Memory and Behaviour

Theory of achievement motivation
(John William Atkinson)

Taf = Fear of failure
Maf = Relatively permanent personality traits
Pf = Subjective estimate of probability of failure
If = Shame & embrassment associated with failure

Ts = Hope for success
Ms = Relatively permanent personality traits
Ps = Subjective estimate of probability of success
Is = Incentive value associated with value

$Taf = Maf \times Pf \times If$

$Ts = Ms \times Ps \times Is$

Mtot = Total motivation
Ts = Hope for success
Taf = Fear of failure

$Mtot = Ts - Taf$

Cognitive Dissonance

Yes

N_o

Stress
(Less Pleasure)

Problem-Solving

Goal-Directed Behaviour

Pleasure
(Expectation)

Interlinked