

MOTIVATION

1

Psychology

Learning Outcomes

2

- *Review of previous session*
- *Theories of Motivation*
 - ✓ *Incentive Theory*
 - ✓ *Cognitive Theory*
 - ✓ *Maslow's Hierarchy*

Incentive Theory: Motivation's pull

3

- *The theory suggesting that motivation stems from the desire to obtain valued external goals, or Incentives".*

- *Incentive*

An incentive is an external goal that has the capacity to motivate behavior.

- ✓ *Incentives work when we expect that we can gain the incentive and when we value the incentive.*

- *Examples*

- ✓ *Ice cream, a monetary prize, approval from friends, an appreciation from a teacher, A on an exam, promotions, vacations etc.*

Cognitive Theory: The thoughts behind motivation

4

- ***“The theory suggesting that motivation is a product of people’s thoughts , expectations and goals- their cognitions.”***

- ***Intrinsic motivation***

Participate in an activity for own enjoyment

- ***Extrinsic motivation***

To do something for money, a grade or some other tangible reward

Example

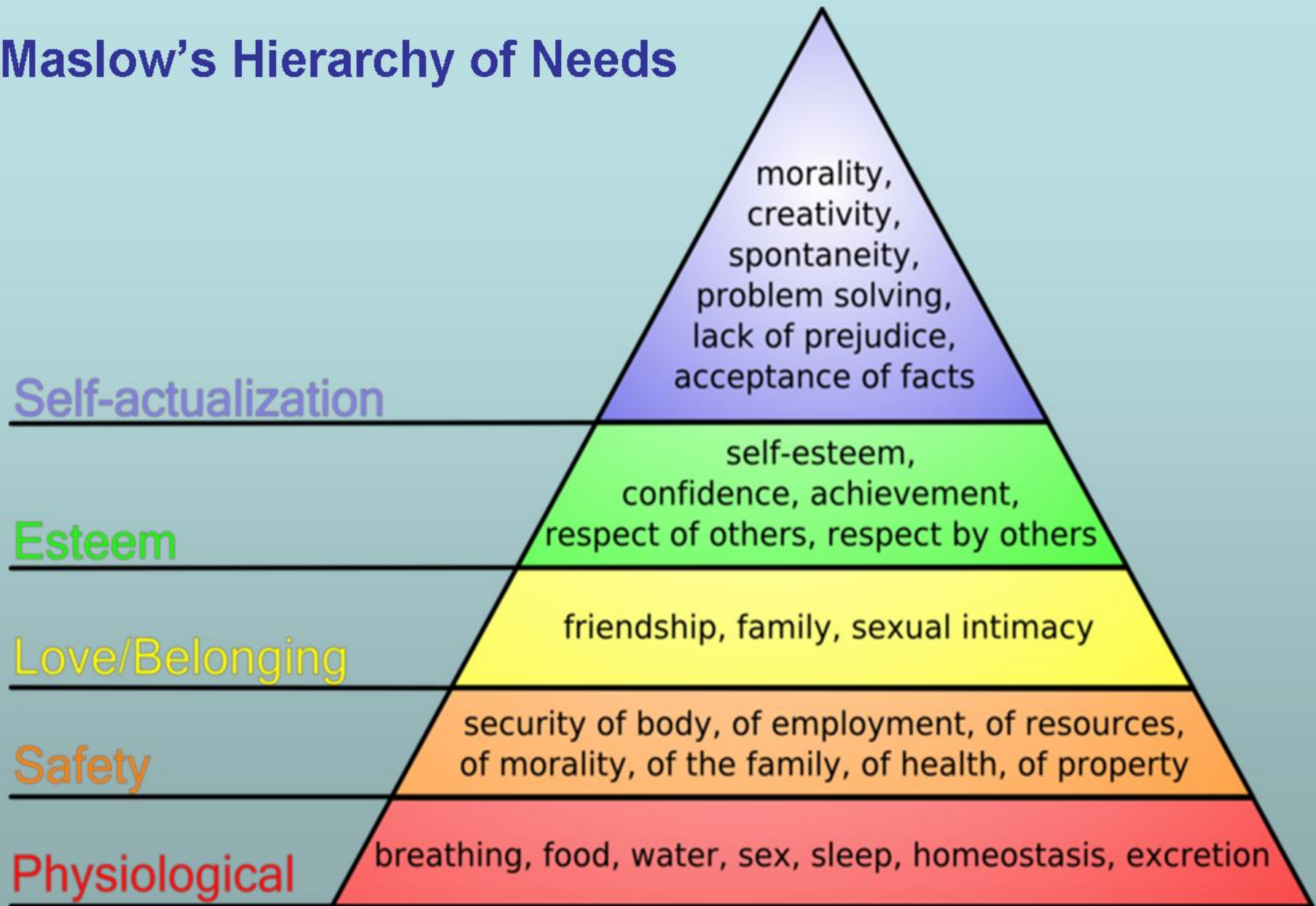
- ✓ *The degree to which people are motivated to study for good grades is based on their own cognition.*

Maslow's Theory of Need: Ordering motivational needs

5

- ***Maslow's hierarchy of needs is a theory proposed by Abraham Maslow in 1943.***
- *His model considers different motivational needs to be ordered in a hierarchy.*
 - ✓ Once lower order needs (physiological and safety) are meet, then higher needs (love, self-esteem and self actualization) can be satisfied

Maslow's Hierarchy of Needs



***THANK YOU
HAPPY LEARNING STUDENTS!***