



## Theories of Motivation: A discussion on motivation and engagement in continuing education for oncology nurses

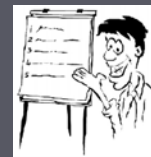
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## Objectives

For this presentation, I plan to:

- List and define various theories of motivation
- Present a framework that could assist in motivating oncology nurses engage in continuing education
- Facilitate a group discussion on how to best motivate oncology nurses in writing the CNA Oncology Certification Exam



## What is motivation?

- (mo - te -vae shen)
- Latin verb *movere*, means to move
- Internal and external factors that influence motivation



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## Instinct Theory

- Refers to the idea that the majority of human behaviour are unlearned and innate.

1908-McDougall

1915-Freud

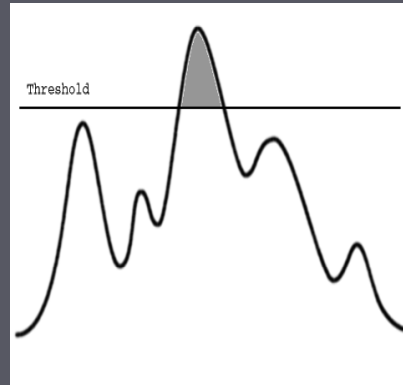
1950-Lorenz

1951-Tinbergen



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## Instinct Theory- Applied



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## Drive Theory

- Refers to the ideas that organisms have internal tensions caused by unmet biological needs and that behaviours are undertaken to reduce these tensions



1918-Woodworth

1934-Tolman

1938-Lashley

1943-Morgan

1943-Hull

1950-Dollard and Miller

1953-Harlow

1955-Hebb

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## Drive Theory- Applied



1. Stimulus-response
2. "readiness" to learn

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## Arousal/Activation Theory

- Refers to the belief that organisms have certain levels of arousal and that behaviours are undertaken to respond to their levels of arousals

n.d. -Duffy

1955-Hebb

1908-The Yerkes-Dodson Law

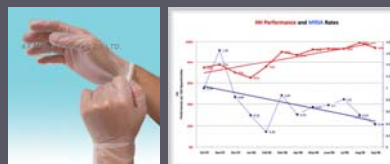
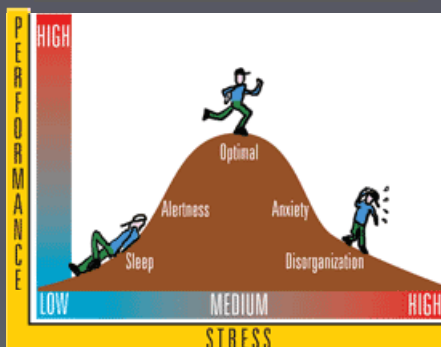
1959-The Easterbrook Hypothesis

n.d. -The inverted U function



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## Arousal/Activation Theory- Applied



## Incentive and Reinforcements

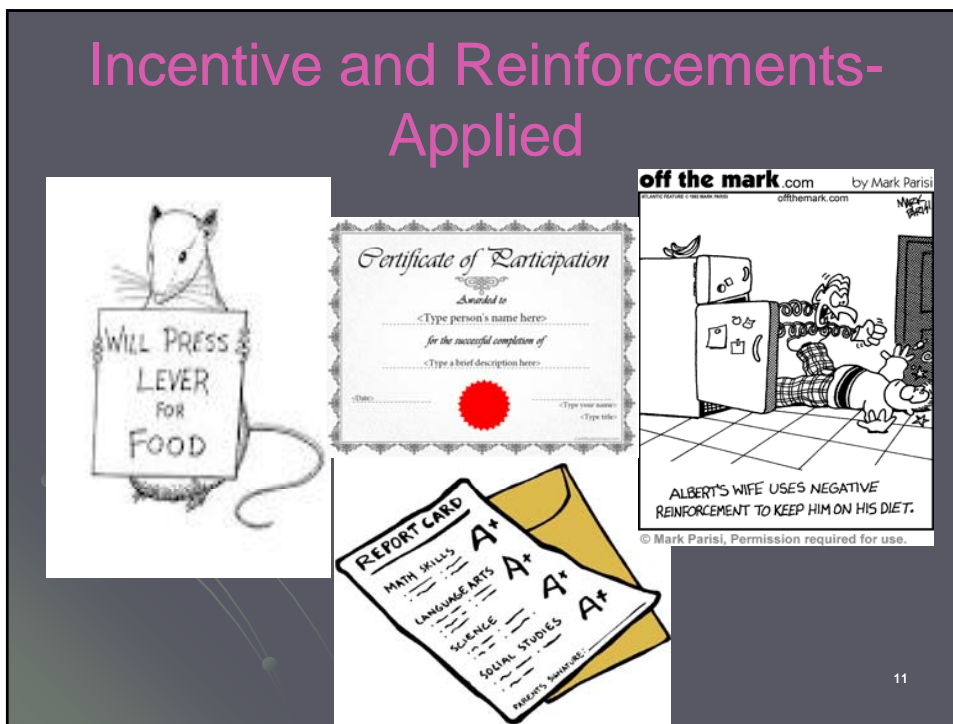
- Operate on the belief that organisms are motivated to perform certain behaviours because of the reward associated with performing the behaviour



- 1911-Thorndike
- 1943-Hull
- 1954-Skinner
- 1969-Black (Premack's Response Theory Drive-Reduction Theory)
- 1968-Bindra
- 1959-Young



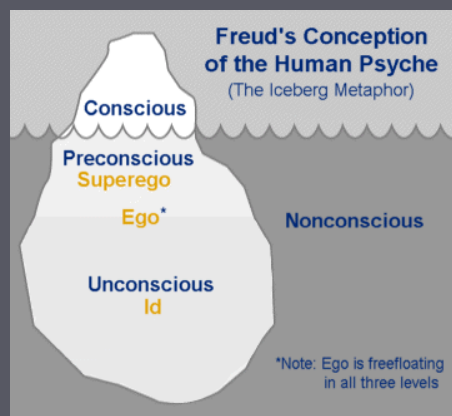
## Incentive and Reinforcements- Applied



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## Psychoanalytic Theory: The unconscious sources of motivation

- Freud-1915
  - Activities are governed by pleasure-principle

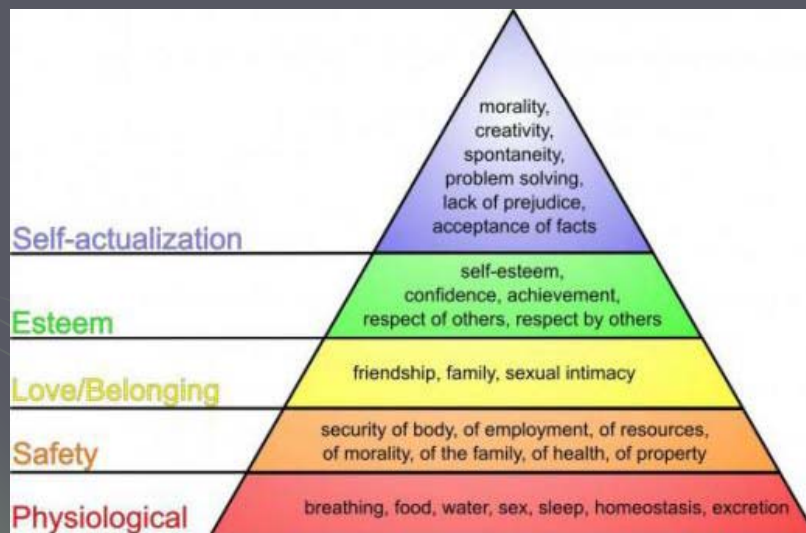


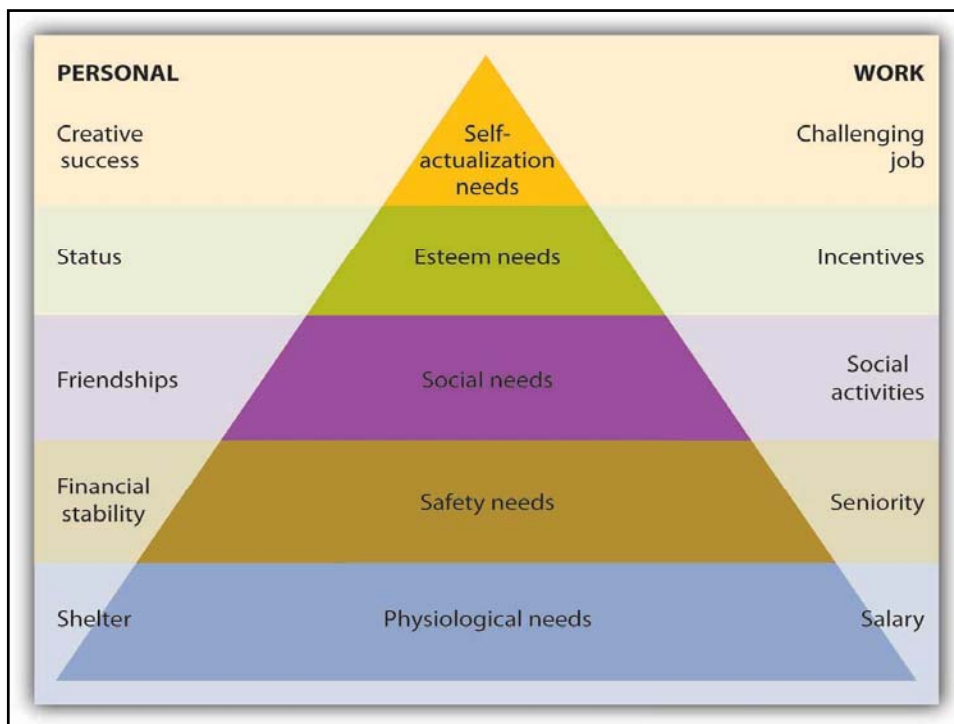
## Psychoanalytic Theory: The unconscious sources of motivation- Applied



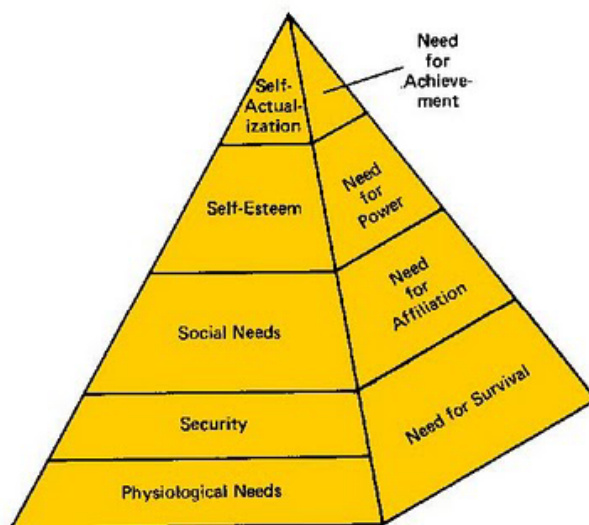
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## Humanistic Theory- Maslow





## Achievement Motivation- McClelland



## Achievement Motivation- Applied

- **Need for Affiliation**
  - Write test with peers as part of group
  - Group connectedness as part of culture
- **Need for Power**
  - Emphasize marketability in oncology
  - Lead by example- leadership team oncology certified
- **Need for Achievement**
  - Clear definition of role (i.e. expectation that a specialized oncology nurse is CNA Certified)
  - PES (clear timelines and deliverables)
  - Career ladder; milestone

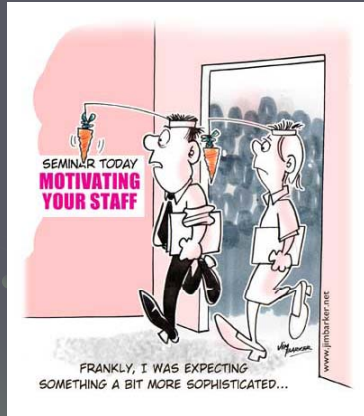
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## Emotions in Motivation



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## Theories of Motivation- Application



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## Strategies: CNA Certification in Oncology



- Next steps and future directions???

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## Discussion



- Which one of the theories presented do you think would work well for your organization?
- Use the preferred motivation theory to identify ways to motivate oncology nurses to write the CNA Certification Exam in Oncology

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## Strategies: CNA Certification in Oncology



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