

Motivational sources and barriers to learning

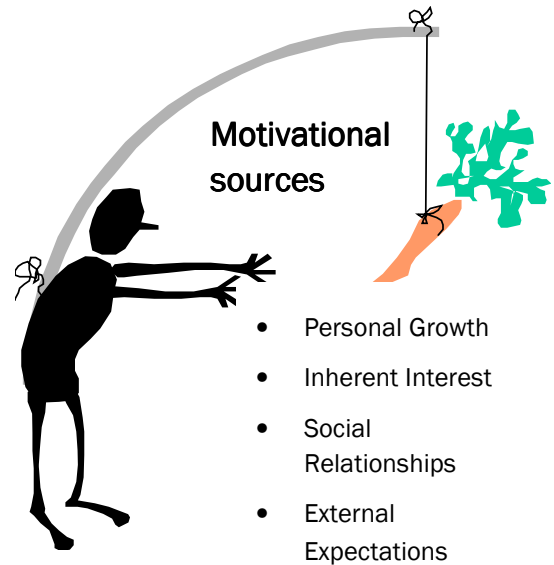
People learn the most when they are motivated, so ensuring that participants progress through the five stages of change starts with proper motivation. The drive to learn about wellness can come from various sources.

Many people are motivated by personal growth. They want to feel better or know that they can effectively cope with health status changes.

Often people are inspired to learn for the sake of learning. They have an inherent interest and like to seek knowledge for its own sake.

Social relationships can be a motivation, especially if this includes participating in a group or the opportunity to meet people.

There also is motivation in external expectations. People may want to comply with instructions from another person or fulfill the expectations of someone with authority. This motivation, however, usually results in the least amount of lasting learning and behavioral change.



Most people have barriers against learning and change, as well. As much as they may want to learn about wellness and make the changes to have a healthier lifestyle, they are held back because of certain barriers, such as:



- Lack of confidence in their ability to learn or succeed at the task
- Lack of interest because there is no perceived benefit
- Lack of time, money or scheduling problems
- Lack of cognitive ability needed to pay attention and remember

The co-existence of positive and negative motivation is called ambivalence. This means that there is an internal conflict, and as much as someone wants to change and learn, they also may have barriers and resist it. It is important to know why people want and do not want to learn so we can best help people revolve their ambivalence.

Reference:

1. Medalia, A. 2009. Enhancing Motivation and Engagement. In *Team Solutions*, Implementation Guide, page 5.