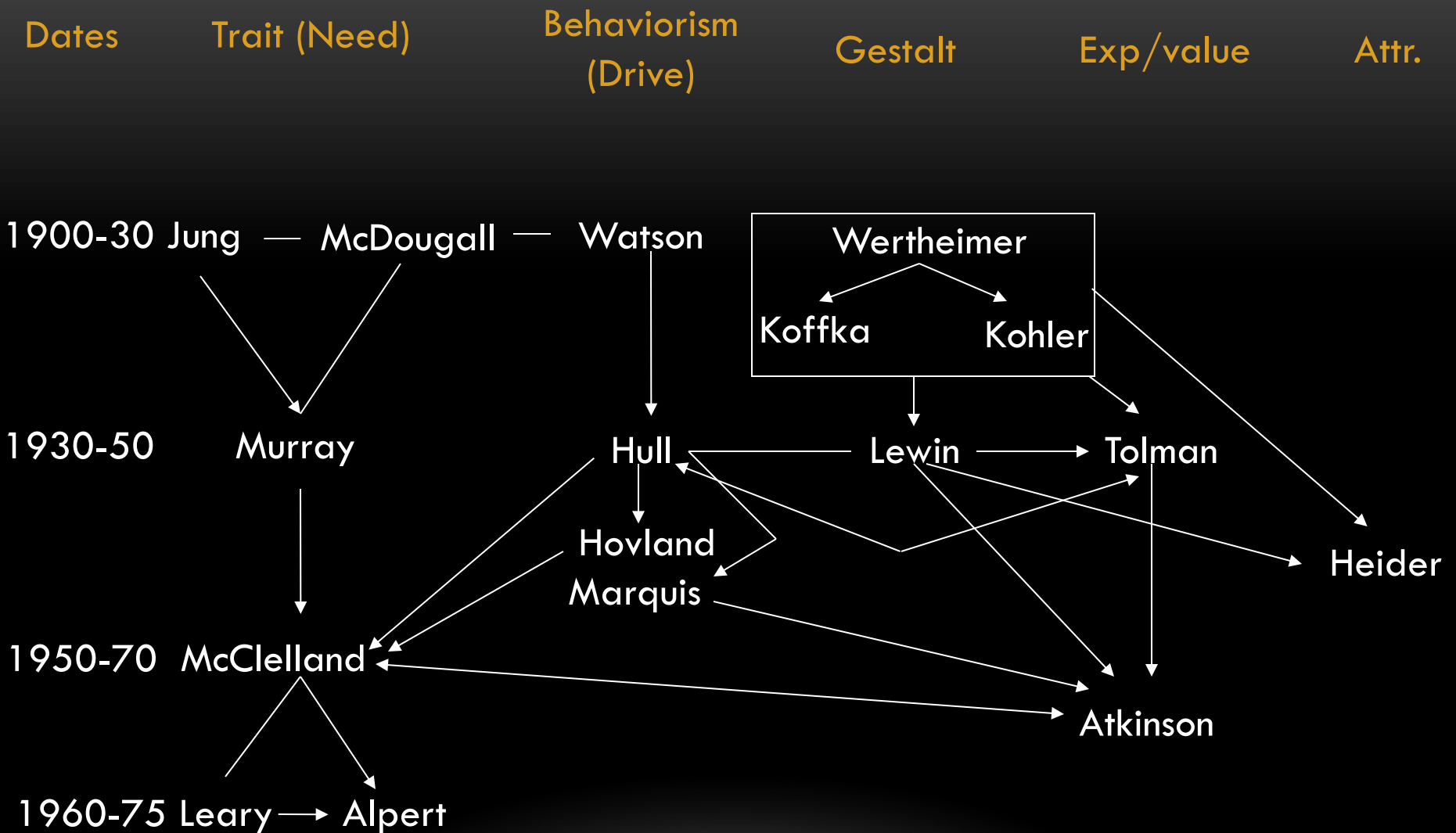
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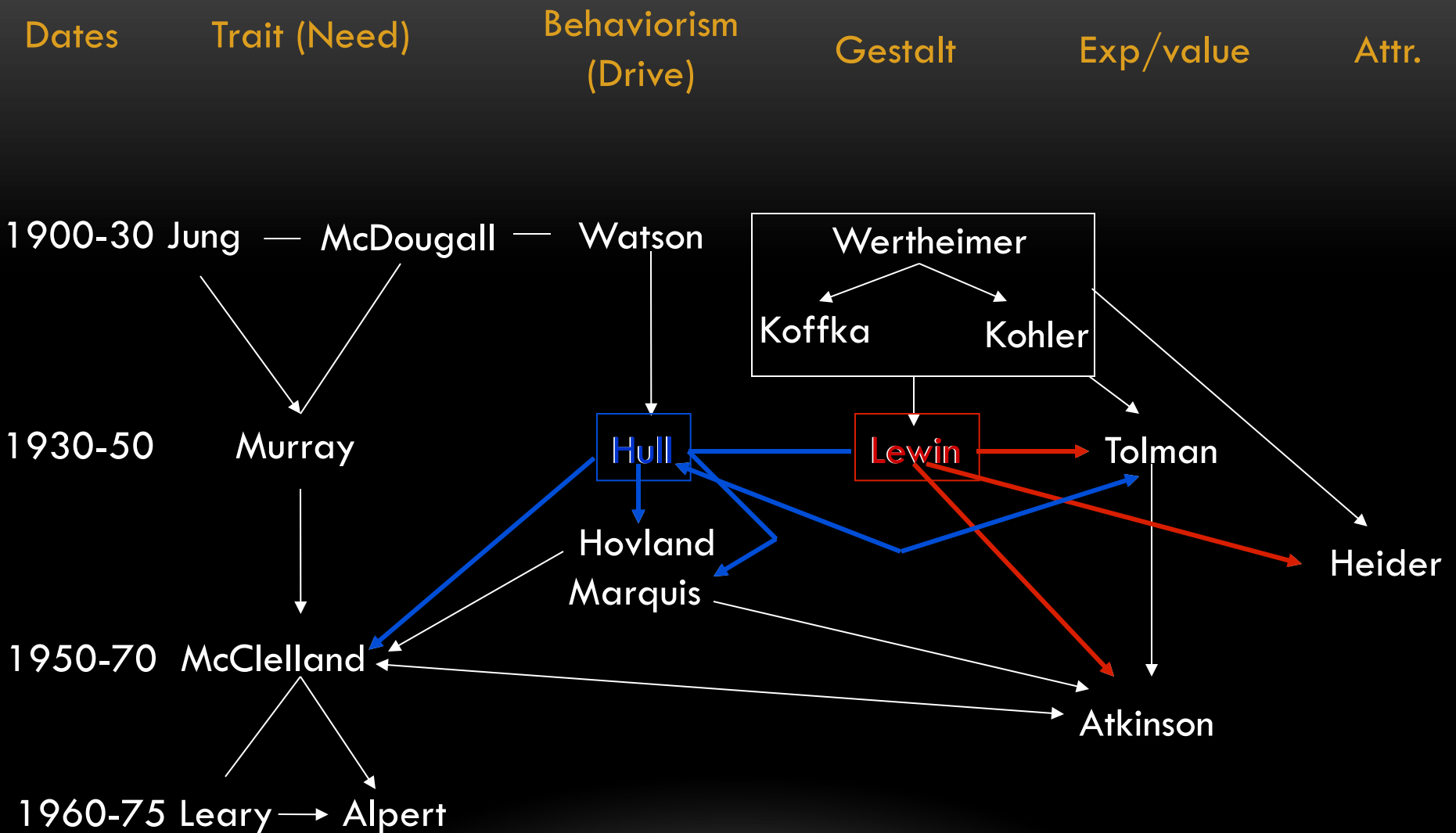
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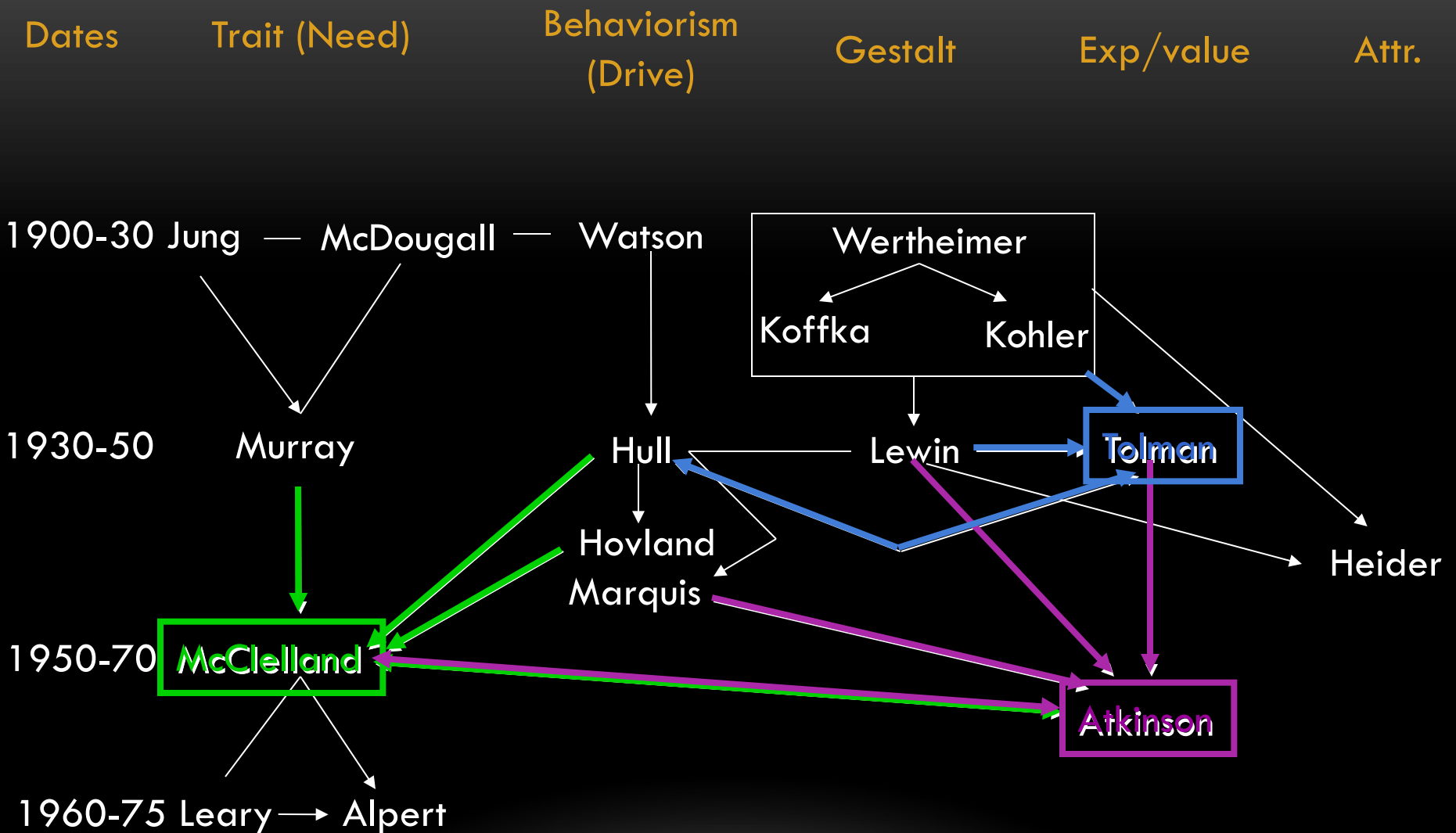


Harold Kelley and friends









The End