

# Motivation

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# **LEARNING OUTCOMES**

Understanding the definition and nature of  
motivation

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Types of motivation

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Theories of motivation

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Tips for finding motivation

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# Motivation

The term 'motivation' is derived from the word 'motive'.

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A **driving force /reasoning** behind an action.

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Motive may be defined as needs, wants, drives within the individual

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It is a condition that **energizes** behavior and gives it **direction**.

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The process that initiates, guides, and maintains goal-oriented behaviors.

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It is what causes you to act, whether it is getting a glass of water (goal) to reduce thirst (drive) or reading a book to gain knowledge.

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## **Nature of motivation**

Based on motives

Goal directed behavior

Related to satisfaction

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## **Types of motivation**

- Extrinsic Motivation
- Intrinsic Motivation



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## 1. Extrinsic motivation

A reward-driven behavior. A desire to perform a behavior to obtain an **external reward** or **avoid punishment**.

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Behavior is **driven by external rewards** such as money, fame, grades, and praise.

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Competing in  
sports for  
trophies

Completing  
work for  
money

Customer  
loyalty  
discounts

Buy one, get  
one free sales

Helping others  
because you  
hope for praise

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## 2. Intrinsic motivation

are those that arise from **within** the individual OR

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A desire to perform a behavior originates within the individual.

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Engage in a behavior because it is personally rewarding, not for an external reward

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Doing a complicated cross-word puzzle purely for the personal gratification of solving a problem.

Learning new language because you like experiencing new things.

Taking on more responsibility at work because you enjoy being challenged and feeling accomplished.

# Components of Motivation



Activation

Persistence

Intensity

## Components of Motivation (Arnold et. al, 1991)

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**1. Activation** involves the decision to initiate a behavior

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**2. Persistence** is the continued effort toward a goal even though obstacles may exist.

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**3. Intensity** can be seen in the concentration that goes into pursuing a goal. It describes how hard a person tries. This is the element most of us focus on when we talk about motivation.



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**1. Activation** آغاز such as enrolling in a psychology class.

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**2. Persistence** مسلسل An example of persistence would be taking more psychology courses in order to earn a degree although it requires a significant investment of time, energy and resources.

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**3. Intensity** شدت For example, one student might not put much efforts, while another student will study regularly, participate in discussions and take advantage of research opportunities outside of class.

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The first student lacks intensity, while the second pursues his educational goals with much greater intensity.

# THEORIES OF MOTIVATION

Drive  
Reduction  
Theories

Humanistic  
Theories

# DRIVE REDUCTION THEORY

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Developed by Clark L. Hull, Drive-Reduction Theory states that the reduction of drives is the primary force behind motivation.

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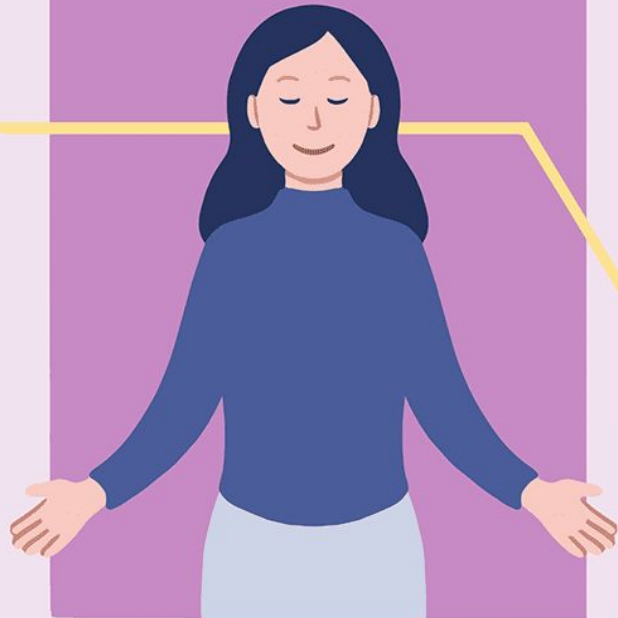
When an organism has a need (such as hunger), the need leads to psychological tension that motivates the organism to act, fulfilling the needs and reducing the tension.

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Example: When we're cold, we put on a sweater to address our need for warmth and maintain our body temperature.

# Hull's Drive-Reduction Theory

Homeostasis



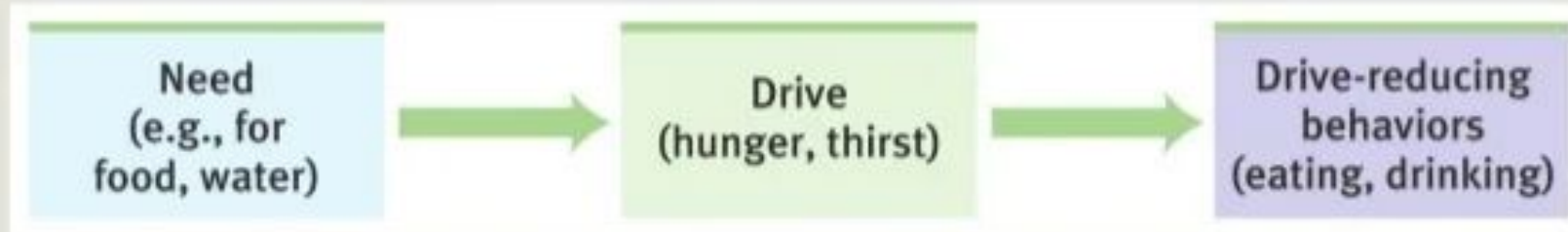
Drive



Motivation to fulfill needs



*Physiological need creates an aroused tension state  
(a drive) that motivates an organism to satisfy the  
need  
(Hull, 1951).*



# Humanistic Theory – Maslow's Hierarchy



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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.

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The basic needs are primary drives:

Need for  
water

Need for  
food

Need for  
sleep

Need for sex  
etc.

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To move up the hierarchy, a person must first meet these basic physiological needs.

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Safety needs come next in the hierarchy. Maslow suggests that people need a safe, secure environment in order to function effectively.

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Physiological and safety needs compose the lower-order needs.

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Only after meeting the basic lower-order needs can a person consider fulfilling higher order needs, such as the needs for love and a sense of belonging, esteem, and self-actualization.

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Love and belongingness needs include the needs to obtain and give affection and to be a contributing member of some group or society.

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After fulfilling these needs, a person strives for esteem.

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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.

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Once these four sets of needs are fulfilled—no easy task—a person is able to strive for the 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.





## Tips For Finding Motivation

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Adjust your goals to focus on things that really matter to you

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If you're tackling something that is just too big or too overwhelming, break it up into smaller steps and try setting your sights on achieving that first step toward progress

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Remind yourself about what you achieved in the past and what/ where your strengths lie

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If there are things you feel insecure about, try working on making improvements in those areas so that you feel more skilled and capable.

