



Motivation

Introduction to Psychology

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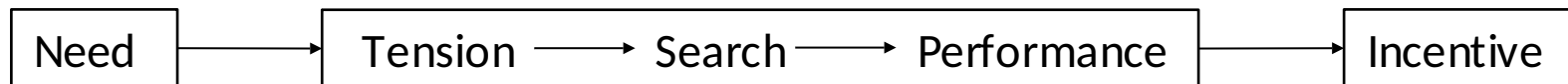


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- ❖ Why are you in this class?
- ❖ Why do you dress well while going to party?
- ❖ Why does a terrorist blow his life?
- ❖ Why does some models eats (almost) nothing to maintain perfect figure?
- ❖ Why does someone leave well paid salary to work for society?

The motivation process



Goal directed behavior
(motive / drive)

The motivation process

❖ Need

- Needs are created whenever there is a physiological or psychological imbalance
- Cells of body deprived of water, glucose

❖ Drives/Motives

- Action / behavior that is directed to words achievement of incentives
- Primary motives
 - Unlearned
 - Physiologically based
- Secondary motives
 - Learned and acquired

❖ Incentive

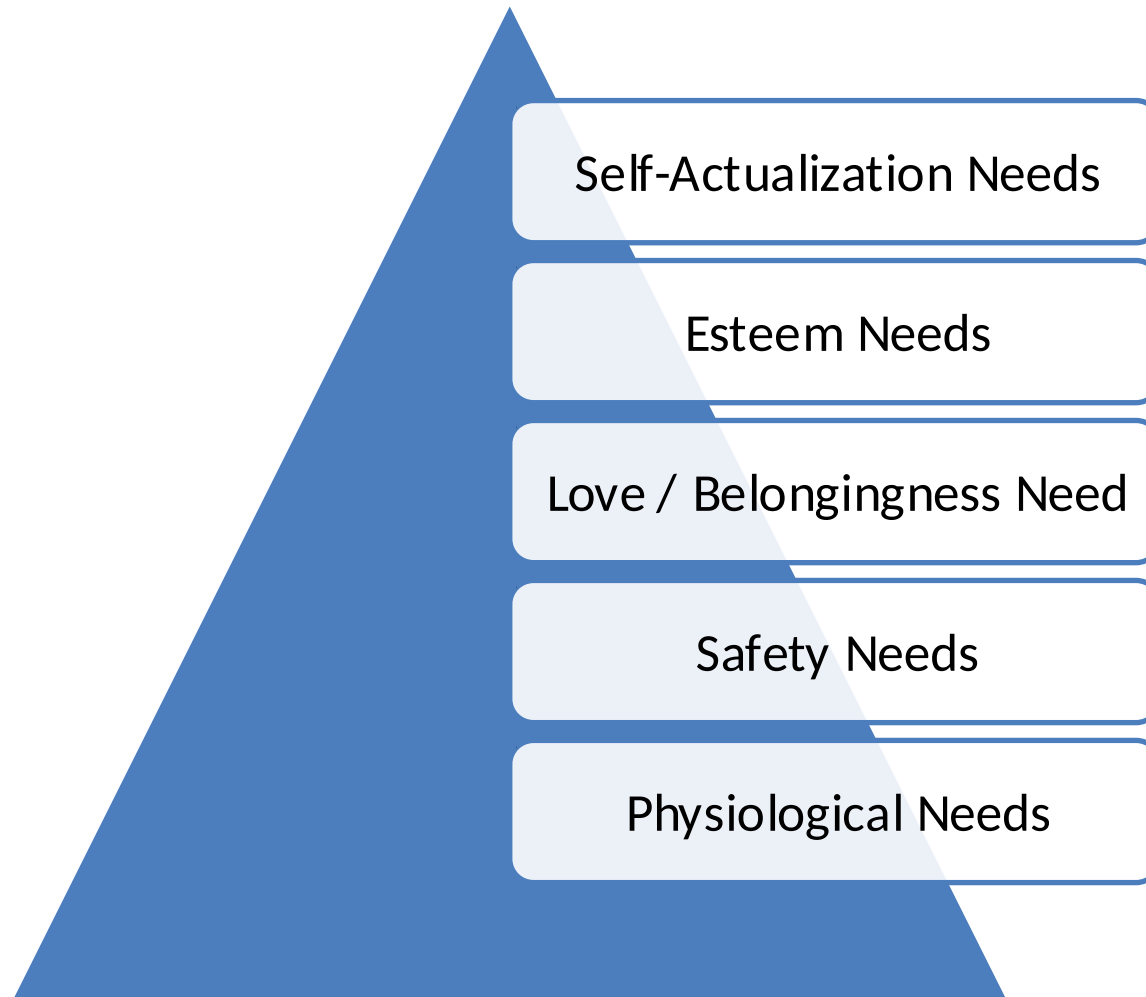
- An object or reward that has the ability to alleviate the need and reduce the drive

Intrinsic versus Extrinsic Motives



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Maslow's Hierarchy of Needs



Herzberg's Two-Factor Theory of Motivation



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Content and Process theories



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