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Motivation

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Source

Susan Michie, Maartje M van Stralen, Robert West. (2011). *The behaviour change wheel: A new method for characterising and designing behaviour change interventions.* *Implementation Sci*, vol. 6 (1). doi:10.1186/1748-5908-6-42.

Motivation is defined as all those brain processes that energize and direct behaviour, not just goals and conscious decision-making. It includes habitual processes, emotional responding, as well as analytical decision-making.