ACHIEVEMENT MOTIVATION AND SPORTS

RATHAVA AMINABHAHEN KUNVARSING

ABSTRACT:

Achievement Motivation can be defined as the need for success or the attainment of excellence. Individuals will satisfy their needs through different means, and are driven to succeed for varying reasons both internal and external. Motivation is the basic drive for all of our actions. Achievement motivation is the effort an athlete makes to succeed within their chosen field. It's their attempts at overcoming obstacles or mastering a particular task. There are so many descriptions of this theory that an athlete, exerciser, sports psychologist, or coach could easily come up with. All of which help inspire us to achieve greatness and hit those targets we make for ourselves. In this article author have tried to explain the theory of Achievement Motivation and it's importance in Sports.

KEY WORDS: Achievement motivation, Nach (need to achieve), NaF (need to avoid failure), attribution, Competence.

INTRODUCTION:

'Achievement' refers to measure of ability or attainment that reflects progress or an accomplished goal. 'Motivation' refers to the impulse or desire to behave in certain ways. ' Achievement Motivation' therefore concerns the desire to do well, succeed and reach standards in one's own eyes and the eyes of others, and reflects a willingness to persist in behavior that enables higher standards to be reached despite the possibility of failure.

Achievement motivation can be defined as the need for success or the attainment of excellence. Individuals will satisfy their needs through different means, and are driven to succeed for varying reasons both internal and external.

ACHIEVEMENT MOTIVATION CHARACTERISTICS FOR ATHLETE

Motive to achieve success (NACH)	Motive to avoid failure (NAF)
Likes a challenges	Avoids challenges
Likes feedback	Does not want feedback
Is not afraid to failure	Gives up
Optimistic	Worries about failure
Attribute performance to internal factors (effort, concentration, ability)	Attribute performance to external factors (luck, referee, weather)
Confident	Avoid situations with 50/50 chance of success
Take risks	Does not take risks
Quick completion of tasks	Choose tasks which very easy or very difficult
Has high task persistence	

THEORIES OF ACHIEVEMENT MOTIVATION:

Over the years a number of key theories have formed regarding the motivation to act and achieve. These are
- Need Achievement Theory
- Attribution Theory
- Goal Theory
- Competence Motivation Theory

Need achievement theory (McClelland, 1961; Atkinson, 1974):

The aim of need achievement theory is to explain why certain individuals are more motivated to achieve than others. It is based on two psychological principles: the motive of an individual to **achieve success** and the motive of an individual to **avoid failure**. This theory is

described as an individual will be motivated either (A) to take part in (**approach**) or (B) to withdraw from (**avoid**) a situation, based on the strength of the two forces in relation to each other. If an individual's intrinsic motivation to take part is stronger than their fear of failure, they will engage in a task. However, if their fear of failure is stronger than their intrinsic motivation to take part, they will either avoid or withdraw from the task. This theory can be said to be a trait-centred approach because achievement motivation is a personality trait (a relatively consistent way of behaving). However, this personality trait may not be the only factor affecting motivation. Another important factor is the role the situation plays in terms of the 'probability of success' and the 'incentive for success'. An individual who has low intrinsic motivation may become motivated to be successful if the probability of success is high and the reward on offer for success is great.

Attribution Theory:

The key to attribution theory is how people describe their athletic performance. The success or failure in performance through attribution was popularised by Weiner (1985) due to the infinite number of possible explanations for our gains and losses. These gains and losses are divided into three categories:

1. Stability factors
2. Causality factors
3. Control factors

Goal Theory:

Three interacting factors that determine motivation are the main focus of goal theory: achievement goals, perceived ability, and achievement behaviour. To understand a person's achievement behaviour, we must take their achievement goals and perceived abilities into account.

Competence Motivation Theory:

Competence motivation theory helps to explain motivational differences based on an individual's feelings of self-worth and competence. These feelings are greatly influenced by our feedback mechanisms and motivational orientations and interact to affect our motivation in the form of anxiety, pride, joy and shame.

WHAT SHOULD THE COACH DO?
IMPROVE NEED AND MOTIVE TO ACHIEVE (Nach)
➢ Increase positive reinforcement hence increasing pride and satisfaction
➢ Ensure that goals are achievable
➢ Ensure that at least some situations guarantee success
➢ And subsequently gradually increase task difficulty in line with progress
➢ Ensure that task are challenging
➢ Ensure that the probability of success is good
➢ Ensure that the incentive value of the success is high (is the race worth winning?)
REDUCE TENDENCY AND MOTIVE TO AVOID FAILURE (NaF)
➢ Reduce punishment hence lowering the chance of performer worrying about failure
➢ Focus negative feedback on effort rather than ability
➢ This avoids the performer tending to believe that causes of failure are internal (due to lack of ability for example)
➢ And reduces the risk of learned helplessness
➢ Avoid situations where defeat / failure is inevitable (such as performing against a much superior opponent)

➢ If this is not possible alter the criteria for success (you will have succeeded if you only lose by 2 goals)

CONCLUSION:

This theory is able to explain why individuals who are 'high achievers' choose difficult or challenging tasks (they will see value in their success in difficult challenges). It also explains that a 'low achiever' will choose easier tasks because they are less likely to fail and are therefore usually guaranteed success. Coach have to balance both Nach (need to achieve), NaF (need to avoid failure) in his coaching so athlete or sports person improve their sports performance and achieve goals.

REFERENCES:

1) https://owlcation.com/social-sciences/ Need-Achievement-Theory-Sport-Psychology
2) https://sportspsych.wikispaces.com/file/view/Achievement+and+motivation+in+sport.pdf
3) http://www.open.edu/openlearn/health-sports-psychology/motivation-and-factors-affecting-motivation/content-section-4
4) www.personalityresearch.org/papers/rabideau.html