Psychology Of Motivation By Khaled El Beh M.D. Professor of Psychiatry

Learned objectives

- ▶ Definition of motivation.
- ▶ Components of motivation.
- ▶ Classification of motivation.
- ▶ Theories of motivation.

Definition

- ▶ The process that initiates, guides and maintains goal oriented behavior. This goal is called an incentive.
- ▶ OR, It is the force of arousing, directing and maintaining behavior.
- ▶ SO, Motivation is a process that starts with physiological or psychological deficiency or need that activates a behavior or a drive that is aimed at a goal or an incentive

Therefore, motivation lies in the meaning of interrelationship between:

- ▶ Need
- Drive
- Incentives

Components Of Motivation

Motivation deals with:

- ▶ Origin of the behavior.
- ▶ Direction of the behavior.
- ▶ Maintenance of the behavior.
- ▶ Cessation of the behavior.

CLASSIFICATION OF MOTIVES

Human motives can be classified into:

- ▶ 1-inherited (Innate or physiologically based) motives
- ▶ 2-Acquired(Learned or psychologically based) motives

inherited (Innate or physiologically based) motives:

Characterized by:

- ▶ Universality: present in all people.
- ▶ Present since birth.
- ▶ Permanency: not amenable to distinction.

Include:

- ▶ Physiological motives: air, water ,food, rest, sleep, illumination, physical exercise, sensory stimulation, warmth, shelter and respiration. If this motives not met ,person die.
- ► Survival Motives:_directed towards survival of species: sex, motherhood.
- ▶ Emergency motives: Escape and fear, combat and anger.
- ▶ Objective motives: Exploration, manipulation and interests.

Acquired(Learned or psychologically based) motives:

These are new motives that arise from individual's dealing with the surrounding environment.

Include:

- ► General social motives: shared by all society and they may fight for this motives (e.g. Fighting against Zionism in Arab society).
- ► Cultural social motives: (e.g. Prohibited sex and drinking alcohol intake in some cultures while permissible in others).
- ▶ Individual social motives: variable in different person and depends on order of birth, type of job, education, family position, physical constitution, etc.

THEORIES OF MOTIVATION (Approach or concepts of motivations)

- **▶** Instincts
- ▶ Needs and drive
- Incentives
- ▶ Balance and equilibrium
- Social learning

A-Instincts

ls a complex inborn pattern of behavior occur in presence of certain stimuli

1. Mc Dougal propensities

- ▶ We have a number of motives which are basically physiological and more inherited than learned
- ▶ He reported 12 propensities then increased to 18

Food sex curiosity
Fear protection submissive
Anger self assertiveness construction

Appeal acquisitive laugh

Comfort rest migratory

Sociability disgust coughing, breathing, sneezing and evacuation

- ▶ All other motives originate from these 18 propensities.
- ► The problem with this theory is that it did not really explain behavior but just described it.

2.Psychoanalytical theory for motivation

Freud believed that behaviors originated from two basic and opposing instincts which are:

- ▶ Life instinct (Eros): that enhance life and growth.

 The energy of life instinct is "libido" which involve mainly sex and related activities.
- ▶ Death instinct (Thanatos): that push toward destruction.

Death instinct can be directed inward in the form of suicide or self- Needs and drive

destructive behaviors directed outwards in the form of aggression toward others

So, sex and aggression are the two basic motives for Freud While food and drink play little importance.

Earliest signs of sex and aggression are:

- ▶ Sex appears in pleasure from stimulating parts of the body.
- ▶ Aggression appear in biting and hitting.
- ▶ Parents always prohibited sex and aggression so became repressed by the consciousness. Repression of the sex is more severe than aggression.
- ▶ Repressed unconscious motives find their way for expression in dreams, tongue slips and symptoms of mental illness.

B- Needs and Drive

- ▶ Need: lack of some essential requirements for survival e.g. food.
- Drive: the state of tension that creates motivation to satisfy needs e.g. need for food translates to hunger (drive) need for friends translates to a drive for affiliation

1.Humanistic theory of motivation (Abraham Maslaw)

- ▶ One of the most widely mentioned theories of motivation is the hierarchy of needs theory put forth by psychologist Abraham Maslow.
- ▶ Human behavior is directed by needs.
- ▶ Hierarchy started by basic biological needs.
- ▶ Needs at one step must be at least partially satisfied before shifting to another.
- ▶ When food and safety are difficult to be obtained these needs will dominate person's actions.
- ▶ When satisfaction of the basic needs is easy, the person has the energy and time for the higher needs in hierarchy as aesthetic and intellectual interests.

As per his theory this needs are:

(i) Physiological needs:

▶ These are important needs for sustaining the human life. Food, water, warmth, shelter, sleep, medicine and education are the basic physiological needs which fall in the primary list of need satisfaction.

(ii) Security or Safety needs:

► These are the needs to be free of physical danger and of the fear of losing a job, property, food or shelter

(iii) Social needs:

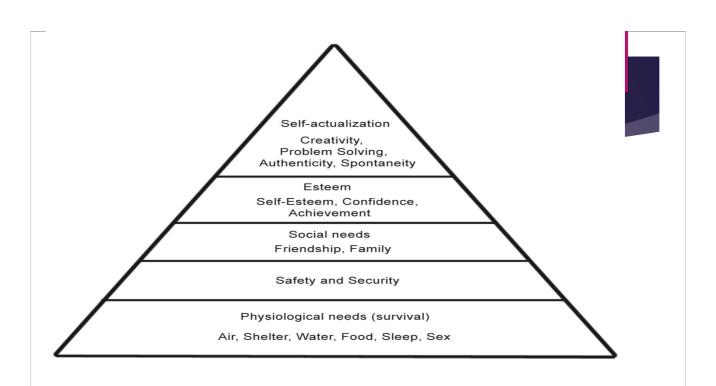
▶ Since people are social beings, they need to belong and be accepted by others. People try to satisfy their need for affection, acceptance and friendship.

(iv) Esteem needs:

▶ According to Maslow, once people begin to satisfy their need to belong, they tend to want to be held in esteem both by themselves and by others. This kind of need produces such satisfaction as power, prestige status and self-confidence

(v) Need for self-actualization:

▶ Maslow regards this as the highest need in his hierarchy. It is the drive to become what one is capable of becoming, it includes growth, achieving one's potential and self-fulfillment. It is to maximize one's potential and to accomplish something.



2.Drive theory of motivation

- ▶ According to this theory people are motivated to take certain actions in order to reduce internal tension that is caused by unmet needs.
- ▶ For example you might be motivated to drink a glass of water in order to reduce an internal state of thirst. This theory is useful in explaining behaviors with strong biological components.

C-Incentives

- ▶ Incentives: are external stimuli serves as motivating agents to do or not to do anything. Thus the behaviors are explained in terms of their goals and outcome than on their internal driving forces.
- ▶ It may be:

Positive incentives (we are motivated to do whatever leads to reinforcement).

Negative incentives (we are motivated not to do whatever leads to punishment or failure of reinforcement).

1.Incentive theory of motivation:

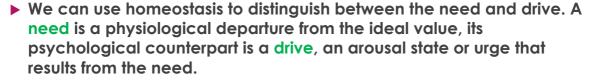
- ▶ This theory suggested that people are motivated to do things because of external rewards.
- ► For example you might go to work every morning just for the money. Reinforcements play important role here to nourish the behavior.

D-Balance and equilibrium

- ▶ We are motivated to maintain a state of balance or equilibrium or optimum level of functioning(constant internal environment).
- ▶ This balance or equilibrium involves our overall level of arousal, thoughts, cognitions or emotional reactions.

1.Homeostasis

▶ Many survival motives operates according to the principle of homeostasis, which is the body tendency to maintain a constant internal environment in the face of a changing external environment such as body temperature and body water. Such internal constancies are essential for survival.



An example is hunger, a need arise when the level of blood sugar drops below the ideal value. This physiological imbalance is corrected by the pancreas signaling the liver to release sugar into the blood stream and a drive is activated the aroused organism seeks food with a high sugar content.

2. Arousal theory of motivation:

▶ This theory suggests that people take certain actions to increase or decrease level of arousal. When arousal level get too low, for example, a person might watch an exciting movie. when arousal level get too high a person would probably look for ways to relax such as reading a book. According to this theory we are motivated to maintain an optimum level of arousal.

E-Social learning theory for motivation:

- ▶ The individual learn to cope with the environment.
- ▶ This learning can be acquired through reinforcement.

Reinforcement could be:

- External (direct or vicarious)
- Internal (self regulatory process)

▶ The theory also emphasize on:

Cognitive process

Our actions are markedly affected by consequences, which can be predicted.

Vicarious learning

- ▶ Learning by observation of others.
- Observing consequences of others actions may facilitate or inhibit certain behaviors

Self regulatory process:

- ▶ Evaluation of ones self
- ▶ It is some sort of internal reinforcement
- ► External and internal reinforcement may coincide but sometimes are contradictory.
- ▶ If the person rewarded externally for behavior not accepted internally he developed self reproach which may change his motivation.

THANK YOU