

THE CONCEPT OF MOTIVATION IN THE MINDS OF CONTEMPORARY BULGARIANS (BASED ON SURVEY DATA)

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The article examines both closed and open (associative) surveys in order to explore contemporary perceptions of the concept of motivation among Bulgarian speakers. It identifies both shared characteristics and gender-based differences in how motivation is understood. The findings reveal a strong association between *motivation* and key concepts such as *desire*, *goal*, and *success*.

Keywords: sociolinguistic surveys; free associative experiments; concepts; motivation; Bulgarian

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