**Motivation**

VB #25 =B

VC #6 =A, #25 = D

Why go to College?

To get more knowledge

Motivation:

A Hypothetical construct that we infer from behaviour.

* Same behaviour <– Different motives
* Same motive –> Different behaviours
* With an behaviour –> Multiple motives

::The requirements and desires that lead animals to behave a particular way at a particular time and place

::Need or desire that energizes and directs behaviour [intensity and direction of effort]

What motivates us?

Increase pleasure, decrease pain —> but it’s a complex world so this isn’t the whole picture

Motivation is multi-dimensional, multi-layered, multi-flavoured

Negative feedback loops—restore homeostasis

Hunger and Sex—not just purely physiological

Taste preferences

Cultural preferences

Maslow’s hierarchy of needs:

Physiological

Safety

Belongingness

Esteem

Cognitive

Aesthetic

Self-actualization

Thematic Apperception Tests (TAT):

Developed by McClelland

Look at a picture and tell a story about what is happening