

# HS0117: Psychological Basis of Behavior

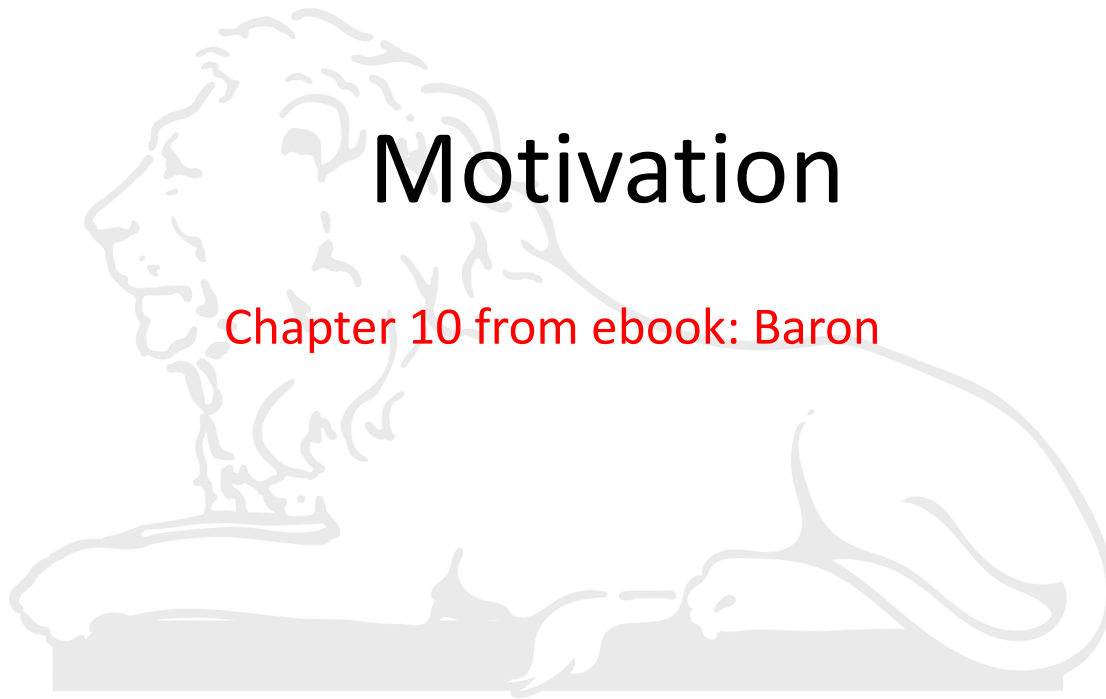
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Lecture 14



# Motivation

Chapter 10 from ebook: Baron



LISA's **INCREASED AWARENESS** concerning the reasons people go to college relates to the psychological concept of **MOTIVATION**



# Motivation: the need or desire to do something

1. The term “ motivation” has been derived from Latin word “movere”, which means to “to move”
2. It is defined as a driving force that initiates and directs behaviour
3. Motivation is the willingness to exert high levels of effort towards organized goals, conditioned by efforts and abilities to satisfy some individual needs
4. Motivation is a kind of internal energy which drives a person to do something in order to achieve his or her goals

# Motivation Process (Needs, Drives & Incentives)



## Need

1. Partially acquired and partially inborn
2. You can survive for sometime (e.g. sleep)
3. We have some choice.

## Drive/Motives (Psychological/P hysiological)

1. Tension creates an urge of drive
2. Fulfillment for survival
3. Is the force/action to satisfy need

## Incentive (Sociological)

1. Acquired totally (goal directed)
2. You can survive
3. Full choice

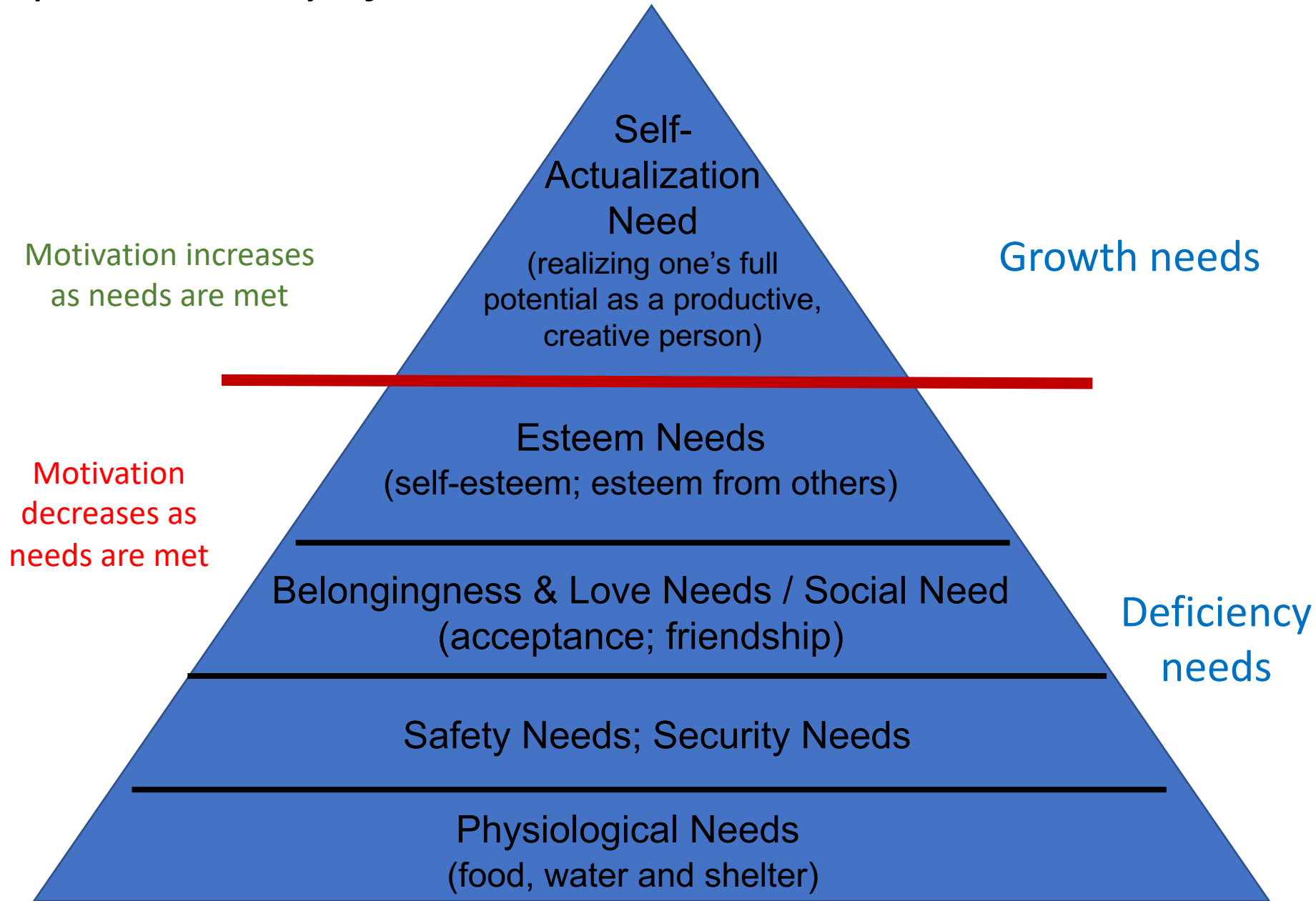
# Motivation

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What need would you be sure to satisfy?



Abraham Maslow (1943) proposed Maslow's Hierarchy in his paper "*A Theory of Human Motivation*"





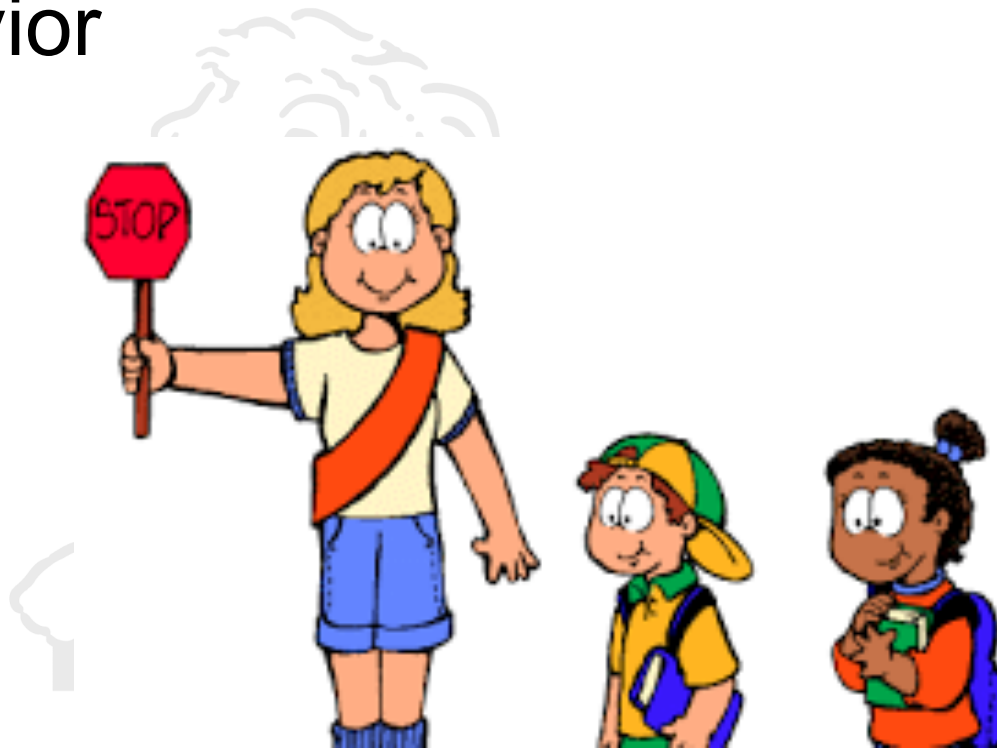
# 1. Physiological needs

- Most basic needs, biological life
- the *primary needs* listed earlier (food, water, air, shelter, clothing, etc.)
- Physiological needs are *dominant* when they are chronically unsatisfied



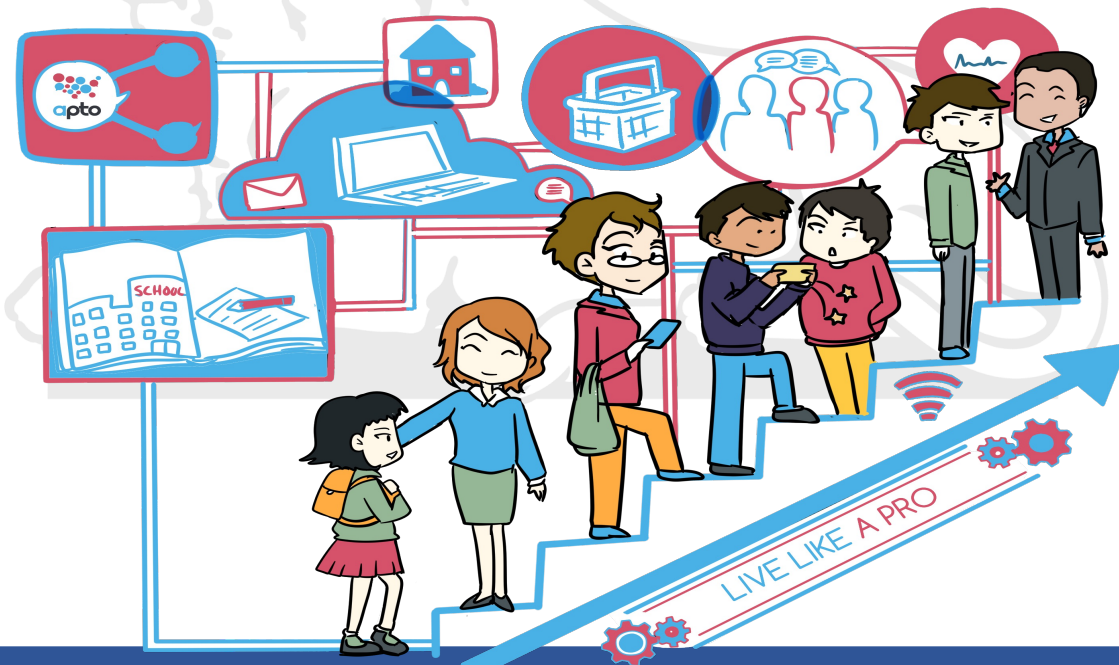
## 2. Safety needs

1. After the first needs are met, *safety and security* become the driving force behind behavior



### 3. Social needs

1. Include love, affection, belonging and acceptance
2. People seek warm and satisfying human relationships with others and are motivated by love for their families



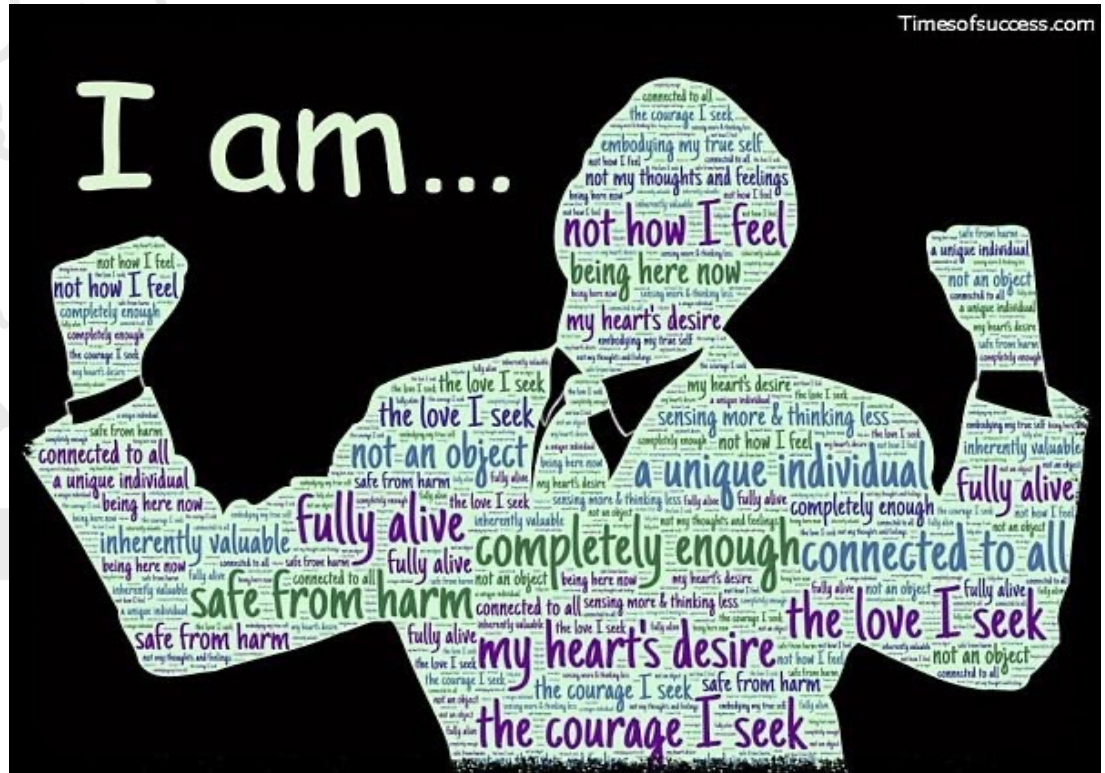
## 4. Egoistic needs

1. **Inwardly-directed ego needs** reflect an individual's need for self-acceptance, self-esteem, success, independence, personal satisfaction
2. **Outwardly-directed ego needs** include needs for prestige, reputation, status and recognition from others



## 5. Self-actualization

1. Maslow: most people never fully satisfy ego needs; thus don't reach this level
2. Self-actualization refers to person's desire to fulfill potential





Self-Actualization



Esteem Needs



Social Needs



Security Needs



Physiological Needs



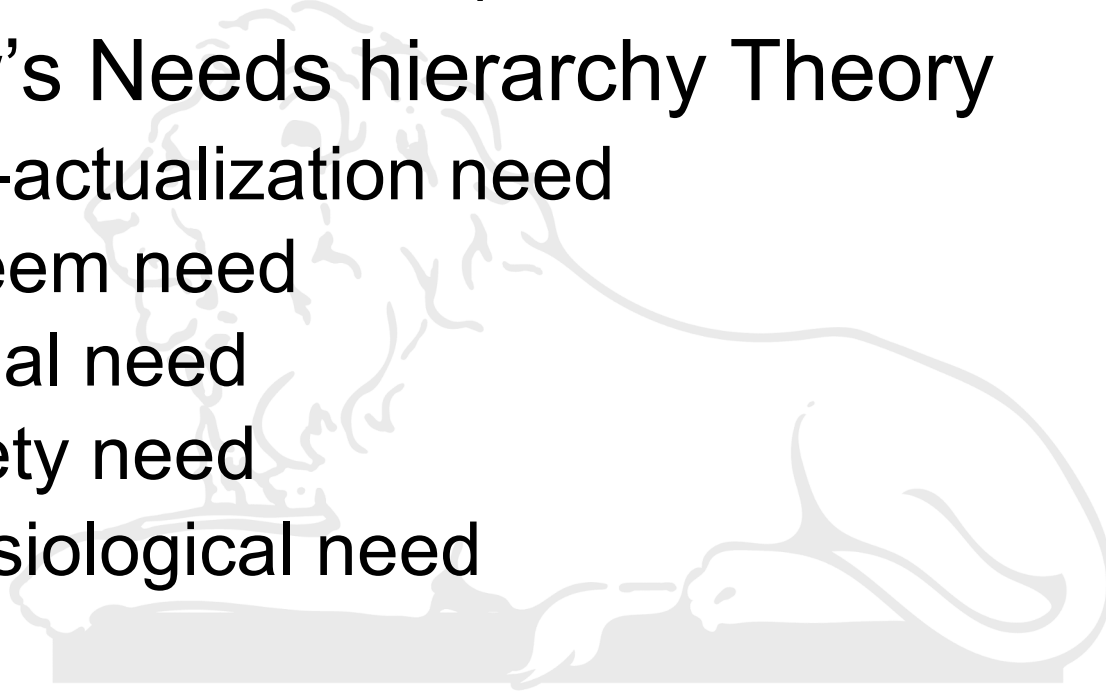
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- Motivation
- Motivation Process (Need > Drive > Motive)
- Maslow's Needs hierarchy Theory
  1. Self-actualization need
  2. Esteem need
  3. Social need
  4. Safety need
  5. Physiological need





# Theories of Motivation

1. *Instinct theory*: A theory of motivation suggesting that many forms of behavior stems from innate urges or tendencies
2. *Drive Theory*: A theory of motivation suggesting that behavior is pushed from within by drives stemming from basic biological needs.
3. *Arousal Theory*: A theory of motivation suggesting that human beings seek an optimal level of arousal, not minimal levels of arousal.
4. *ERG Theory (Clayton Paul Alderfer)*
5. *Maslow's Hierarchy Theory (Abraham Maslow)*
6. *Herzberg Two-factor Theory (Frederick Herzberg)*

# *ERG Theory (Clayton Paul Alderfer)*

- Maslow's theory failed to provide evidence at workplace setting
- *Clayton Paul Alderfer* an American Psychologist suggested: self-esteem - individual's job performance
- He reduced the needs of hierarchy into 3 categories (i.e. ERG)
- ERG stands for Existence, Relatedness, and Growth

- Existence

This comprised of first two levels of Maslow's hierarchy need (Safety and Physiological needs)

- Relatedness

- This covers third and fourth levels of Maslow's hierarchy need (Social Needs and Self-esteem)

- Growth

- Similar like Maslow's hierarchy need it covers highest level of hierarchy (self-actualization)

ERG theory received support from modern researches.

The theory highlights: pay and fringe benefits, interpersonal relations, growth at workplace setting

# ERG Theory (Clayton Paul Alderfer)

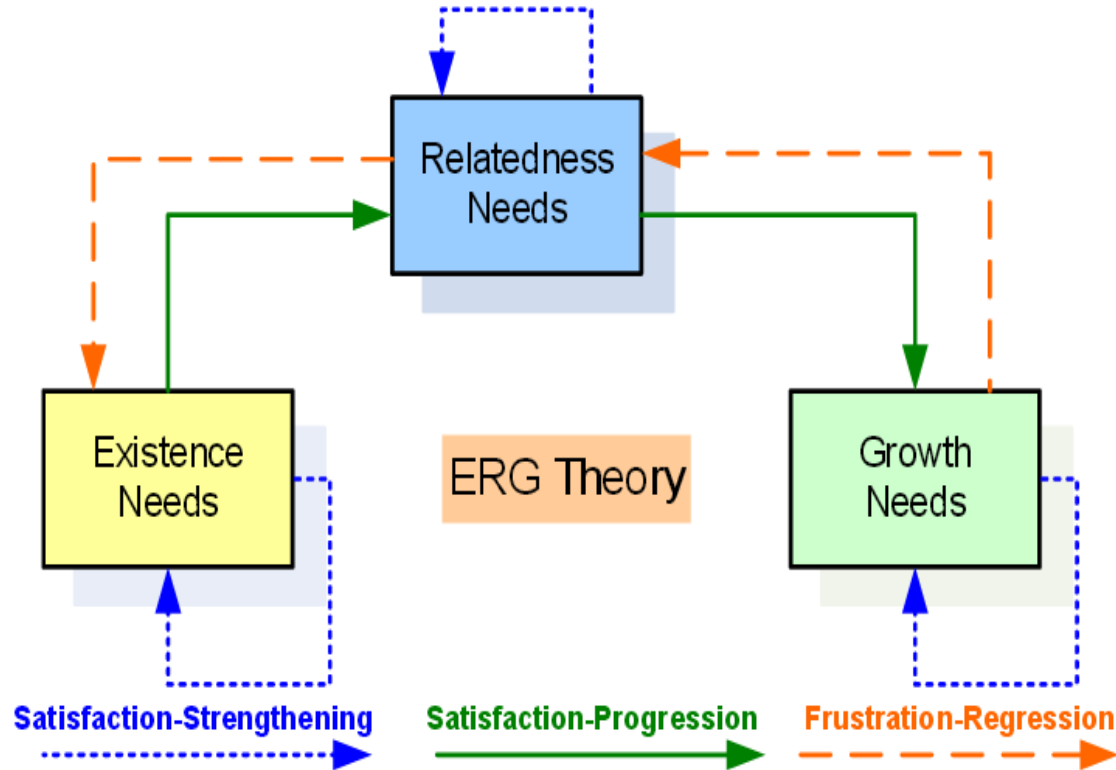


Table 2 – The concept of ERG theory  
(Data source: Alderfer 1969)

# Two-factor Theory (Frederick Hertzberg)

- Two-factor Theory of Motivation or Hertzberg Theory of Motivation or Dual-factor Theory or Motivation-Hygiene Theory
- Frederick Hertzberg an American Psychologist
- His study with 200 employees to identify the factors that affected their job attitude.
- Engineers and accountants were asked to highlight when they were satisfied about their job at the time and situations.
- Job satisfaction is opposite of job dissatisfaction, they are unrelated and provoke different feelings.

# Two-factor Theory (Frederick Herzberg)

Factors leading to dissatisfaction (Hygiene Factors)	Factors leading to satisfaction (Motivation factors)
Company policy and administration	Achievement
Supervision	Responsibility
Salary	The work itself
Interpersonal relations	Recognition
Working conditions	Advancement

Table 3. An interpretation of Herzberg's two-factor theory as a table.

Theories of Motivation	Assumptions
Maslow's Need Hierarchy Theory	Need exist in a hierarchy; higher level needs cannot be activated until lower level needs are satisfied.
ERG Theory	Human need are difficult to predict.
Two-factor Theory / motivation-hygiene theory / dual-factor theory	Motivation and hygiene factors at work that cause either satisfaction or dissatisfaction, and they are unrelated to each other



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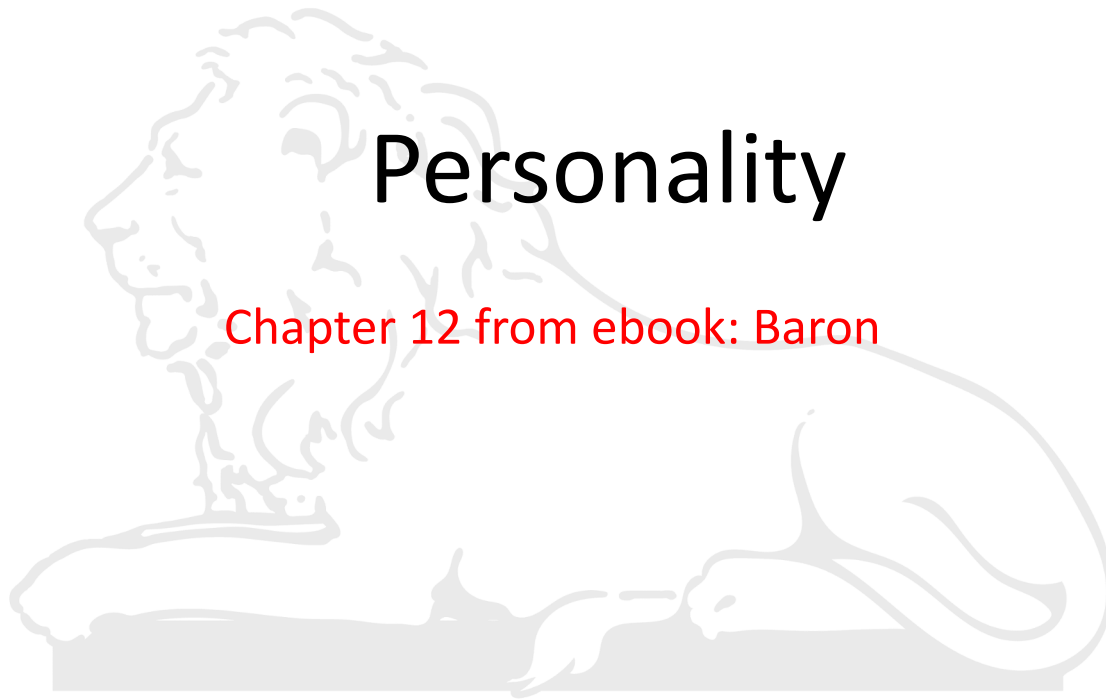




- Motivation Theories
  - Instinct Theory
  - Drive Theory
  - Arousal Theory
  - ERG theory
  - Maslow's Theory
  - Herzberg's Theory
- ERG Theory (Clayton Paul Alderfer)
- Herzberg Two-Factor Theory

# Personality

Chapter 12 from ebook: Baron



# Personality



1. Personality comes from Greek word “persona” meaning mask.
2. Uniqueness and consistency in the behavior of individuals

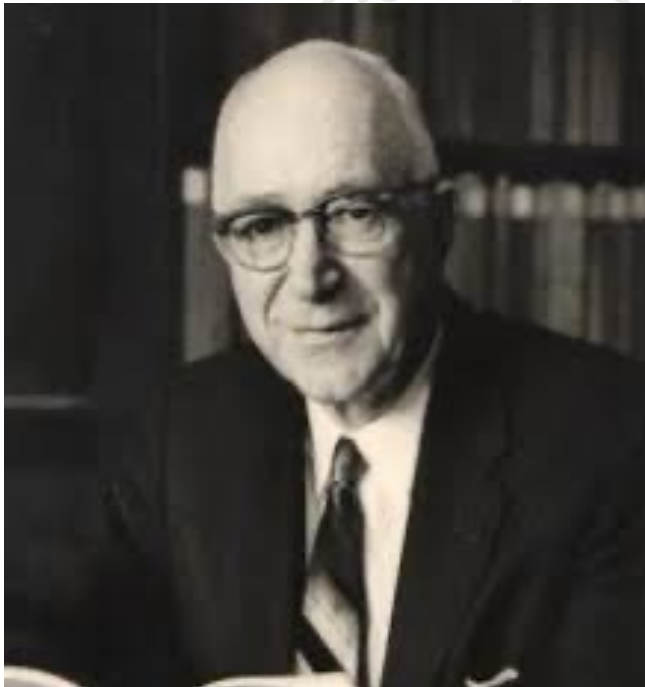


1. Are people consistent in their behavior over time and across situations?
2. Some personality traits are friendly, neat, impulsive, and good-natured etc.

# Definition



*Personality is a dynamic organization within the individual of those psychophysical system that determine his unique adjustment with the environment*  
(Gordon W. Allport, 1948)



# Nature

## Genes and Hereditary Factors

physical appearance

personality characteristics

# Nurture

## Environmental Variables

childhood experiences

how we were raised

social relationships

surrounding culture



Nature

Nurture

### Biological Approach

Focus on genetic, hormonal, and neuro-chemical explanations of behavior.

### Psychoanalysis

Innate drives of sex and aggression (nature). Social upbringing during childhood (nurture).

### Cognitive Psychology

Innate mental structures such as schemas, perception and memory and constantly changed by the environment.

### Humanism

Maslow emphasized basic physical needs. Society influences a person's self concept.

### Behaviorism

All behavior is learned from the environment through conditioning.

Theories that focus on personality and the origin of psychological disorder.

*He told many of his patients that his search for hidden memories in their **unconscious minds** was similar to the excavation of a buried ancient city.*

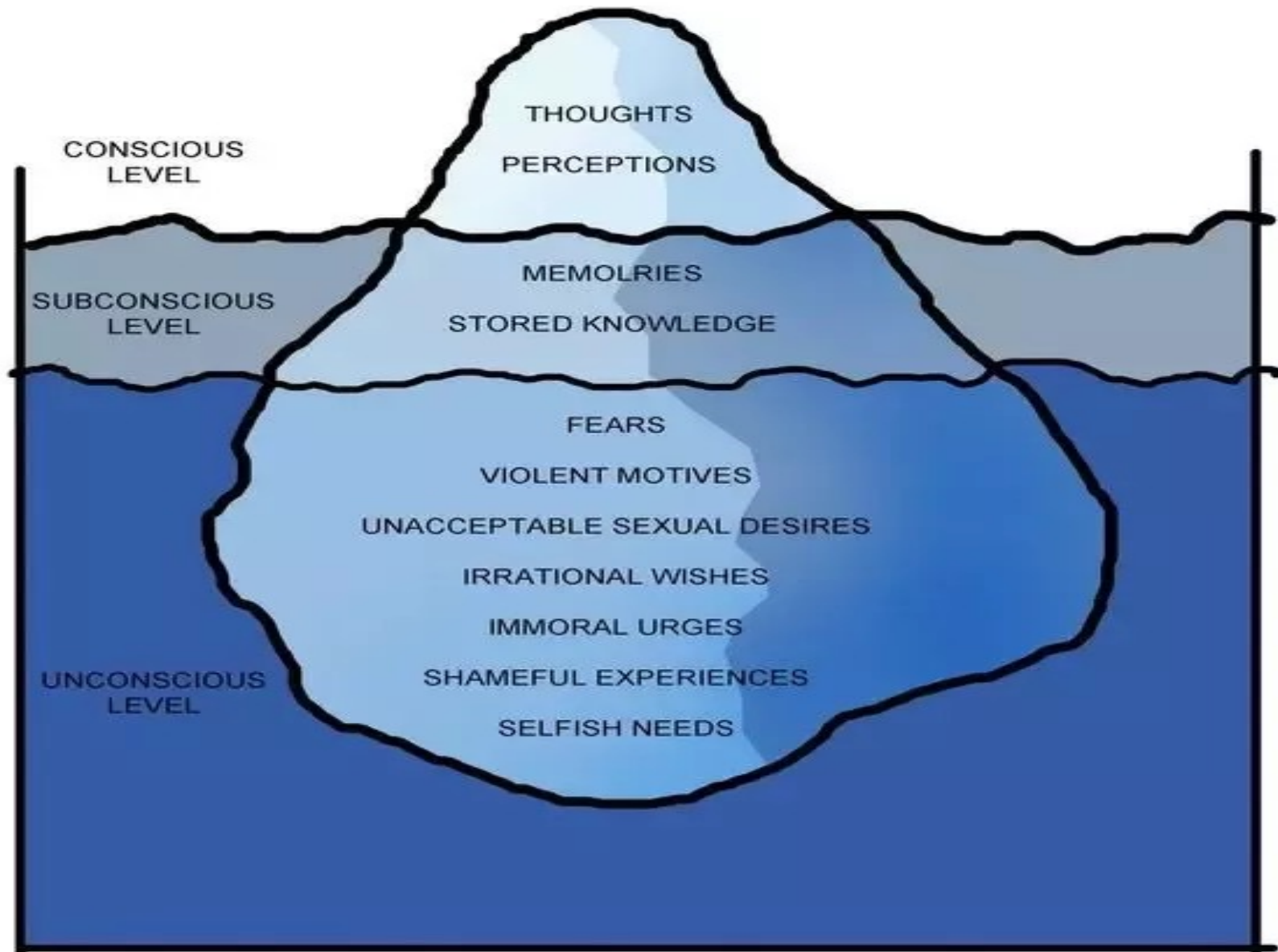
## Freud's Theory of Personality

1. Level of consciousness
2. The structure of personality
3. Anxiety and defense mechanism
4. *Psychosexual stages of development.*



# Freud's View of the Human Mind: The Mental Iceberg

## Level of consciousness





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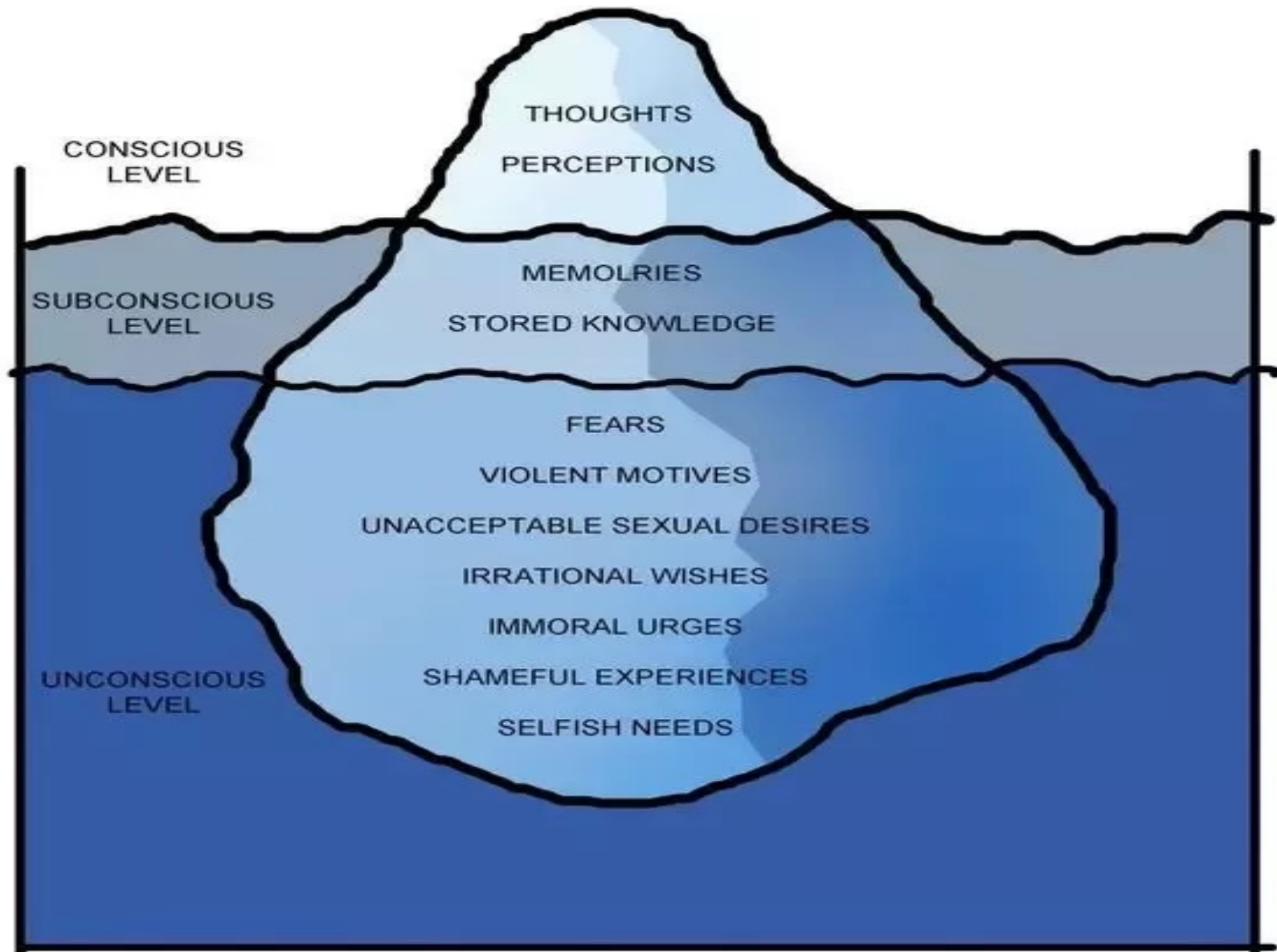




- Personality
- Nature versus Nurture
- Sigmund Freud
- Freud's theory of Personality
  - Level of consciousness
  - The structure of personality
  - Anxiety and defense mechanism
  - Psychosexual stages of development
- Level of Consciousness

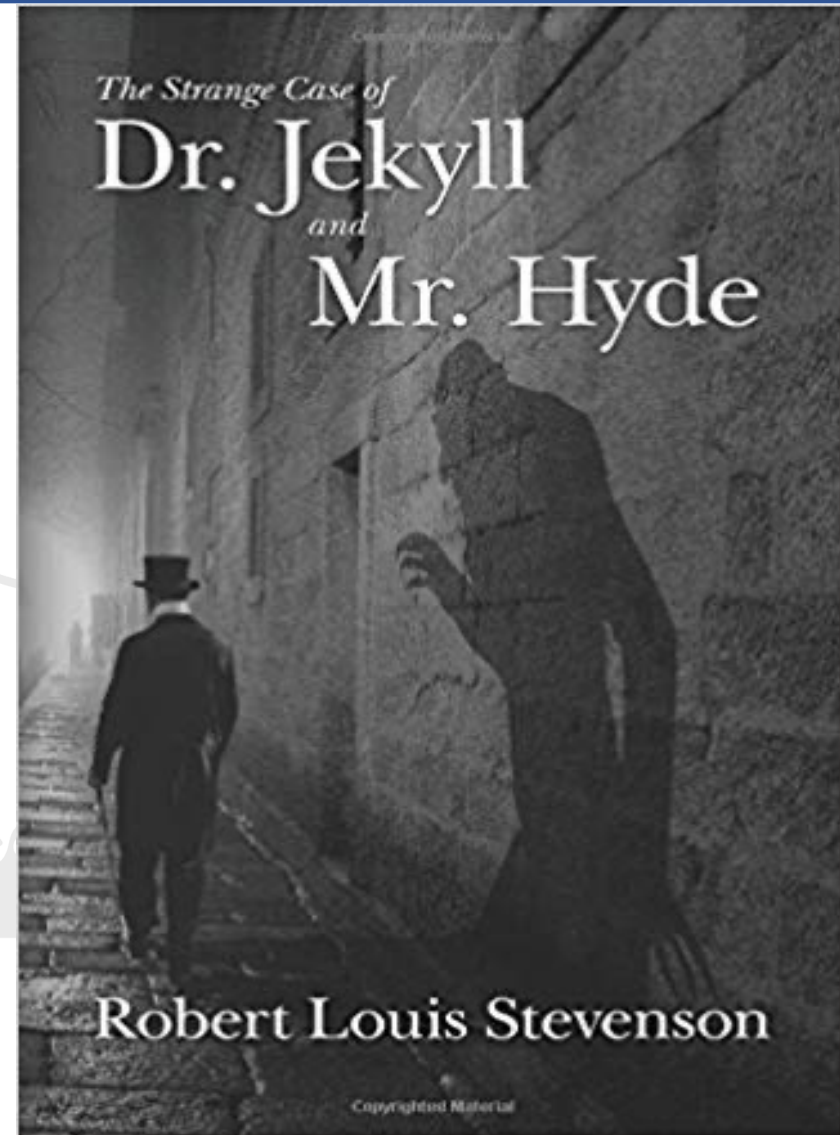
# Freud's View of the Human Mind: The Mental Iceberg

## Level of consciousness



# Structure of Personality

1. "Jekyll and Hyde" refer to people with an unpredictably dual nature: usually very good, but sometimes shockingly evil.
2. Jekyll's transformed personality, Hyde, was evil, self-indulgent, and uncaring to anyone but himself.
3. In Lanyon's presence, Hyde mixed the chemicals, drank the serum, and transformed into Jekyll.
4. "I bring the life of that unhappy Henry Jekyll to an end."



# The Structure of Personality (Id, Ego, Superego)



1. Id – consists of all primitive, innate urges. These are bodily needs, sexual desire, and aggressive impulses.
2. Id – is unconscious and operates in accordance with what he termed **pleasure principle**.
3. It wants immediate, total gratification and is not capable of considering the potential costs of seeking this goal.
4. Id is Mr. Hyde of our personality. Hyde personality is *unrestrained* rather than as purely evil.
5. **Second structure of personality is Ego. It checks the Id and allows for satisfaction of its impulses.**

# Ego



1. Ego operates in accordance with the **reality principle**.
2. *Ego directs behavior so as to maximize pleasure and minimize pain. (infant-mother)*
3. Ego is partly conscious - for e.g., its eternal struggle with the id—are outside our conscious knowledge or understanding.



**Id:**

Instincts



**Ego:**

Reality



**Superego:**

Morality

1. Superego – seeks to control satisfaction of Id impulses and is concerned with morality. (Dr. Jekyll)
2. For e.g. superego prevents a stockbroker from altering a computer program and thereby transferring funds from his clients' accounts into his own account.
3. The superego is acquired from our parents and through experience, it represents a learned moral constraints.
4. Superego address **morality principle**.

Aspect of Personality	Level of Consciousness	Description/Function
Ego	Mostly conscious	Mediates between id impulses and superego inhibitions; reality principle; rational
Superego	All levels, but mostly preconscious	Ideals and morals; conscience; incorporated from parents
Id	Unconscious	Basic impulses (sex and aggression); pleasure principle; seeks immediate gratification; irrational, impulsive





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Instinct

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Sigmund Freud stated that –

- *Humans have little to no capacity for free will...*
- *Humans behavior is driven by a desire for pleasure and is governed by 2-instincts: (i) Life Instinct (EROS) (ii) Death Instinct (Thanatos)*

What is Instinct?

*An inborn psychological representation of an inner somatic source of excitation.*

The psychological representation is called **wish** and the bodily excitation from which it stems is called a **need**. For e.g. State of hunger (physiologically) psychologically it is represented as a wish for food.

# Characteristics of Instincts

Instinct has four characteristics:

- 1. A source:** is the bodily condition or needs
- 2. An aim:** is the removal of the bodily excitation (e.g. aim of hunger is to remove nutrient deficiency)
- 3. An object:** number of actions involved to avoid hunger
- 4. An impetus:** is the force or strength, which is determined by the intensity of the underlying need.  
For eg. Nutritional deficiency increases up to the point where physical weakness sets in, the force of the instinct become correspondingly greater.

# Types of Instinct

1. Life instinct (EROS) covers all self-preserving and erotic instincts. The form of energy by which the life instinct perform their work is called libido. (Everybody wants to be love and be loved).
2. Death instinct (THANATOS) covers all the instincts towards aggression, self-destruction, and cruelty. (Everybody want to be remembered after they die)
3. Freud gave **sexual drives** an importance and centrality in **human life, human actions, and human behavior.**
4. Freud effectively redefined the term “sexuality” to make it cover any form of pleasure which is or can be derived from the body.

# Defense Mechanism

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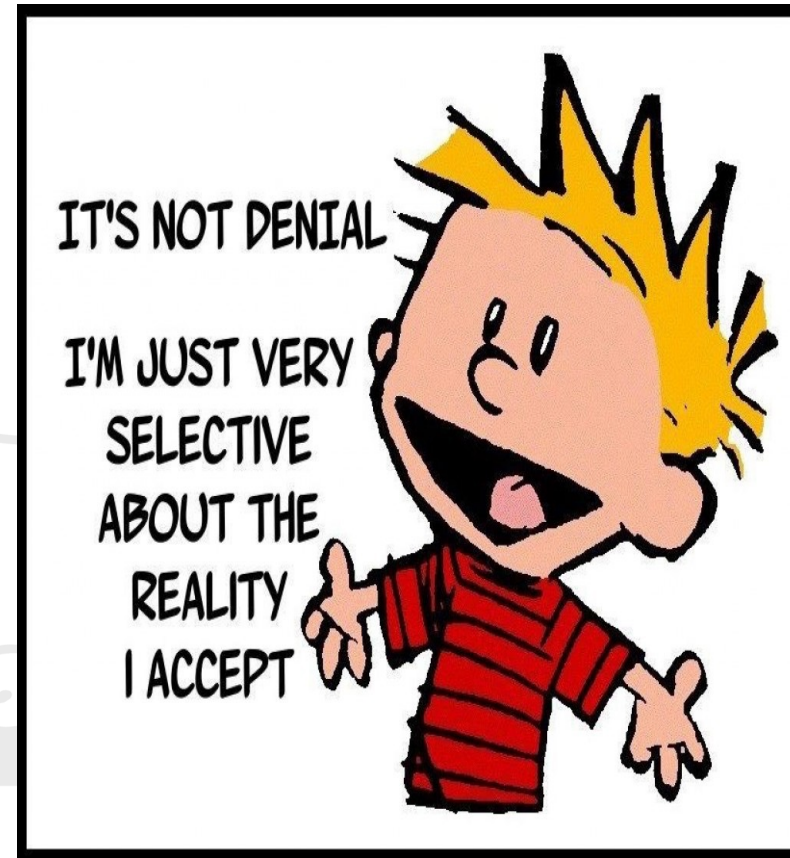
# Psychological Defense Mechanism (12-types)



1. *Defense mechanism is used to protect ourselves from feelings of anxiety or guilt, which arises because we feel threatened, or because our id or superego becomes too demanding.*

2. *- Techniques of ego to deal with unwanted thoughts and desires and reduce or avoid anxiety*

3. *Ways of coping with difficult feelings.*



# Rationalization/Rationalism (making excuses)

*Rationalization is a defense mechanism- in which controversial behaviors or feelings are justified and explained in a seemingly rational or logical manner to avoid the true explanation.*





# Projection



*Projection is a defense mechanism - in which the human ego defends itself against **unconscious impulses or qualities** by **denying their existence in themselves** while **attributing them to others**.*



# Thank You!

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