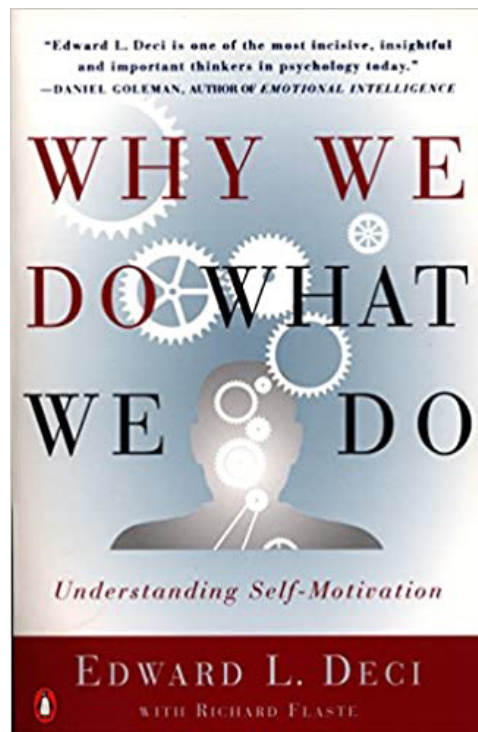


15:25



## Why we do what we do

Edward Deci is one of the creators of Self-Determination Theory. He took his years of research and wrote a book called “Why we do what we do” to help people better understand motivation and the fundamentals of Self-Determination Theory.



Deci, E. L., & Flaste, R. (1995). Why we do what we do: Understanding self-motivation. Penguins Books.