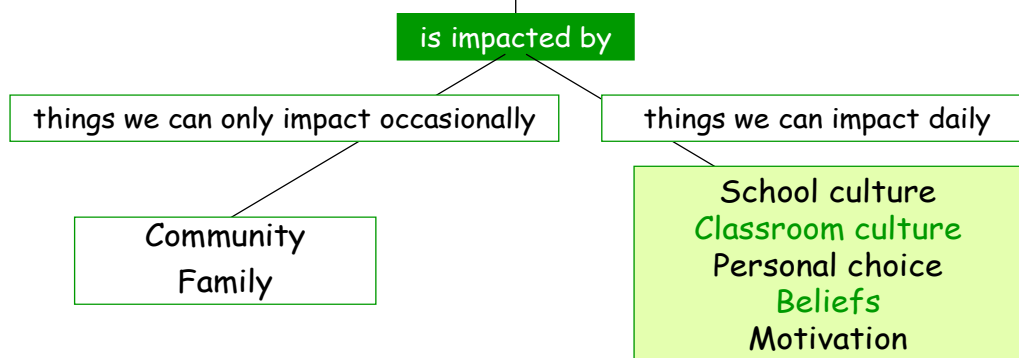




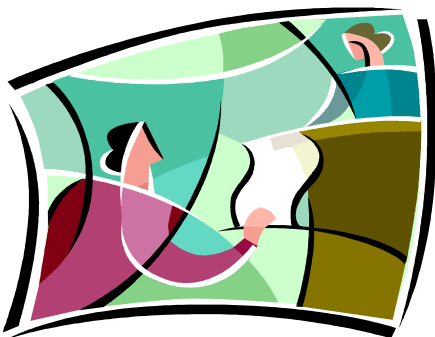
Academic Identity

A person with a **positive academic identity** shows a “personal commitment to a standard of excellence, the willingness to persist in the **challenge, struggle, excitement** and **disappointment** intrinsic in the learning process.” (McClelland)



$$m = ev$$

Motivation is the product of the **expectation** of success and the **value** (relevance, meaning) of the task.



- Can I do this? Do I have any chance of doing well?
- Do I want to? Is there any reason why I should bother?