**Attribution Theory**

**Attribution**

The way we attribute success and failure is important as it will affect our levels of motivation and our persistence at a task.

# **Weiner (1974) Attribution Theory**

#### Weiner proposed:

**Categories of attributions:**–

1.

2.

3.

4.

Categories are classified along **two dimensions**

**Locus of Causality**

###### Internal External

**Stable Unstable**

Stability

**Locus of Causality** – affects

**Stability** – affects

#### Self-serving bias

Many people will attribute success internally and failure externally. This protects pride and self esteem but may lead to performers never taking responsibility for their actions and performances.

It would be much better to look at a third dimension of Control.

#### Which of the four attributions can you control?

**Learned Helplessness – Dweck (1975, 1980)**

1. Learned helplessness is a feeling that failure is:

* Inevitable
* Out of your control

1. It can be:

* Specific Learned Helplessness eg I am rubbish at penalty flicks.
* Global / Universal Learned Helplessness eg I am rubbish at Hockey / all sports.

1. It is caused by attributing failure to internal, stable factors such as ability.

**Preventing Learned Helplessness**

It can be prevented / reduced by the following strategies:

1. Attribution retraining – changing the attribute for failure from internal, stable to maybe external but definitely unstable.
2. Increase confidence / self-efficacy (see self-efficacy notes)
3. Goal setting – set performance goals rather than outcome goals
4. Provide opportunities for success
5. Reinforcement
6. Observe demonstrations by someone of similar ability
7. Positive self-talk, Mental Rehearsal

**Complete the following questions in your Class notebook**

**Jun 10**

How would a coach use ‘attribution theory’ to maintain motivation following a defeat? (4 marks)

**Jun 12**

How would a captain use knowledge of self-serving bias to motivate their team? (4 marks)

**Jun 2019**

