

MOTIVATION

- ❖ The Psychological Feature that arouse an organism to act.
- ❖ The reason for the action.
- ❖ Motivation is not just encouragement. It is derived from motives.
- ❖ Motive is urging force to do something.
- ❖ It is a pushing force to make you doing something.
- ❖ They are forces inside you. We are all personalities of different complex motive.

MOTIVATION

EXAMPLE:

- A student want to get degree.
- A lonely person want to make friends.
- A hungry person want to eat food.
- A bored person want to enjoy by listening music etc.

MOTIVATION

These are all small motives.

- A Person's personality is reflection of his / her motives. We are unconsciously doing something which we don't know ourselves; They are un-conscious motives.
 - We can judge the personality of a person by his behavior because his behavior is the reflection of his motive. Otherwise if we know the motive of someone then we can predict his behavior.
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MOTIVATION

EXAMPLE:

If I know that your motive is to be a psychologist then I can predict that your behavior should be something like;

Keen in studying psychology books, attending psychology classes regularly and take keen interest in lectures, look everyday examples in the perspective of the psychology etc.

MOTIVATION

TYPES OF MOTIVES

There are mainly three types of Motives.

- Biological / Psychological / Primary
- Social / Psychological / Secondary
- Ludic / stimulation

MOTIVATION

COMPONENTS OF MOTIVES

➤ Need

Need arises within yourself.

➤ Drive

Drive is the state of arousal, the time when you are acting to get your goal, give rise to fulfill your needs

➤ Reward

Achievement of your goals

➤ Satisfaction

After getting reward you will become satisfied.

MOTIVATION

THEORIES OF MOTIVATION

- These theories try to provide general sets of principles to guides our understanding of the urges, wants , needs, desires, strivings and goals that come under the heading of motivation. There are four theories of Motivation.
 - Drive Theory / Push Theory
 - Incentive Theory / Pull Theory
 - Opponent – Process Theory/ Emotion Theory
 - Optimal Level theory / Just Right Theory
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MOTIVATION

DRIVE THEORY / PUSH THEORY

- Behavior is pushed towards goal by the driving states within the person or animal.
 - When an internal driving state is aroused, The individual to engage behavior which will lead to a goal that reduce the intention of the driving state. In human beings at least, reaching the appropriate goals which reduce the drive state is pleasurable and satisfaction. The Motivation is said to concept of;
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DRIVE THEORY / PUSH THEORY

- Driving state
- Goal directed behavior initiated by the driving state.
- The attainment of an appropriate goal.
- Reduction of the driving state and subject satisfaction and relief when goal is reached after a time the driving state builds up against the push behavior toward to appropriate goal.
- The sequence of events just describes is something called the motivational cycle.

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INCENTIVE THEORY / PULL THEORY

- The theory best apply on your biological motive – hunger, Thirds and six of example. But even here they encounter problems spouse the intense, that we compare the motivate, goal-directed behavior of two groups of rats which have equivalent hunger drives; The rats of both groups have starve for one day. One group is given the very testy food, while the other group get plain food. As you might expect that testy food group ----- . There is something about the goal itself that motives.

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INCENTIVE THEORY / PULL THEORY

- Thus in contrast with the push of drive theories, incentives theory are pull theories of motivation because of certain characteristics they have the goal objects Pull behavior towards them. The Goal objects which motivate behavior are know as incentives.
 - An important part of remaining incentive theory id the individually expect pleasure from the attainment of what are called positive incentives and from the evidence of what are know and negative incentive.
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EXAMPLES:

You want to buy specific model of a mobile phone for yourself. We went to the market and found that the desired mobile is not available in the market as it is out of your financial range, and you purchase another mobile set which is not the desired one. Now you may have the feeling of achievement but you have not remained satisfied with that, because desire was somewhat different from the achieved mobile set.

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OPPONENT – PROCESS THEORY/ EMOTION THEORY

- We are motivated to act in the way to get pleasure and to avoid all incidences which give us displeasure. Basic to this theory is the observation that many emotional-motivating states are followed by opposing or opposite states.
- Most of our emotional feelings are followed by opposite state.

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EXAMPLE

A Person start talking heroin to get maximum pleasure but when he became used to it then he takes heroine to avoid displeasure.

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OPTIMAL LEVEL THEORY / JUST RIGHT THEORY

- This theory states that we are motivated to have balance state of arousal. If state of arousal is very high or very low then we try to balance it by taking it around or pushing it up.
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MOTIVATION

EXAMPLE:

- If you are stuck in traffic jam and everyone is honking horn then you will turn off your car cassettes player in order to cut down the state of arousal. If you are home alone, there is load shedding as well, dark all around, telephone is also not working and you are getting bored then your state of arousal will be very low. To boost your arousal you will do some thing to make it balance, either you will take out your car and go for a long drive, or find your walkman to listen some songs.
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CLASSIFICATION OF MOTIVES

There are mainly three types of motives.

- 1. Physiological Motives**
- 2. Psychological motives**
- 3. Stimulation motives**

PHYSIOLOGICAL MOTIVES

- These are called **biological** or **primary motives** as well.
- The biological motives to a large extent, rooted in the physiological state of the body.
- There are many such motives, including hunger, thirst, a desire for sex, temperature regulation, sleep, pain avoidance, need for oxygen etc.

PHYSIOLOGICAL MOTIVES

- The body tends to maintain a state of equilibrium called “**homeostasis**” in many of its internal physiological processes.
- This balance is crucial for life.
- Body temperature must not be too high, not too low, the blood must not be too alkaline or too acidic.
- There must be enough water in body tissues.

PHYSIOLOGICAL MOTIVES

- Falling temperature leads to a “**motivated behavior**”—putting on a sweater, turning up the thermostat, closing the window, and so on.
- When the body lacks substances such as food and water, automatic physiological processes go to work to conserve the substances that are lacking, but sooner or later water and food must be obtained from the outside.

1- NEED FOR OXYGEN

- This is the first and basic biological motive.
- Oxygen is the basic need for human survival.
- Oxygen is abundantly available in the air.
- we are continuously breathing it that is why we are not aware with its importance.
- Asthmatic patients better know that how crucial is the time when they are unable to breath well.

2- HUNGER (NEED FOR FOOD)

The sources of hunger are various.

- a) Stomach contraction
- b) Dissolved nutrients in the blood
- c) Glucose or blood sugar
- d) Hypothalamus

HUNGER

STOMACH CONTRACTION

When the stomach is empty, contractions occur and are sensed; the sensed contractions were said to be the signal for feeling of hunger.

HUNGER

DISSOLVED NUTRIENTS IN THE BLOOD.

Most investigations of hunger motivation now believe that levels or rates of use of dissolved nutritive substances circulating in the blood are crucial for the activation of feeding.

HUNGER

GLUCOSE OR BLOOD SUGAR.

- An important substance involved in the initiation of hunger motivation and feeding.
- It has long been known that injections of the hormone insulin, which lowers levels of circulating blood sugar, will induce hunger and eating.

HUNGER

HYPOTHALAMUS

- A part of brain that is critically involved in hunger motivation and in a number of other biological motives.
- Investigators have proposed that the receptors for glucose and other fuels are in the liver and that information about the blood nutrients is carried to the brain along the nerve pathways connecting liver and brain.

3- THIRST

- What drives us to drink? (water).
- Stimulus factors play a very large role in initiating drinking.
- We went to drink a good beverage.
- Pulled by stimuli and incentives, we tend to drink more than the body needs, but it is easy for the kidneys to get rid of the excess fluid.

THIRST

- The body's water level is maintained by physiological events in which several hormones play a vital role.
- One of these is the antidiuretic hormone (ADH), which regulates the loss of water through kidneys.
- The physiological mechanisms involved in maintaining the body's water level are not directly involved in thirst motivation and drinking.

5- BODY TEMPERATURE

- It is important because if the body temperature is too low or too high it can cause death of a person.
- Normal body temperature is 98.6F/37 Degree Celsius.
- Homeostasis plays important role in maintaining our body temperature.
- If our body temperature is increasing, homeostasis increase our perspiration and thus causing our body to cool down.

BODY TEMPERATURE

- If our body temperature is decreasing then our body starts shivering in order to generate heat.
- If there is excess temperature then we turn on our Air conditioner if temperature is low then we put on some jackets or turn on heaters etc.

6- FATIGUE

- Fatigue is physical or mental anxiety.
- One hour mental stress is more tiring than several hours' physical fatigue.
- We require rest or work pauses in order to remain in the balanced state of arousal.

7- SLEEP

- Body requires 3 to 4 hours sleep in 24 hours in order to survive.
- Normal requirement is 6 to 8 hours sleep for normal physical and mental health.

8- MATERNAL INSTINCT

- This is parental love “MAAMTA, in Urdu”.
- This is present in both male and female.
- Maternal instinct increased by the secretion of a hormone called prolectin.
- Prolectin are released from anterior pituitary gland.
- Secretion of prolectin starts after marriage in human beings.

9- PAIN

Whenever we are in pain, our motive is to remove this pain either by taking rest or having medicine or from any other source.

10- EXCRETION OF WASTE PRODUCTS

It is our motive to get undigested food and extra fluids drained out of the body.

LUDIC / STIMULATION MOTIVES

- **These motives are basically present at the time of birth (In born).**
- **They are not necessary for survival of life but they are present in us.**

LUDIC / STIMULATION MOTIVES

They are also sometime impossible to satisfy and people who satisfy 50% of their stimulation motives are really lucky.

Stimulation Motives

- Affection
- Sensory Stimulation
- Exploratory & Manipulative

LUDIC / STIMULATION MOTIVES

SENSORY STIMULATION

- We want to sense all our sensations and we want to make use of all of our senses.
- None of us want to live in isolation and we want to make use of our senses again and again throughout the day.

LUDIC / STIMULATION MOTIVES

AFFECTION

- Affection is not love. Love is a feeling while affection is a physical touch, kiss, hug, cuddle etc.
- Children are always in need for affection, because they feel secure if they get proper affection from people around them.

LUDIC / STIMULATION MOTIVES

AFFECTION

- Soon after the birth, a baby should be kept with the mother so that he/she get affection from the warmth of mother's body.
- Children who get affection from their parents feel more secure and they are better than others in all ways of life.

LUDIC / STIMULATION MOTIVES

EXPLORATORY & MANIPULATIVE

- Everyone wants to explore things by reading, traveling, watching, observing. WE also get tired of same old things.
- In other words, what satisfied our stimulus and exploration needs something new.