

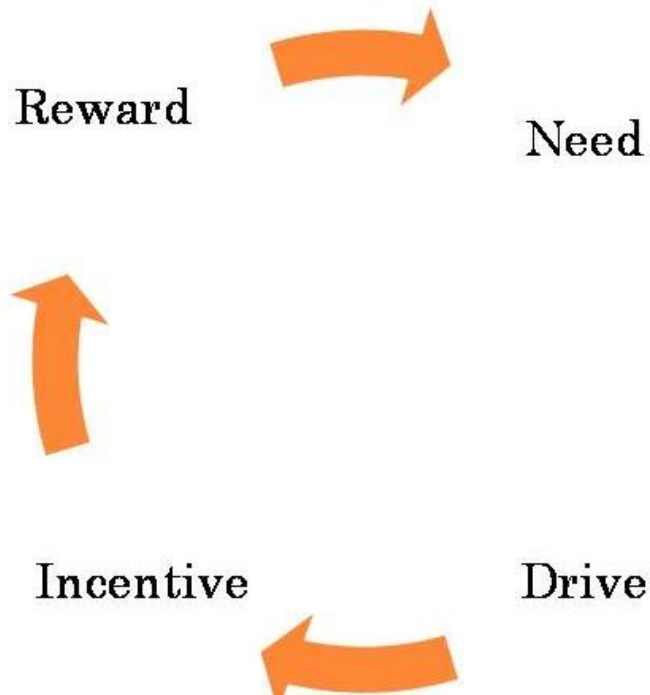
Motivation

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Motivation

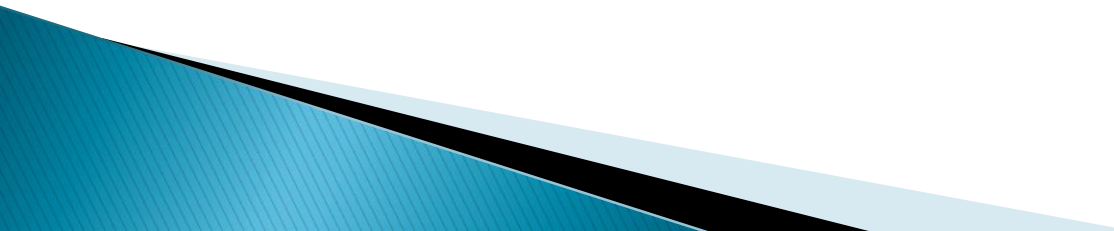
- ▶ Motivation is a need or desire that energizes behavior and directs it towards a goal. What's the difference between a need and a desire? Extrinsic motivation is something outside the person that energizes behavior. Money, fame, power Intrinsic motivation is something within the person that energizes behavior. Interest, curiosity, personal challenge and improvement

MOTIVATIONAL CYCLE



- Need: what person wants
- Drive: action to fulfill the need
- Incentive: return
 - Positive or negative
- Reward: satisfaction

Perspectives on Motivation

- ▶ Perspectives to explain motivation include the following:
 - ▶ Instinct Theory
 - ▶ Drive–Reduction Theory
 - ▶ Arousal Theory
 - ▶ Hierarchy of Motives
 - ▶ Cognitive based theory: Self efficacy
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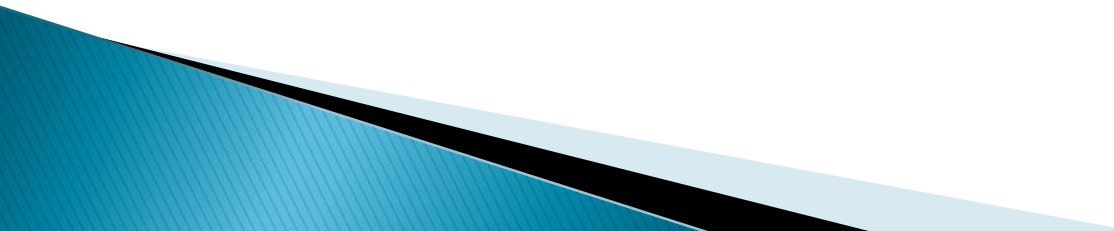
Instincts & Evolutionary Psychology

- ▶ Instincts are complex behaviors that have fixed
- ▶ patterns throughout different species and are not learned .

Drive-Reduction Theory

- ▶ When the instinct theory of motivation failed to explain most human motivation, it was replaced by the drive-reduction theory. A physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need (Hull, 1951).

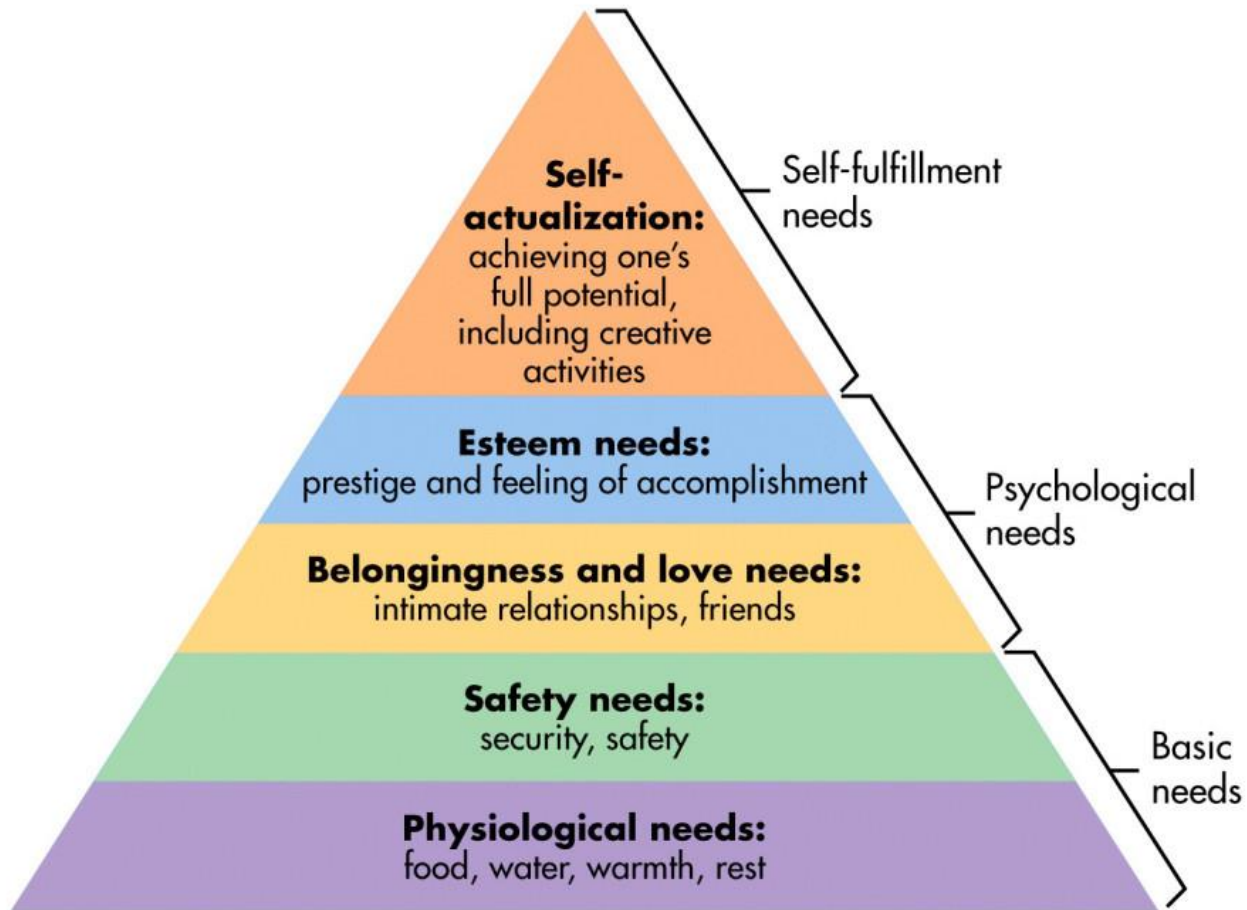
Incentive

- ▶ Where our needs push, incentives (positive or negative stimuli) pull us in reducing our drives.
 - ▶ Henry Murray called these needs and presses.
 - ▶ A food-deprived person who smells baking bread (incentive) feels a strong hunger drive
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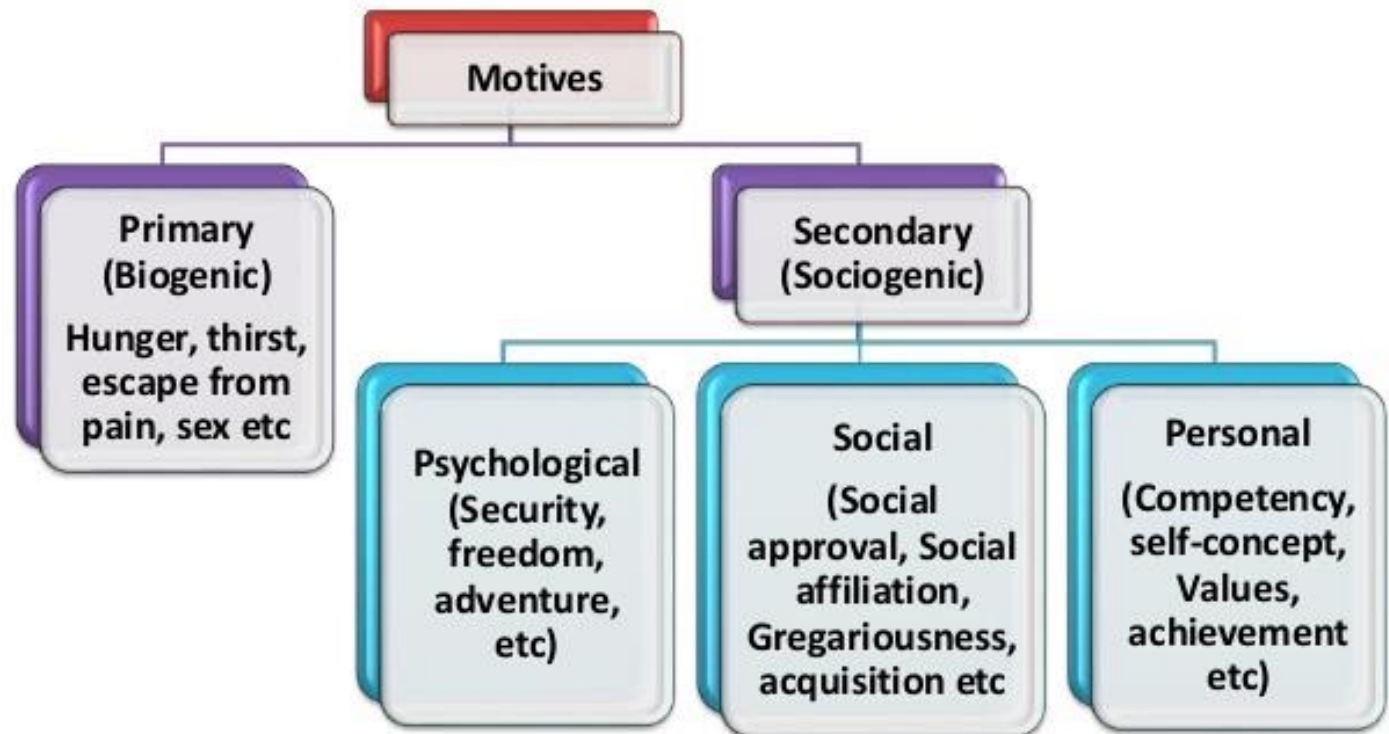
Optimum Arousal

- ▶ Human motivation aims to seek optimum levels of arousal, not to eliminate it. Young monkeys and children are known to explore the environment in the absence of a need-based drive.

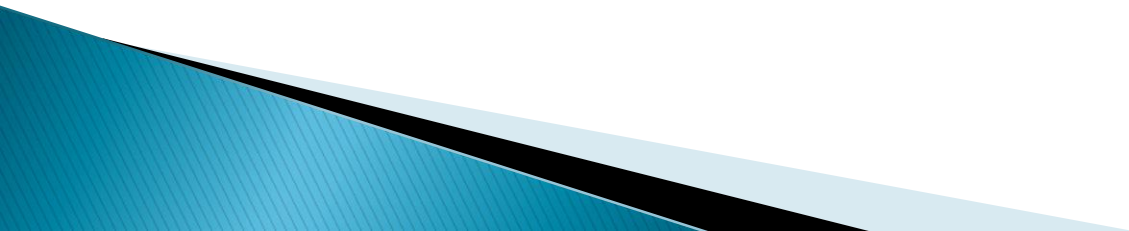
Hierarchy of Needs



Classification of Motives



▶ Thank you



References

- ▶ <http://www.psych.purdue.edu/~willia55/120/11.MotivationMM.pdf>
- ▶ Google images