



PSYC100 GENERAL PSYCHOLOGY

MOTIVATION

Learning Outcomes

- What is motivation?
- Motivation theories
 - Drive theory
 - Instinct theory
 - Arousal theory
 - Expectancy-value theory
 - Intrinsic-extrinsic motivation
 - Achievement motivation

What is motivation?

- Do you remember the theoretical approaches?
 - Biopsychological approach
 - Behaviourist approach
 - Psychodynamic approach
 - Humanistic approach
 - Cognitive approach
 - Evolutionary approach

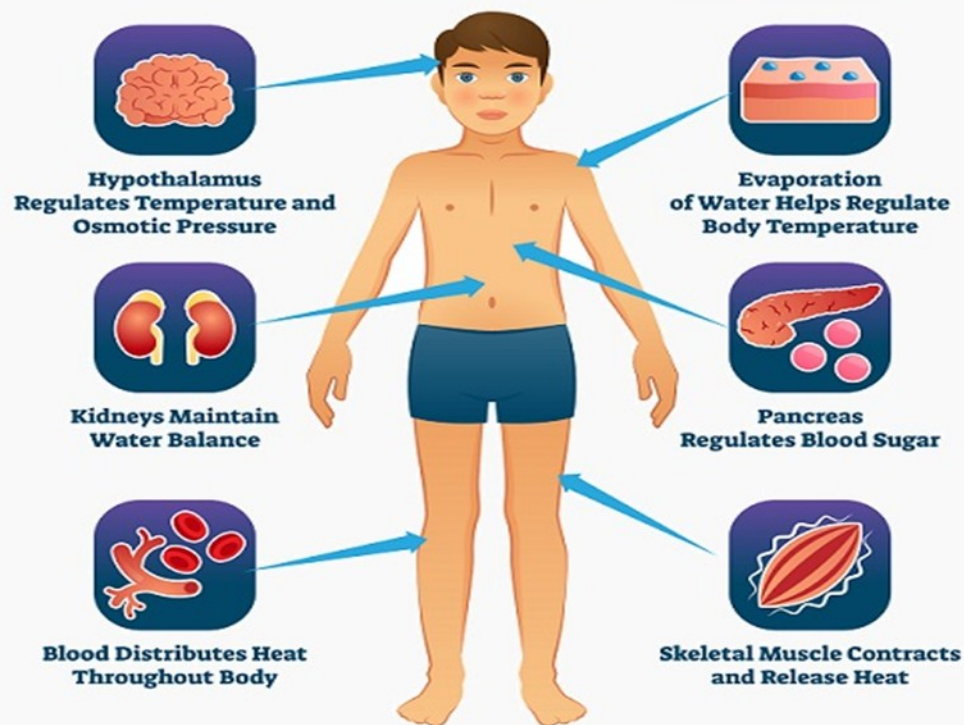
What is motivation?

- Motivation refers, in a general sense, to processes involved in the initiation, direction, and energization of individual behaviour ...(Geen, 1995)
- The study of motivation is the study of all those pushes and prods – biological, social and psychological – that defeat our laziness and move us, either eagerly or reluctantly, to action (Miller, 1962).
- Rubin and McNeil (1983) identify (i) survival or physiological motives, and (ii) competence or cognitive motives. Social motives represent a third category.

Drive theory

- Based on the concept of our body's homeostasis.
 - Homeostasis is the natural tendency to keep the body in a state of equilibrium (liver, kidneys, brain).
 - E.g. thirst, hunger
- Clark Hull (1943) suggested that physiological disruptions to homeostasis produce drives (internal tensions that motivate an organism to engage in behaviour to reduce this tension).

HOMEOSTASIS



HOMEOSTASIS is the State of Steady Internal **Physical** and **Chemical** Conditions Maintained by Living Systems

VARIABLES

↑ ↓
BODY TEMPERATURE

↑ ↓
FLUID BALANCE

↑ ↓
BLOOD SUGAR

EXAMPLE



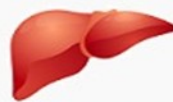
Blood glucose Level Rises



Pancreas Release Insulin



Body Cells Takes up Glucose



Liver Takes up Glucose

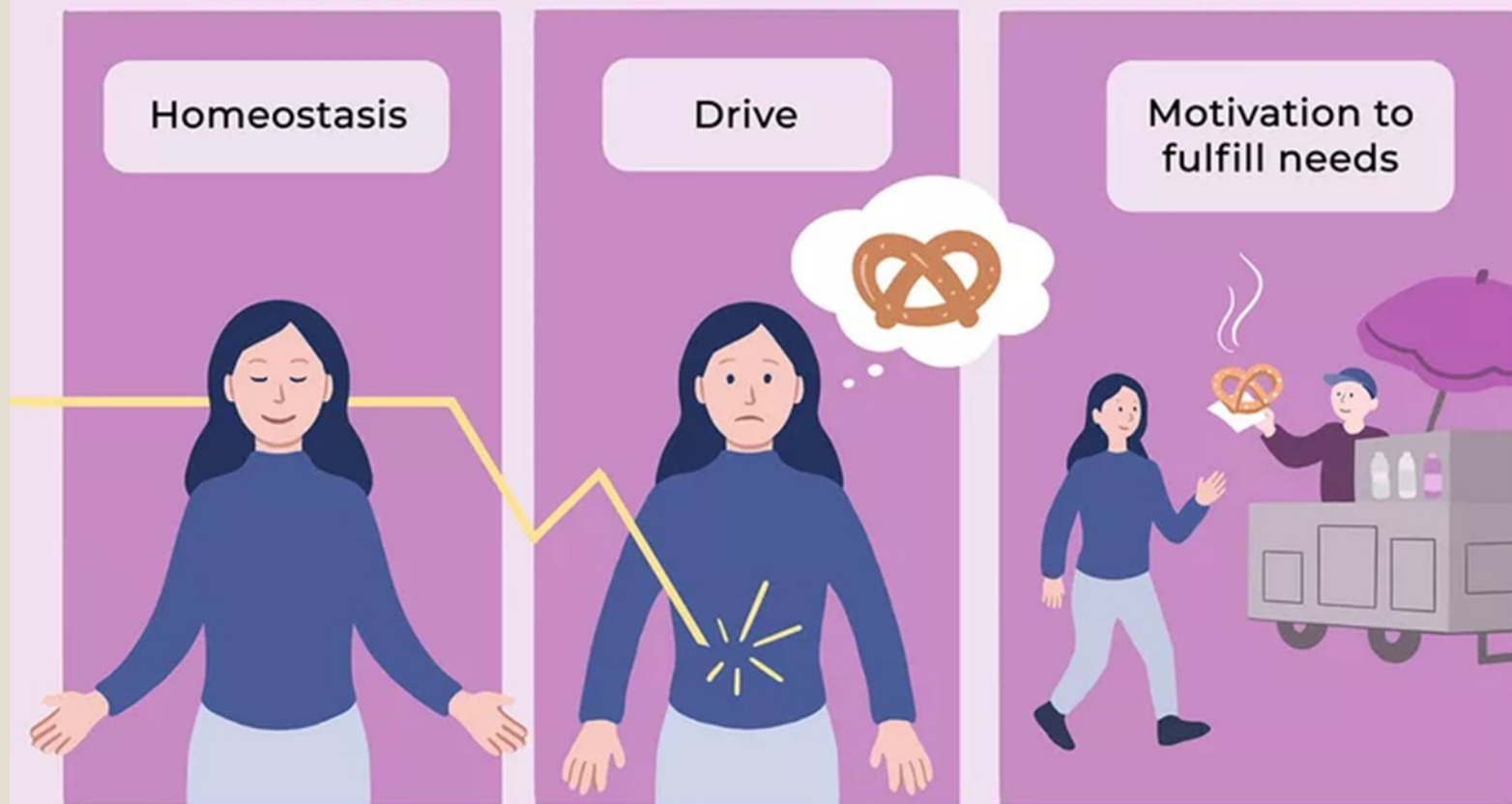


Blood Glucose Level Declines



Homeostasis (Optimal Glucose)

Hull's Drive-Reduction Theory



Evaluation

- Drawbacks: dieting, for example, is contrary to the drive to eat. Plus, people often eat even when they are not really hungry.
 - What makes you eat?
 - Why do you get hungry?
 - How much, if at all, do you consider social factors play a part in your eating behaviour?
- Reductionist

Instinct theory

- Instincts are automatic, involuntary and unlearned patterns of behaviour triggered by the presence of particular stimuli
 - E.g. babies are born with a unique ability that allows them to survive: they are born with the instinct to cry
 - E.g. coughing, blinking
- Buss (1999) suggested that the desire to pass on our genes may provide the motivational forces for such things as love, romantic relationships, attraction and marriage.

Evaluation


- Ignores learning and environment
- It doesn't account for individual differences
- Empirical Challenges: Testing instincts is hard because they're innate, making it difficult to isolate them from learned responses
- Reductionist

Arousal theory

- People take certain actions to either decrease or increase levels of arousal. When arousal levels get too low, for example, a person might watch an exciting movie or go for a jog. When arousal levels get too high, a person would probably look for ways to relax such as meditating or reading a book.
- According to this theory, we are motivated to maintain an optimal level of arousal, although this level can vary based on the individual or the situation. *E.g. parachute jumping*
- We learn what keeps our own arousal levels at the optimum level.

Evaluation

- Neglects Emotional and Social Motivators
- Empirical Testing Challenges
- Reductionist



**WHY ARE PEOPLE MOTIVATED
FOR DIFFERENT REASONS?**

Expectancy-value theory

- Goal-directed behavior is jointly determined by the strength of the person's expectation that particular behaviors will lead to a goal and by the incentive value the individual places on that goal (Brehm & Self, 1989).
- Motivation = expectancy x incentive value.
- E.g. A college student preparing for a midterm expects to do well because they've consistently scored high on practice quizzes (high expectancy). They value the exam because it's worth 30% of their grade and they aim to get into a post graduate program (high value). This motivates the student to study hard. Conversely, a student with low confidence in math (low expectancy) and no interest in the subject (low value) might skip studying for a calculus test.

Evaluation

- Based on subjective experiences (i.e. a student might overestimate his/her skills).
- External influences (i.e. a student might study hard due to financial constraints).
- Overemphasis on rationality (students do not always make calculated decisions, but emotions, procrastination, or impulsivity often play a larger role in college settings).
- Cultural and social variability

Intrinsic-extrinsic motivation

- Cognitive theorists also distinguish between **extrinsic motivation**, performing an activity to obtain an external reward or avoid punishment, and **intrinsic motivation**, performing an activity for its own sake—because you find it enjoyable or challenging.
- E.g. A student enrolls in a creative writing course because they love storytelling and find joy in crafting narratives, even if it's not required for their major. The process of writing itself is rewarding. INTRINSIC
- E.g. A student enrolls in a creative writing course because it's a very easy course and he will get a good grade. EXTRINSIC

Evaluation

- Over-Simplification of Motivation
- Individual Differences: Students vary in how they respond to intrinsic vs. extrinsic motivators. Personality traits (e.g., high conscientiousness) or cultural backgrounds (e.g., collectivist cultures valuing group recognition) influence whether intrinsic or extrinsic factors are more motivating.
- Contextual Factors: External pressures like financial stress can overshadow both types of motivation. A student might love a subject (intrinsic) but lack energy to engage due to part-time work demands.

Achievement motivation

- Need for achievement
- McClelland and Atkinson proposed that achievement behavior can stem from a positively oriented motive for success and a negatively oriented motivation to avoid failure, more commonly called fear of failure (1953).
- David McClelland and John Atkinson developed methods to measure achievement motivation primarily through the Thematic Apperception Test (TAT). The TAT is a projective psychological test where individuals are shown ambiguous pictures and asked to create stories about them.





FIGURE 11.19

Pictures like this are used to elicit stories that are scored for the motive to succeed. Which of the following two stories, written by different people, reflects a stronger motive to succeed? (1) This young man is sitting in school, but he is dreaming about the day when he will become a doctor. He will study and work harder than anyone else. He goes on to become one of the top medical researchers in the world. (2) The boy is daydreaming about how much he hates being in school. . . . He would like to run away from home and just take it easy on a tropical island. However, he is doomed to be in the rat race for the rest of his life.

Evaluation

- The TAT is subjective and relies on trained scorers, which can introduce variability.
- It measures unconscious motives, which may not always align with explicit behaviors or self-reported goals.
- Cultural differences in storytelling styles can affect the interpretation of results.

Lecture summary

- **Drive Theory:** behavior is motivated by biological needs or drives, such as hunger or thirst, which create tension that individuals seek to reduce through actions.
- **Instinct Theory:** behaviors are driven by innate, biologically determined instincts that guide actions without conscious reasoning, such as migration in animals.
- **Arousal Theory:** individuals are motivated to maintain an optimal level of physiological or psychological arousal, seeking stimulation when under-aroused or calming activities when over-aroused.
- **Expectancy-Value Theory:** motivation depends on the expectation of achieving a goal and the value or importance placed on that goal.
- **Intrinsic-Extrinsic Motivation:** Intrinsic motivation drives behavior for internal rewards like personal satisfaction, while extrinsic motivation involves external rewards like money or praise.
- **Achievement Motivation:** an individual's drive to pursue and attain goals, often measured through thematic apperception tests for themes of success and effort.