

HS 002: Introduction to Psychology

Manish Kumar Asthana (Ph.D.)

Assistant Professor

Department of Humanities & Social Sciences

Email: asthanamfhs@iitr.ac.in

Lecture 13: 07.11.2019



LISA's **INCREASED AWARENESS** concerning the reasons people go to college relates to the psychological concept of **MOTIVATION**



Motivation: *the need or desire to do something*

1. The term “ motivation” has been derived from Latin word “movere”, which means to “to move”
2. It is defined as a driving force that initiates and directs behaviour
3. Motivation is the willingness to exert high levels of effort towards organized goals, conditioned by efforts and abilities to satisfy some individual needs
4. Motivation is a kind of internal energy which drives a person to do something in order to achieve his or her goals

Motivation Process: Goal-Directed Behavior

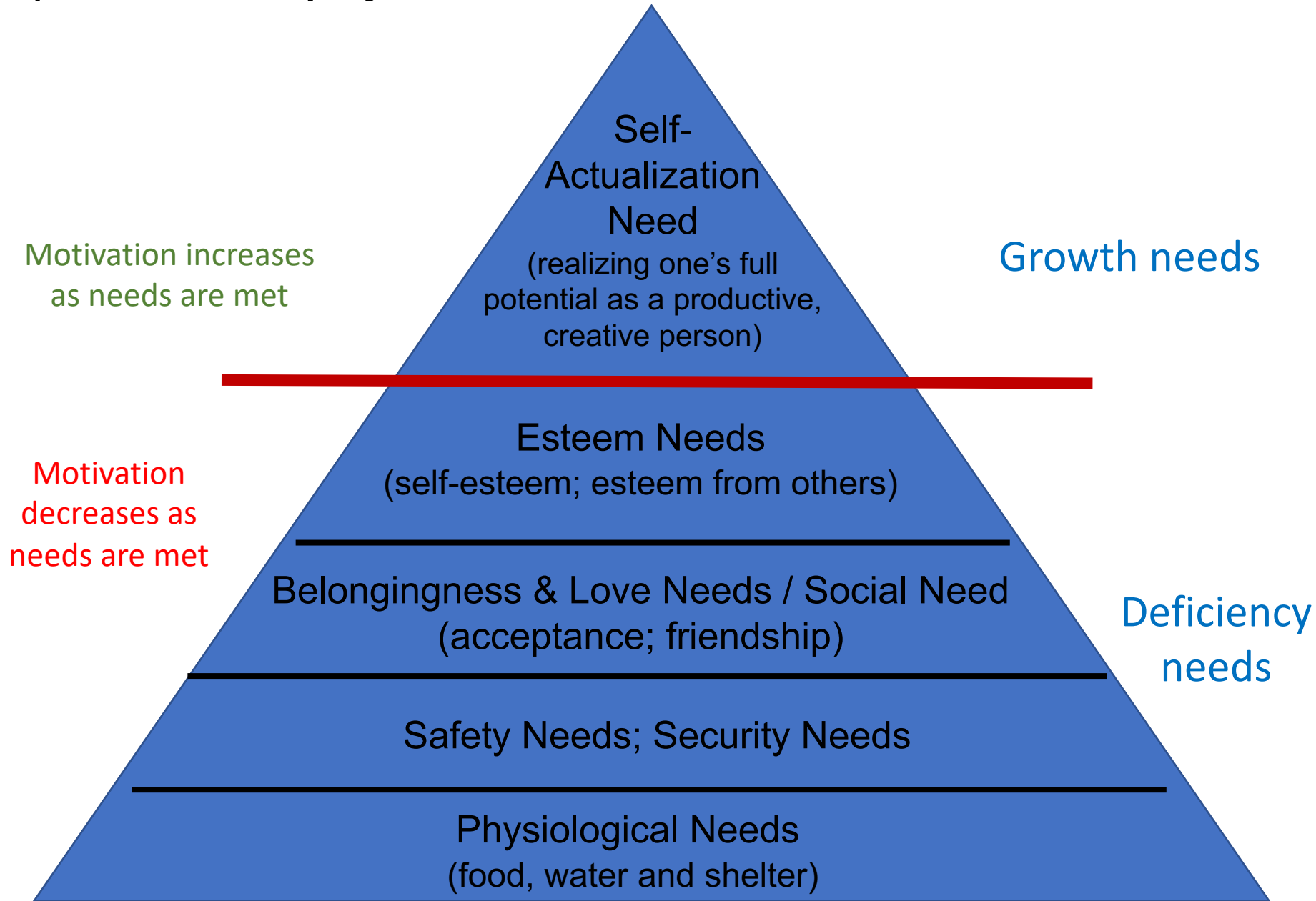


A need arises within the organism when a biochemical imbalance occurs. This imbalance gives rise to a state of arousal known as a drive, in which the organism is ready to respond to a relevant stimulus. This stimulus is called an incentive.

What need would you be sure to satisfy?



Abraham Maslow (1943) proposed Maslow's Hierarchy in his paper "*A Theory of Human Motivation*"



THANKS!

Manish Kumar Asthana (Ph.D.)

Assistant Professor

Department of Humanities & Social Sciences,

Indian Institute of Technology

Email: asthanamfhs@iitr.ac.in