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Bibliometric Assessment of Extrinsic Motivation Research Trends of the Last Six Decades

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Abstract

Two forms of motivating hypotheses have been posited by psychologists. Motivation is broken into two forms by dualistic theories: inherent and extrinsic. The attainment of an instrumental purpose relates to Extrinsic Motivation. It has been observed that Extrinsic motivation has been a topic of research interest of the researchers due to the significance of the term. Therefore, this paper evaluates the research output on extrinsic motivation since 1960 in different fields using the Scopus database. The data were collected from the Scopus database and were analyzed using Microsoft Excel to analyze the research trends on extrinsic motivation. It is concluded that extrinsic motivation has been a topic of researchers' focus since 1960 but higher attempts are made after 2005. Most of the researchers prefer journal article publications and only 2% are in the press, whereas all other articles are already published. Most of the publications are published in the English language and the researcher from the field of Psychology and Social Science is publishing the most on extrinsic motivation. This paper will assist the junior researchers to find the gap and design their future research on extrinsic motivation as this paper compiles the database of the last six decades available on Scopus.

Keywords: Bibliometric Assessment, Extrinsic, Motivation, Psychology, Research Trends

Introduction

Researchers have come to identify two classes of motivated behaviour over the years. The first deals with actions done by itself, which has been termed intrinsic incentive, to experience enjoyment and fulfilment inherent in the practice. The second is called extrinsic incentive, which entails doing acts to accomplish a separate purpose, such as earning incentives or escaping retribution [1]. According to (Afful-Broni, A.2004), external motivation depends on external factors contributing to a significant role in human life. Extrinsic motivation increases the performance of employees who are working in industries and is a very impactful factor for all other fields (Graham & Bennett.; 1995). Baaren, T., & Galloway, C. (2014) asserted that extrinsic factors boost the performance of industries through implementing the proper working conditions, rules, and regulations, relationships among peers, supervision, etc. Lack of extrinsic motivation is

eliminated by multiple factors rather than a single factor (Spector, 1997). Removing the dissatisfaction level and working on external factors is necessary for making successful and competitive strategies of the organization, which increase the efficiency of employees and make them relaxed (Yim et al., 2018). According to Rias et al., (2017), Rockman et al., (2017), Turner, A., (2017), Bear et al., (2017), Brehma et al., (2017) and Maksuc (2016), researchers' dissatisfaction level consists of specific areas, for example, stick company policies, insecurity, bad relation with their supervisors and inflexible workplace.

Extrinsic motivation is defined as an individual's feelings about their job from different perspectives (Aziri, 2011). While the reduction of extrinsic motivation contributes a negative role for an individual and organization (Ali et al., 2008). The organization should have to provide research opportunities, promotions, and training facilities to every scholar for increasing their satisfaction levels (Jones & Sloane, 2007). External motivation contributes to a leading role in improving effective performance and career development (Suprianto et al., 2018). Scholars from the different universities/industries hope to provide the relevant external factors to increase satisfaction (Maksuc, 2016). Extrinsic motivation is playing a vital role in the performance of the organization by providing their students with the best services through applying external variables (Nguyen, Taylor, & Bradley, 2003; Robbins & Judge, 2003). According to Ruthankoon (2003), writing and publishing at impactful journals are the primary keys of successful researchers. Previous studies mostly found that an organization's strength depends upon the level of the authors' satisfaction (Shikdar & Das, 2003; Wright & Cropanzano, 1997). Publication of work increases the importance of the work itself (Amabile, 1993).

Herzberg (1959) discussed the Two-factor theory of motivation in two different perspectives, such as intrinsic motivation utilizing motivators and extrinsic motivation by way of hygiene factors (Stello, 2012). According to May (1978), extrinsic motivation may seem similar to hygiene factors or context factors and highly applied in the administration. According to Herzberg (1959), extrinsic motivation increases publication access, types, stages, and trends. Job satisfaction is the process a person feels good and relaxation regarding their tasks and performance of their work, including publication (Herzberg, 1959). According to May (1978), publication policy, journal's working condition, relationship with peers, relationship with supervisors, and work security are extrinsic factors, which increases the level of satisfaction among scholars, researchers, authors, and industrial employees.

Scholars are more satisfied through opportunities, positive feedback, sound policies, the security of work, loyal relations, and a flexible workplace (Palaniammal, 2013). Affirmative behaviour from administrators increases the satisfaction of students, which ultimately causes retains and progress of students' performance and effectiveness (Mahfood, 2012). For enhancing productivity, organizations ought to pay thoughtful consideration to the environment in terms of publication. Interactions among humans (peers or administrators) are crucial sources of promotion of career (Chandrasekar, 2011). Extrinsic motivation creates positive feelings that arise from the assessment of an individual's experience of work (Hasibuan, M. 2009). Extrinsic motivation is significant for persuading someone to achieve their task as rewards are being offered. Extrinsic motivators are useful tools to increase skills and abilities among researchers and scholars (Dahie, A. M., Jim'ale,

M. M., & Ali, A. Y. S., 2015). Walkup, C. (2002) emphasized that extrinsic motivation is the driving force of scholars and researchers because extrinsic motivation provides valuable insight into the publication's culture. Ahmad, D. I. et al., (2019) noted that extrinsic motivation increases the individual personal and professional realms and makes them more effective and productive. Articles of external motivation provide the knowledge, success in research, increase the capacity, and opportunity (Ahmed, I., & Ali, I.; 2010). Therefore, this paper investigates the research trends on Extrinsic Motivation in various industries in the last five decades. It will assist the researchers to analyze the different research trends on Extrinsic Motivation and it will also assist them in designing the upcoming research using this complete body of knowledge on extrinsic motivation available on the Scopus database.

Research Methodology

In the first phase of this research, the complete database available on Scopus since 1960 till 15th November 2020 collected in .exe formate and the later phase, all data were analyzed using Microsoft excel for trend assessment of different features targeted in this research.

Data Collection and Analysis

The data is collected using Scopus database dated November 15, 2020. The raw data was downloaded from the Scopus database and the data was cleaned in the next phase to get the results for this paper.

Results & Discussions

The following section is showing the complete results of this study which includes the number of publications on extrinsic motivation followed by researchers, publishers, types, publication status, countries publishing the most on extrinsic motivation and others. Figure 1 shows the total number of open access publications and others.

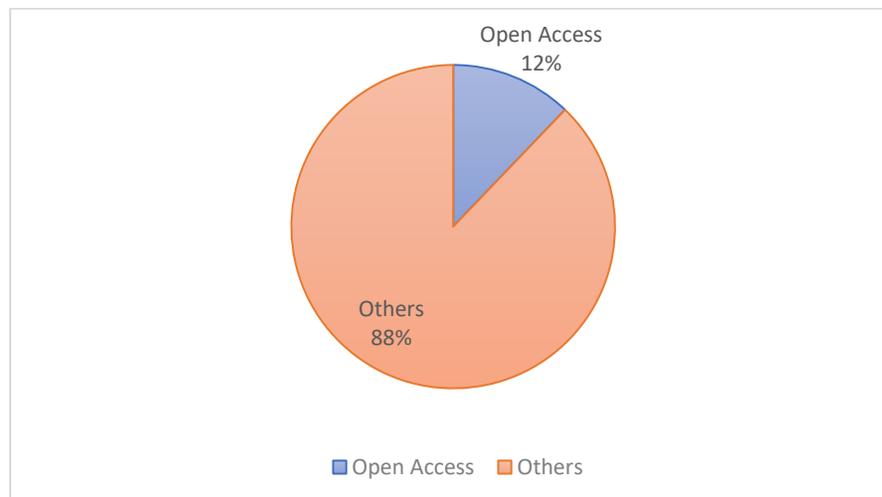


Figure 1: Open Access and Other Publications

This figure analyses the publications access to extrinsic motivation, which shows that 12% of publications are open access, whereas 88% are related to other sources and most of them are close

access publications. The author has access to approach the read and review the open-access publications. Figure 2 shows the status of publications.

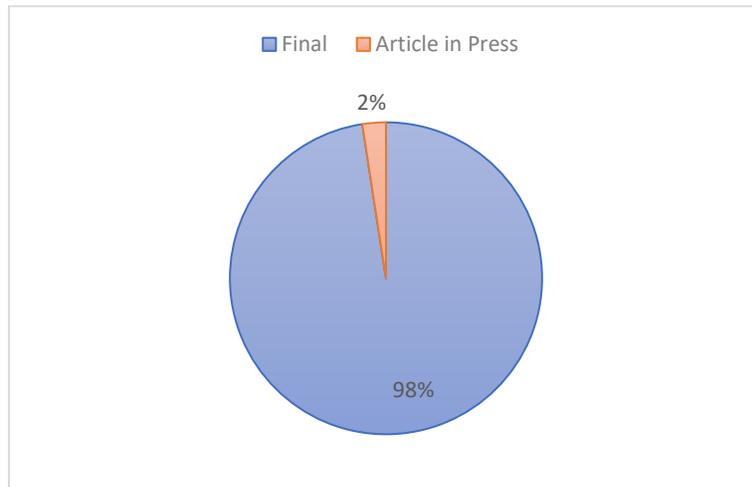


Figure 2: Publication Status

This figure shows that publications status, which shows that 2% of articles are in the press, for publication whereas 98% are published finally. These journals help the researchers to analyze this topic and identify the gap for future research on extrinsic motivation. Figure 3 shows the trend of publication on extrinsic motivation since 1960.

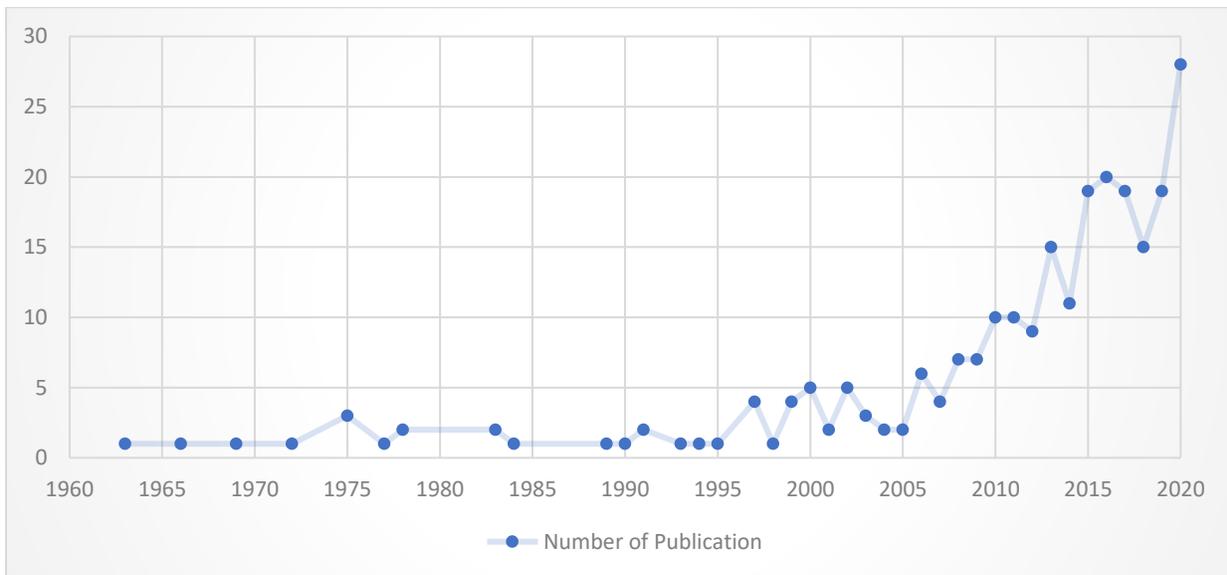


Figure 3: Extrinsic Motivation Publication Trend Since 1960

It can be observed that the trend of publications on extrinsic motivation has increased gradually with time. The rate of publication of extrinsic motivation is increasing from 2010 to 2020 as a rapid publication trend is analyzed. It is analyzed that in the 2020s, there is a high rate of publication which shows the significance of the research on extrinsic motivation. In 2010, the number of publications was only 10, and then onward up to 2020, the number of publications has

increased up to around 28. It can be analyzed that since 1960 till 2005, extrinsic motivation was not a key topic of research for scholars and it is getting significance with upcoming years as per the data trend based on Scopus database. Figure 4 shows the top authors frequently researching extrinsic motivation.

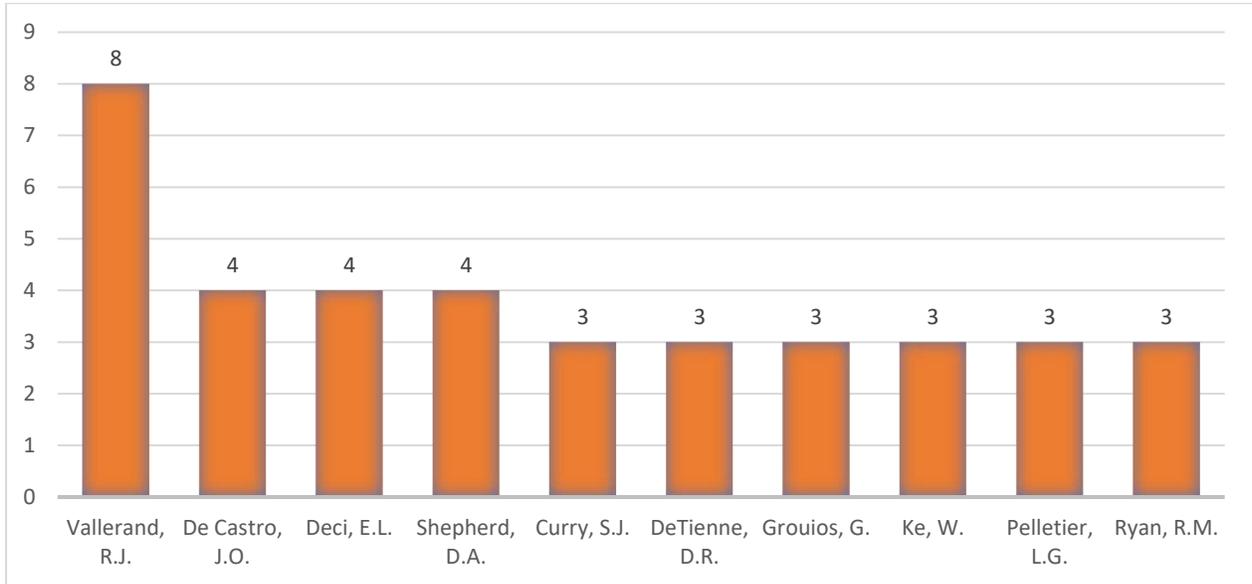


Figure 4: Authors Frequently Publishing Articles on Extrinsic Motivation

The figure analyzes that top authors frequently writing on extrinsic motivation. Vallerand, R.J. is one of the authors who wrote eight articles on extrinsic motivation compared to other authors. According to Greenberg, J. and Baron, R. A. (2008), extrinsic motivation plays a crucial role in self-determined human behaviour and another context. Vallerand, R.J. gave the theoretical idea of multidimensional estimation regarding extrinsic motivation. He further described that extrinsic motivation was implemented in different industries with the proper systematic procedure. Other authors like De Castro, J.o, Deci, E.L and Shepherd, D.A also wrote four publications each on extrinsic motivation and the other authors wrote three publications are shown in the above figure. Figure 5 shows the different study fields the authors are researching extrinsic motivation.

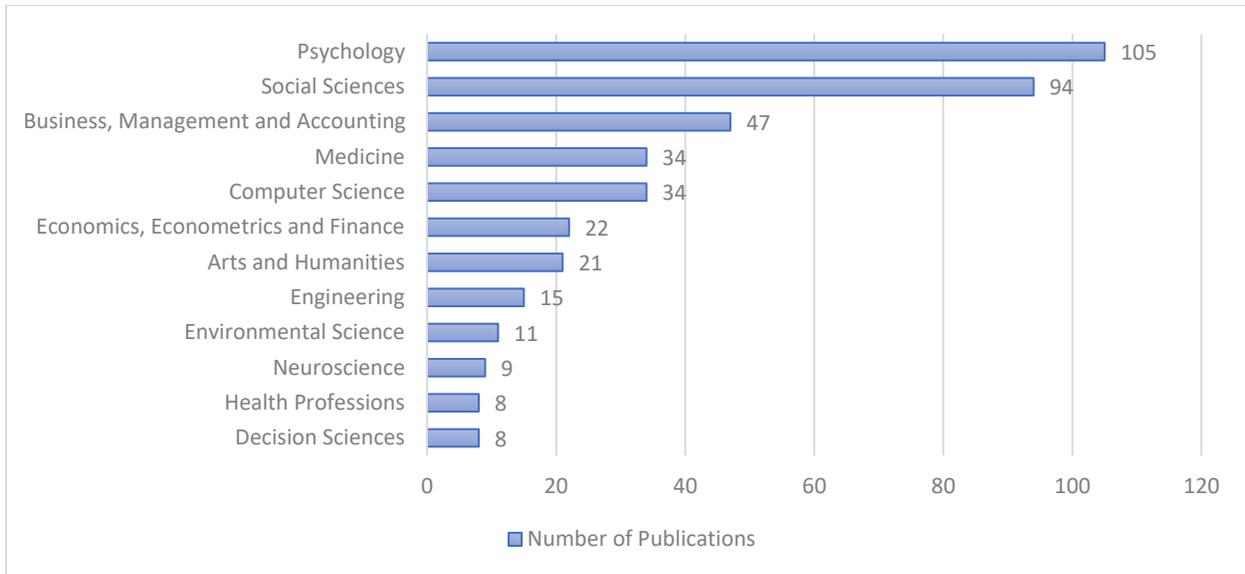


Figure 5: Extrinsic Motivation Research in Different Fields

It is analyzed that extrinsic motivation has been the topic of research interest in various fields. Scholars are writing and publishing most of the articles in the field of Psychology because extrinsic motivation is persuading a person to complete a task in return for rewards. According to Gupta, B., & Singh, A. (2017), Psychology provides valuable insight into human nature and helps to improve the skills during moderation from childhood to adulthood. Psychology increases the extrinsic motivation in terms of setting the goals and achieves the desire destination. The second rate of publication in the case of a subject area is Social science, which itself emphasizes human attitude and interrelations. Social science gives the importance of extrinsic motivation, which tends to engage in different activities in terms of rewards (Group, E., & Needs, S.; 2013). After it, it is observed that various articles are published in the field of medicine, computer science, economics and finance which helped concerned industries modify and upgrade the policies and guidelines based on the research results. It is also observed that limited attempts of research on extrinsic motivation are made on the field of health professions and decision science. Figure 6 shows the types of articles published on extrinsic motivation since 1960.

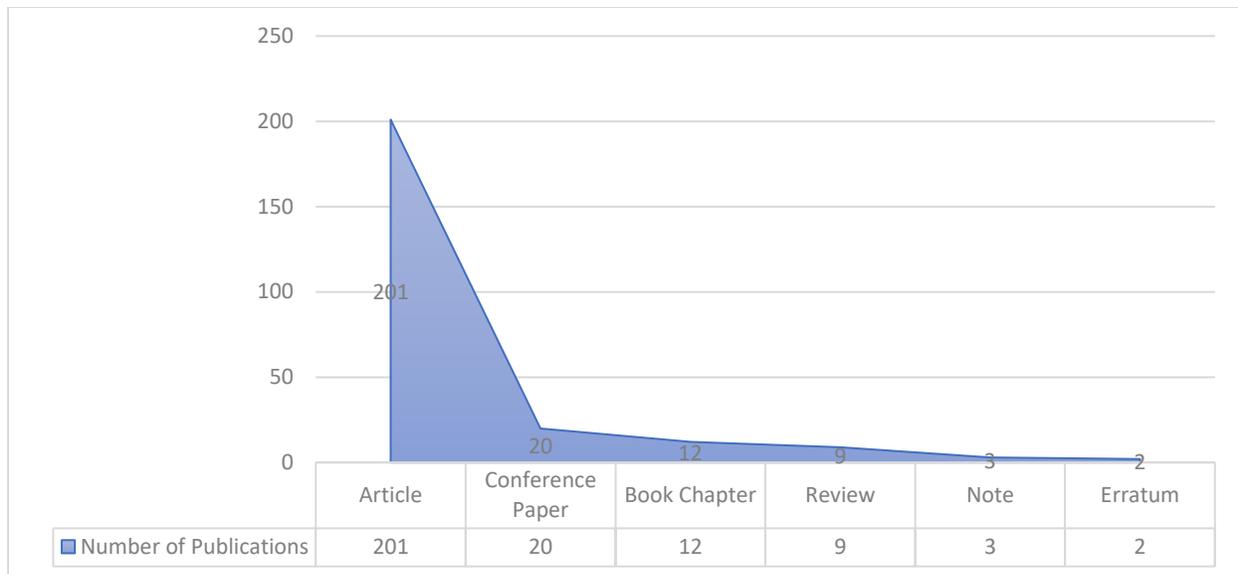


Figure 6: Publication Types of Extrinsic Motivation Research

The above figure analysis the publication document type. The publication on extrinsic motivation is based mainly on an article rather than conferences or other sources. Educators mostly preferring to write and published the articles in acquiring the knowledge and sharing with others. The ratio of the conferences and writing the book chapters have been shown very low on extrinsic motivation. The author should conduct conferences/seminars to share and discuss extrinsic motivation research and the researcher need to write book chapters that could help new/future researchers working on extrinsic motivation. Table 1 shows the publication sources which frequently publish the research on extrinsic motivation.

Table 1: Source Titles Frequently Publishing on Extrinsic Motivation

Source Title	Number of Publications
Computers In Human Behavior	4
Learning And Individual Differences	4
Personality And Individual Differences	4
American Journal Of Health Behavior	3
Contemporary Educational Psychology	3
Motivation And Emotion	3
Perceptual And Motor Skills	3
A Psychological Approach To Entrepreneurship	2
Selected Essays Of Dean A Shepherd	2
ACM International Conference Proceeding Series	2
Cogent Education	2
Ecological Economics	2
Educational Psychology	2

European Journal Of Sport Science	2
Frontiers In Psychology	2
Journal Of Applied Social Psychology	2
Journal Of Autism And Developmental Disorders	2
Journal Of Business Research	2
Journal Of Computer Information Systems	2
Journal Of Consulting And Clinical Psychology	2
Journal Of Creative Behavior	2
Journal Of Educational Psychology	2
Journal Of Management And Business Administration Central Europe	2
Journal Of Personality And Social Psychology	2
Journal Of Physical Education And Sport	2
Journal Of Social Psychology	2
Myths In Education Learning And Teaching Policies Practices And Principles	2
Perspectives On Medical Education	2
Proceedings Pacific Asia Conference On Information Systems Pacis 2014	2
Psychological Reports	2
Psychology Of Addictive Behaviors	2
Psychology Of Sport And Exercise	2

This table analyzed the journal selection trend of extrinsic motivation research publication. It is analyzed that Computers in Human Behavior, Learning and Individual Differences, and Personality and Individual Differences are publishing the most on extrinsic motivation. Because extrinsic motivation is creating a substantial impact on the direction of human behaviour which refers to the dynamic of our behaviour. Extrinsic motivation teaches the individual the level of desire he/she wants to achieve in his/her life. Dahlqvist, A., & Matsson, A. (2013) declared that Extrinsic motivation would increase an individual's performance in terms of rewards; when the promises of given rewards are not fulfilled, then the level of performance will be decreased. Figure 7 shows the institutes publishing the research on extrinsic motivation.

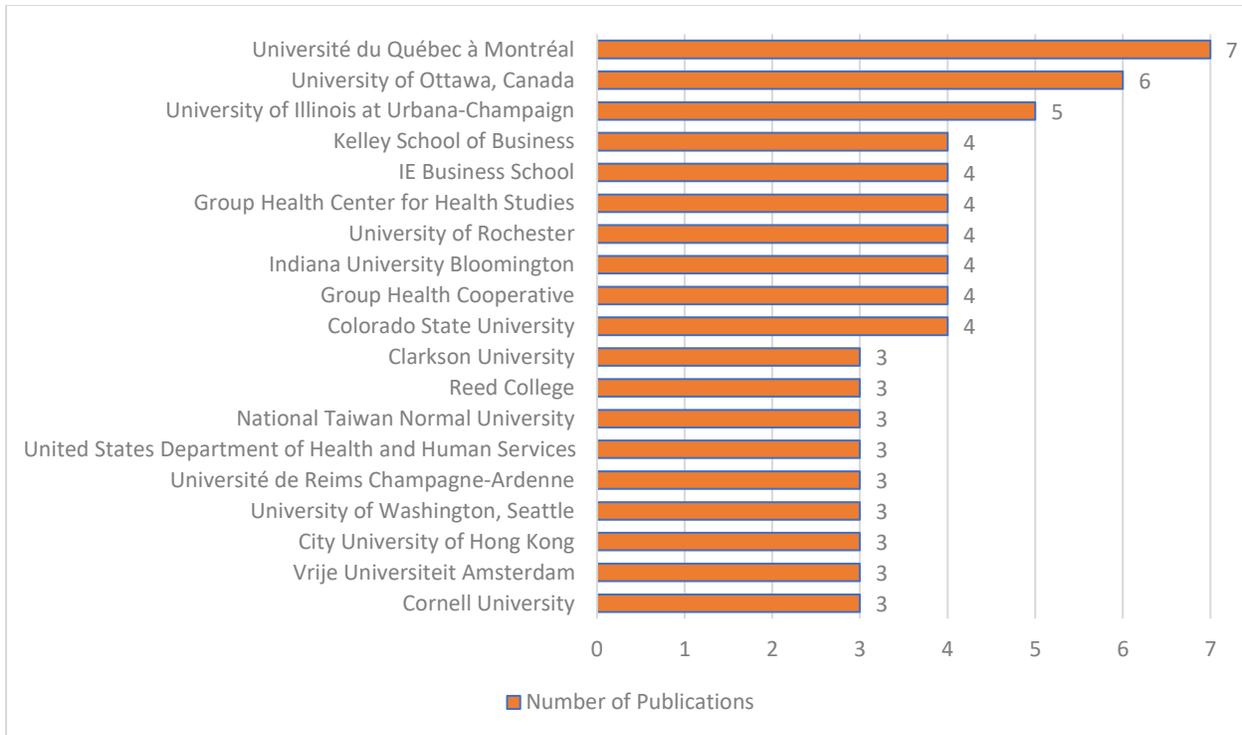


Figure 7: International Institutes Publishing Research on Extrinsic Motivation

The figure shows the records of universities that publish articles on extrinsic motivation. Universities contribute their central part to academic research and scholarship to create awareness among students. Many universities publish articles by employing the rules and policies, copyrights, double-blind peer reviews, acceptance letters, proper fee structure, etc. The figures show that the maximum number of publications on extrinsic motivation was published by the University of Quebec and Montreal, University of Ottawa, Canada, and the University of Illinois at Urbana-Champaign. UOttawa is the leading university in Canada and involves carrying out the research work on extrinsic motivation. The idea from different institutes from different countries helps future researchers carry on the work and invent new ideas that could be beneficial for human beings. Figure 8 shows the funding agencies supporting research on extrinsic motivation.

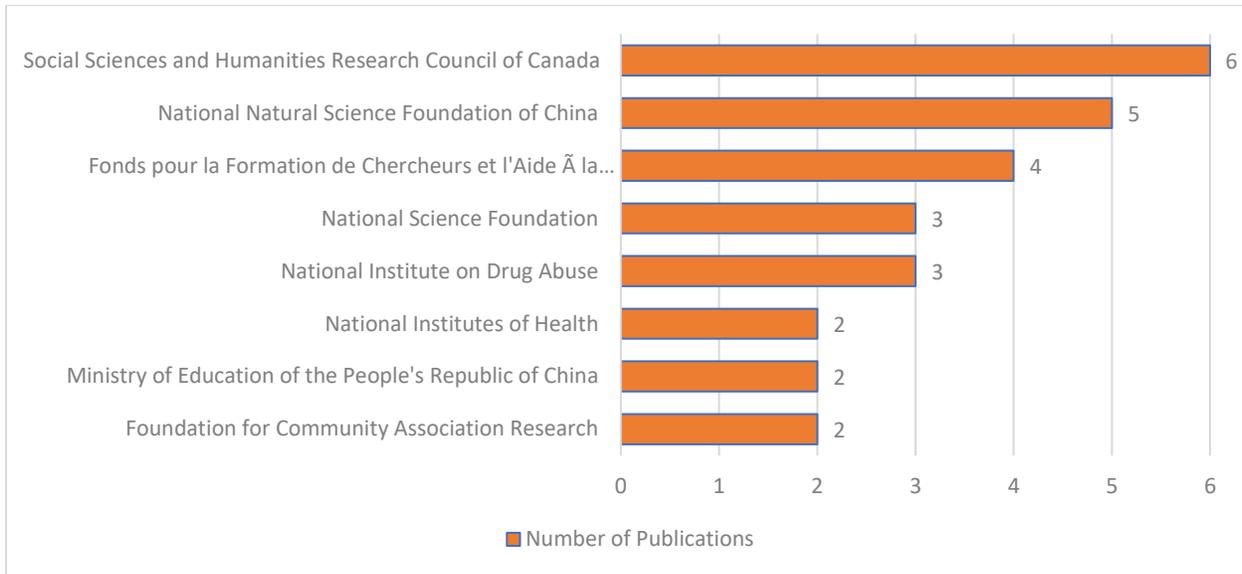


Figure 8: Major funding sources supporting research on extrinsic motivation

It is analyzed that the Social Sciences and Human Research Council of Canada have supported and published higher articles in the field of extrinsic motivation which plays an imperative role. National Natural Science Foundation of China supports the higher after the Social Sciences and Human Research Council of Canada. There are other agencies as shown in the figure above who contributed to the research of extrinsic motivation in various field. This helps new researchers and readers to attract to work in the area of extrinsic motivation. Figure 9 shows the country wide status for article publications on extrinsic motivation.

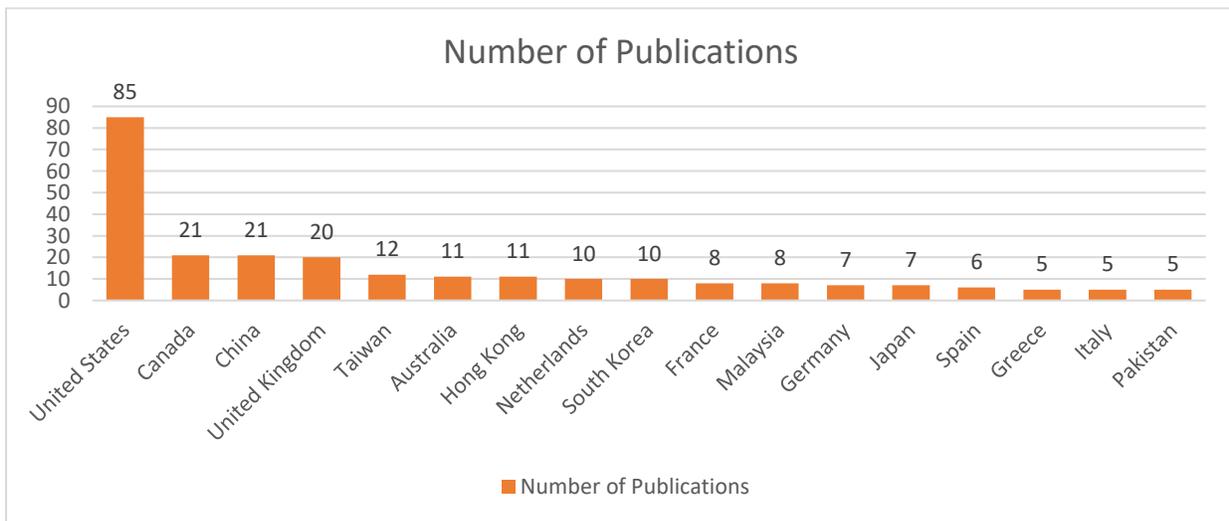


Figure 9: Top Countries Publishing on Extrinsic Motivation Research

The figure shows that the United States of America contributes a significant role in the publication of extrinsic motivation among all other countries. According to Wasay, B. (2013), the United States does rapid, rigorous, and high-quality peer reviews. United states mainly focused on the flow of patterns and citations because it will impact the article. Cited data indicate scientific work

and influence counting procedures frequently than other articles and conference papers referred to an article. The list of other major countries that support publishing the higher numbers of research articles on extrinsic motivation was Canada, China, the United Kingdom, and Taiwan. Table 2 shows the status of articles on extrinsic motivation research publications in different languages.

Table 2: Most Frequent Language of Publications on Extrinsic Motivation

Language of Publication	Number of Publication
English	242
Portuguese	2
Czech	1
Malay	1
Russian	1
Spanish	1
Ukrainian	1

The above table shows that most papers are written in the English language because it is the most widely used language in research. Nishanthi, Rajathurai (2018) proclaimed that English is widely used in communicating around the world as it is an international language. The author also writes the paper on the extrinsic motivation in different languages like Portuguese, Malay, Russian, Spanish, and Ukrainian. The publications are written in these languages just support and read on a national level. Still, publication in English is read, reviewed, and understood by various national and international readers.

Conclusion

For persuading others to perform a mission, extrinsic encouragement can be beneficial. It is crucial to know whether the individual performing the assignment is inspired by the incentive being given before assigning a reward-based mission. When used in moderation, extrinsic motivators can be a helpful method to help kids develop new skills. Based on the significance of the topic Extrinsic motivation, this paper concludes that extrinsic motivation has been the topic of research interest for the authors. As per the Scopus database, only 12% of publications are open access, whereas 88% are related to other sources and most of them are close access publications. Around, 2% of articles are in the press whereas 98% are published. It is also concluded that initially the research trend on extrinsic motivation was limited but it was increased from 2005 as the rapid increase is observed till 2020. Vallerand, R.J. is one of the authors writing higher articles on extrinsic motivation compared to other authors. Most of the publications are published in the English language and the researcher from the field of Psychology and Social Science is publishing the most on extrinsic motivation. Mostly, the article type published is Journal article followed by conference paper and book chapter. It is analyzed that Computers in Human Behavior, Learning and Individual Differences, and Personality and Individual Differences are publishing the most on extrinsic motivation. The University of Quebec and Montreal, University of Ottawa, Canada, and the University of Illinois at Urban-Champaign are frequently publishing articles on extrinsic motivation. It is analyzed that the Social Sciences and Human Research Council of Canada have

supported and published higher articles in the field of extrinsic motivation. The United States of America contributes a significant role in the publication of extrinsic motivation among all other countries.

Conflict of Interest

The authors report no conflict of interest.

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