

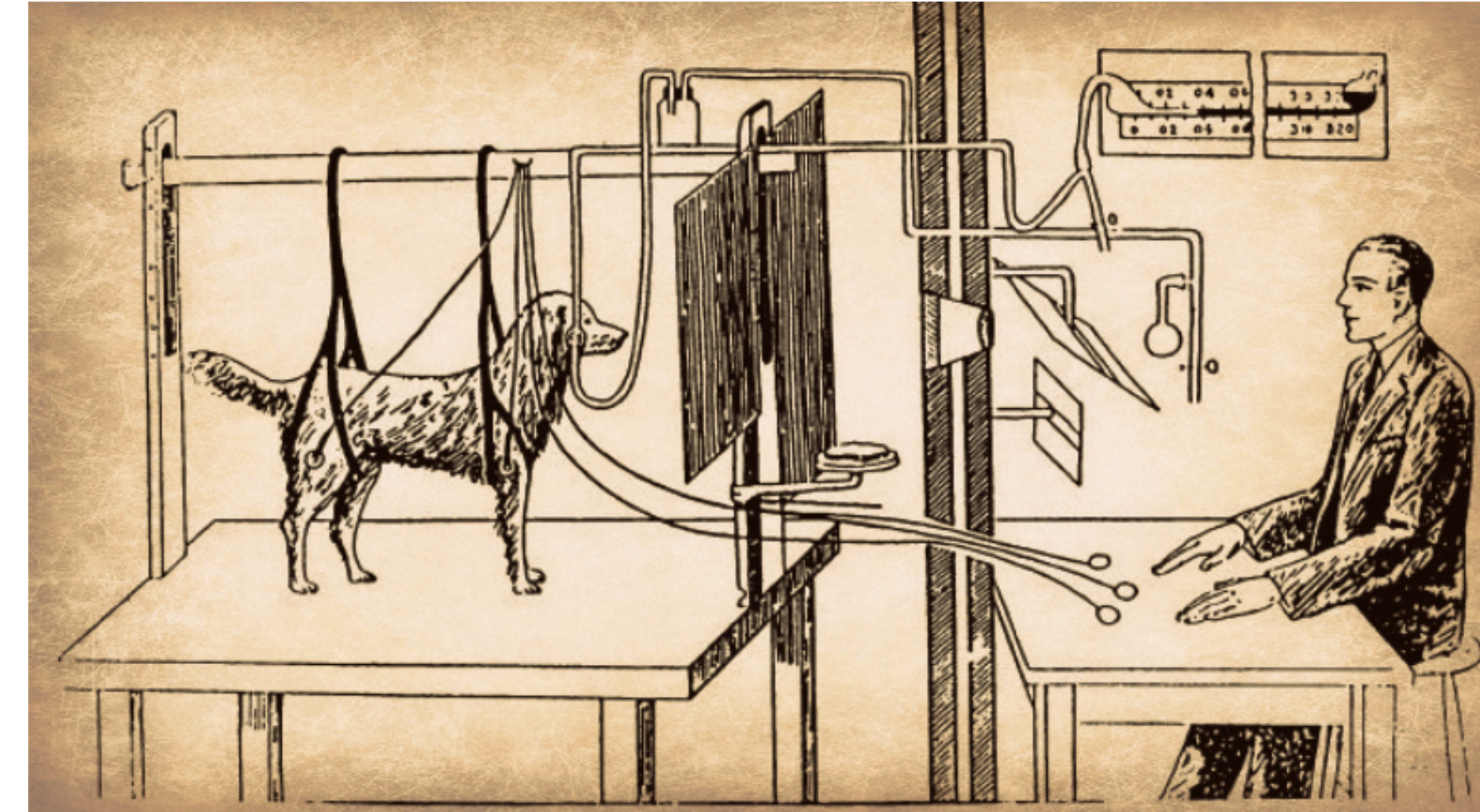
Understanding Motivation, e-motion, Goals and Learning



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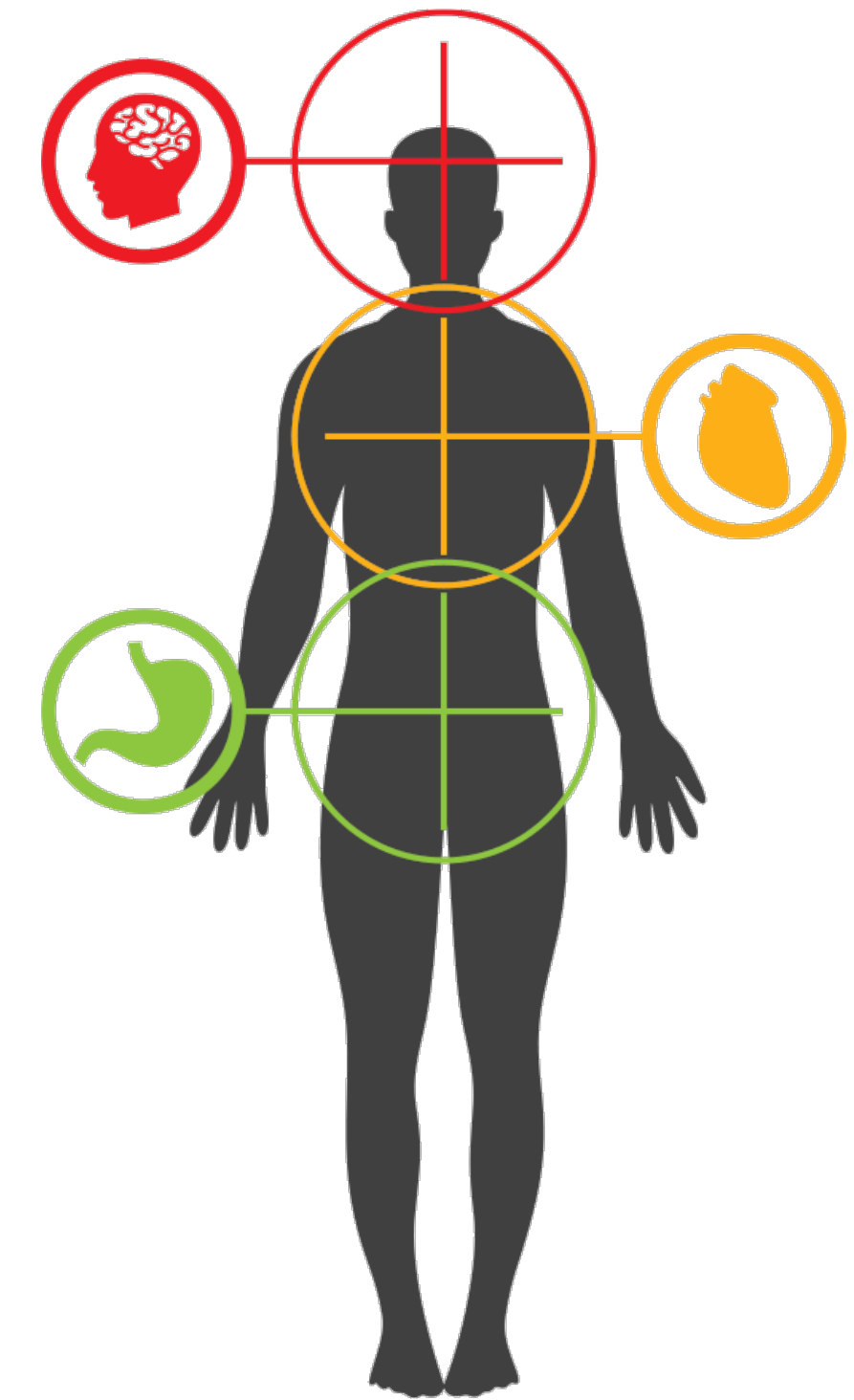
Behaviourism

- Based on the logic of ‘training’
- Inputs and outputs
- Devalues human complexity and embodied being
- Devalues Interaffectivity and Intercorporeality
- Watson (1924), Skinner (1945) and Pavlov (1897)
- 100 year old logic in the absence of research in neuroscience
- Classical and Operant Conditioning
- All founded on a false premise and assumption of personhood
- Behaviourism makes its assumption of personhood fit the evidence
- Research by Damasio, Fuchs, Johnson etc. demolish behaviourism

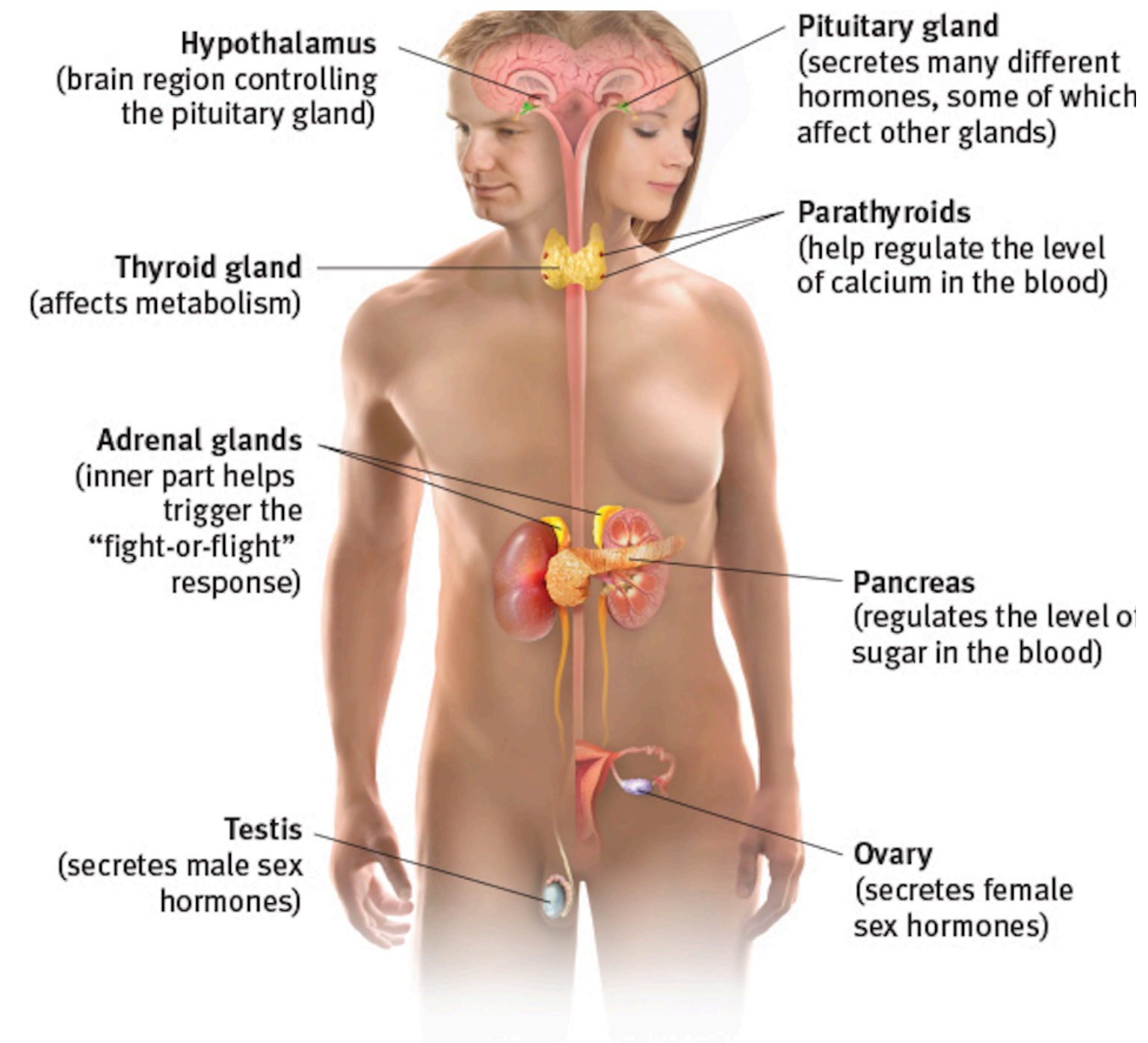
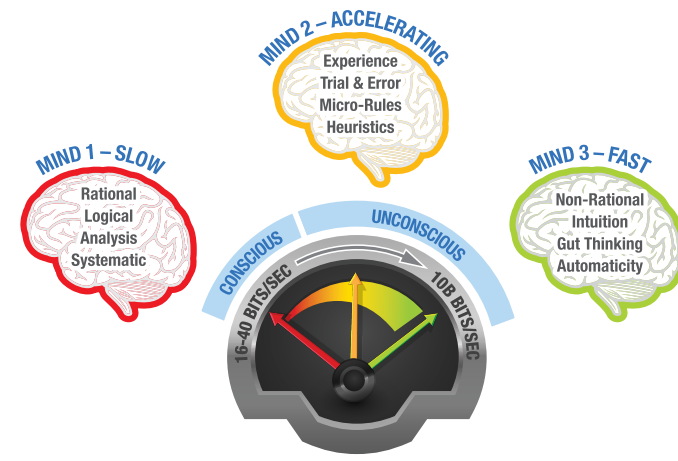


Embodied Persons

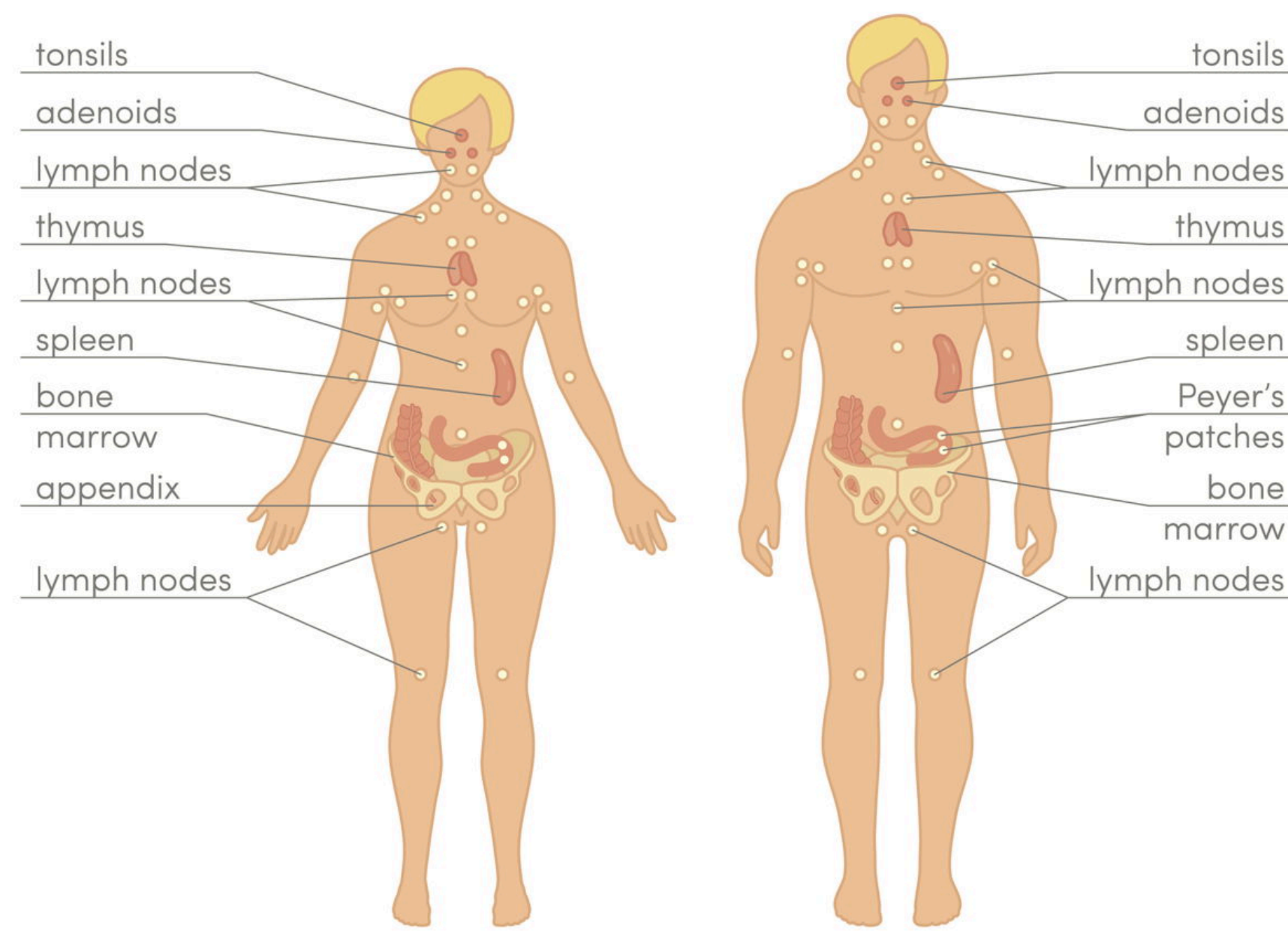
- Human complexity is beyond simple input-output logic
- No-one has solved the body-mind problem
- No-one knows where consciousness resides
- No-one knows where the unconscious resides
- The metaphor of brain-as-computer fails to explain human action
- Bodily systems act independently of the brain
- The brain doesn't issue commands, it hosts conversations
- Scientists call the gut and heart the 'second' and 'third' brain
- All humans are subject to interaffectivity and intercorporeality



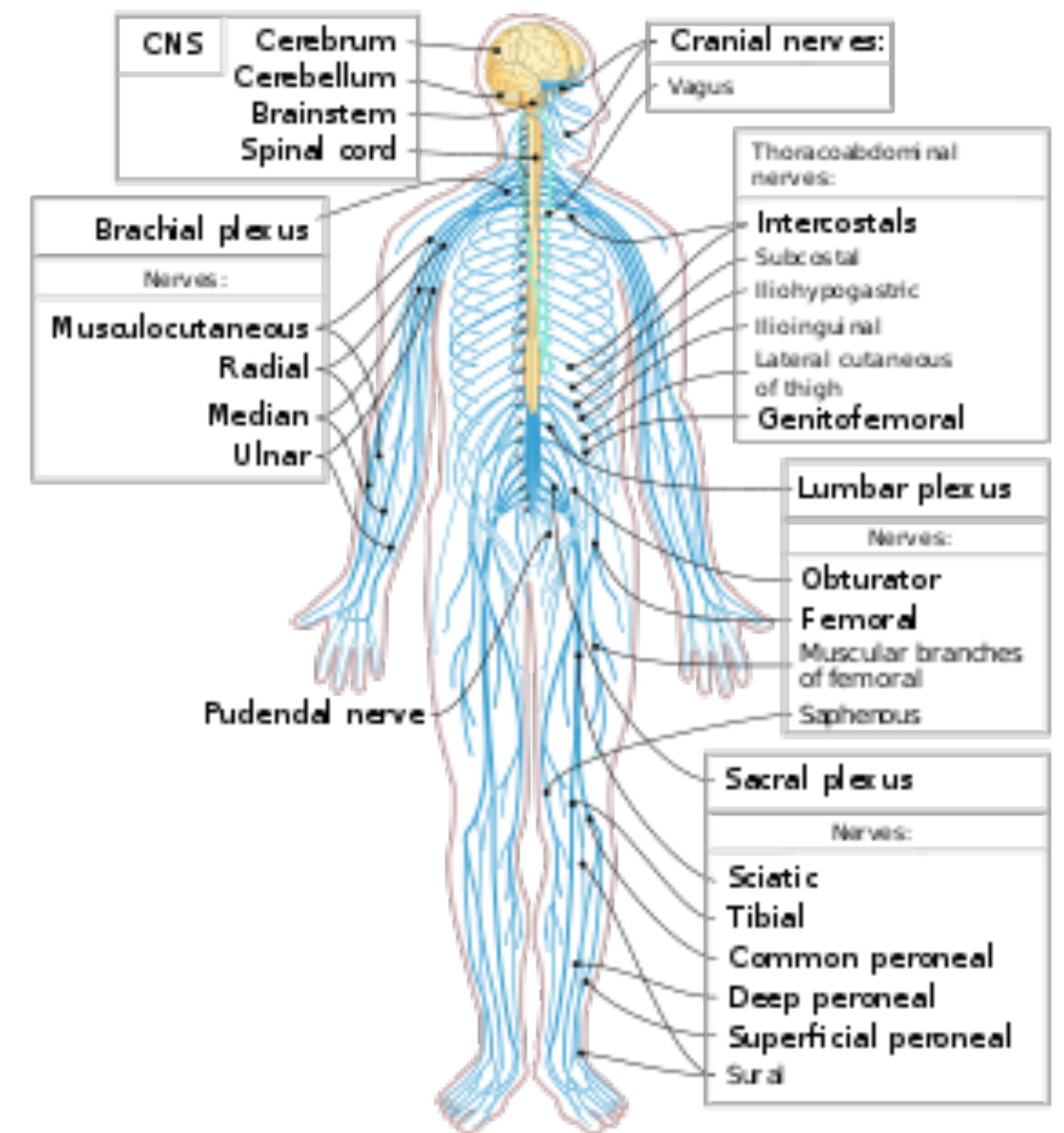
ONE BRAIN THREE MINDS



Endocrine System
Physical



Immune System
Chemical

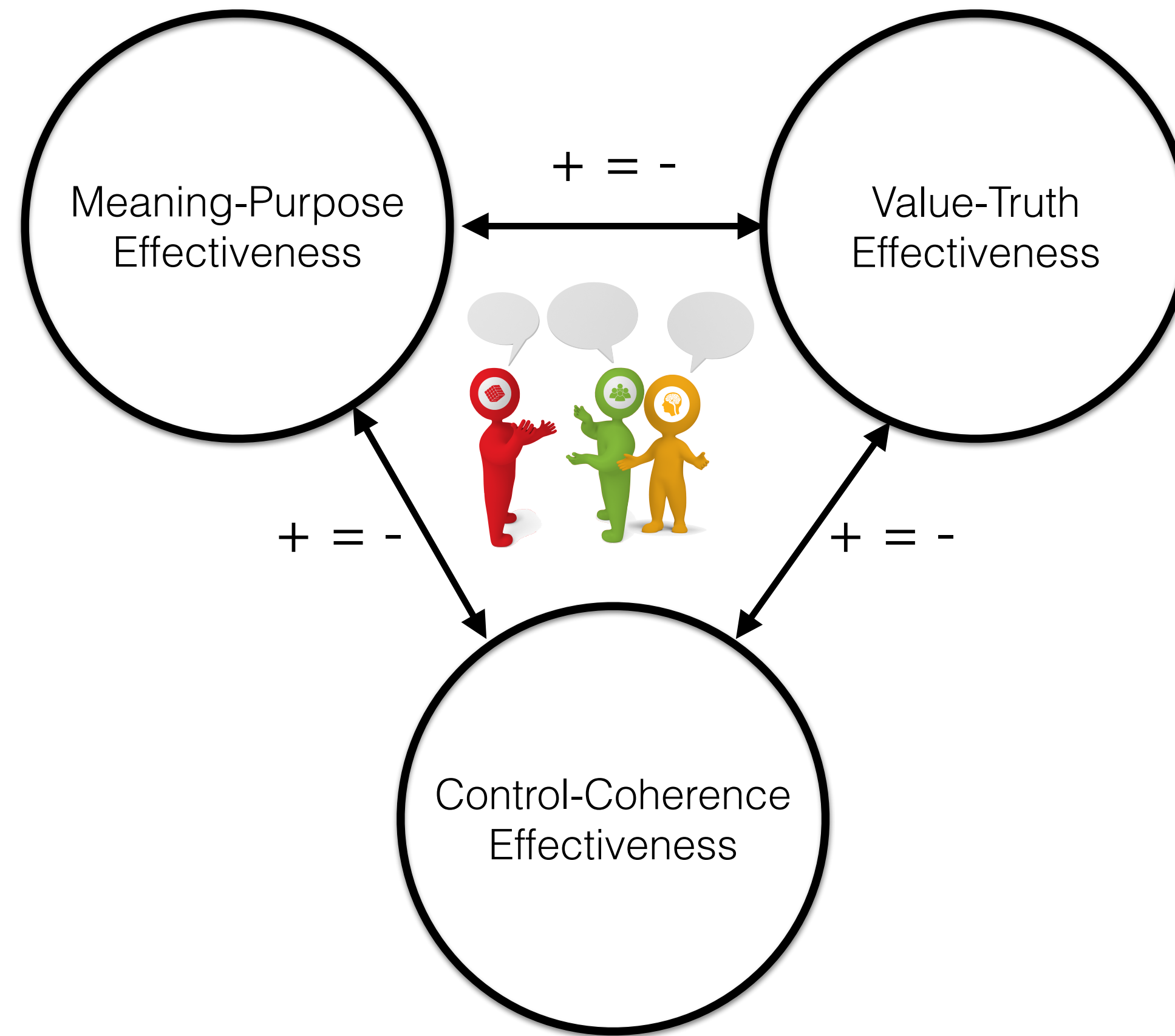


Nervous System
Electrical

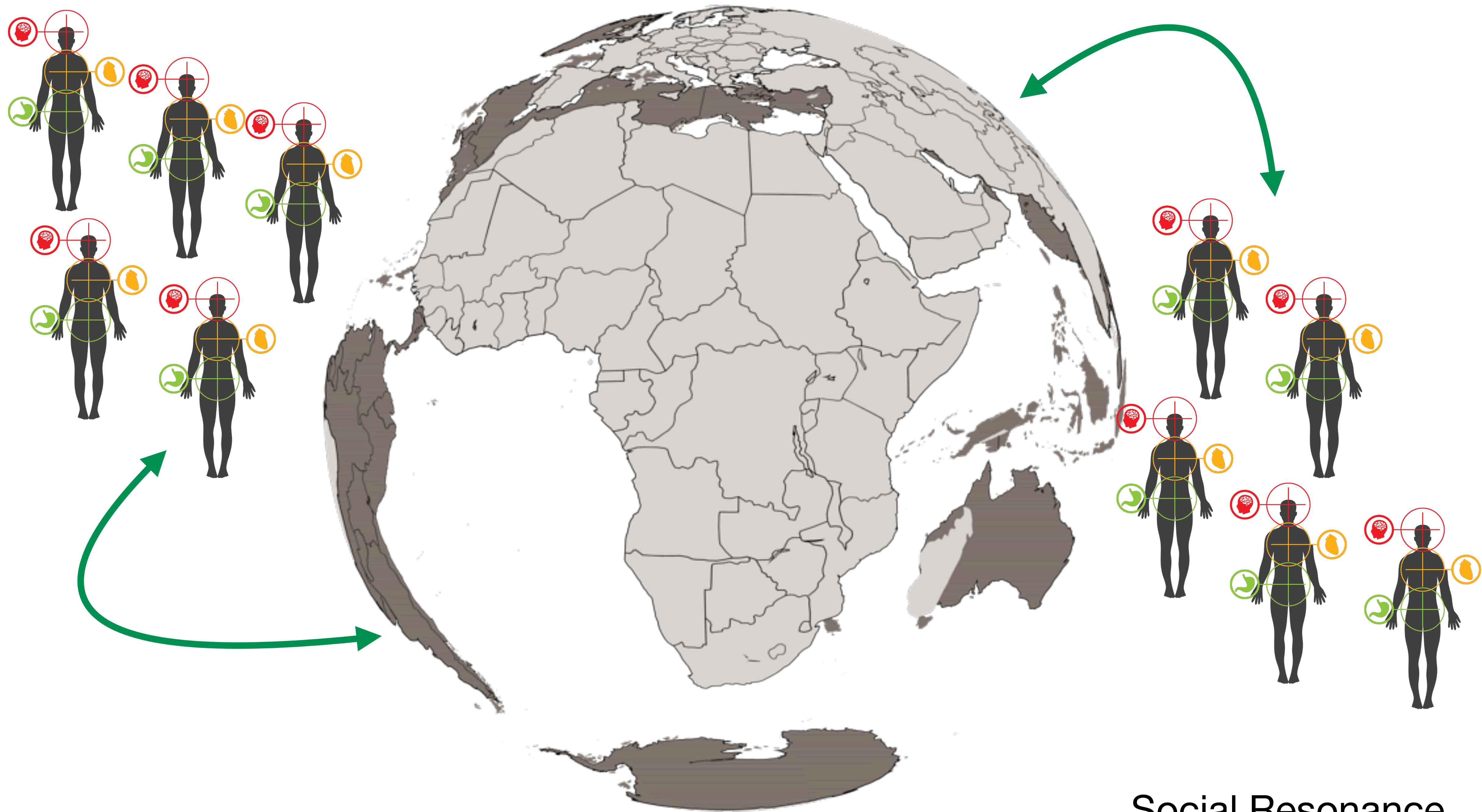
The brain doesn't issue commands, it hosts conversations - Guy Claxton



Motivation



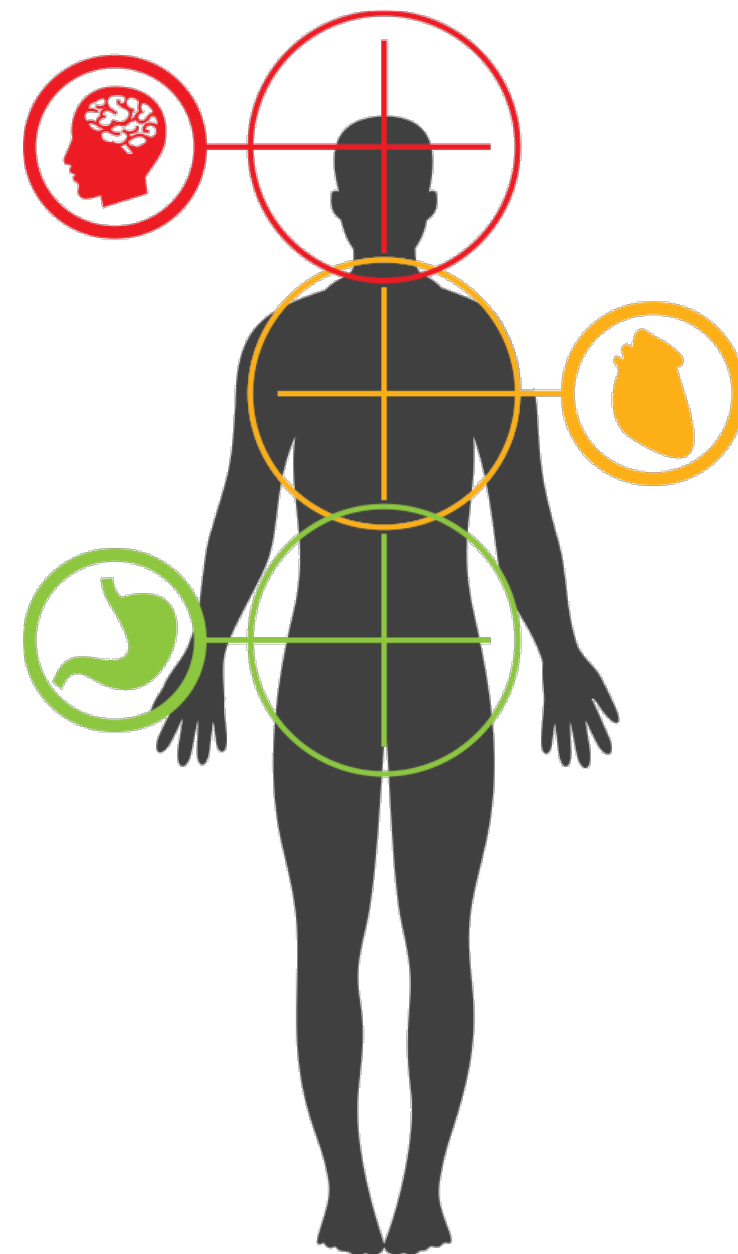
Higgins, T., (2012) *Beyond Pleasure and Pain, How Motivation Works*. Oxford.



Social Resonance

Critical Questions

- What is the human body for?
- Why do people intentionally harm themselves?
- How do we explain muscle memory, body memory and social resonance?
- Why is it that humans 'feel into knowing' eg. Music, Art, Poetics
- How is memory as heuristics fused into knowing in the body?
- How does an ethic personhood shape definition in motivation?
- Why is movement in data NOT learning? Not-knowing?
- How is it that one image can **affect** so many across the world?
- And invoke change?





**SOCIAL
PSYCHOLOGY
OF RISK**





**SOCIAL
PSYCHOLOGY
OF RISK**



THE COLLECTIVE UNCONSCIOUS

SIGNS, SYMBOLS, SEMIOSIS, METAPHOR, SEMIOTICS, SIGNIFICANCE



e-motion energy-to-move

To stimulate action

motivus - moving

Motive-as-affect

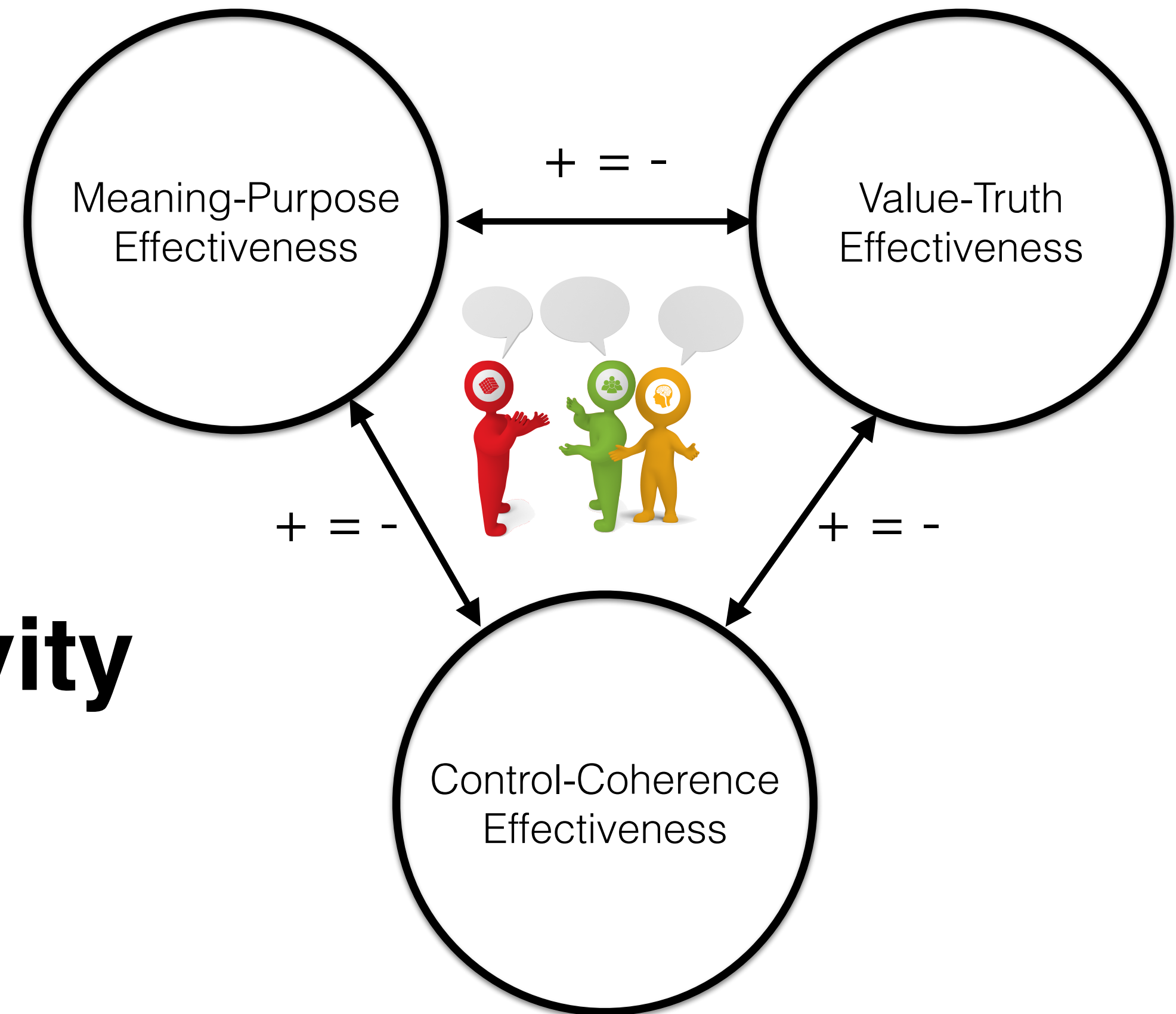
Learning-as-affectivity

Social learning through inter-affectivity

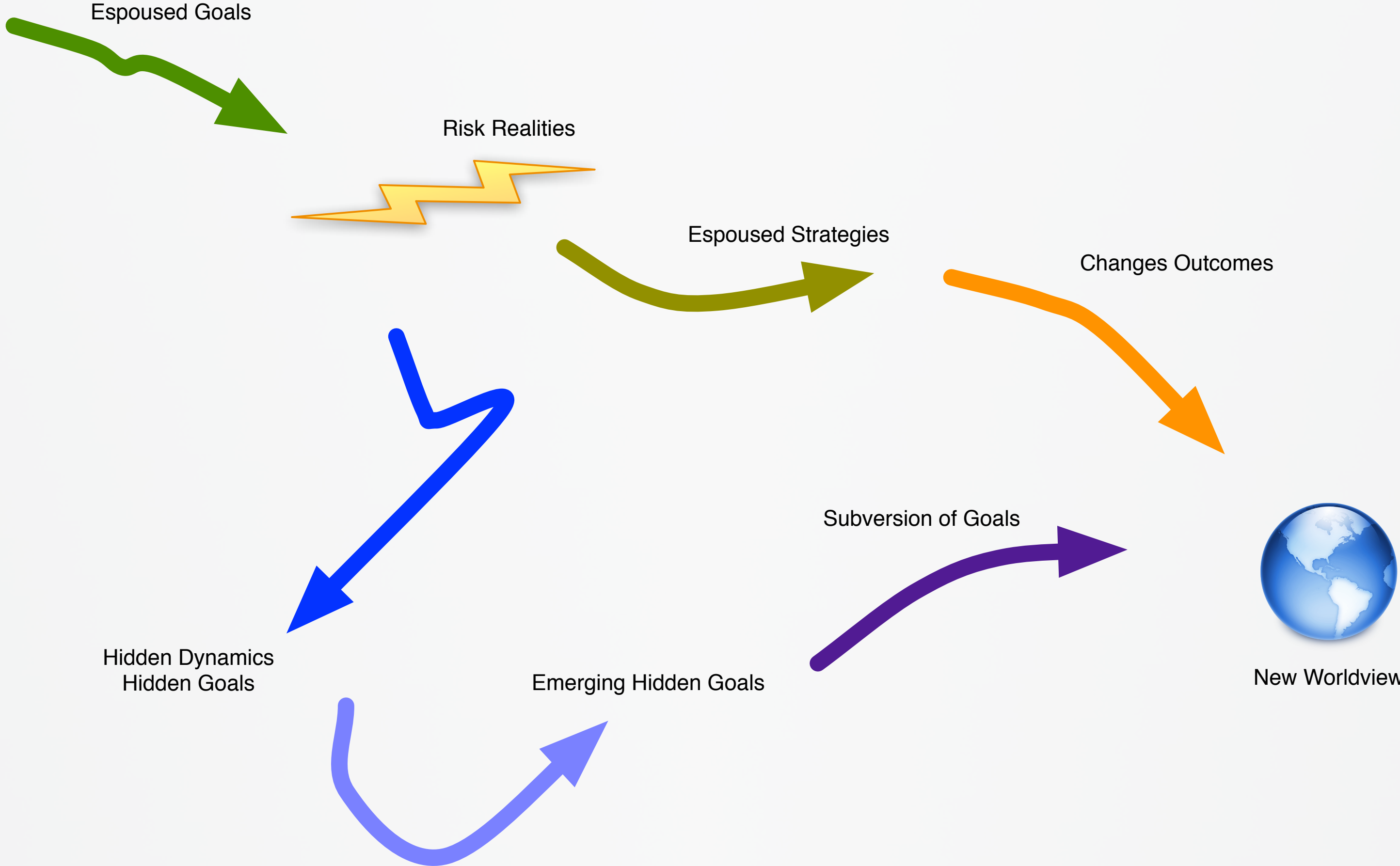
Learning is change

Movement in data is not learning

There is no such thing as 'machine learning'



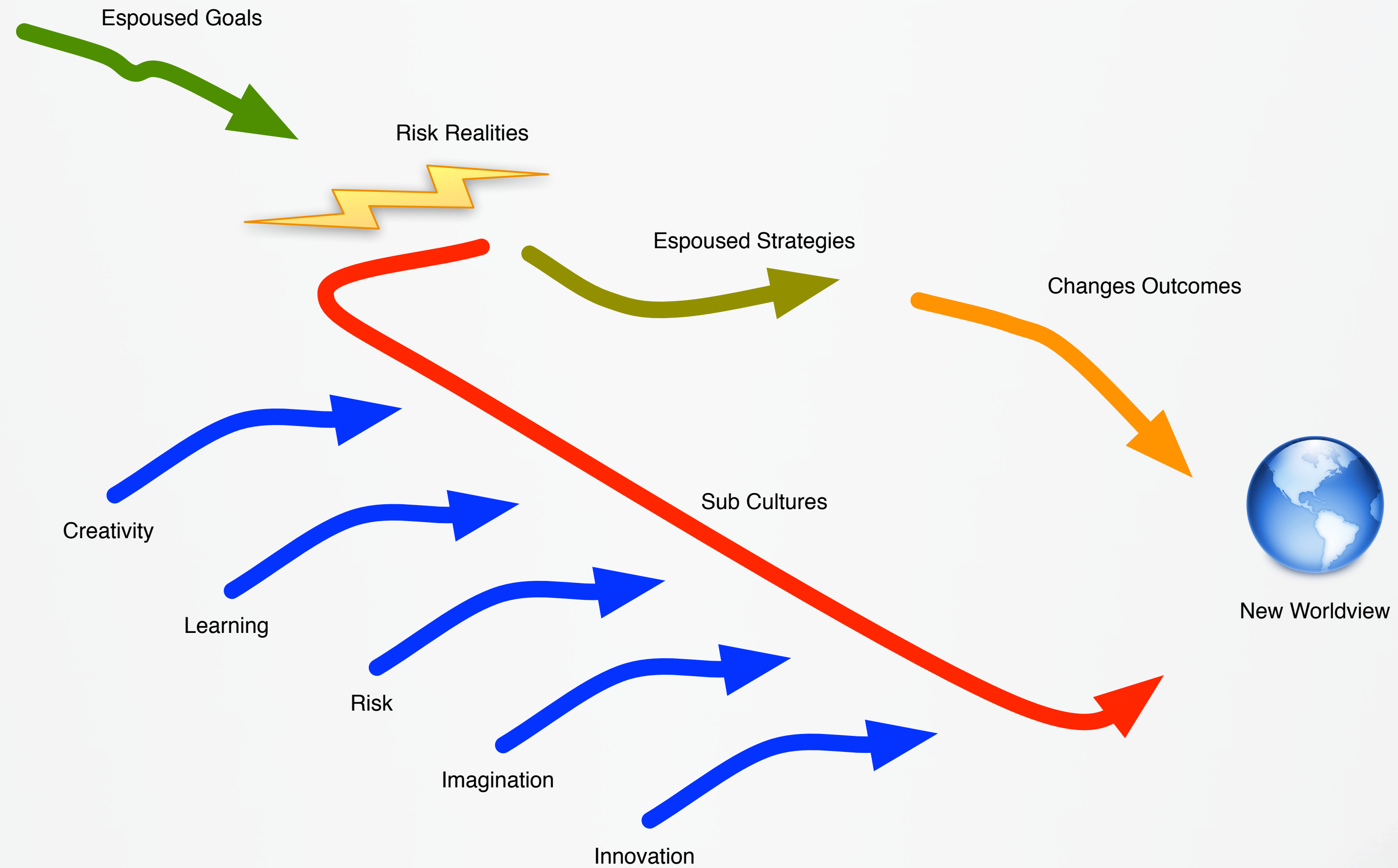
GOAL SETTING



AVOIDANCE GOALS

PROMOTION GOALS

COMPETING GOALS BY-PRODUCTS AND TRAJECTORIES



THREE GOAL STATES

NON-MEASURABLE

CULTURAL DATA

CONSCIOUS
HIGHER ORDER
GOALS

UNCONSCIOUS
HIGHER ORDER
GOALS

NON-MEASURABLE

SEMI-MEASURABLE

PSYCHOLOGICAL DATA

CONSCIOUS
MIDDLE ORDER
GOALS

UNCONSCIOUS
MIDDLE ORDER
GOALS

SEMI-MEASURABLE

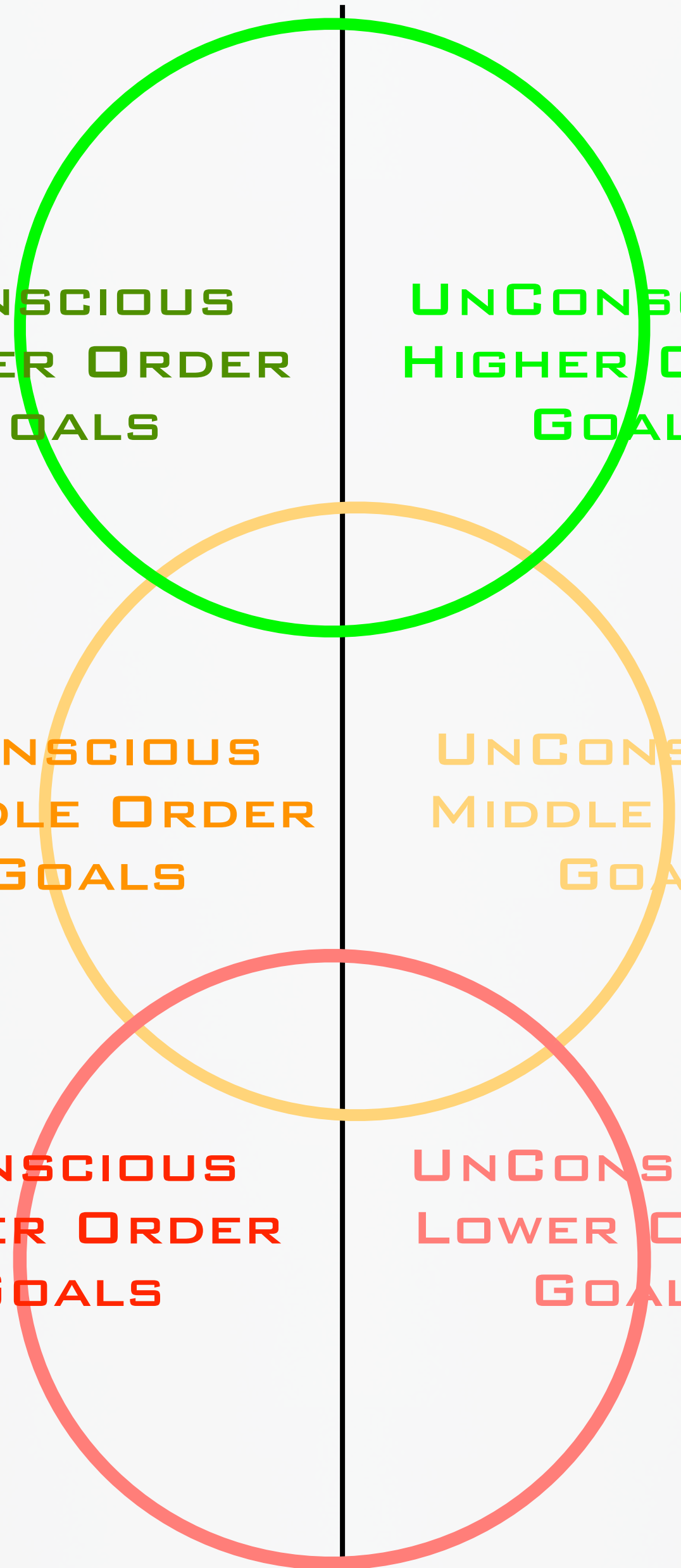
INJURY DATA

MEASURABLE

CONSCIOUS
LOWER ORDER
GOALS

UNCONSCIOUS
LOWER ORDER
GOALS

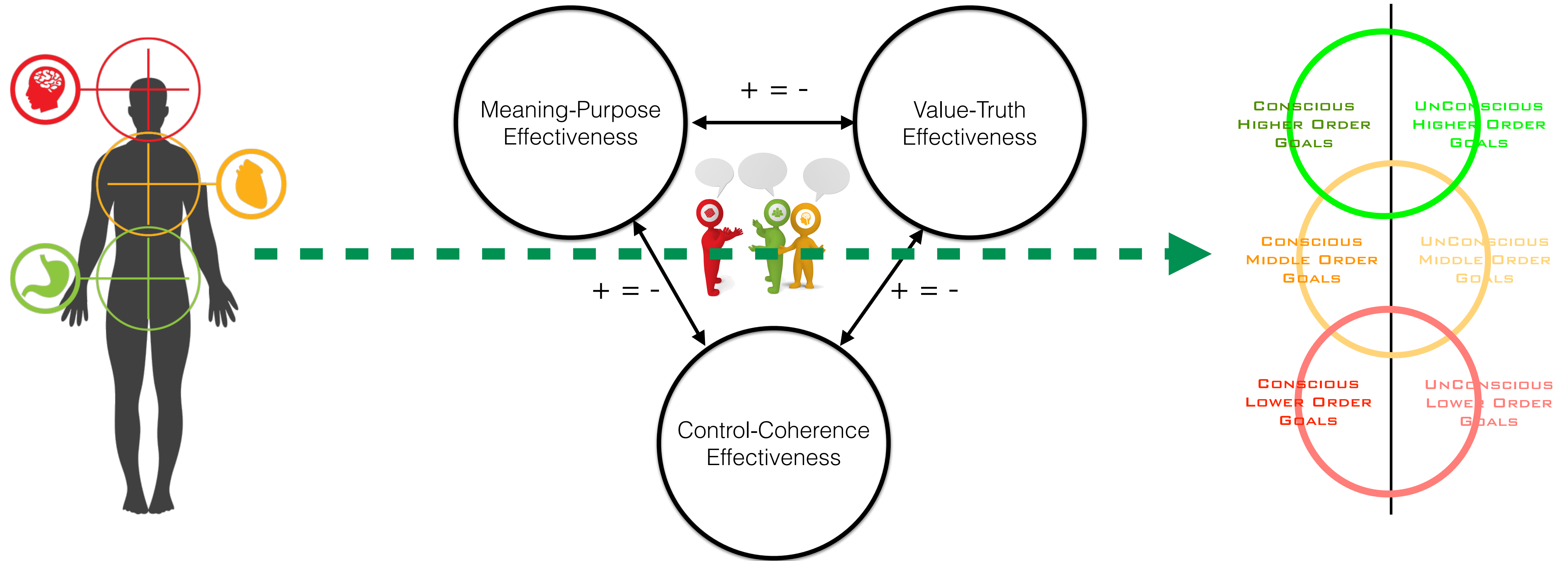
NON-MEASURABLE



e-motion

Motivation

Goal Pursuit



Moskowitz and Grant, (2009) *The Psychology of Goals*. Guilford.

**You don't lead with your head
You lead with your feet**

Graham Long