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## A Unified Model of Task-Specific Motivation

In almost all theories of motivation a distinction is made between affective and cognitive aspects. Theories disagree about the relation between these aspects. Some theories see them as opposed, whereas others consider them to be additive. The Unified Model of Task-specific Motivation (UMTM) adopts a third possibility by declaring them as independent. Affective and cognitive valences are produced by two interacting but distinct systems of behavior regulation. Affective valences are feelings about doing an activity; cognitive valences are thoughts about the value of the consequences of an activity. This distinction is combined with the distinction between positive and negative valences. Roughly speaking, positive valences give rise to approach motivation, negative valences to avoidance motivation. As these types of motivation are also relatively independent, we thus have four distinct components of motivation. The UMTM identifies four factors that constitute conditions for these valences: the autonomy in choosing and executing an activity, the feasibility of an activity, the relatedness with other people in the action context, and the inclination to abide with normative views about an activity of other people in the action context: subjective norm. Autonomy and feasibility are distinguished in a personal and a contextual facet.

After the explanation of the UMTM and the argumentation that supports it, we present empirical evidence that was recently collected in several activity contexts. This evidence showed that the specific activity determines to what extent different components come into play. It supports the idea that each activity brings about a different configuration of valences. Each specific activity determines also the importance of conditional factors. Social aspects are, for instance, less important in an individual activity. Furthermore, as all factors in the model appear to influence each other mutually, we discuss the conceptual status of the influence paths in the UMTM.

**- Dr. Cornelis J. de Brabander & Prof. Rob L. Martens, EARLI2015 Outstanding Publication Award winners, EARLI2017 Keynote Speaker, May 2016.**

