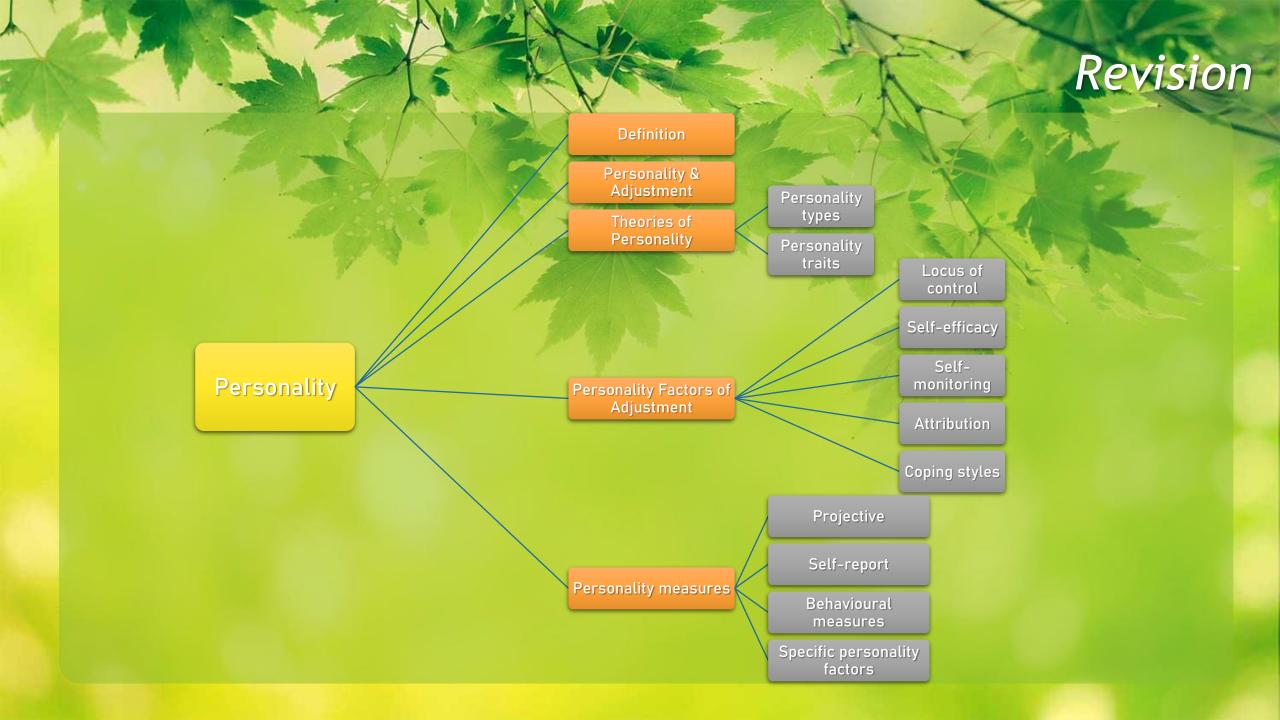
# Motivation

Psychology of Adjustment

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# Overview



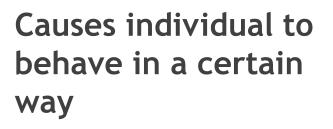
Causes & Intensity of Behavior

The Concept of Motivation

Theories of Motivation

### **Motivation:**

Causes & Intensity of Behavior



- What causes behavior?
  - Focusses on the 'Why' questions
  - E.g.: why did she do that?

## Influence the intensity of the behavior

- Why does behavior vary in its intensity?
  - Why is desire strong and resilient at one time yet weak and fragile at another time?
- Why does the same person choose to do different things at different times?



# The Concept of Motivation

## MOTIVATION: Definition & Types



#### **Definition:**

Motivation: the process by which activities are started, directed, and continued so that physical or psychological needs/wants are met

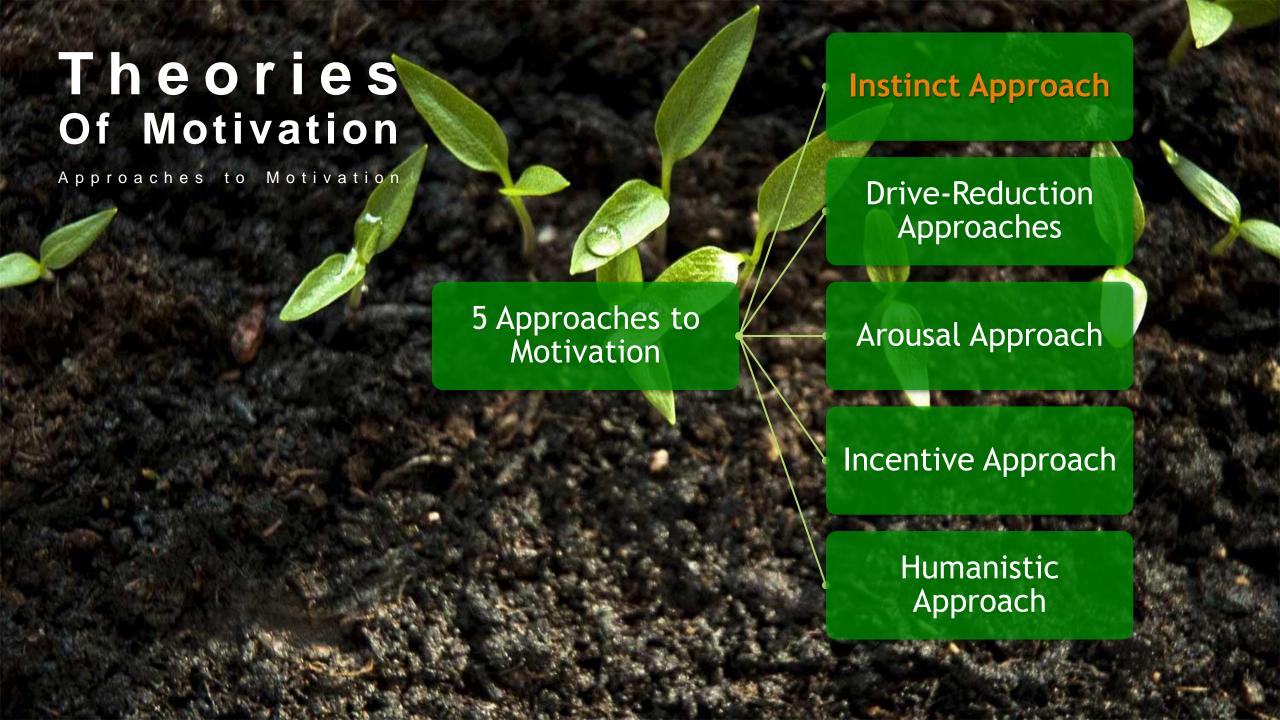
#### Intrinsic:

Performs an action because the act itself is rewarding @ satisfying in some internal manner

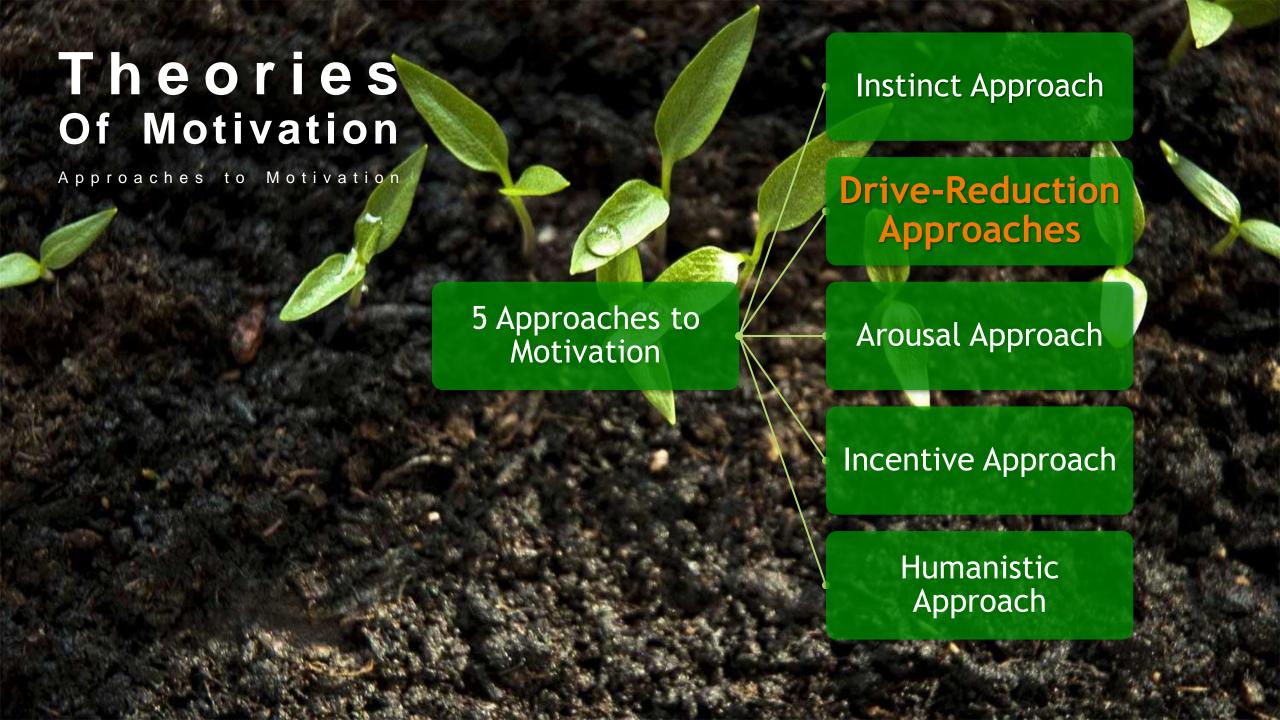
#### **Extrinsic:**

performs an action because it leads to an outcome that is separate from or external to the person









## **Drive-Reduction Approach**



**Need**: a requirement of some material (such as food or water) that is essential for survival



**Drive:** a psychological **tension** & physical **arousal** arising when there is a need that motivates a person to act in order to fulfill the need & reduce the tension



**Drive-reduction theory:** behavior arises from physiological & psychological needs that cause internal drives to push the organism to **satisfy** the need & **reduce** tension



#### **Need for Achievement:**

Involves strong desire to succeed in attaining goals (realistic & challenging goals)

#### **Need for Affiliation:**

The need for friendly social interaction & relationship with others



## Drive-Reduction Approach

Types of Psychological Needs

#### **Need for Power:**

The need to have control
a influence over others

## **Drive-Reduction Approach**

**Types of Drive** 



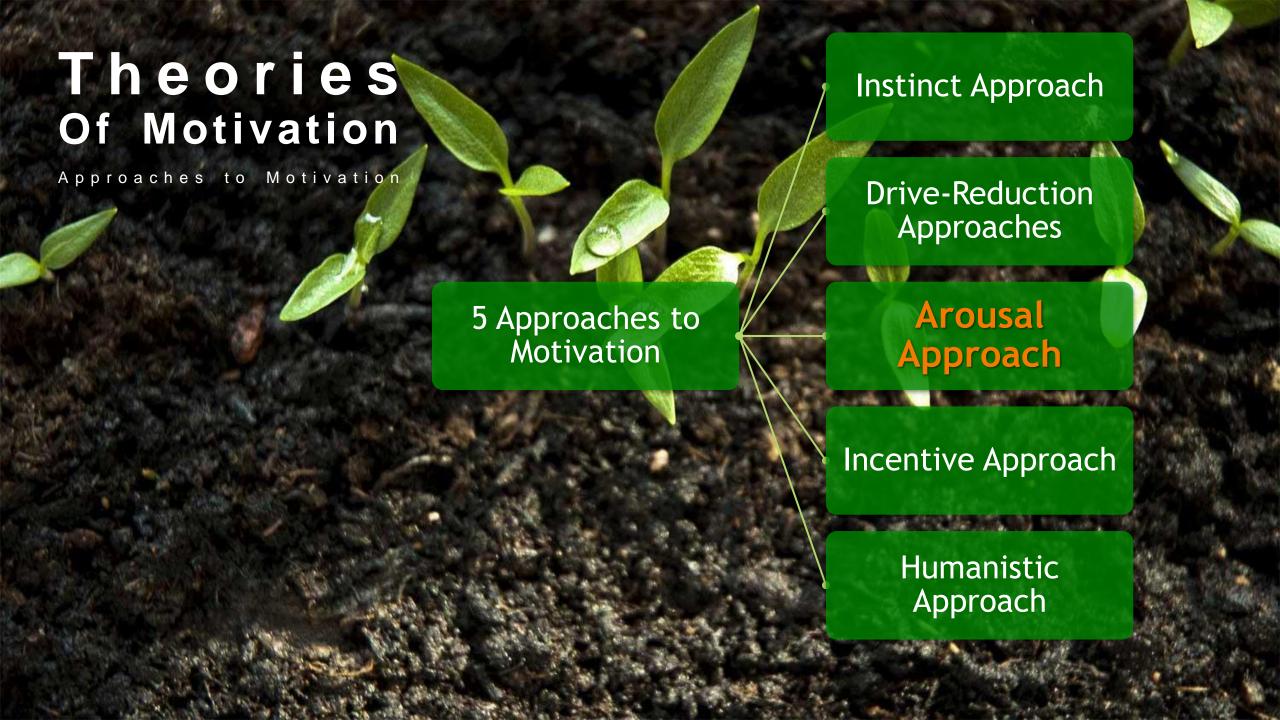
# 2 Types of Drives

#### **Primary Drives:**

involve needs of the body such as hunger and thirst

#### Acquired (secondary) Drives:

drives that are learned through experience @ conditioning, i.e., the need for money or social approval



### Arousal Approach

Theories of Motivation

Focuses on the need for stimulation

Stimulus Motive

Arousal Theory

Performance

Yerkes-Dodson Law Arousal Level



Natural motive (unlearn) that causes an increase in stimulation (e.g., curiosity)



#### **Arousal theory:**

people have an optimal (best or ideal) level of tension that they seek to maintain by increasing or decreasing stimulation

Individual performance on specific task is influenced by the level of arousal

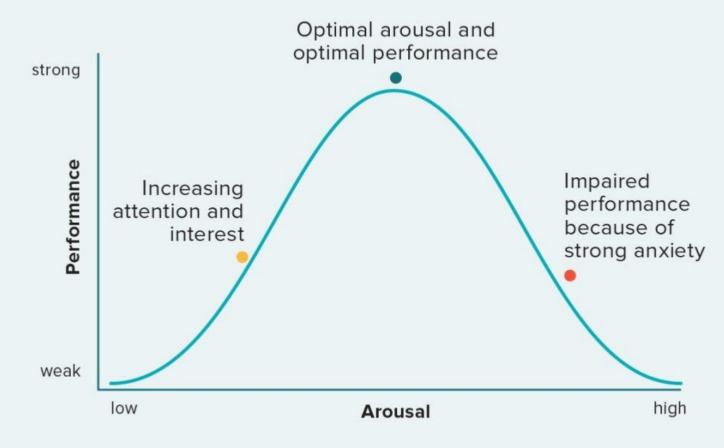
#### Yerkes-Dodson

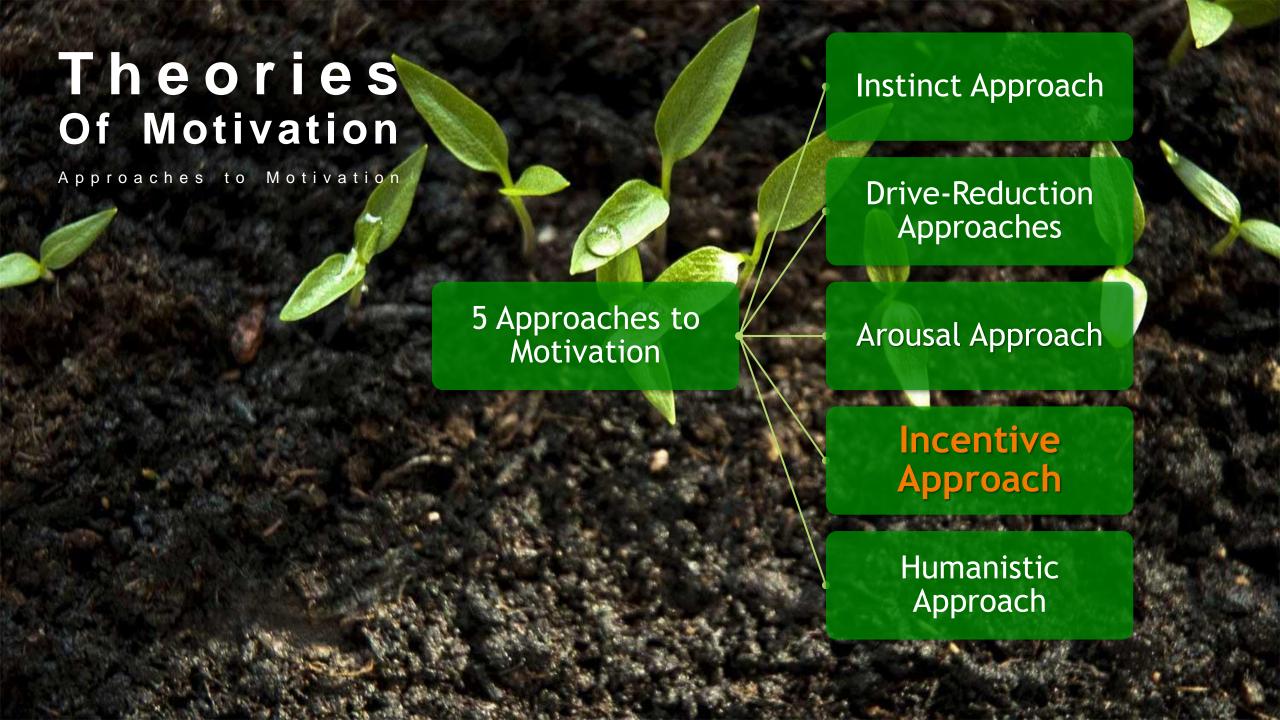
law: performance is related to arousal; moderate levels of arousal lead to better performance than do levels of arousal that are too low or too high

Human differ in terms of arousal level needed. Most people require moderate level of arousal to feel content, some need less, some need more.



#### YERKES-DODSON LAW BELL CURVE





## Incentive Approach

Theories of Motivation

#### **Expectancy-value theories:**

humans behavior cannot be predicted or fully understood without understanding their beliefs, their values, and the importance that a person attaches to those beliefs and values at any given moment in time

## **VALUE THEORY**

**EXPECTANCY-**

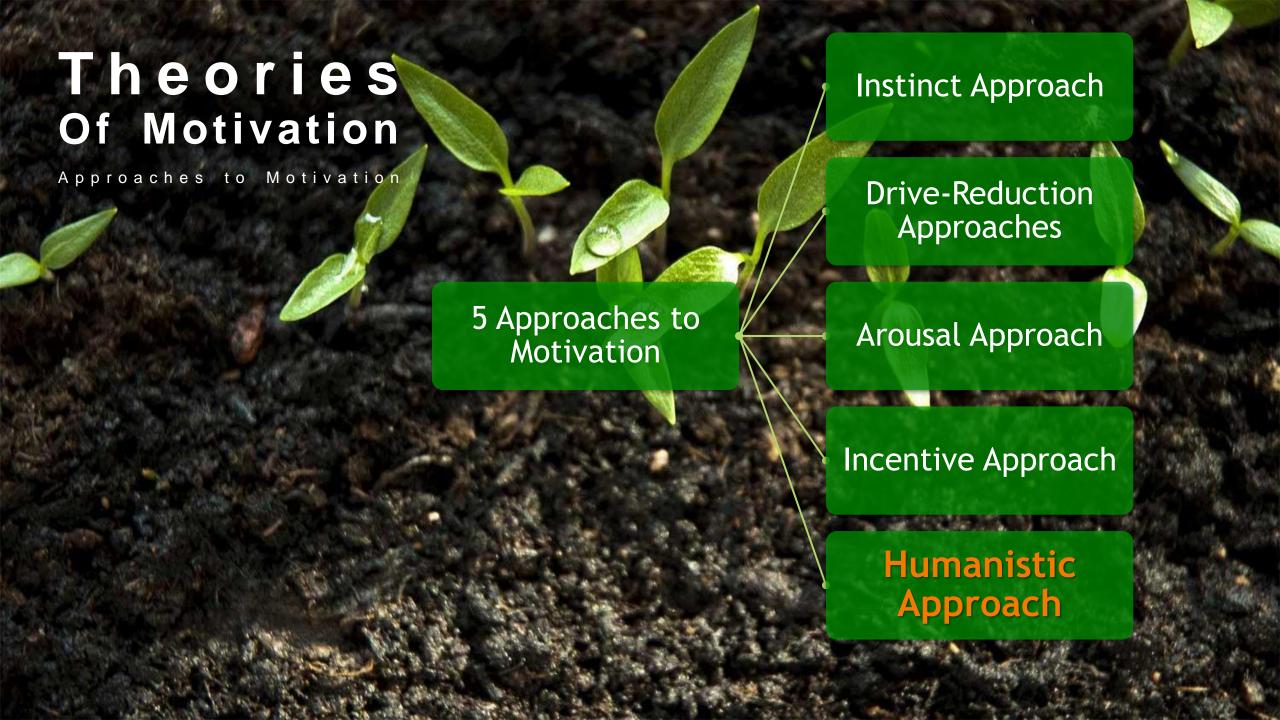
#### Incentive approaches:

theories of motivation in which APPROACH behavior is explained as a response to the external stimulus and its rewarding properties



#### **Incentives:**

things that attract or lure people into action



## Humanistic Approach

Theories of Motivation

Maslow proposed that there are several levels of needs that a person must strive to meet before achieving the highest level of personality fulfilment



- 1. Physiological Needs
- 2. Safety Needs
- 3. Belongingness & Love Needs
- 4. Esteem Needs
- 5. Self-actualization Needs



**Hierarchy of Needs** 

Abraham Maslow

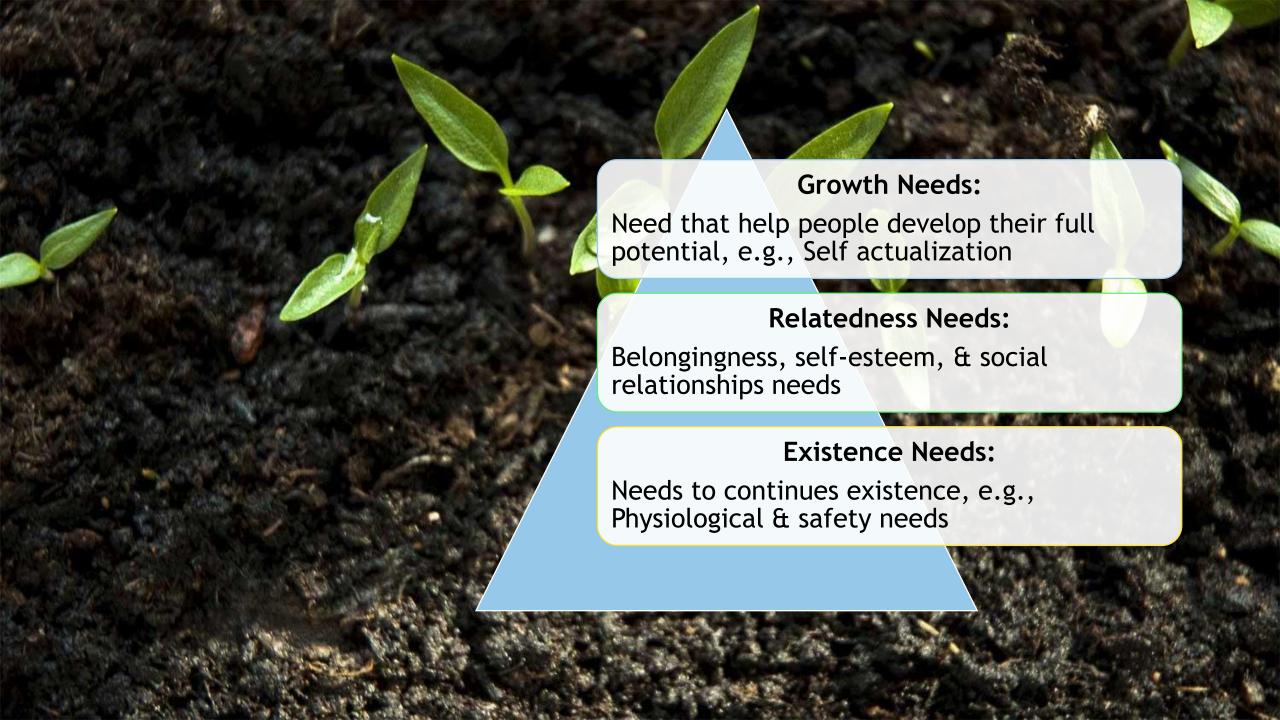




## Maslow's Hierarchy of Needs



- A person may experience a temporary shift in needs based on life circumstances moving up & down & then back up again may occur frequently
- Self-actualization: according to Maslow, the point that is seldom reached at which people have sufficiently satisfied the lower needs and achieved their full human potential
- Maslow's Hierarchy of Needs have been refined several times, among others by Alderfer
- Alderfer believe that more than one need could be active at a time





Psychology Of Adjustment

**Definition** 

The Concept of Motivation

Types

Components

Instinct

Drive-Reduction Approaches

Arousal Approach

Incentive Approach

Humanistic Approach

Overview: MOTIVATION

Theories





# THANK YOU

See you all next class