You will notice two things right away if you watch the TEDx talk given by Dr. Edward Deci on YouTube (http://www.youtube.com/watch?v=VGrcets0E6I). First, he is unabashedly passionate about the topic of motivation. “I LOVE motivation,” he says, his voice charged with excitement. Second, you will recognize that he is a masterful teacher. Just as I learned during my coursework in adult learning, he drives home concepts by giving great examples, both in support of, and in opposition to, the ideas he wants you to absorb. “Don’t ask how you can motivate other people,” Deci exhorts. “That’s the wrong question!

As you will learn from my in-depth interview with the codeveloper of self-determination theory (SDT), he has dedicated his career to showing how you can help create the conditions that support self-motivation. “Every place I look I see motivation, or lack thereof,” Deci notes blithely in his TED talk. It’s a noteworthy comment given how his research cuts to the core of where the kind of motivation that can sustain healthy behaviors does and does not reside. During a time when it is not uncommon for sponsors of wellness programs to bemoan a lack of motivation by those who could benefit from their offerings, Deci teaches us that looking for more motivation is much less useful than assessing the “quality of motivation.” More to the point, Deci’s research shows how motivation that comes from within is far more predictive of positive health outcomes than what can be garnered from carrots or sticks.

One thing even more striking than Deci’s passion about motivation is his certainty that a supportive approach, rather than a controlling (i.e., penalties or rewards) approach, produces better results not only in health but in all walks of life. Leaning eagerly toward his audience, Deci enthuses about how “there are now hundreds of studies” showing how supporting autonomous motivation leads to greater creativity, improved job performance, and healthier lifestyles. And, of course, a discussion of SDT would not be complete without the thoughts of Deci’s cherished collaborator, Dr. Richard Ryan, who joins us in this issue to discuss how this growing body of SDT research underscores the inseparability of the key constructs of the theory.

When I asked Dr. Deci about others who influenced him, he started by naming his academic advisor Dr. Victor Vroom, a renowned Yale School of Management professor who is the founder of expectancy theory. Dr. Vroom adds his thoughts on the roots of SDT in this issue and shares a fascinating bit of history by describing what proved to be a prescient debate between several of science’s titans during the formative years in the field of psychology.

**Case Examples Welcomed**

The *Art of Health Promotion* (TAHP) section of this journal is dedicated to featuring ideas for improving health outcomes. One way to bring readers great ideas is to feature some of the great theorists, researchers, and practitioners who have led via their innovations in program development and design. Another way is to share great case examples. A case example is really just a story of what you did and how it worked out. Mark Twain said, “There is nothing so annoying as a good example.” Perhaps that’s because, if he was like me, when he heard them he’d slap his forehead and proclaim “Now, why didn’t I think of that?” So, please, annoy me! If you have a case example you are interested in sharing with TAHP readers, send it to me at paul.terry@staywell.com. You certainly don’t need to have the whole story written to see if it could be a fit for TAHP. About a 400-word summary is adequate for starting the process of reviewing your idea and deciding together about how best to bring your story to our readers.

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Paul E. Terry, PhD  
Editor, *The Art of Health Promotion*  
Blog your ideas and reactions at:  
http://www.healthpromotionjournal.com/blog/  
Follow me on Twitter: @pauleterry