

The Psychology of Motivation

Motivation

- ▶ **Why** do we do **WHAT** we do (instead of nothing or something else)?
 - Why did you come to class today?
 - Why did you chose to wear the clothes you wore today?



Motivation

▶ Motivation

- “a need or desire that energizes and directs behavior”

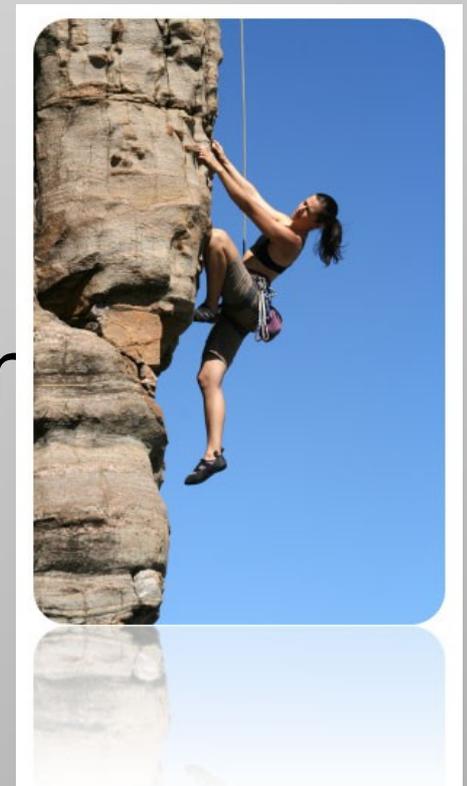
▶ Motivation

- From the Latin word “movere” which literally means “to move”

Motivational Sequence

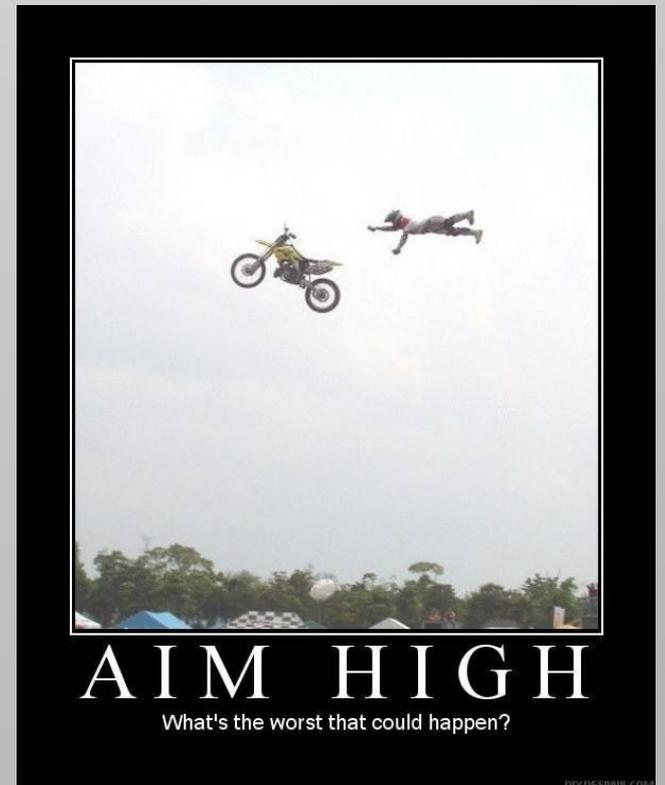


- ▶ # 1. STIMULUS → ...
 - An internal or external cue
- ▶ # 2. MOTIVE → ...
 - An need or desire that ener behavior
- ▶ # 3. BEHAVIOR → ...



Motivational Sequence

- ▶ # 4. GOAL ATTAINMENT → ...
 - Motive satisfied
- ▶ # 5. REST → ...
 - Usually temporary decrease in need or desire



Motivational Sequence

- ▶ STIMULUS → ...
MOTIVE → ...
BEHAVIOR → ...
GOAL ATTAINMENT
→ ... REST... →
STIMULUS → ...
MOTIVE → ...
BEHAVIOR → ...
GOAL ATTAINMENT
→ ... REST ... (and
so on . . .)



SAFETY AT WORK

Sometimes it's really important!

Motivation–Drive Theory

- ▶ 1. Drive-Reduction Theory
 - the idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to



Motivation



▶ Homeostasis

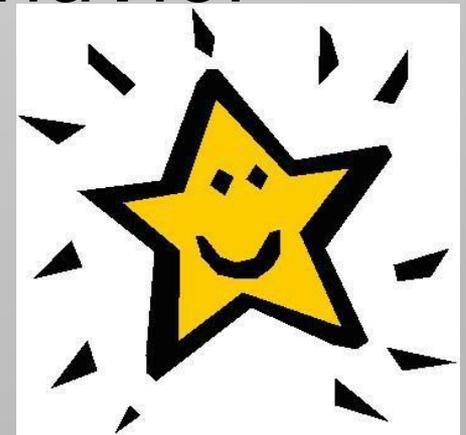
- tendency to maintain a balanced or constant internal state
- regulation of any aspect of body chemistry around a particular level

Motivation



▶ Incentive

- a positive or negative environmental stimulus that motivates behavior (reward)



PRIMARY DRIVES

- ▶ Anything that allows an individual (or species) to maintain survival
 - Hunger
 - Thirst
 - Sleep
 - Oxygen
 - Shelter
 - Sex



Food and Learning

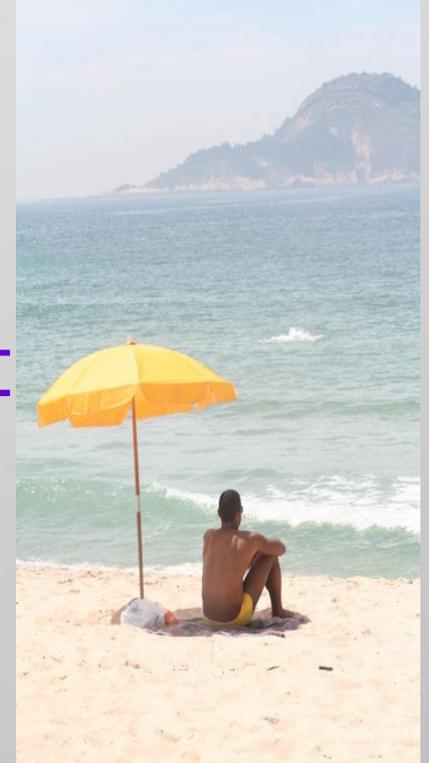
- ▶ Hunger (Glucagen and Insulin) is NOT the only motivation for eating
 - CULTURE
 - PREFERENCE
 - LEARNING
 - AVAILABILITY
 - TIME
 - SEASON
 - TEMPERATURE



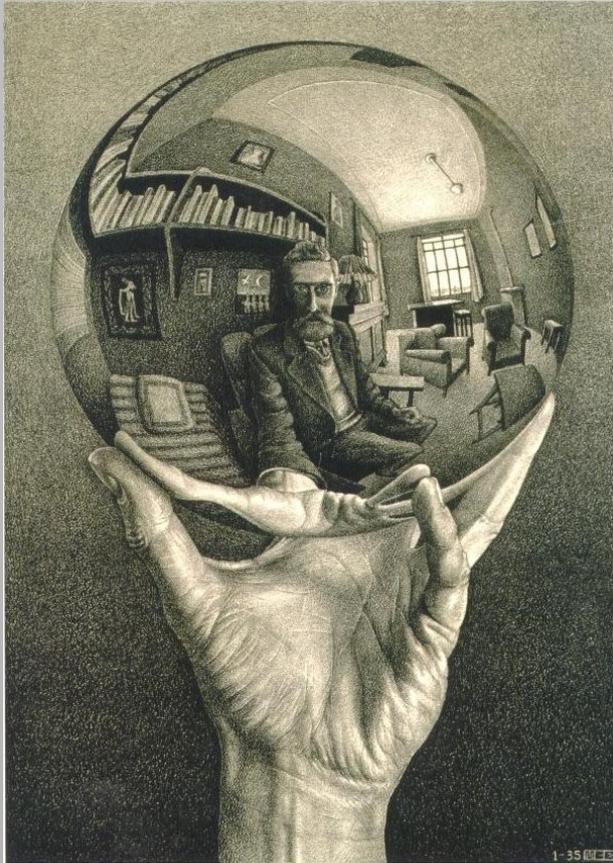
STIMULUS DRIVES



- ▶ ACTIVITY
 - Movement and busyness
 - Dynamic vs. static



STIMULUS DRIVES



- ▶ EXPLORATION AND CURIOSITY
 - Drive toward the new and unknown
 - Zuckerman's Sensation-Seeking Scale

Sensation-seeking Scale

- ▶ Give yourself a point for each of the following answers
 - 1A; 2A; 3A; 4B; 5A; 6B; 7A; 8A; 9B; 10B; 11A; 12A; 13B
- ▶ Scores should range from 0 to 13



Sensation-seeking Scale

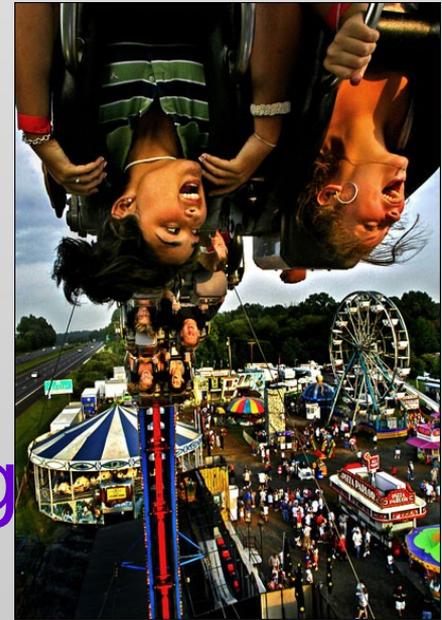


- ▶ 0-3 very low
- ▶ 4-5 low
- ▶ 6-9 average
- ▶ 10-11 high
- ▶ 12-13 very high



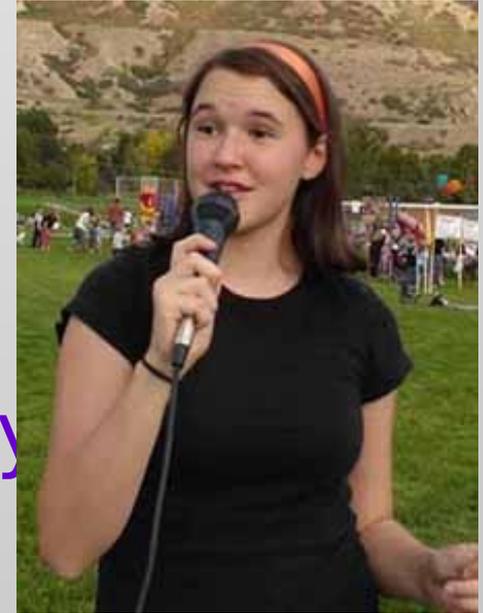
Sensation-seeking: Forms

- ▶ 1. Thrill-seeking
- ▶ 2. “Experience” seeking



Sensation-seeking: Forms

- ▶ 3. Disinhibition
- ▶ 4. Boredom susceptibility



STIMULUS DRIVES



- ▶ MANIPULATION
 - Drive to touch, handle, feel
- ▶ CONTACT
 - Drive toward physical contact



SOCIAL DRIVES

▶ POWER

- Drive to influence and control others



SOCIAL DRIVES

▶ AFFILIATION

- Drive to belong and be a part of a larger group



SOCIAL DRIVES



▶ ACHIEVEMENT

- a desire for significant accomplishment
- for mastery of things, people, or ideas
- for attaining a high

