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

<table>
<thead>
<tr>
<th><strong>David McClelland</strong></th>
<th><strong>Trait Theory</strong></th>
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<tr>
<td><strong>Kurt Lewin</strong></td>
<td><strong>Gestalt Theory</strong></td>
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<tr>
<td><strong>John Atkinson</strong></td>
<td><strong>Expectancy/Value</strong></td>
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<td><strong>Fritz Heider</strong></td>
<td><strong>Attribution Theory</strong></td>
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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
1900-1930  C. Jung  ---  W. McDougall  ---  John Watson

1930-1950  Henry Murray

1950-1970  David McClelland

1960-1975  Timothy Leary  ---  Richard Alpert
WILLIAM MCDougall

• 1871 - 1938
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
Parapsychology Lab - Rhine
Parapsychology Lab - Rhine
Reasons for decline

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

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.
Dear Mr. Wilson,

your letter has been very welcome indeed. I had no news from Roland H. anymore and...
### Word Association Data

<table>
<thead>
<tr>
<th>Stimulus Word</th>
<th>Reaction</th>
<th>Reaction Time</th>
<th>Reproduction</th>
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<tbody>
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<td>1 4</td>
<td>+</td>
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<tr>
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<td>Meadow</td>
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<td>+</td>
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<td>Water</td>
<td>Deep</td>
<td>5</td>
<td>swim</td>
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<tr>
<td>Stab</td>
<td>Knife</td>
<td>1 6</td>
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<td>Long</td>
<td>Table</td>
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Eugen Bleuler
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
Christiana Morgan
Morton Prince
TAT picture drawn by Morgan
Murray’s Needs (Partial list)

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

- 1884-1952
Motivation = \( f(D + K) \times H \)
Carl Hovland

- 1912 - 1961
David C. McClelland

- 1917 - 1998
McClelland and his friends
Timothy Leary

- 1920 - 1996
Timothy Leary
Timothy Leary
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
Max Wertheimer

- 1880 - 1943
James McKeen Cattell
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 a real start for me. 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
Sergei Eisenstein
From Battleship Potemkin
Received at 163 Main St., Northampton, Mass.

BU9 VIA RCA CD MOSCOW 28 30

NLT HEIDER=

22 ARNOLD AVE NORTHAMPTON (MASS)=

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
Lewin’s Theory of Motivation

Force = \( f(t, Va) / e \)

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...”
1900-30 Jung — McDougall — Watson

1930-50 Murray

1950-70 McClelland

1960-75 Leary — Alpert

Wertheimer

Koffka — Kohler

Hull

Lewin

Tolman

Heider

Hovland

Marquis

Atkinson
John Atkinson

- 1923 - 2003
Theories of Motivation

Behavior = $f(Ms \times Ps \times Is)$

Force = $f(t, Va) / e$

Behavior = $f(D + K) \times H$
Heinz Heckhausen
Fritz Heider

- 1896 - 1988
Alexius Meinong
Harold Kelley and friends
Dates | Trait (Need) | Behaviorism (Drive) | Gestalt | Exp/value | Attr.
--- | --- | --- | --- | --- | ---
1900-30 | Jung | McDougall | Watson | Wertheimer | Heider
1930-50 | Murray | Hull | Lewin | Tolman | Atkinson
1950-70 | McClelland | Hovland | Marquis | | 
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Behaviorism (Drive):
- Hull
- Gestalt
- Wertheimer
- Koffka
- Kohler
- Lewin
- Tolman
- Heider
- Atkinson
- Marquis
- Hovland

Exp/value:
- Attr.

Trait (Need):
- McClelland
- Murray
The End
Expectancy value theory

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**Behaviorism (Drive):**
- Hull
- Lewin
- Tolman

**Gestalt:**
- Wertheimer
- Koffka
- Kohler

**Attr.**
- Heider
- McClelland
- Marquis
- Tolman
- Atkinson
The End