

## ABSTRACT

### THE MEANING OF MOTIVATION AND MOTIVATIONAL STRATEGIES IN DIVISION I MEN'S COLLEGE BASKETBALL

The purpose of this investigation was to describe elite coaches' lived experiences relating to how they motivate their players during competition. A phenomenological approach, using an in-depth interview was applied. Five successful Division I college basketball coaches were interviewed. All interview material was transcribed verbatim and analyzed. The computer software program NUD\*IST Vivo, was used to analyze the clustered data (Qualitative Solutions and Research, 1999). Bracketing, peer review, peer debriefing, and member checks were used to address validity. The results were divided into two categories: (a) meanings of motivation and (b) motivational strategies. For these highly successful coaches, motivation means helping the athletes reach their potential, realizing that each individual and team is motivated differently, putting forth effort, and being your own personality. Common motivational strategies used included: making tactical adjustments, challenging players, effective use of practice, and providing positive, negative, and error feedback.

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May 2003