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# **MOTIVATION**

The "why" of Behaviour



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# Introduction

- Psychology deals with not only what people do but also why they do so.
  - Motivation literally means to move, to energize or to activate.
  - It is a driving or pulling force which results in persistent behavior directed towards a particular goal & is internal.
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# Meaning

- The term motivation is derived from a Latin word “*movere*” which means *to move*.
  - Motivation is an action that stimulates an individual to take a course of action, which will result in an attainment of goals.
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## Definition

- **Motivation which “occurs within the organism, it is an arousal or pulling force towards the achievement of a goal”.**
  
  - **Motivation is the set of forces that causes people to behave in certain ways.**
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## Nature of Motivation

- Motivation is a never ending process.
  - Which generates within the individual.
  - Whole individual is motivated
  - Motivation can be positive or negative, positive motivation means use of incentives - financial or non-financial. Negative motivation means emphasizing penalties. It is based on force of fear.
  - Motivation is goal-oriented behaviour..
  - There are unsatisfied needs of a person which disturb his equilibrium.
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## Components Of Motivation

- Motivation comprises of three main components:
    - Direction
    - Effort
    - Persistence
  - We start off by deciding what we want, which is our **direction** as we know where we want to go and what we have to achieve.
  - Then we make an **effort** towards our goal.
  - Now comes the part where we have to be **persistent** with our efforts and keep doing them.
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## Needs

- Needs are general wants or desires and are said to be the very basis of our behavior.
  - Every human being has to strive for the satisfaction of his basic needs.
  - They can be broadly classified as *biological & psychosocial needs*.
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# Needs

- **Biological-**  
necessary for the survival of individual
  - *Need for air, water & food*
  - *Temperature, rest & sleep*
  - *Need for satisfaction of sex urge.*
- **Psycho social** – acquired through social learning and contact with others.
  - Urge to free & independent
  - Safety & security
  - Love & belongingness
  - Recognition & appreciation
  - Social relations
  - Expression of ourselves & actualization of our potentialities



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# Drives

- Drive is an aroused state resulting from some bodily or tissue need.
  - The individual seeks to reduce this drive by doing something to satisfy the need.
  - Drives are divided into two categories
    - Biological/Primary
    - Socio-psychological/Secondary
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# Incentives

- Anything that incites, rouses or encourages a person is termed as an incentive.
  - Drives are influenced and guided by incentives.
  - Praise, appreciation, regards, bonus etc. are examples of incentives.
  - It works as reinforcing agent.
  - For example ,a piece of candy, chocolate or a toy may work as an incentive for a child .
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# Motivational Cycle



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# Motives

- A motive etymologically means that “which moves”.
  - It may be considered as an energetic force or tendency working within the individual to compel or inspire him to act for the satisfaction of his basic needs or attainment of some specific purpose.
  - Motives are the expressions of a person's needs, hence they are personal and internal.
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## Nature of Motives

- Generated through basic needs or drives.
  - Compels an individual to respond by creating a kind of tension or urge to act.
  - Is a goal directed activity.
  - Attainment of goal helps in release of tension aroused by a specific motive.
  - A change in goal may bring changes in the nature and strength of the motive.
  - Motivation is an inner state /an aroused feeling.
  - We cannot see motives directly but must infer them from the behavior of people.
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# Types of Motives

## ■ **Primary/ Biological/Basic**

- **Hunger**
- **Thirst**
- **Avoidance of pain**
- **Sleep & Air**
- **Elimination**
- **Regulation of temperature**
- **Sex**

## ■ **Stimulus**

- **Curiosity**
- **Exploration**
- **Manipulation**
- **Physical contact**

## ■ **Secondary/Social/ Learned**

- **Achievement**
- **Aggression**
- **Power**

# Types Of Motivation

## **Intrinsic Motivation**

- \* Natural occurring
- \* Source of pleasure lies in the activity

## **Extrinsic Motivation**

- \* outside reward or appreciation
- \* Source of pleasure lies outside the activity

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graph TD; A["Intrinsic Motivation"] --> C((Motivation)); B["Extrinsic Motivation"] --> C;
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Motivation

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# Motivation and Behavior

- ❖ It acts as the immediate force to energize, direct, sustain and stop behavior.
  - ❖ Motives are a powerful tool for explaining behavior.
  - ❖ Helps to make predictions about behavior in many different situations.
  - ❖ It gives an idea about the range of things a person will do.
  - ❖ These are inner forces that control an individual's behavior in a subtle manner.
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# **Theories of Motivation**

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## McClelland 's Achievement Theory

- Put forwarded by an American psychologist David McClelland.
  - According to him people have motivating drives that are directly linked to need regardless of age, gender, culture or race.
  - He identified three types of motivational need they are as follows;
    - Need for Power
    - Need for Affiliation
    - Need for Achievement
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# Instinct Theory

- According to this , people and animals are born with programmed sets of behaviors essential to their survival.
- These instincts provide the energy that channels behavior in appropriate direction.
- According to William Mc Dougall all behavioral acts are essentially instinctive and this is found to have three aspects,
  - **Cognitive**
  - **Affective**
  - **Conative**

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# Reinforcement Theory

- Suggested by **B.F. Skinner**
  - Positive behaviour should be reinforced or rewarded as this increase the strength of a response or induces its repetition.
  - Negative reinforcement occurs when desired behaviour occurs to avoid negative consequences of punishment.
  - Punishment creates negative attitude .
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## Cognitive Theories Motivation

- This suggests that motivation is a product of people's thoughts, expectations & goals.
- This theory emphasizes that human behavior is purposeful and has a certain end of goal in view.
- This theory draws a key difference between *intrinsic & extrinsic motivation.*



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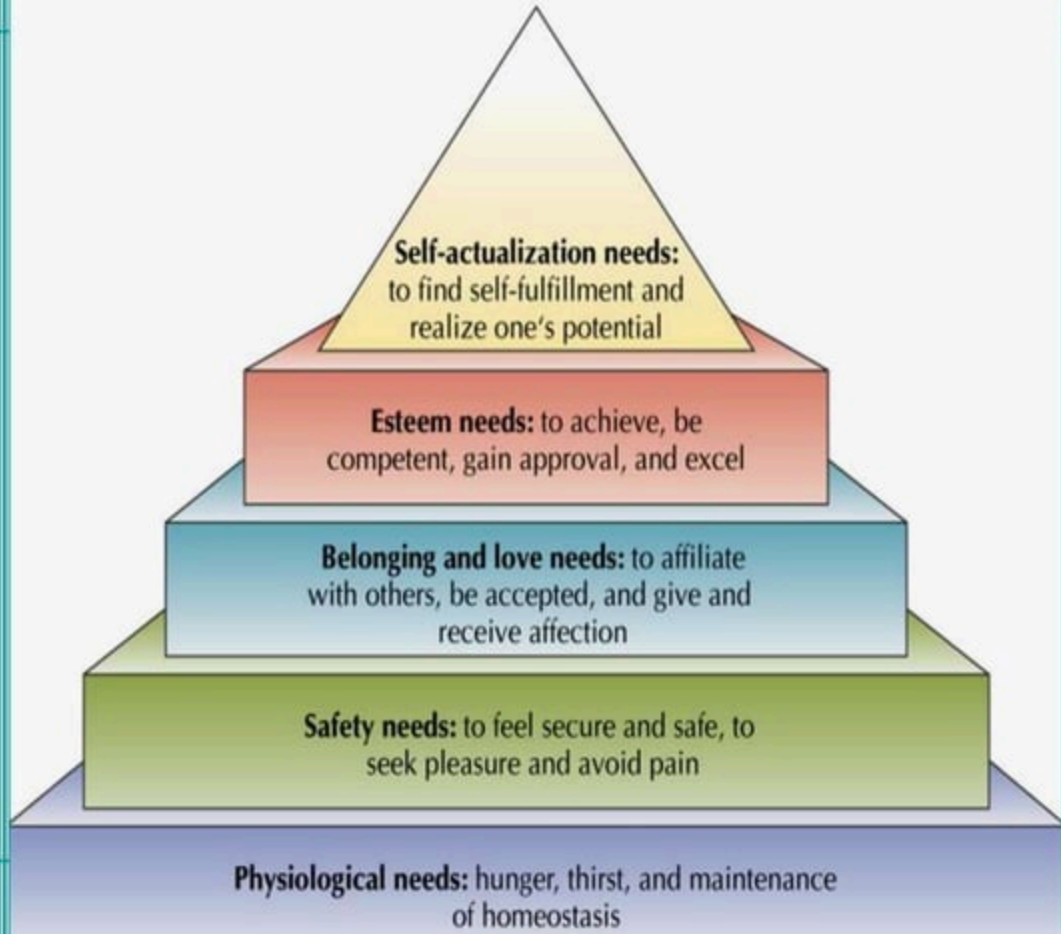
## Homeostasis or Optimum Level Theory

- W B Canon coined the term homeostasis to explain the stability of the inner environment or physiological equilibrium.
  - To maintain the normal internal balance, the body tries to regulate itself.
  - The ability of body to maintain such a balance is termed as homeostasis.
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## Humanistic Theory (Abraham Maslow)

- Humanistic theory states that human behavior is motivated by creativity and self-motivation.
  - Maslow suggested that human needs are ordered in a hierarchy from simplex to complex.
  - Higher level needs do not emerge as motivators until lower needs are satisfied and a satisfied need no longer motivates behaviour.
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# Social Learning Theory

- This theory is proposed by *Albert Bandura*.
  - According to him our behavior is learned through interaction with and observation of the environment.
  - The emphasis is on learning by observation and imitation.
  - As per this theory people can control their own behavior by self reinforcement or self-punishment.
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# Motivation and Nurses

- Knowledge of motivation helps a student nurse in her learning and training as successful nurse.
  - Motivation helps a professional nurse to do her job with zeal and spirit.
  - The reward of doing any task satisfactorily lies in the inner satisfaction by doing sincerely.
  - Nurse should aware the need of the patients and successfully fulfill them like food, need of oxygen etc.
  - The knowledge and understanding of motivation help the nurse identify the reason behind the behavior shown by the patient.
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