

2/3/22

"Psychology""Finals"

→ Syllabus :

- ✓ 1. Memory. (chapter # 03)
- ✓ 2. Motivation. (chapter # 02)
- 3. Personality. (chapter # 05)
- 4. Health & Stress. (chapter # 04)
- 5. Summary of my presentation. (Industrial Psychology)

① Motivation : Chapter # 02.

- Motivation ? (Latin word "move" means "to activate")

→ Motivation is an "internal force" to achieve a goal.

• Categories of Motivation ?

→ There are two categories:

Primary Motives

- Motives which are linked with basic primary needs and associated with biological well being.

→ like:

- Need for water, food, oxygen.
- Need for satisfaction of sexual urge.
- Needs that are fundamental for survival.

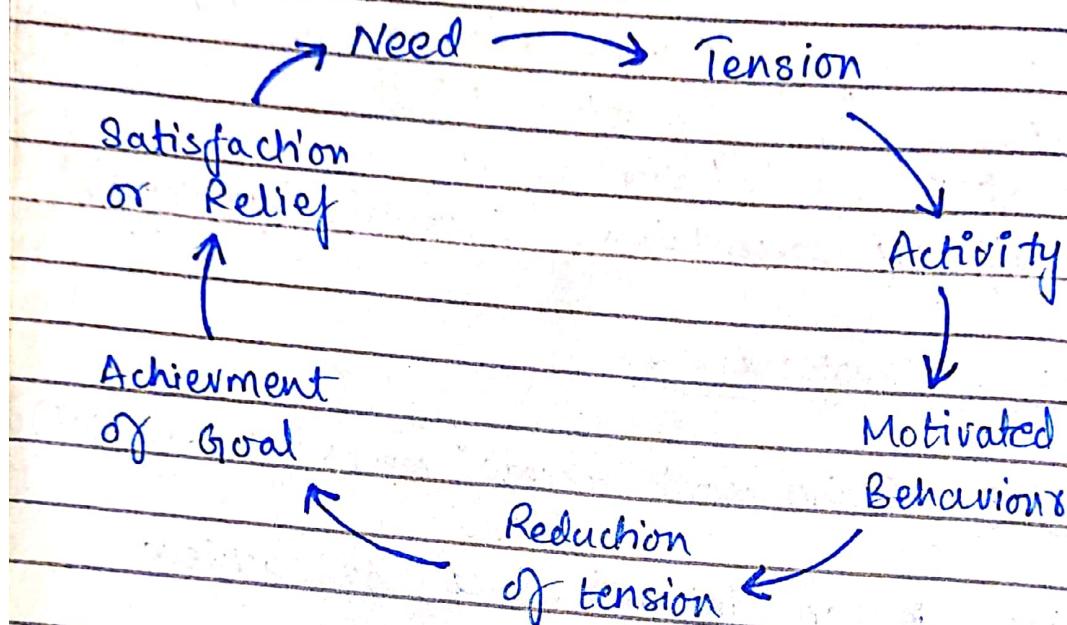
Secondary Motives

- Motives linked with one's socio-psychological needs. They also known as psychological motives.

→ like:

- Need for freedom.
- Need for security.
- Need for recognition.
- Need for self assertion.
- Need for affection.
- Need to achieve.

••• The Motivation Cycle:



•••• Types of Motivation:

"Natural / Intrinsic"

- Linked with natural instincts
- Derives pleasure within the learning.
- Goal is just pleasure.

→ example:

- Painting because it makes you feel calm and happy.

"Artificial / Extrinsic"

- No functional relationship to the task.
- Pleasure does not lie within the task.
- Goal is not pleasure, rather external rewards.

→ example:

- Painting so you can sell your art and make money

..... Types of Rewards:

Intrinsic Rewards

- tends to give personal satisfaction to the individual.
- like: acknowledgement, feedback.

Extrinsic Rewards

- Reward received by the individual from external environment.
- like: Promotion, money, benefit, grades.

..... Characteristics of motivated Behaviour:

- Raises and Fades over time.
- Organized.
- Persistent & Efficient.
- Has emotional correlates.
- Associated to a network of cognitions.

..... Theories of Motivation: (5)

① Drive Theory:

- Also known as "Push Theory". When an internal driving state is aroused, the individual is pushed to engage in behaviour which will lead to a goal that reduces the intensity of driving state.

② Incentive Theory:

→ Also called "Pull theory". Incentives can be:

- Positive incentives: Salary, Bonuses, Vacations.
- Negative incentives: Punishment, Electric shock.

③ Theory of cognitive dissonance:

→ It was first systematically studied by the american psychologist "Leon Festinger".

This theory proposed that people attempt to maintain consistency among their beliefs, attitudes and behaviors.

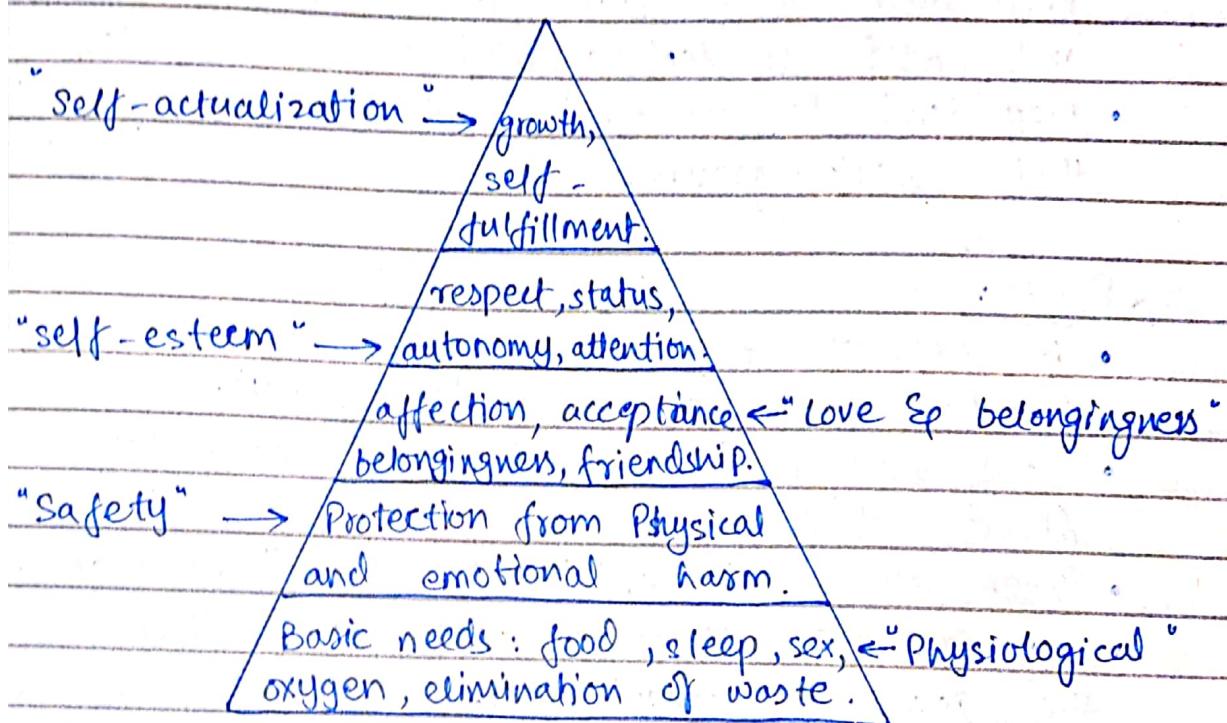
- For example: The information regarding smoking with cancer create dissonance in chain smokers. They can't resist the temptation of smoking yet, knowing smoking is injurious to health. There is an imbalance between the beliefs and smoking behavior.

④ Maslow theory of human motivation:

→ It's based on hypothesis that within every human being there exists a hierarchy of five needs:

- ① Physiological.
- ② Safety.
- ③ Love & belongingness.
- ④ Self-esteem.
- ⑤ Self-actualization.

⇒ Human Motivation Pyramid



⑤ McClelland's theory of needs:

→ McClelland's theory sometimes is also referred as the three needs theory or as the learned needs theory.

1) Achievement:

- People with a high need for achievement seek to excel and tend to avoid both low-risk & high-risk situations.
- Achievers need regular feedback to monitor their progress.
- They prefer either to work alone or with other high achievers.

2 → Affiliation:

- Those with the high need for affiliation need harmonious relationships with others and need to feel accepted by other people.
- They tend to conform to the norms of their work groups.

3 → Power:

- A person's need for power can be one of two types: ① Personal. ② Institutional.
- Those who need "personal power" want to direct others.
- Those who need "institutional power" want to organize the efforts of others to further the goal of organization.

***** Measurement of motives:

① Direct Method: In this measurement, an individual expresses his/her motives through verbal or overt behaviour.

→ Methods : Questionnaire, Inventories, Autobiograph.

② Indirect Method: In this measurement, an individual is either unaware of its motives or is determined not to reveal its real motives.

→ Methods : House Tree Person (HTP) test, Thematic Apperception Test (TAT), Child Apperception Test (CAT)

② Memory : Chapter # 03 .

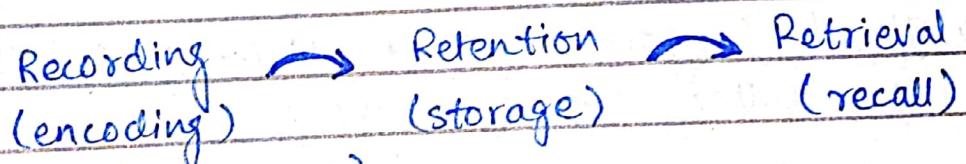
↳ Memory ?

→ The ability to retain knowledge.

↳ Information Processing ?

→ A continuum including : attention, sensation, perception, learning, memory and cognition.

↳ 3R's of memory :



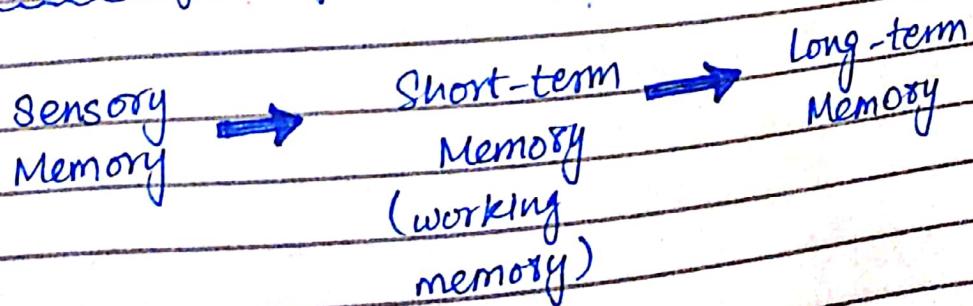
(all by Feldman, 2011)

① Recording :- The process of transforming the information from one form to another is called 'recording'.

② Retention :- The process of storing the information is called 'retention'.

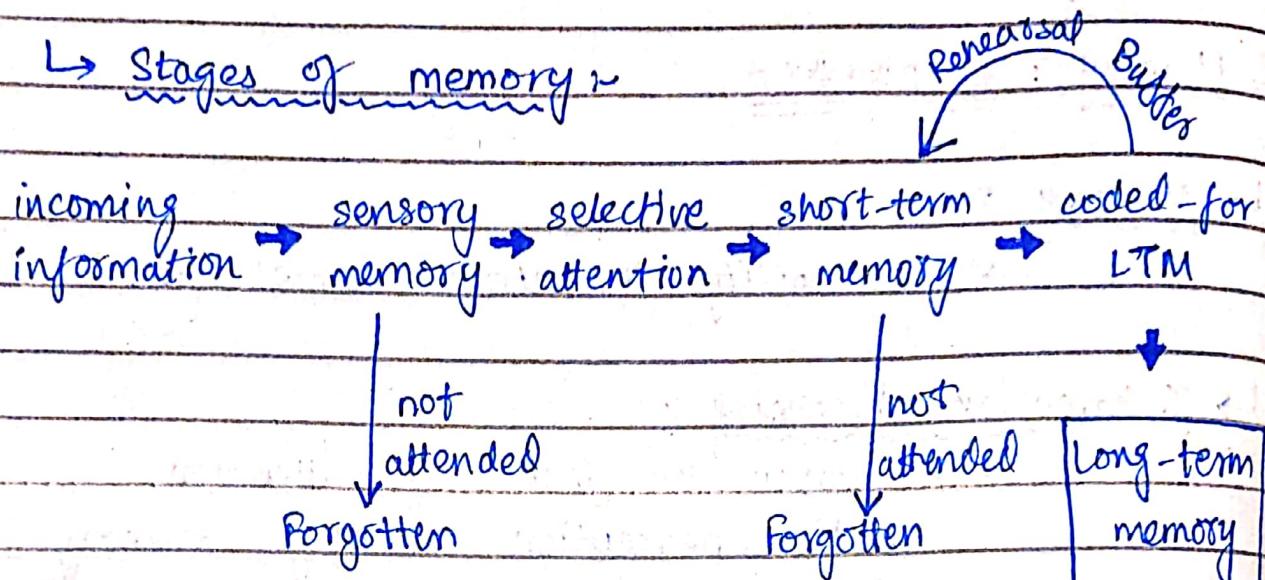
③ Retrieval :- The recovery of stored information is called 'retrieval'.

↳ Three stages of memory :-



⑧

↳ Stages of memory :-



①

↳ Sensory Memory ~ The initial, momentary storage of information, lasting only an instant.

↳ (i) Visual Sensory Memory : Memory of an image.
also called iconic memory.

↳ (ii) Auditory sensory Memory : Memory of sound.
also called echoic memory.

②

Short-term Memory ~ Memory that holds information for 15-25 seconds, called STM.

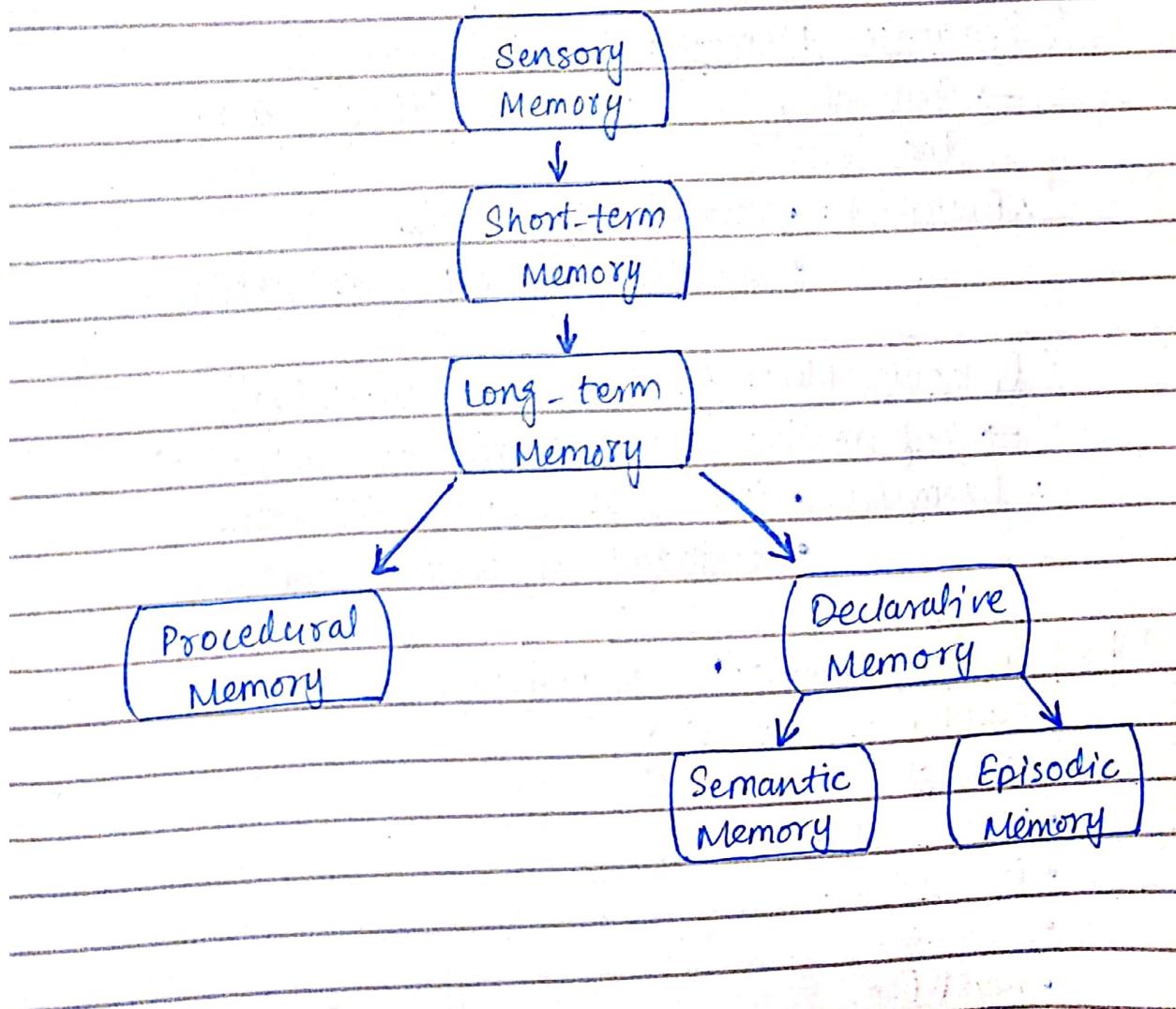
③

Long-term Memory ~ Memory that stores information on a relatively permanent basis, although it may be difficult to retrieve.

	Duration	Capacity	Function
① Sensory Memory	Brief	Large	Holding the info.
② Short-term Memory	Brief	Limited (2-7 items)	info actively worked on
③ Long-term Memory	Relatively permanent	Unlimited	Stores info

↳ Chunking :- The process of grouping:-

↳ Classification Model of Memory :-



① Procedural Memory: (Non-declarative)

→ Memory in which you don't have to consciously remember the steps involved in the actions to perform them.

∴ Examples: • Riding a bike.

• Tying your shoelaces.

• Knowing how to swim.

② (also called an "Implicit Memory")

Declarative Memory:

→ Information based on facts, consciously work to remember.

Subtype: Semantic memory, Episodic memory.

(i) Semantic Memory: (General memory)

→ General facts and definitions about the world.

∴ Examples: • Strawberry is Red.

• Usually, car has four wheels.

(ii) Episodic Memory: (Personal knowledge)

→ Information about events or 'episodes'

∴ Examples: • Your best memory till date.

• Birthday or Wedding ceremony.

↳ How are memories organized?

- Clustering. (grouping)

- Mental links.

- Mnemonics.

- Association.

- Practice.

- Repetition.

↳ The Neuroscience of memory :-

① Hippocampus: Brain structure associated with info. passing from STM into LTM.

Note: if it damages, person can no longer 'create' long-term memories.

② Amygdala: Part of brain associated with memories involving emotions.

③ Engram: Physical memory trace in the brain.

↳ Ways to improve memory:

- Knowledge of result.
- Recitation.
- Rehearsal.
- Selection.
- Organization.
- Whole learning. (studying an entire package)
- Part learning. (studying subparts like chapters)
- Progressive Part learning. (series of short sections)
- Spaced practice.
- Massed practice.
- Sleep. &
- Hunger.
- Mnemonics.

↳ Amnesia : Severe Memory Loss.

- Retrograde amnesia: inability to remember past episodic information; common after head injury.
- Anterograde amnesia: inability to form new memories, related to hippocampus damage.