**‘Life ain’t a pony farm’: Examining the effectiveness of different self-motivating strategies when facing boring activities.**

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When people perform activities that are intrinsically motivating, activities are experienced as interesting and enjoyable. However, many activities in daily life are experienced as mandatory and boring (e.g. doing dishes, ordering wardrobe, etc.) rather than as intrinsically motivating. An important, yet understudied, question is how people still motivate themselves when faced with such boring activities. According to Self-Determination Theory, people have the inherent tendency to proactively seek for activities that are personally relevant and enjoyable. Thus, when encountering dull activities people are likely to use motivational strategies aimed at increasing the personal relevance and value of such activities.

The current research aimed to assess different motivational strategies, some of which are more autonomous in nature and some of which are more controlled in nature, used by people to deal with boring activities. A sample of early and late adolescents (*N* = 340) completed a newly developed questionnaire measuring their motivation, motivational strategies and experiences in performing a boring activity. An example item for autonomous (identified) self-motivation is: “I try to motivate myself for the dull activity by attempting to seek for the reason why this activity could be useful for me”. In a subsequent lab experiment, we examined the effectiveness of these motivational strategies by providing 170 participants (*Mage* = 19.28; 73% girls) a boring computer task. First, we examined whether the motivational strategy could be activated experimentally by presenting a video of a peer explain his/her motivational strategy in performing the task before participants started the same computer task. Next, we measured participants’ motivation, motivational strategy and experience at different time occasions (i.e. before, two times during and after the task). Because the data collection was finished only recently, the data have not yet been analysed. But hey, life ain’t no pony farm, so please remain patient until I show the first results in my presentation.