**MOTIVATION**

**Motivation** is the reason for **people's actions, desires, and needs**. Motivation is also one's direction to behavior, or what causes a person to want to repeat a behavior. A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behavior.

Motivation can be conceived of as a cycle in which

* thoughts influence behaviors,
* behaviors drive performance,
* performance affects thoughts,
* and the cycle begins again.

Each stage of the cycle is composed of many dimensions including attitudes, beliefs, intentions, effort, and withdrawal which can all affect the motivation that an individual experiences. Most psychological theories hold that motivation exists purely within the individual, but socio-cultural theories express motivation as an outcome of participation in actions and activities within the cultural context of social groups.

**Incentive theories: intrinsic and extrinsic motivation**

Motivation can be divided into two different theories known as ***intrinsic***(internal or inherent) motivation and ***extrinsic***(external) motivation.

**Intrinsic motivation**

Intrinsic motivation has been studied since the early 1970s. Intrinsic motivation is the **self-desire to seek out new things and new challenges, to analyze one's capacity, to observe and to gain knowledge**. It is driven by an **interest** or **enjoyment** in the task itself, and **exists within the individual** rather **than relying on external pressures** or a desire for consideration. The phenomenon of intrinsic motivation was first acknowledged within experimental studies of animal behavior. In these studies, it was evident that the organisms would engage in playful and curiosity driven behaviors in the absence of reward. Intrinsic motivation is a natural motivational tendency and is a critical element in cognitive, social, and physical development. Students who are intrinsically motivated are more likely to engage in the task willingly as well as work to improve their skills, which will increase their capabilities. Students are likely to be **intrinsically motivated** if they:

* **attribute their educational results** to **factors under their own control**, also known as autonomy or **locus of control**.
* believe they have the skills to be effective agents in reaching their desired goals, also known **as self-efficacy beliefs**.
* are interested in mastering a topic, **not just in achieving good grades**

An example of intrinsic motivation is when an employee becomes an IT professional because he or she wants to learn about how computer users interact with computer networks. The employee has the intrinsic motivation to gain more knowledge.  ‘Art for Art’s sake’ is an example of intrinsic motivation in the domain of art.

Traditionally, researchers thought of motivations to use computer systems to be primarily driven by extrinsic purposes; however, many modern systems have their use driven primarily by intrinsic motivations. Examples of such systems used primarily to fulfil users' intrinsic motivations, include on-line gaming, online shopping, learning/education etc. in such that both extrinsic and intrinsic motivations must increasingly be considered.

***Advantages*:** Intrinsic motivation can be **long-lasting** and **self-sustaining**. Efforts to build this kind of motivation are also typically efforts at promoting student learning. Such efforts often focus on the **subject** rather than **rewards** or **punishments**.

***Disadvantages*:** Efforts at fostering intrinsic motivation can be **slow** to affect behavior and can require special and lengthy preparation. Students are individuals, so a **variety of approaches** may be needed to motivate different students. It is often helpful to know what interests one's students in order to connect these interests with the subject matter. **Intensity** and the **duration** of the developed motivation may also not be much.

**Intrinsic motivation and the 16 basic desires theory**

Starting from studies involving more than 6,000 people, Professor  has proposed a theory that found **16 basic desires that guide nearly all human behavior**. Intrinsic motivation is the tendency to find challenges, to push to find out for more, explore, and learn as much as possible. It is about reaching the most possible potential as a human being. The 16 basic desires, as proposed by **Stevens Reiss**,  that **motivate our actions and define our personalities** are:

* **Acceptance**, the need for approval
* **Curiosity**, the need to learn
* **Eating**, the need for food
* **Family**, the need to raise children
* **Honor**, the need to be loyal to the traditional values of **one's clan/ethnic group**
* **Idealism**, the need for social justice
* **Independence**, the need for individuality
* Order, the need for organized, stable, predictable environments
* Physical Activity, the need for exercise
* **Power**, the need for influence of will
* **Romance**, the need for sex and for beauty
* **Saving**, the need to collect
* Social contact, the need for friends (peer relationships)
* **Social status**, the need for social standing/importance
* **Tranquility**, the need to be safe
* Vengeance, the need to strike back and to compete

**Factors affecting Intrinsic Motivation**

Seven factors that promote intrinsic motivation.

**Challenge :** We are best motivated when we are working toward **personally meaningful goals** whose attainment requires activity at a continuously optimal (**intermediate**) level of difficulty.

**Curiosity :** Something in the physical environment attracts our attention or there is a discrepancy between **present knowledge or skills and what these could** be if we engaged in some activity.

**Control:** We have a basic tendency to **want to control what happens** to us.

Fantasy: We use **mental images of things** and situations **that are not actually present** to stimulate our behavior.

**Competition:** We feel satisfaction by **comparing** our performance **favorably** to that of others.

**Cooperation:** We feel satisfaction by **helping** others achieve our goals.

**Recognition:** We feel satisfaction when others **recognize** and **appreciate** our accomplishments.

**Extrinsic motivation**

Extrinsic motivation refers to the performance of an activity in order to attain a desired outcome and it is the opposite of intrinsic motivation. **Extrinsic motivation comes from influences outside of the individual.** Usually extrinsic motivation is used to attain outcomes that a person wouldn't get from intrinsic motivation. Common extrinsic motivations are **rewards** (for example money or grades) for showing the desired behavior, and **the threat of punishment** following misbehavior. **Competition** is an extrinsic motivator because it encourages the performer to win and to beat others, not simply to enjoy the intrinsic rewards of the activity. A **cheering crowd and the desire to win a trophy** are also extrinsic incentives.

Social psychological research has indicated that extrinsic rewards can lead to over justification and a subsequent reduction in intrinsic motivation. While the provision of extrinsic rewards might reduce the desirability of an activity, the use of extrinsic constraints, such as the threat of punishment, **against performing an activity has actually been found to increase one's intrinsic interest in that activity**. In one study, when children were given mild threats against playing with an attractive toy, it was found that the threat actually served to increase the child's interest in the toy, which was previously undesirable to the child in the absence of threat.