How to Win Hearts and Minds: The Theory Behind the Program

Intrinsic Motivation

A review of the academic literature on motivation, with an emphasis on intrinsic motivation, has led to the study of the psychological forces that can be ascribed to a number of broad categories:
- Goal Relevance
- Need for Competence
- Value of Feedback
- Goal Relevance
- Need for Autonomy
- Value of Feedback

The most successful ones are the ones where intrinsic motivation and extrinsic motivation play a synergistic role.


Daniels, Aubry C. (1994) Bringing out the Best in People Use the Power of Positive Reinforcement: An Executive Book Summary. (ISSN 0747-2196).


Rule Breaking is based upon the behaviourist tradition (Daniels, 1994) or on social psychological work on self-efficacy (Geller, 1991; Geller et al, 1992). The Hearts and Minds approach (Roberts, 1992) was developed as part of a drug-abuse prevention programme in US Behaviour, with a number of areas of application. People are described as being either 'addicts' to unsafe behaviour which looks as if they have no interest in changing, or 'addicted' to safe behaviour which looks as if they have an interest in changing.

Transtheoretical Model (Prochaska, DiClemente & Norcross, 1992) and subsequent behaviour. Prochaska and DiClemente's models were common sense but had never been validated. However, more recent work on the management of accident risk and self-efficacy had both contributed and been used by psychologists.

A review of the academic literature on motivation, with an emphasis on intrinsic motivation (Hudson et al, 1998) summarised a number of requirements that are not to be provided in the management of change. A number of theoretical foundations that had not been established in the management of change. Theoretical foundations that had not been established in the management of change. Theoretical foundations that had not been established in the management of change. Theoretical foundations that had not been established in the management of change. Theoretical foundations that had not been established in the management of change. Theoretical foundations that had not been established in the management of change.

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