Motivation

• What does Motivation mean to you?

• What actually works to get you motivated?

"What do you think... should we get started on that motivation research or not?"
Motivation

• Process by which activities are started, directed, and continued so that physical or psychological needs or wants are met

• 3 characteristics
  – Activation, persistence, intensity
Motivation

• Intrinsic and Extrinsic Motivation
  – Intrinsic
    • Type of motivation in which a person performs an action because the act itself is rewarding or satisfying in some internal manner
      – Getting good grades because it makes you feel good about yourself
  – Extrinsic
    • Type of motivation in which a person performs an action because it leads to an outcome that is separates from or external to the person
      – Tipping a server, getting money for A’s
Approaches of Motivation

- **Instinct Approaches**
  - Biologically determined and innate behavior pattern that is characteristic of a species
  - Human behavior is motivated by certain unlearned tendencies
  - Example: instinct to reproduce is responsible for sexual behavior
Approaches to Motivation

• **Drive-Reduction Approaches**
  
  – Need
    • A requirement of some material (such as food or water) that is essential for survival of the organism
  
  – Drive
    • State of psychological tension induced by a need (reduce tension)
Drive-Reduction Approaches

• Drive Reduction Theory
  – Approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal
Drive Reduction Theory

• Primary Drives
  – Those that involve survival needs of the body
    • Examples: hunger and thirst

• Acquired (secondary) Drives
  – Those that are learned through experience or conditioning
    • Examples: need for money, social approval
Drive Reduction Theory

• Homeostasis
  – Tendency for the body to maintain a steady state (balance)
  – Physiological equilibrium
Homeostasis

• Drive reduction aims to restore balance (acts as a thermostat)
  – Example: Drink till you are no longer thirsty, turn on air condition till you are no longer hot
Drive Reduction Approaches

• McClelland’s Theory of Motivation
  – Highlights three psychological needs:
    • Achievement, affiliation, and power
McClelland’s Theory of Motivation

• Need for Achievement (nAch)
  – A need that involves a strong desire to succeed in attaining goals, not only realistic ones but also challenging ones
  – Look for careers and hobbies that allow others to evaluate them
  – High achievers (school, occupation) who also need feedback about their performance
McClelland’s Theory of Motivation

• Need for Affiliation (nAff)
  – The need for friendly social interactions and relationships with others
  – People want to be liked and accepted by others
McClelland’s Theory of Motivation

• Need for Power (nPow)
  – Need to have control or influence over others
  – Individuals want their ideas to be used (regardless if they are good or not)
  – Status and prestige are important
    • Drive nice cars, live in big houses, wear expensive clothes
    • Individuals see money as power
Drive-Reduction Approaches

• Carol Dweck’s Theory of Motivation
  – Believes that need for achievement is closely linked to personality factors
  – A person’s belief and understanding of themselves (their abilities) can influence his or her success

BELIEVE IN YOURSELF AND ALL THAT YOU ARE. KNOW THAT THERE IS SOMETHING INSIDE YOU THAT IS GREATER THAN ANY OBSTACLE.

[CHRISTIAN D. LARSON]
Carol Dweck’s Theory of Motivation

• Related to the concept “Locus of Control”
  – People who assume that they have control over what happens in their lives are internal in locus of control
    • Believe intelligence is changeable
    • Always trying to improve
  – People who feel their lives are controlled by powerful individuals, luck, or fate are considered external in locus in control
    • Believe intelligence is fixed and unchangeable
    • Give up easily