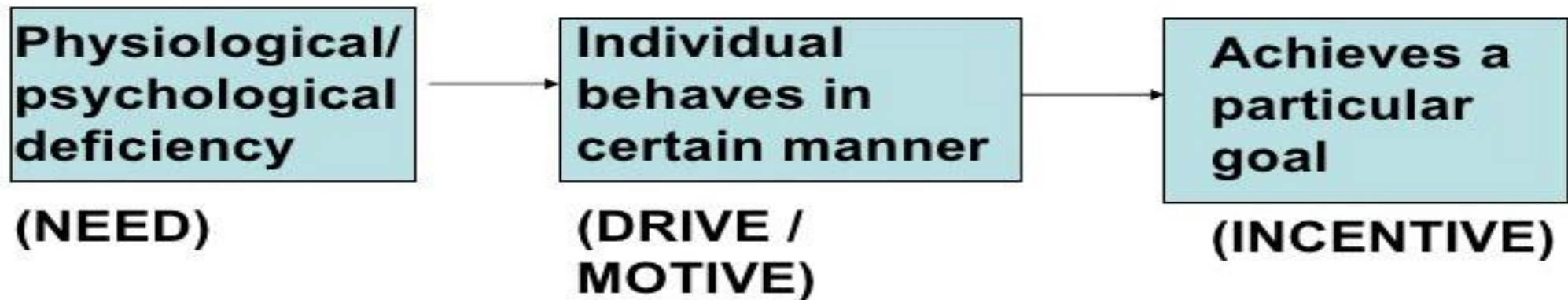


# Motivation

- Motivation is the willingness to do something and is conditioned by this action's ability to satisfy some need for the individual.
- A need, means a physiological or psychological deficiency that makes certain outcomes appear attractive.

## Persistence

### MOTIVATION PROCESS



# Types of Motivation

- *Intrinsic Motivation* – Intrinsic motivation means that the individual's motivational stimuli are coming from within. The individual has the desire to perform a specific task, because its results are in accordance with his belief system or fulfills a desire and therefore importance is attached to it.
- *Extrinsic Motivation* – Extrinsic motivation means that the individual's motivational stimuli are coming from outside. In other words, our desires to perform a task are controlled by an outside source. Note that even though the stimuli are coming from outside, the result of performing the task will still be rewarding for the individual performing the task.

## Extrinsic Motivation

Motivated to perform an activity to earn a reward or avoid punishment



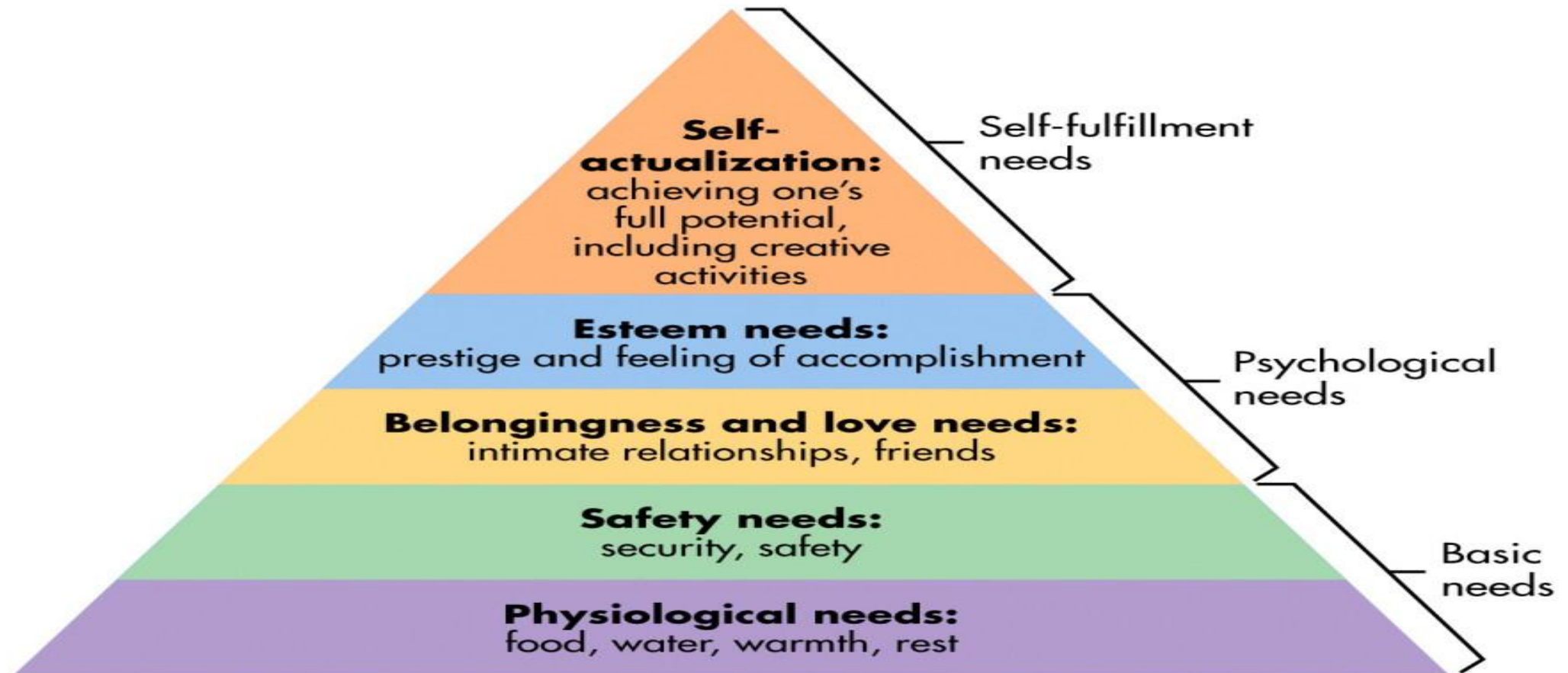
## Intrinsic Motivation

Motivated to perform an activity for its own sake and personal rewards

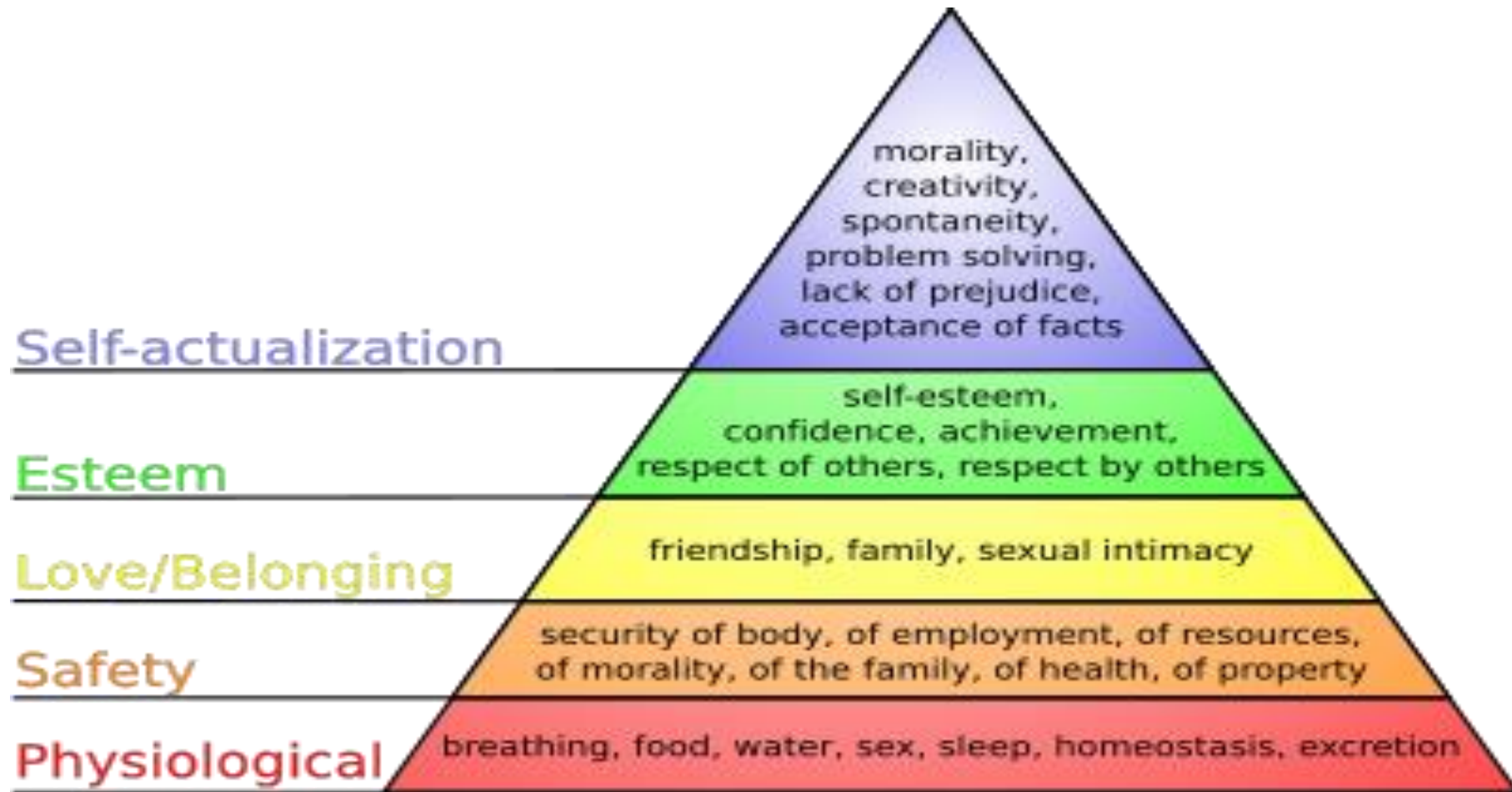




# Hierarchy of Needs Theory – Abraham Maslow







Maslow's hierarchy of human needs. (From Maslow, A. (1970}. *Motivation and personality* (2nd ed.). New York: Harper & Row; reprinted by permission of Harper Collins Publishers.)

# Hierarchy of Needs Theory – Implications

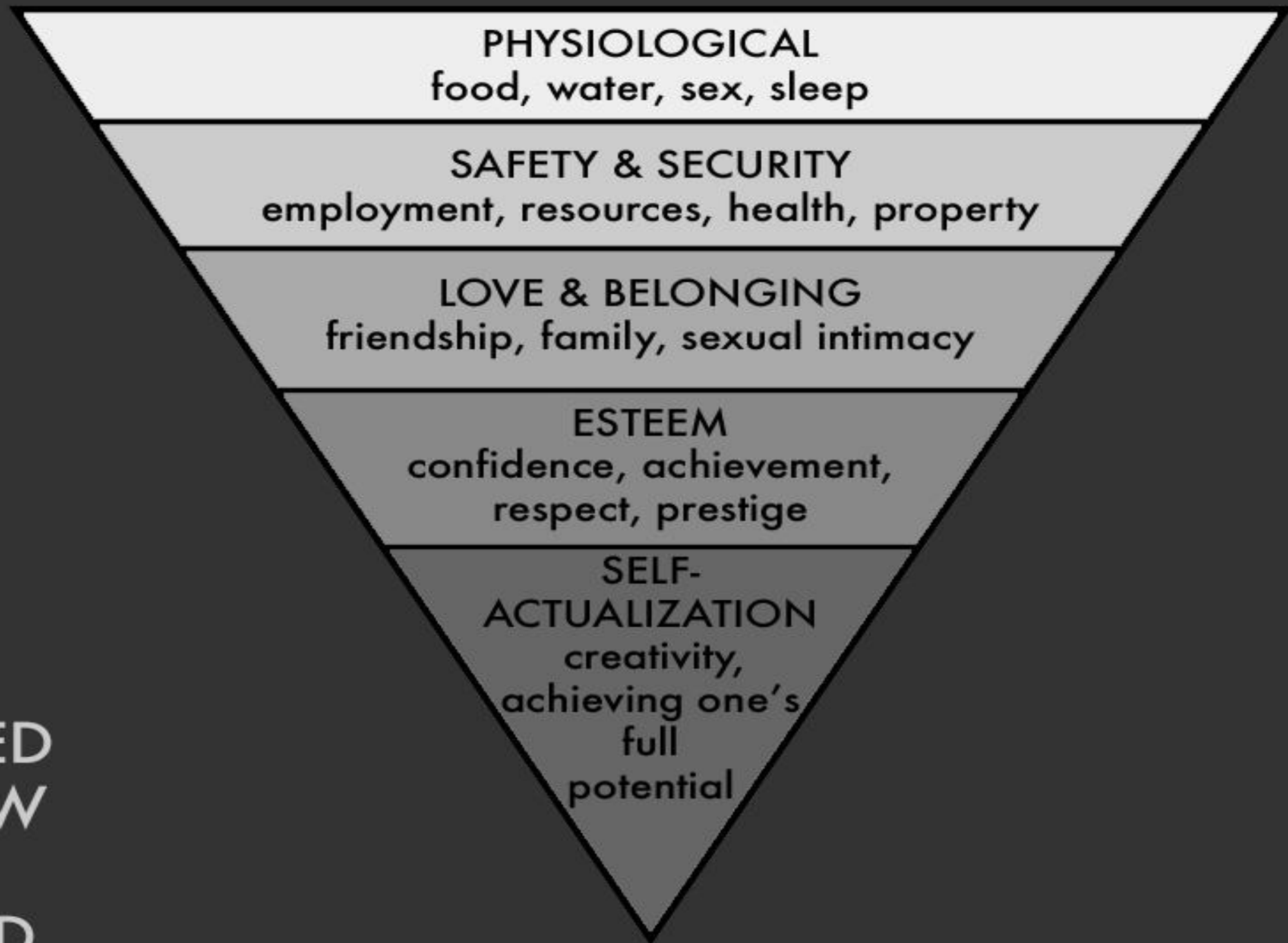
- As far as the physiological needs are concerned, the managers should give employees appropriate salaries to purchase the basic necessities of life. Breaks and eating opportunities should be given to employees.
- As far as the safety needs are concerned, the managers should provide the employees job security, safe and hygienic work environment, and retirement benefits so as to retain them.
- As far as social needs are concerned, the management should encourage teamwork and organize social events.
- As far as esteem needs are concerned, the managers can appreciate and reward employees on accomplishing and exceeding their targets. The management can give the deserved employee higher job rank / position in the organization.
- As far as self-actualization needs are concerned, the managers can give the employees challenging jobs in which the employees' skills and competencies are fully utilized. Moreover, growth opportunities can be given to them so that they can reach the peak.

# Critique of Maslow's Theory

- It is essential to note that not all employees are governed by same set of needs. Different individuals may be driven by different needs at same point of time. It is always the **most powerful unsatisfied need that motivates an individual**.
- The theory is not applicable in case of starving artist as even if the artist's basic needs are not satisfied, he will still strive for recognition and achievement.



# INVERTED MASLOW NEEDS PYRAMID



# MASLOW'S HEIRARCHY FOR DIGITAL NERDS



## Psychoanalytic Theory - **Sigmund Freud (1856-1939)**

- Austrian, doctor

- Father of Psychoanalysis

One of the first psychologists to study human motivation

Unconscious mind influence our behavior

Freud-believed that mental illness is a result of **nurture**, not nature.

He asked the question:

*“What makes people do things?”*

Answer: **MOTIVATION**

Needs motivate human behavior (food, shelter, clothing...)

Human Behavior is motivated by id, ego, and superego



Being deprived of a need arouses a feeling called a **DRIVE OR DESIRE**.

Animals respond **instinctively**, humans learn various ways to respond.

Human motivation explains the reasons why people behave the way they do.

People have DRIVES OR DESIRES in the back of their minds

Some of these desires cause people to behave irrationally.





# Id, Ego, & Superego

**Id**

The instinctual part of the mind that responds immediately to wants and desires. The id is chaotic and animal-like, seeking pleasure and avoiding pain.

**Ego**

The ego is the decision-making part of the mind. It also seeks pleasure, but uses reason and logic to do so. It tries to get the unrealistic id to cooperate in a society bound by laws and social norms.

**Superego**

The voice that incorporates the values and morals which are learned from one's parents and society. It tries to persuade the id and ego to turn to moral goals rather than seeking pleasure.



ID- unconscious part of the mind

(this part of the mind seeks to bring us pleasure)

-primitive parts of our personality including  
aggression and sexual drives



EGO-conscious part of the mind (Rational Self). Decides what action to take for positive means and what to do based on what is believed is the right thing to do. Aware of reality.

SUPEREGO- unconscious part of the mind that

acts as our conscience (Values and Morals) . Reminds us of what we should do.



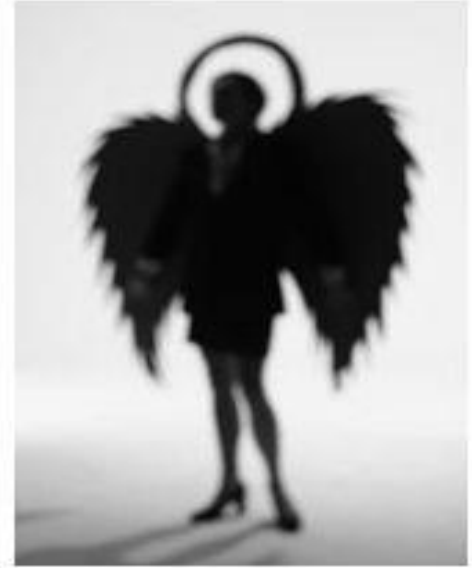
*The ID and the SUPEREGO are in constant conflict. Your DRIVE tells you to do one thing , while SOCIETY tells you to do something else.*



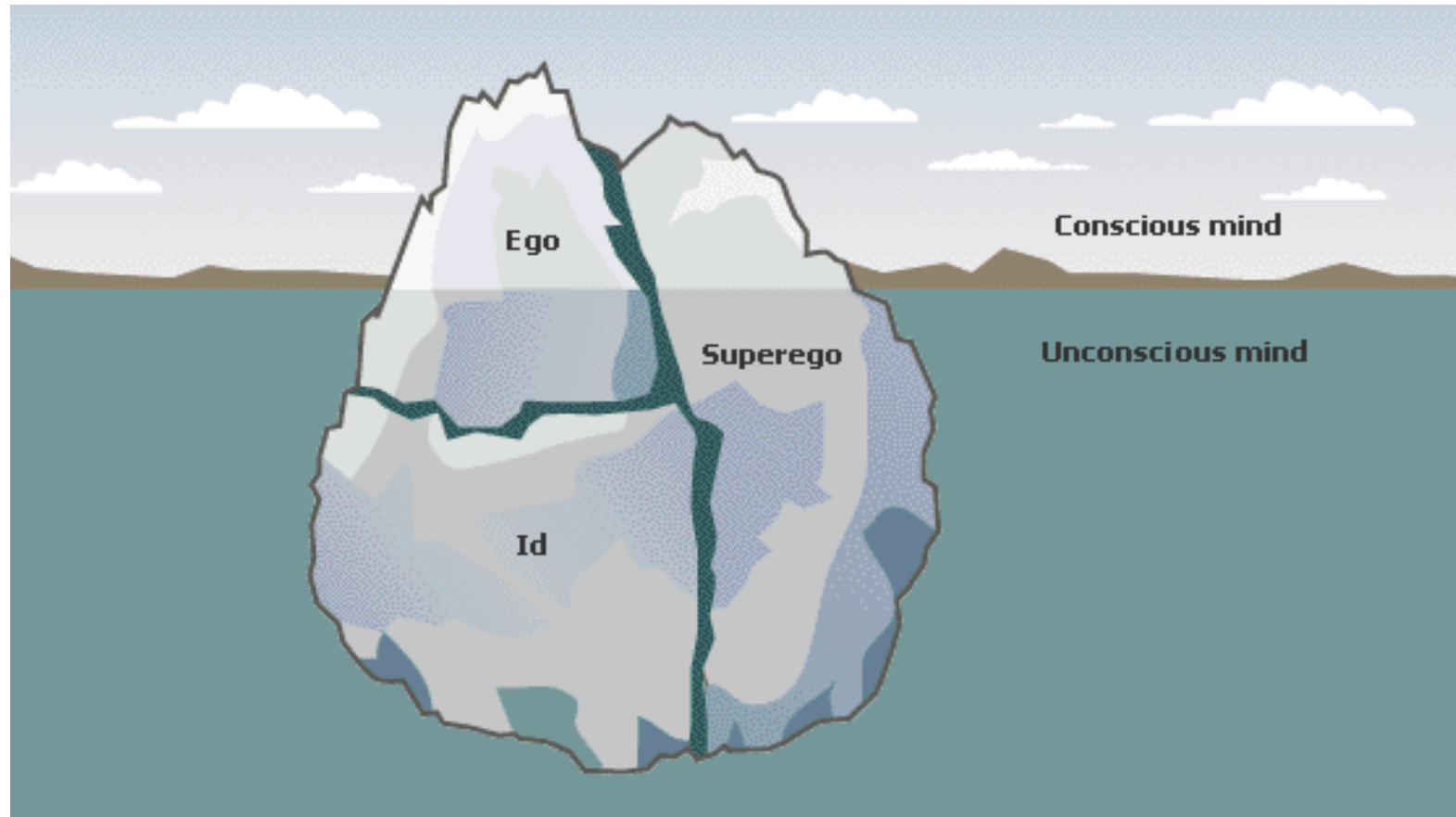
**Id:**  
Instincts



**Ego:**  
Reality



**Superego:**  
Morality

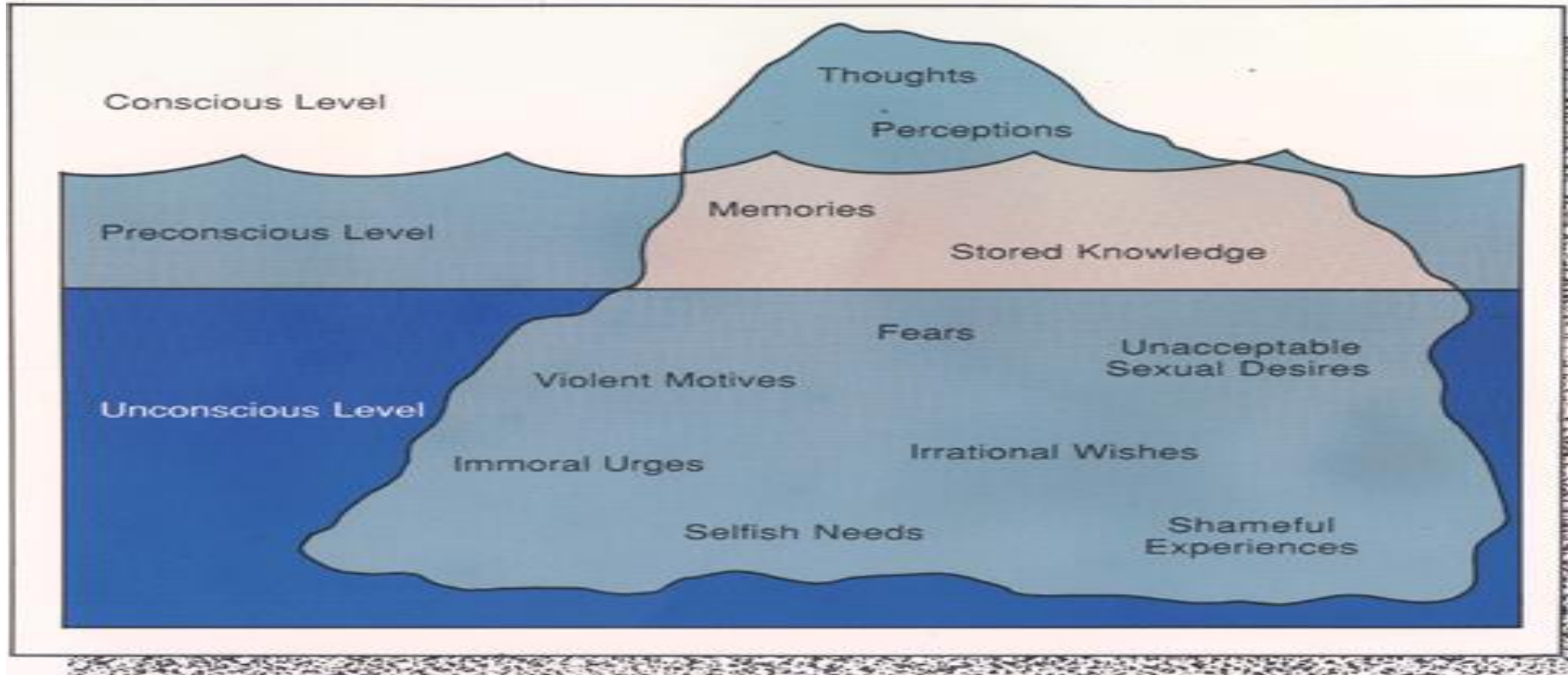


Sigmund Freud, the founder of psychoanalysis, compared the human mind to an iceberg. The tip above the water represents consciousness, and the vast region below the surface symbolizes the unconscious mind. Of Freud's three basic personality structures—id, ego, and superego—only the id is totally unconscious.

# Structure of Mind

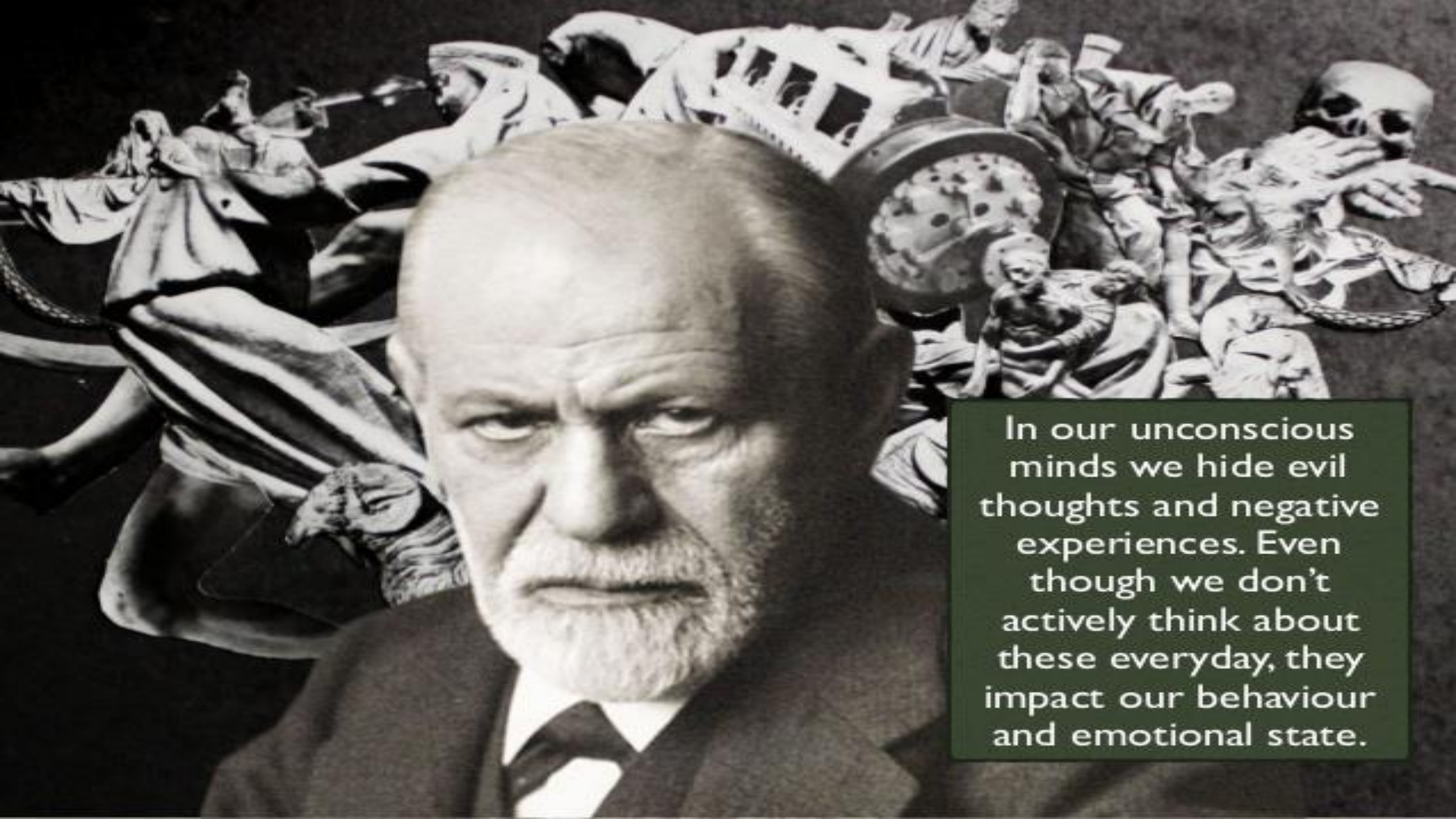
- **The conscious** mind contains all of the thoughts, memories, feelings, and wishes of which we are aware at any given moment. This is the aspect of our mental processing that we can think and talk about rationally. A part of this includes our memory, which is not always part of consciousness but can be retrieved easily at any time and brought into our awareness.
- **The preconscious/subconscious** consists of anything that could potentially be brought into the conscious mind.
- **The unconscious** mind is a reservoir of feelings, thoughts, urges, and memories that outside of our conscious awareness. Most of the contents of the unconscious are unacceptable or unpleasant, such as feelings of pain, anxiety, or conflict. According to Freud, the unconscious continues to influence our behavior and experience, even though we are unaware of these underlying influences. The unconscious can include repressed feelings, hidden memories, habits, thoughts, desires, and reactions.

## PERS 5 Freud's View of the Human Mind: The Mental Iceberg



*"The mind is like an iceberg, it floats with one-seventh of its bulk above water" (S. Freud)*





In our unconscious minds we hide evil thoughts and negative experiences. Even though we don't actively think about these everyday, they impact our behaviour and emotional state.



# Defense Mechanisms

- Freud believed these three pieces of the mind are in constant conflict, as the primary goal is different for each piece
- Sometimes, when the conflict is too much for a person to handle
- His or her ego may engage in one or many defense mechanisms to protect the individual

Mechanism	Description	Example
<b>Repression</b>	Repression is an unconscious mechanism employed by the ego to keep disturbing or threatening thoughts from becoming conscious.	During the Oedipus complex aggressive thoughts about the same sex parents are repressed
<b>Denial</b>	Denial involves blocking external events from awareness. If some situation is just too much to handle, the person just refuses to experience it.	For example, smokers may refuse to admit to themselves that smoking is bad for their health.
<b>Projection</b>	This involves individuals attributing their own unacceptable thoughts, feeling and motives to another person.	You might hate someone, but your superego tells you that such hatred is unacceptable. You can 'solve' the problem by believing that they hate you.
<b>Displacement</b>	Satisfying an impulse (e.g. aggression) with a substitute object.	Someone who is frustrated by his or her boss at work may go home and kick the dog,
<b>Regression</b>	This is a movement back in psychological time when one is faced with stress.	A child may begin to suck their thumb again or wet the bed when they need to spend some time in the hospital.
<b>Sublimation</b>	Satisfying an impulse (e.g. aggression) with a substitute object. In a socially acceptable way.	Sport is an example of putting our emotions (e.g. aggression) into something constructive.

If you don't resolve this conflict between the ID and the EGO, you may experience *unhappiness or mental distress*.

Thus, in order to understand motivation, you must understand what is in your unconscious memory. This is the basis for **PSYCHOANALYSIS**.



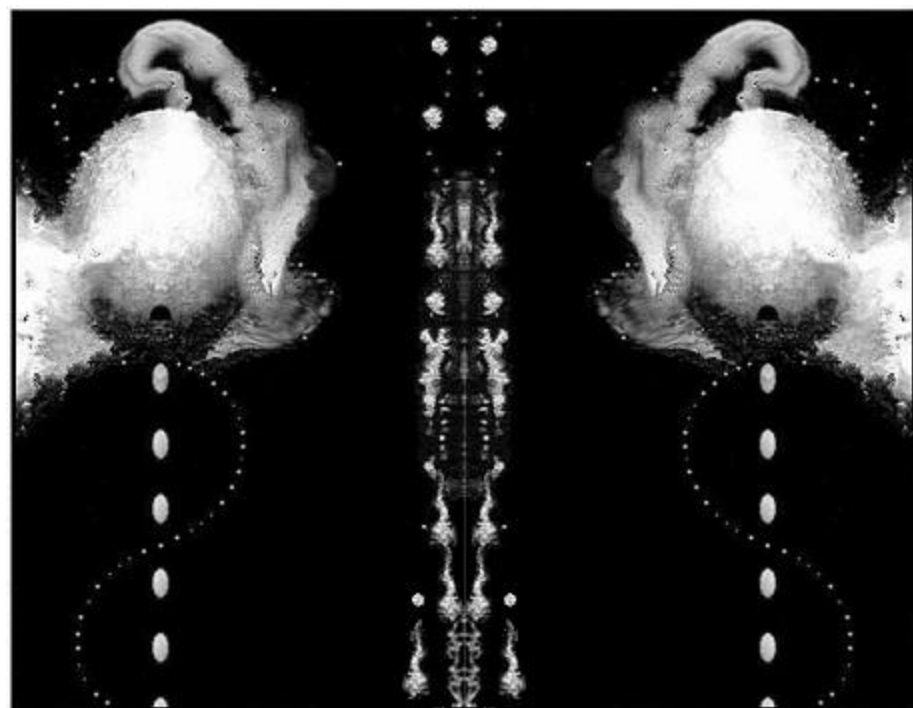
“**Psychoanalysis** has as its core the idea that each of us has an *unconscious* part whose existence, activities and thoughts are **hidden behind a mental barrier** that we cannot voluntarily remove. Behind this barrier are **repressed** and **psychologically dangerous thoughts** that give rise to unconscious conflicts, which in turn, can result in **psychological and physical symptoms.**”

# How do you get this out?

## 1) FREE ASSOCIATION

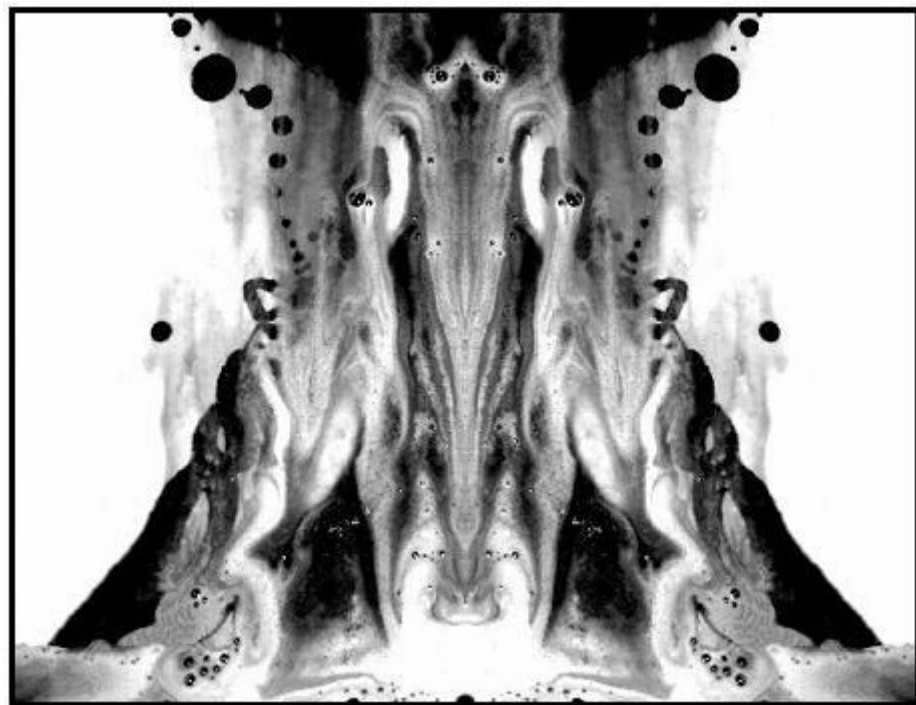
Ink-blot pictures, word association



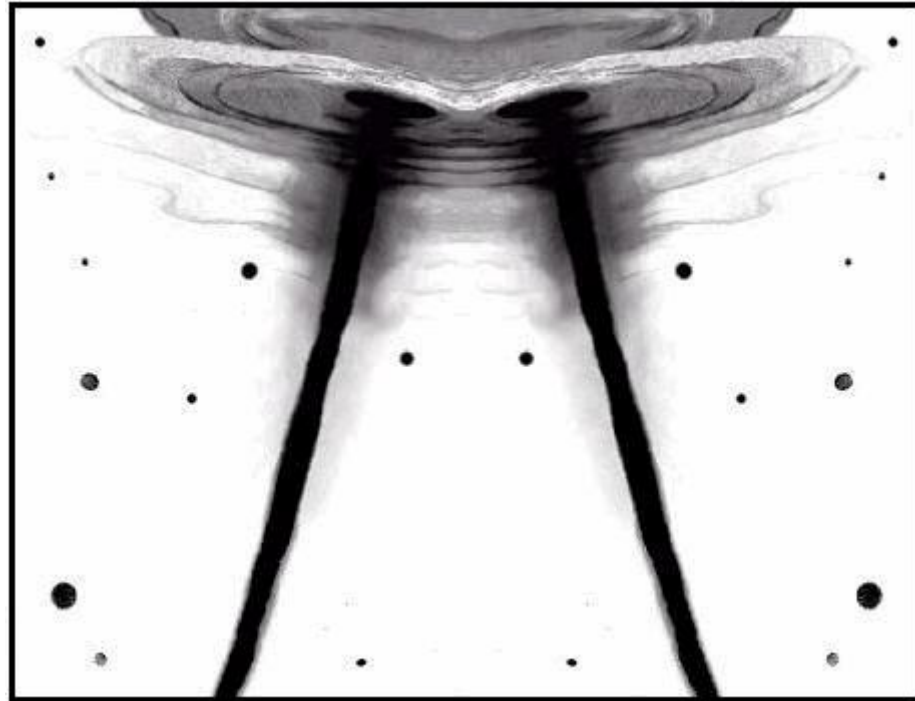


[WWW.INKBLOTTESTWALLPAPER.COM](http://WWW.INKBLOTTESTWALLPAPER.COM)





[WWW.INKBLOTTESTWALLPAPER.COM](http://WWW.INKBLOTTESTWALLPAPER.COM)



[WWW.INKBLOTTESTWALLPAPER.COM](http://WWW.INKBLOTTESTWALLPAPER.COM)

## 2) **HYPNOSIS**

- Freud was one of the first to use this. This is a way of freeing the unconscious mind or opening up drawers to remember vivid details of the past.



### 3) DREAMS

- Freud believed dreams were your unconscious mind talking to you. Dreams were very symbolic and difficult to analyze.

*Eg: driving a car*

*(driver) means you feel in control of your life*

*(passenger) –someone else is in control of your life*

*Horses –symbolize freedom*



Human motivation explains the reasons why people behave the way they do.

People have DRIVES OR DESIRES in the back of their minds. Some of these desires cause people to behave irrationally. Explain the way in which human behavior is motivated by *Id, Ego, and Superego*.