

MOTIVATION	EXPLANATION	EXAMPLE
Intrinsic	Inner joy and interest in an activity.	<p>I experience an inner joy and satisfaction by doing this job.</p> <p>I personally develop as I work with these activities</p>
Extrinsic	The activity is performed due to an external influence.	<p>I do this job because my manager expects it.</p> <p>I will get laid off if I don't work.</p>

FIGURE 4.26  
Intrinsic and extrinsic motivation.