

## COGNITIVE AGE AS A MEDIATOR BETWEEN MOTIVATION AND BEHAVIOR IN RELATION WITH THE EU ACCESSION PROCESS

Tolya Stoitsova and Silvia Tzvetanska

*В статията се прави опит за теоретично обосноваване на възможността конструктът „когнитивна възраст“ да изпълнява ролята на един от важните медиатори в мотивацията на хората за подкрепа усилията на България да се присъедини към Европейския съюз.*

*Първата част от статията описва накратко същността и видовете мотивация във връзка с човешките потребности – вътрешна, външна и мотивация за постижение, свързана с ролята на държавните служители в процеса на присъединяване към ЕС. Основно ударение е поставено на разбирането на конструкта „когнитивна възраст“, начините за неговото емпирично измерване, както и различните му възможности да се използва като медиатор.*

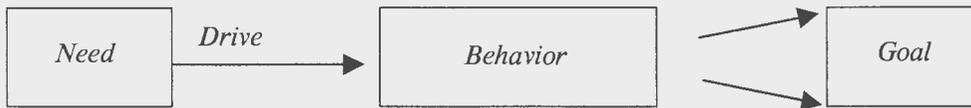
*Заклучителната част е посветена на някои специфики на писмената комуникация. От една страна, се представя разбирането на комуникацията като следствие от повишаване на мотивацията в публичната администрация и, от друга – като относително нова реалност за българската държавна администрация.*

On a seminar named “Leadership in relation to EU accession process”, financially supported by the Government of Denmark and organized together with the Bulgarian Governmental Institute for Public Administration and European Integration, it was cited an amazing statistics. Due to the empirical survey held in Lithuania (the ex-Soviet Union Republic finished the accession period negotiation and which will enter the EU in May, 2004), when Bulgaria become a regular member of EU, the government will need about 3000 civil servants (administration) only to read, answer and perceive the decisions in an EU documentation, which will amount at about 12 000 documents per year (Zenuolis, 2004)! All the new members of the EU will face this same problem. In order to cope with it and not to allow the bureaucracy to frustrate the expected development of our country, a psychological training of civil servants could be helpful.

In this way social and organizational psychologists could help the fulfillment of the main goal or the mission of the enlargement of EU. The first step could be to establish and to strengthen the intrinsic motivation in civil servants with the idea that this will impact positively the motivation of the whole society in the direction that everybody will benefit from the EU membership of Bulgaria.

## Motivation

Motivation is an energizer of behavior, drive to action, set of processes that arouses, direct, and maintain human behavior toward attaining goals. Motivation is based on human needs and its components are interconnected: need, drive, behavior and goal.



The three major types of motivation operate differently:

- Extrinsic motivation

This is a motivation that originates because of factors coming from outside and influencing strongly the individuals. Behaviors that are motivated by rewards and/or punishments administered by outside forces are extrinsically determined. In our case, the negotiations that government is conducting with European Union could be revealed as a strong factor for the occurrence of extrinsic motivation in Bulgarian people.

- Intrinsic motivation

This type of motivation refers to behaviors that are dependent on factors of internal origin. Intrinsic motivation usually derives from feelings of satisfaction and fulfillment, not from external rewards. In fact, the goal of social psychologists and social servants in that very period is to support the creation of an intrinsic motivation for as much of the people as possible.

- Achievement motivation

It is a personal motivation signified as a striving for success and excellence. Hundreds of studies are consistent with the knowledge that the intrinsic motivation stimulates achievement, especially in situations where people work independently (Myers, 2001). The conclusion then again is that the major social goal in relation to EU accession process for Bulgarians is to cultivate intrinsic motivation. There are different and many ways to do that. Let us underline only two of them. First, it is necessary to provide tasks that challenge and trigger curiosity (Mallone & Lepper, 1986). The second way is connected with the avoidance of snuffing out people's sense of self-determination with an overuse of controlling extrinsic rewards (Deci & Ryan, 1987).

The *intrinsic motivation* means an aspiration to fulfil the activity for itself, for the satisfaction and for the reward, which are in the content of the