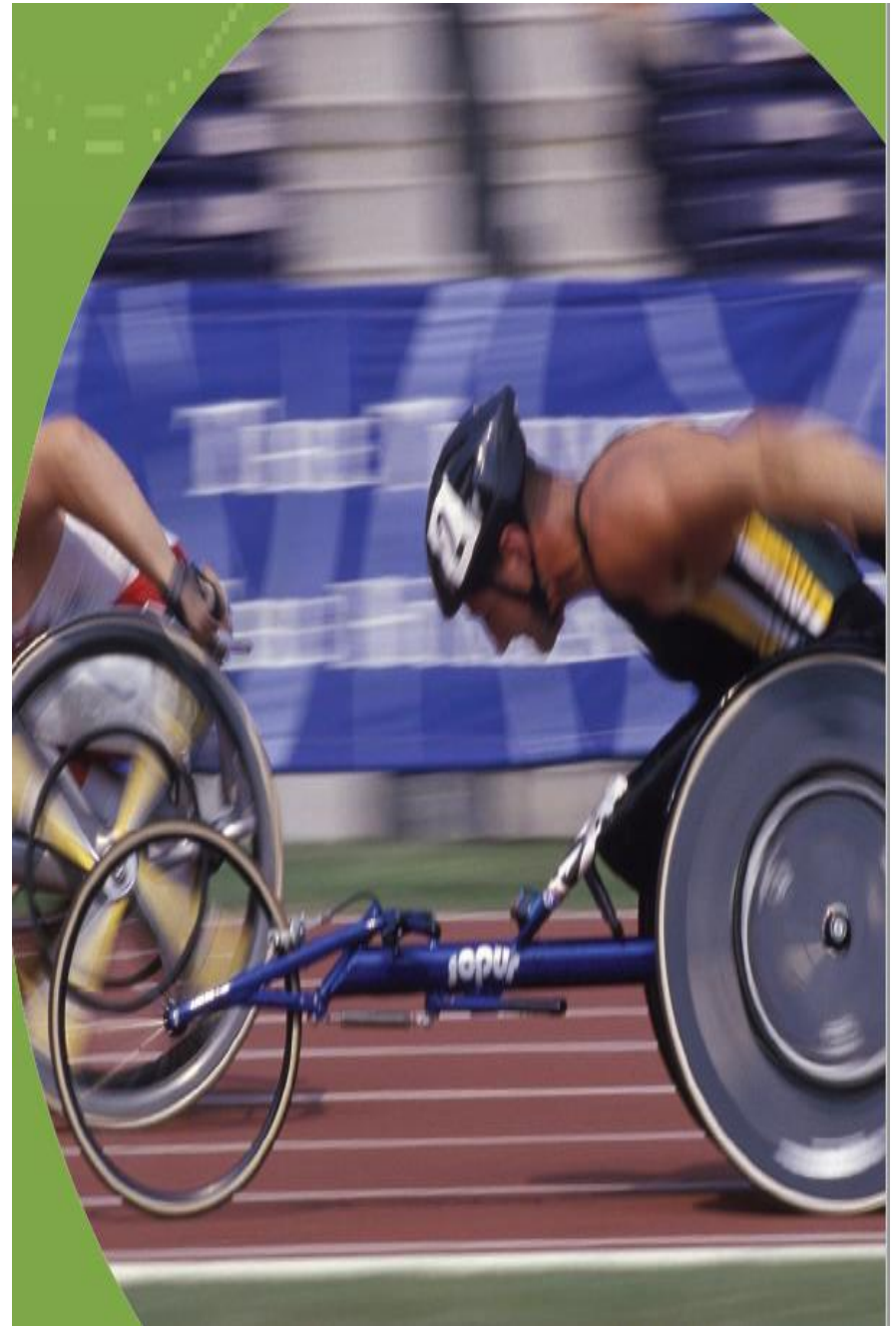


Motivation





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What is it that motivates behavior?

Is the way that we behave something we are born with, or

is it something that develops as we age and due to the experiences we have?

What evidence supports the basis of motivation?

Explaining Motivation

The term 'motivation' is derived from the word 'motive'. Motive may be defined as needs, wants, drives or impulses within the individual.

Motivation is the factors that **direct & energize the behavior** of humans & other organisms

Motivation has **biological, cognitive, and social aspects**, and the complexity of the concept has led psychologists to develop a variety of approaches.

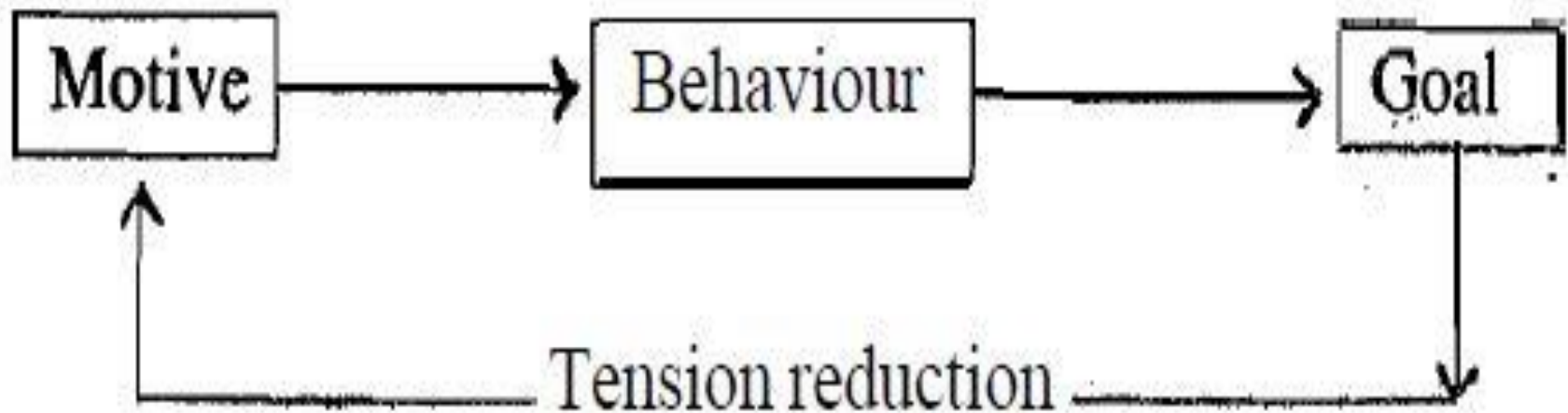
In everyday usage, the term "**motivation**" is frequently used to describe **why** a person **does** something.

psychologists to develop a variety of approaches.

All seek to explain the **energy** that guides people's behavior in specific directions.

Motivation cycle

Process of Motivation



A person who lacks sleep is said to need it and this need causes a drive/motive to sleep.

Lead towards to goal. For example, person will go for sleep.

Goal: the satisfaction of need after achieving it. For example, will be satisfied after getting proper sleep.

Applying the Different Approaches to Motivation



FIGURE 3 The major approaches to motivation.

Instinct Approaches: Born to Be Motivated

Instincts

- Inborn patterns of behavior that are biologically determined rather than learned
- According to instinct approaches to motivation, people and animals are born pre-programmed with sets of behaviors essential to their survival.
- Those instincts provide the energy that channels behavior in appropriate directions.

- Psychologists do not agree on what, or even how many, primary instincts exist.
- One early psychologist, William McDougall (1908), suggested that there are 18 instincts. Other theorists came up with even more with one sociologist (Bernard, 1924) claiming that there are exactly 5,759 distinct instincts
- It is clear that much animal behavior is based on instincts.
- Much of the variety and complexity of human behavior is learned and thus cannot be seen as instinctual.



Drive-Reduction Approaches:

(Satisfying Our Needs)

- After rejecting instinct theory, psychologists first proposed simple drive-reduction theories of motivation to take its place (Hull, 1943).
- **Drive-reduction approaches to motivation:** Theories suggesting that a lack of a basic biological requirement such as water produces a drive to obtain that requirement (in this case, the thirst drive) (Hull, 1943)
- **Drive**
 - Motivational tension, or arousal, that energizes behavior to fulfill a need

Primary drives

- Many basic drives, such as hunger, thirst, & sleep, are related to biological needs of the body or of the species as a whole.
- We usually try to satisfy a primary drive by reducing the need underlying it.

- **For example**, we become hungry after not eating for a few hours and may raid the refrigerator, especially if the next scheduled meal is not imminent.
- If the weather turns cold, we put on extra clothing or raise the setting on the thermostat to keep warm.
- If our bodies need liquids to function properly, we experience thirst and seek out water

Secondary drives

- In *secondary drives*, prior experience and learning bring about needs. For instance, some people have strong needs to achieve academically and professionally. Their achievement need is reflected in a secondary drive that motivates their behavior.
(McKinley et al., 2004; Seli, 2007)
- Secondary drives in which behavior fulfills no obvious biological need.

HOMEOSTASIS

- **The body's tendency to maintain a stable internal state.**
- Receptor cells throughout the body constantly monitor factors such as temperature & nutrient levels.
- When deviations from the ideal state occur, the body adjusts in an effort to return to an optimal state. Many fundamental needs, including the needs for food, water, stable body temperature, & sleep, operate via homeostasis



Study Alert

To remember the concept of homeostasis, keep in mind the analogy of a thermostat that regulates the temperature in a house.

- With homeostasis, a series of feedback loops is used to regulate body functions, similar to the way a thermostat turns on the heating system when a room's air temperature becomes too cool and turns it off when the air temperature becomes too warm.
- Similarly, when body temperature becomes too low, the blood vessels constrict, and we shiver and seek warmth. When body temperature becomes too high, the blood vessels expand, and we sweat as our bodies try to lower the temperature

Arousal Approaches: Beyond Drive Reduction

- Arousal approaches seek to explain behavior in which the goal is to maintain or increase excitement.
- According to **arousal approaches to motivation**, each person tries to maintain a certain level of stimulation and activity
- This model suggests that if our stimulation and activity levels become too high, we try to reduce them. if levels of stimulation and activity are too low, we will try to increase them by seeking stimulation.

- People vary widely in the optimal level of arousal they seek out, with some people looking for especially high levels of arousal.
- For example, people who participate in daredevil sports, high-stakes gamblers, and criminals who pull off high-risk robberies may be exhibiting a particularly high need for arousal.

Incentive Approaches:

- Theories suggesting that motivation stems from the desire to attain **external rewards, known as incentives**. In this view, the desirable properties of **external stimuli** whether grades, money, affection or food account for a person's motivation (Festinger et al., 2009)
- Although theory explains why we may surrender to an incentive (such as a mouth-watering dessert) even though we lack internal cues (such as hunger), it does not provide a complete explanation of motivation because organisms sometimes seek to fulfill needs even when incentives are not apparent.

- Consequently, many psychologists believe that the internal drives proposed by drive-reduction theory work in cycle with the external incentives of incentive theory to “push” and “pull” behavior, respectively.
- Thus, at same time that we seek to satisfy our underlying hunger needs (**the push of drive-reduction theory**), we are drawn to food that appears very appetizing (**the pull of incentive theory**).
- Rather than contradicting each other, then, drives and incentives may work together in motivating behavior

Cognitive Approaches:

The Thoughts Behind Motivation

- Theories suggesting that motivation is a result of people's thoughts, beliefs, expectations, and goals.
 - For instance, the degree to which people are motivated to study for a test is based on their expectation of how well studying will pay off in terms of a good grade

- ***Intrinsic motivation*** causes us to participate in an activity for our own enjoyment rather than for any concrete, tangible reward that it will bring us.
- ***Extrinsic motivation*** causes us to do something for money, a grade, or some other concrete, tangible reward
 - For example, when a physician works long hours because she loves medicine, intrinsic motivation is prompting her; if she works hard to make a lot of money, extrinsic motivation underlies her efforts

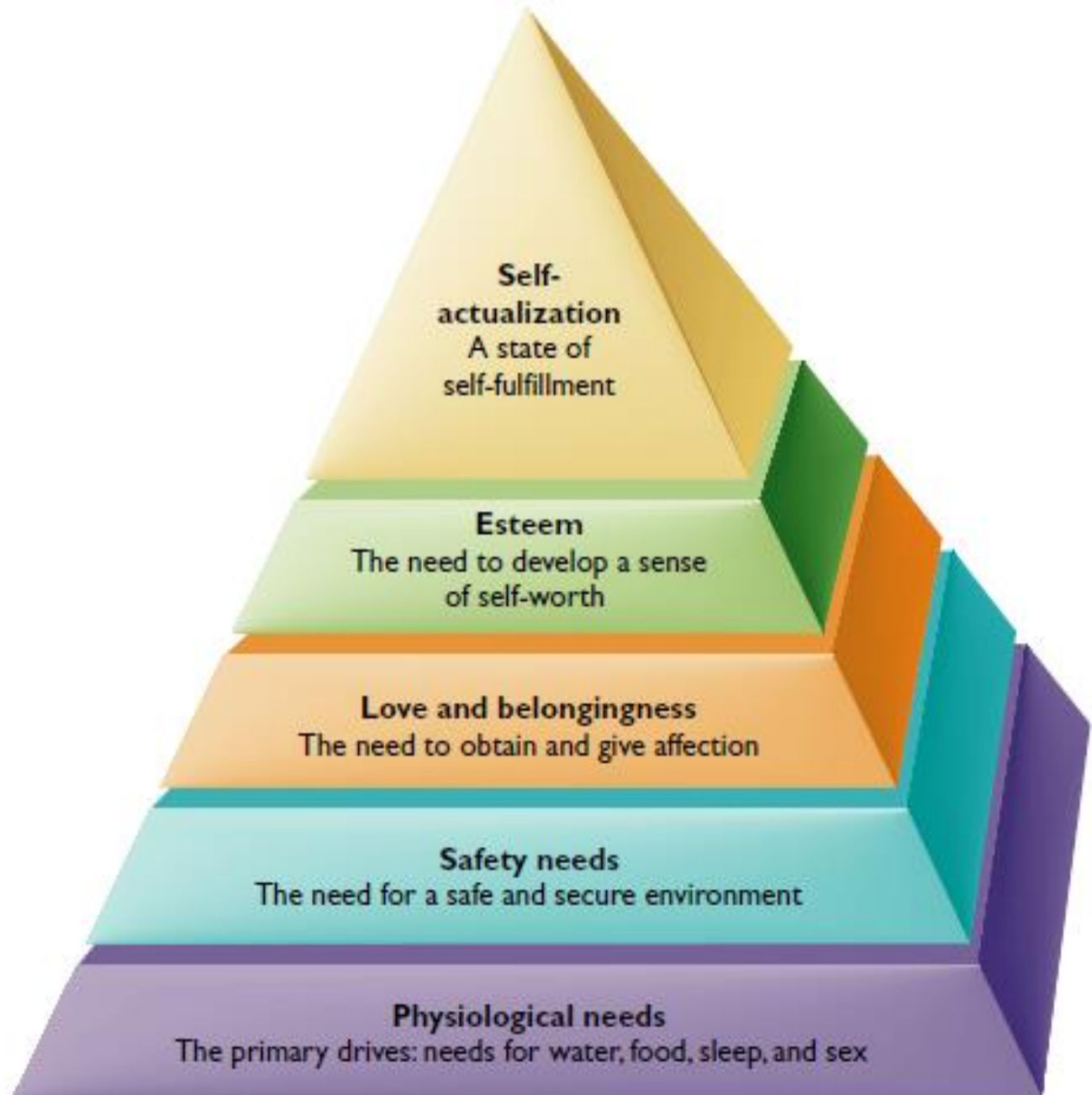
Maslow's Hierarchy: Ordering Motivational Needs

- Maslow's model places motivational needs in a hierarchy and suggests that before more sophisticated, higher-order needs can be met, certain primary needs must be satisfied (Maslow, 1970, 1987).
- Only after meeting basic lower-order needs can a person consider fulfilling **higher-order needs**, such as needs for love and a sense of belonging, esteem, and self-actualization.
- **physiological needs** To move up the hierarchy, a person must first meet these basic physiological needs
- The basic needs are primary drives: needs for water, food, sleep, sex, and the like.

- **Safety needs** come next in the hierarchy; Maslow suggests that people need a safe, secure environment in order to function effectively. **Physiological and safety needs compose the lower-order needs**
- **Love and belongingness needs**, include the needs to obtain and give affection and to be a contributing member of some group or society
- **Esteem** In Maslow's thinking, **Esteem** relates to the need to develop a sense of self-worth by recognizing that others know and value one's competence.

- Once these four sets of needs are fulfilled a person is able to strive for highest-level need, self-actualization.
- **Self-actualization** is a state of self-fulfillment in which people realize their highest potentials in their own unique way. Although Maslow first suggested that self-actualization occurred in only a few famous individuals, he later expanded the concept to encompass everyday people.

Maslow's Hierarchy



Acquired-Needs Theory by David McClelland's

- This theory is the one that has received the greatest amount of support. According to this theory, individuals acquire three types of needs as a result of their life experiences. These needs are the
- Need for achievement,
- Need for affiliation,
- Need for power.
- All individuals possess a combination of these needs, and the dominant needs are thought to drive employee behavior.

Acquired-Needs Theory by David McClelland's Others

• 1) Need for Achievement

- A stable, learned characteristic in which a person obtains satisfaction by striving for and attaining a level of excellence (McClelland et al., 1953)
- People with a high need for achievement seek out situations in which they can compete against some standard **such as grades, money, or winning a game and prove themselves successful.**
- But they are not indiscriminate when it comes to picking their challenges: They tend to avoid situations in which success will come too easily (which would be unchallenging) and situations in which success is unlikely. Instead, people high in achievement motivation generally choose tasks that are of intermediate difficulty

- **people with low achievement motivation** tend to be motivated primarily by a desire to avoid failure. As a result, they seek out easy tasks so they are sure to avoid failure,
- People with a high fear of failure will stay away from tasks of intermediate difficulty because they may fail where others have been successful.

Acquired-Needs Theory by David McClelland's Others

• **2)Need for Affiliation**

- An interest in establishing and maintaining relationships with other people
- People who have higher affiliation needs are particularly sensitive to relationships with others.
- They desire to be with their friends more of the time and alone less often, compared with people who are lower in the need for affiliation

Acquired-Needs Theory by David McClelland's Others

• 3) Need for Power

- A tendency to seek impact, control, or influence over others and to be seen as a powerful individual.
- If your fantasies include becoming president of the United States or running Microsoft, your dreams may reflect a high need for power.
- The **need for power**, a tendency to seek impact, control, or influence over others and to be seen as a powerful individual, is an additional type of motivation

Thank you!

