

Psychology and Motivation: Linking Identity to Outcomes

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Program

- Identity = Who am I?
- Motivation/drive = How am I?
- Personality = What traits do I have?

- Example: A design thinker?
 - Discussion

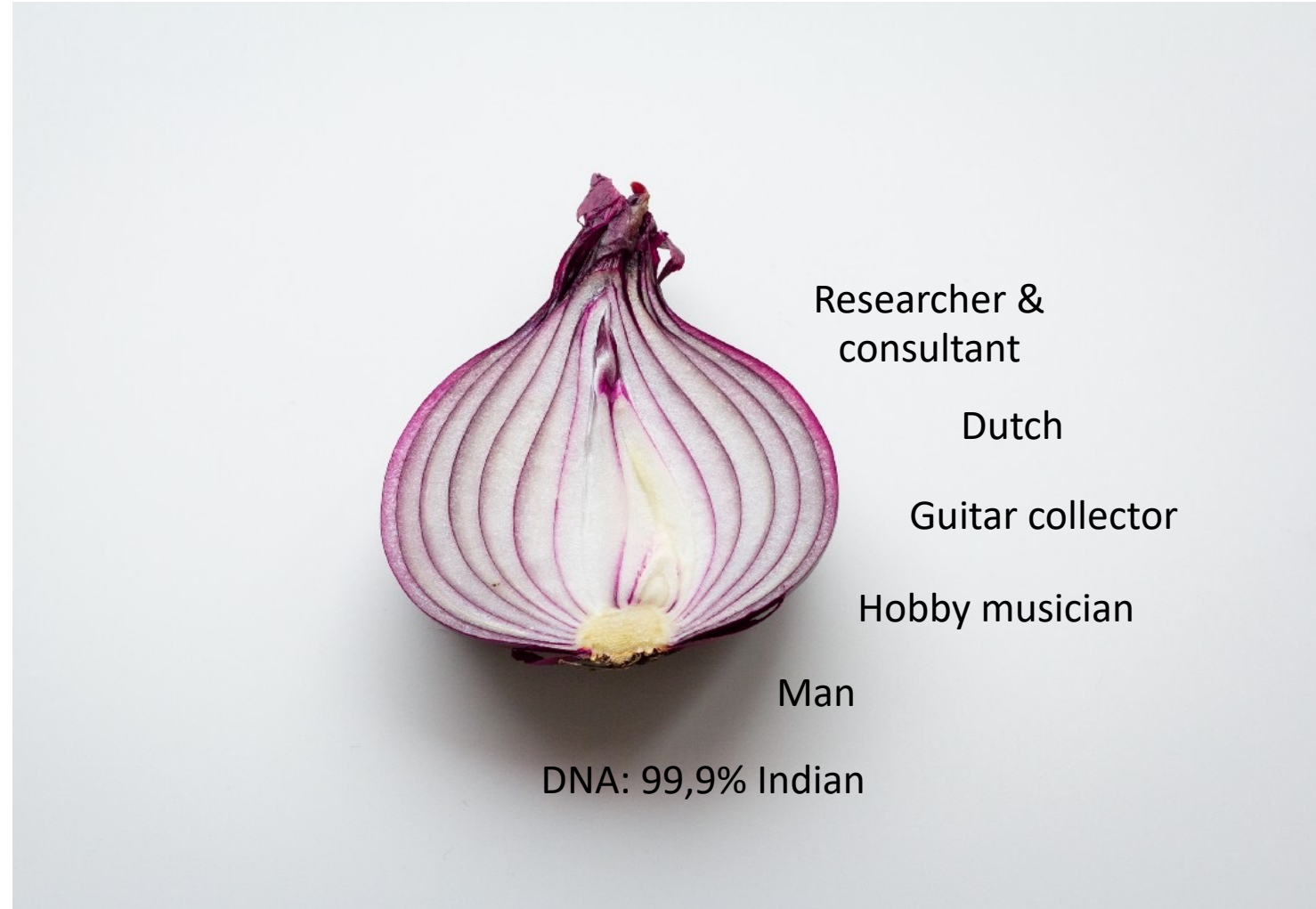
- Exercise: In groups, create a path towards an outcome/goal/career possibility.

- Learning objectives: Being able to ask questions that help you to find out what is right or wrong for you personally in a particular context.

I am ...

Groups ask for similar behavior

Roles have behavioral expectations



Portfolio of career possibilities



Hook, sound, concept, technique verse, beat, lyric, etc.

Song, composition, arrangement, developing interpretation

Recording, defining the repertoire

Production, marketing, promotion

Selling, booking

**Expertise/
knowledge**

Field/genre

Market/audience

Idea

New product/skill/performance development

Acceptance

Inspiration/entrepreneurial passion

Intrinsic motivation & harmonious passion

Extrinsic motivation

Obsessive passion, high driven focus

Creative capital

Practice

Performance

Expertise/Knowledge


Generating an idea

Action upon the field

Developing an idea

Trying out/testing

Communicating to an audience



Psychological variables: What they are like

The field of knowledge of the psychology of music identified:

Openness to new experiences/creativity


Strong commitment to work

Perfectionism

Goal orientation and focus on developing deliberate practice strategies.

Passion for music

(Coimbra, 2009; Ericsson et al. 1993; Macnamara, Hambrick, & Oswald, F., 2014; MacNamara, Holmes & Collins 2006; Sloboda, 2000; Talbot-Honeck & Orlick, 1998; Stoeber, 2012)



Investigating the requirements of singing for young classical performers (Coimbra, 2004)

Personality dimensions and facets in which singers were higher scorers of the NEO PI-R (N 47)

O - Openness

O1 - Fantasy

O2 - Aesthetics

O3 - Feelings

O4 - Actions

O5 - Ideas

O6 - Values

Investigating the requirements of singing for young classical performers (Coimbra, 2004)

Marks' level and NEO PI-R

Higher Achievers

C – Conscientiousness

C1 – Competence

C2 - Dutifulness

C5 – Self – Discipline

C6 – Deliberation

O4 - Actions

Expertise/Knowledge

Generating an idea

Openness & Conscientiousness

Action upon the field

Developing an idea

Conscientiousness & Openness (actions)

Trying out/testing

Communicating to an audience

Openness & Conscientiousness

A full understanding of performers (in different fields)

1. Psychological characteristics (**Identity, motivation and personality**)
2. Strategies (**what they do**) they use to exceed their limits, develop skills and achieve optimal performance levels.
3. Contextual variables (**which resources they have available**)

(Kemp, 1996; Coimbra, 2007; Araújo, Cruz & Almeida, 2007; Gilbert et al. 2001; McPherson, 2005; Cross & Cross, 2017)

Antónia Adelaide Ferreira (1811 — 1896)
Ferreirinha
“The visionary widow of Douro”





1. Potential (Landscape)

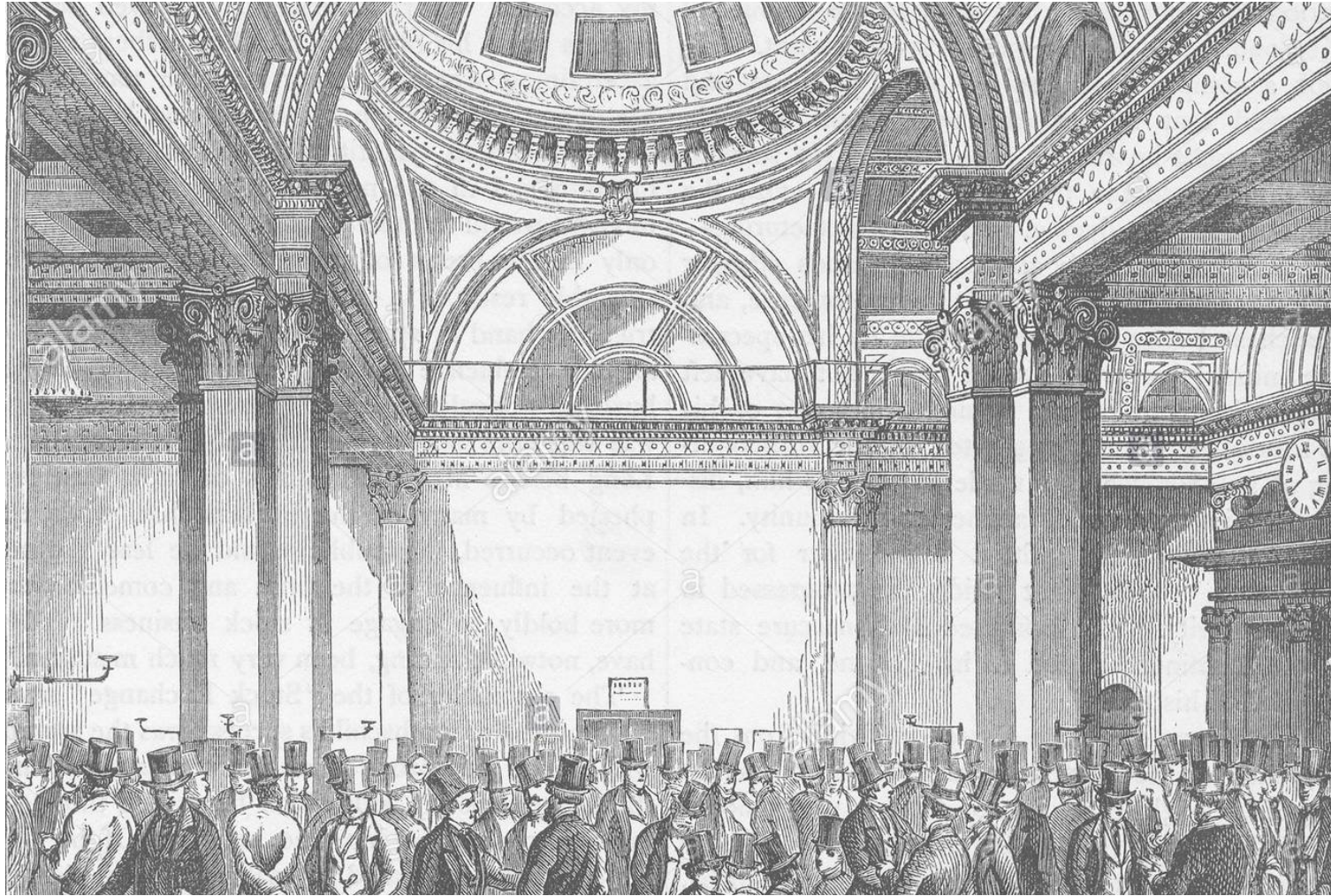




Potential
(ageing)



2. Escape to London (Emancipation; Education)

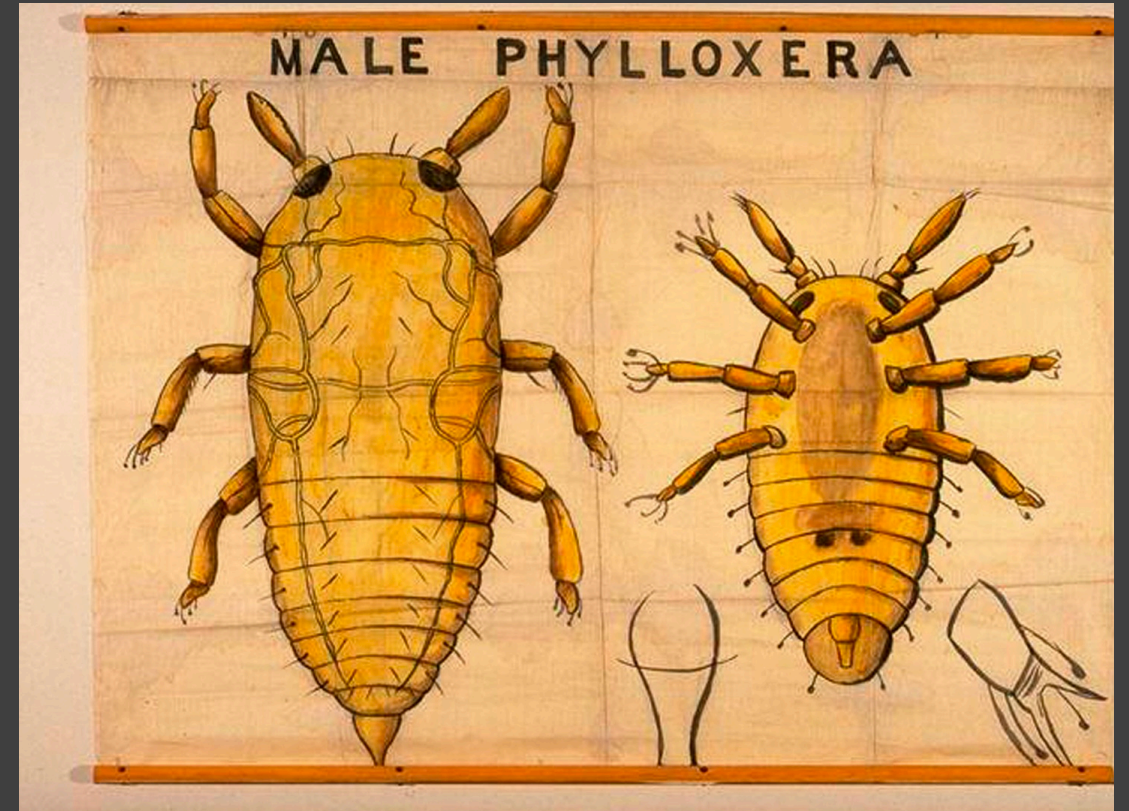


2. Escape to London (Learning the trade)



2. Escape to London (Marketing and Branding)

3. The Pandemic of the wine (1868)

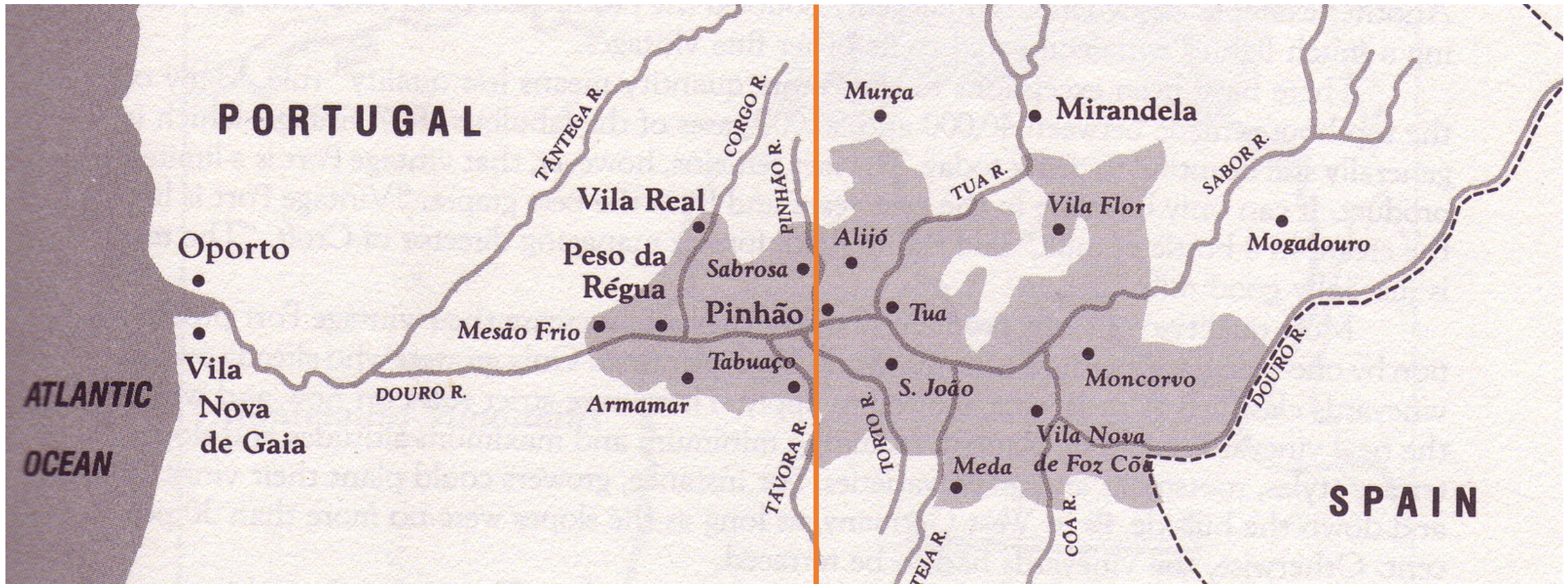












4. Investing in Transports





Fernando Peneiras

5. Team Work

Involving workers in company management



Exporting the wine





How did Ferrerinha feel?

Purpose?

Identity?

Personality?

Struggles?

Afraid to fail?

Power?

Support base?

Values?

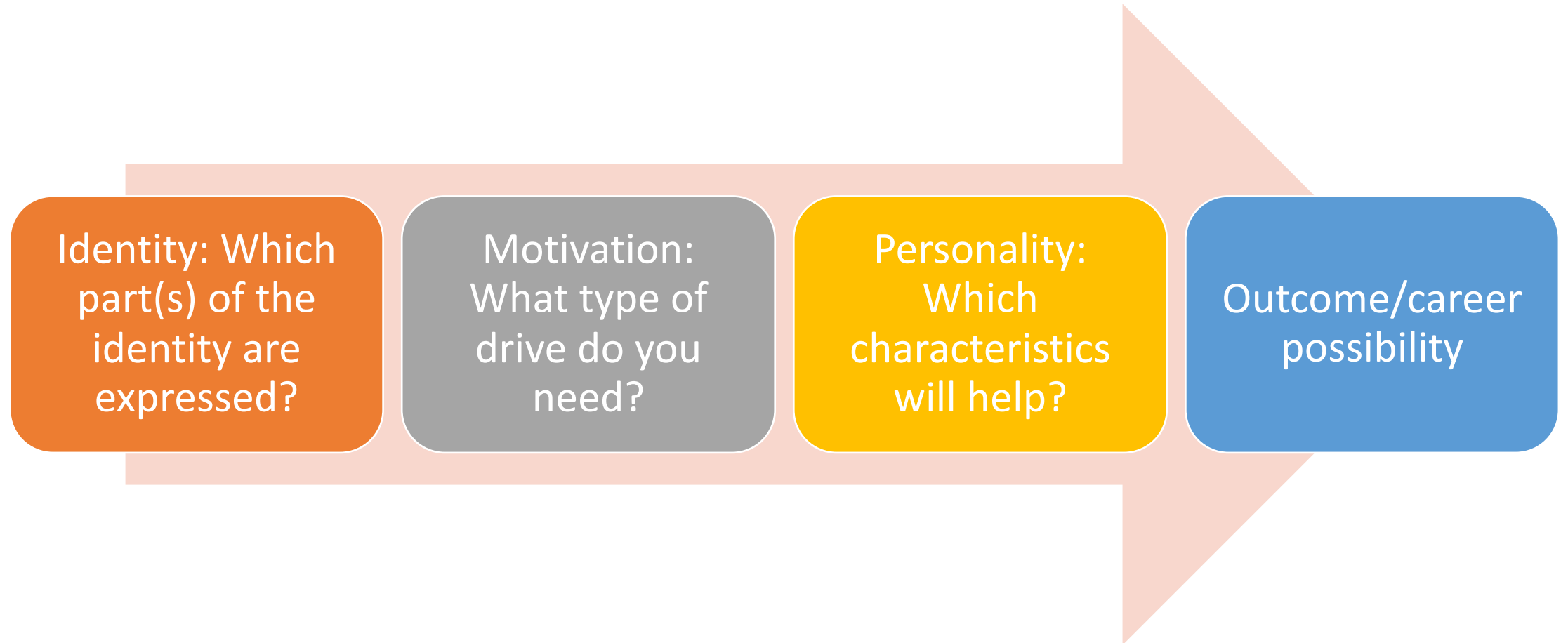
Balanced?

Systemic?

Focus on the future?

Learning?

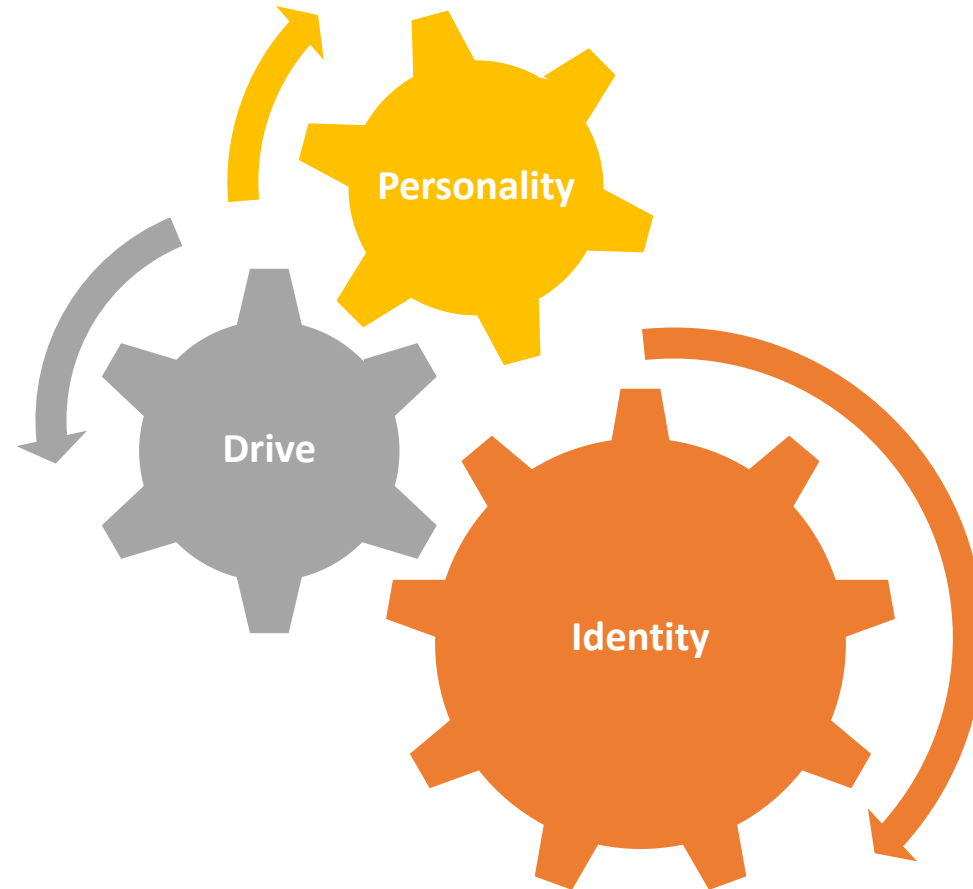
Exercise: In groups, create a path towards an outcome/career possibility



Conclusion: Artistic Career - Looking for congruence

It is about testing what works in a particular context.

There is no such thing as failure, there is only learning.



Thank You

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- The following slides are there in case there is need for more background information .

Perspectives on Identity

	<u>Identity theory</u>	<u>Social identity theory</u>
Discipline	sociology	psychology
Bases	<u>roles</u> , expectations	<u>social groups</u> , similarity
Provides	meaning	belonging (in-group – out-group)
Actions and perceptions	relate to the role	uniform in group

- **Identities are multiple & Identities change**

Passion as a key resource

- Entrepreneurial passion: “consciously accessible intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur” (Cardon et al., 2009, p. 517).
- Passion: enthusiasm and commitment that can provide the initial foundations for the enterprise. This aspect functions to make entrepreneurial activity in the cultural industries somewhat **different from other** business sectors (Forbes, 2016) .
- Passion is **stronger than** failure, financial disappointment, competition, gender misconstructions, feeling uncomfortable with networking, and legal elements (Forbes, 2016).
- Passion **can facilitate** audience engagement, learning, motivation, courage, pursuit of challenging goals, willingness to work long hours. It also **provides** a drive, inspiration for others, high levels of initiative, additional energy, entrepreneurial strength, compensation for the lack of profits, and persistence in the face of obstacles (Forbes, 2016) .
- Passion is **personally** fulfilling, about dreams, is life-long (Forbes, 2016).

Inspiration

Inspiration to create is a *“motivational state that is evoked in response to getting a creative idea and that **compels the individual to transform the creative idea into a creative product**”* (Thrash et al., 2010, p. 470).

State and trait (Thrash and Elliot, 2003)

1. Evoked
2. Transcendence
3. Motivation



Creative ideas precede inspiration (Oleynick et al., 2014)

The Big Five Factors

The 30 Personality Facets that make up each Factor

Openness to Experience

Imagination
Artistic Interests
Depth of Emotions

Willingness to Experiment
Intellectual Curiosity
Tolerance for Diversity

Conscientiousness 'Work Ethic'

Sense of Competence
Orderliness
Sense of Responsibility

Achievement Striving
Self-Discipline
Deliberateness

Extraversion

Warmth
Gregariousness
Assertiveness

Activity Level
Excitement-Seeking
Positive Emotions

Agreeableness

Trust in others
Sincerity
Altruism

Compliance
Modesty
Sympathy

Natural Reactions

Anxiety
Angry Hostility
Moodiness/Contentment

Self-Consciousness
Self-Indulgence
Sensitivity to Stress