

## MODULE II MOTIVATION

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Definition - theories of motivation: instinct theory, drive theory, arousal theory, expectancy theory, goal setting theory, needs hierarchy theory – self-determination theory. Classification of motives: Biological and Psychosocial - Achievement motivation.

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Motivation refers to the forces acting on or within an organism to initiate and direct behavior. In other words, motivation is the process that energizes and maintains goal directed behavior. Motives are the needs, wants, interests and desires that propel people in certain directions.

Motivation reflects three basic characteristics: activation, persistence and intensity.

*Activation* is demonstrated by the initiation or production of behavior, such as the motivated student who initiates going to the library to finish a term paper.

*Persistence* is demonstrated by continued efforts or the determination to achieve a particular goal, often in the face of obstacles.

*Intensity* is the greater vigor of responding that usually accompanies motivated behavior, such as the highly motivated student who studies harder than her classmates.

### **THEORIES OF MOTIVATION**

Some of the important theories of motivation are:

#### **1. Instinct Theory**

This theory was proposed by *William McDougall* (1908). Instinct is an innate biological force that predisposes the organism to act in a certain way. According to him, instincts as behavioral patterns they are (1) Unlearned, (2) Uniform in expression and, (3) Universal in a species. For instance, if all member of a particular species of bird build their nest in the same way, then this nest building behavior is instinctive. Instinct theories were rooted in the study of animal behavior. McDougall believed that

instincts play a large role in human behavior as well. He proposed an extensive list of human instincts, including ones desire for parenting, submission, sympathy, mating, pugnacity, reproduction, imitation, gregariousness, sociability, jealousy, Cleanliness etc.

The main criticism against instinct theory is that the instinct concept did not explain human behavior very well. Critics showed that many proposed human instincts such as jealousy and cleanliness are not universal but are heavily dependent on personal experience.

## **2. Drive theory**

Drive is an internal state of tension that motivates an organism to engage in activities that should reduce this tension. According to drive theory of Clark Hull, biological needs arising within our bodies create unpleasant states of arousal - the feelings we describe as hunger, thirst and so on. In order to eliminate such feelings and restore a balanced physiological state or homeostasis we engage in certain activities. Thus, according to drive theory, various biological needs push (drive) us to actions designed to satisfy these needs. Behaviors that help to reduce the appropriate drive are strengthened and tend to be repeated. Those that fail to produce the desired effects are weakened and will not be repeated when the drive is present once again.

**Need  $\implies$  Drive  $\implies$  Goal directed behavior or response  $\implies$  Goal achievement  $\implies$  Drive Reduction**

Most psychologists believe that this approach suffer from several drawbacks. Contrary to what drive theory suggest human beings often engage in action that increase rather than reduce various drives. For e.g., people sometimes skip snacks when hungry in order to lose weight.

## **3. Arousal theory**

Arousal refers to our general level of activation. Arousal varies throughout the day, from low levels during sleep to much higher ones when we are performing strenuous tasks or activities, we find exciting. Arousal theory suggests that we constantly strive to maintain an optimal or ideal level of arousal – a level that is best

suited to our personal characteristics and whatever activity we are currently performing.

There is often a close link between arousal and performance. For many tasks, performance increases as arousal rises up to some point; beyond that level, further increases in arousal actually reduce performance. This is explained by Yerkes-Dodson Law. According to this law, performance rises with arousal up to an optimum point, and then decreases when arousal rises further.

#### **4. Expectancy theory**

Expectancy theory suggests that behavior is elicited by expectations of desirable outcomes. Such outcomes known as incentives can be almost anything we have learned to value. Money, status, power, the admiration of others etc. are examples of incentives.

#### **4. Goal setting theory**

Goal setting theory suggests that motivation can be strongly influenced by goals. Research shows that on a wide variety of task people performed better when they were given specific goals than when they were simply told to do their best.

Goal setting works best under certain conditions. It is most effective in boosting performance when the goals set are highly specific, challenging, and are perceived as attainable. Goal setting is most successful when people receive feedback on their progress towards meeting the goals and when they are truly and deeply committed to reaching them.

#### **5. Need hierarchy theory**

According to Maslow (1970) needs exist in a hierarchy. Only when lower order needs are satisfied can higher order needs be activated and serve as sources of motivation.



Maslow *places physiological needs* such as those for food, water oxygen, and sleep at the base of the hierarchy of needs. One step above these is *safety needs*: needs for feeling secure in one's life, comfort and freedom. Above the safety needs are *love and belongingness (social need)* including needs to have friends, to be loved and appreciated, and to belong to - fit into a network of social relationship.

Maslow refers to physiological, safety, and social needs as deficiency needs. They are the basics and must be satisfied before higher levels of motivation, or growth needs can emerge. Above the social needs in the hierarchy are the *esteem needs*, the needs to develop self-respect, self confidence, gain the approval of others, sense of worth and competence, and achieve success. Ambition and the need for achievement are closely linked to the esteem needs. Finally at the top of the hierarchy are the *self-actualization needs*. These involve the need for self-fulfillment- the desire to become all that one is capable of becoming. Self actualization needs include concerns not only with one's selfish interests but also with issues that affect the well-being of others, and even of all humanity.

## **6. Self-determination theory**

Thus theory suggests that people are **motivated** to grow and change by three innate and universal psychological needs. This **theory** suggests that people are able to

become **self-determined** when their needs for competence, connection, and autonomy are fulfilled. The concept of intrinsic motivation, or engaging in activities for the inherent rewards of the behavior itself, plays an important role in **self-determination theory**.

## **CLASSIFICATION OF MOTIVES**

A motive may be defined as a readiness to respond in some ways and not others to a variety of situations. Motives may be innate or learned. There are a number of motives based on human needs. They are classified under two broad categories: biological and psychosocial.

### **I. Biological Motives (Physiological Motives or Primary Motives)**

Biological motives stem from physiological changes within the body. These motives tend to preserve homeostasis which is a tendency of body to maintain a balance among internal physiological conditions which are essential for survival. The major biological motives are:

#### **i) Hunger Motive**

The need for food is the basis of this motive. The longer we are deprived of food, the more we feel the intensity of this motive.

The physiological basis of hunger depends upon the chemical composition of the blood and a structure in the brain called the hypothalamus. Hunger increases if there is reduction of sugar in blood and reduces if there is either excess or equal sugar level in blood. There lies a sugar called glucose in our blood which helps to provide energy to our body. It can be stored in the liver only in small quantities and for a short time. When the glucose in the blood (the blood sugar level) falls below a certain point, the liver signals the hypothalamus to switch on the hunger motive and when the glucose in the blood falls above the point the liver signals the hypothalamus to switch off the hunger motive. The two areas of the hypothalamus that are involved in the hunger motivation are lateral hypothalamus, which initiates eating, and ventro- medial hypothalamus, which stops the eating behaviors.

## **ii) Thirst Motive**

Thirst motive arises out of the need for quenching ones thirst. It is found to be stronger than food motive as we can exist without food longer than we can without water. In the case of this motive, the apparent signals come from the sensation of dryness from the mouth and the throat.

The physiological basis of thirst motive lies in the imbalance of fluid in the body tissues and hypothalamus. Imbalance of the fluid in the body has been linked to the level of salt in the blood stream. Salt causes dehydration. A high-level of salt in the blood upset the fluid balance in the tissues, which in turn need to supply fluid to the body tissues. The message is conveyed to the lateral hypothalamus and thirst drive is activated. After getting the supply of the fluid in the form of a drink, the body's chemical balance is restored. It activates our thirst satiety center situated in the hypothalamus which in turn switch off the thirst drive.

## **iii) Sleep**

Like other survival motives, sleep is also influenced by several physiological factors. Brain mechanisms particularly the reticular activating system (RAS) plays an important role in the alertness of an individual. A quiescent person becomes aroused when parts of the reticular formations are activated other parts of the brain particularly in the thalamus seems to play an inhibiting role. In addition hormone balance is also important in the production of sleep. Sleep is not necessarily a passive state. The mechanism of sleep appears to inhibit the arousal system; sleep can be regarded as an active inhibitory process.

## **Other Survival Motives**

Besides hunger, thirst and sleep, there are other survival motives occur regularly in the human organism such as need for oxygen, the need for elimination of waste products from the body, the need to avoid pain, and the avoidance of temperature extremes. These motives are necessary for the maintenance of life.

## **Special Survival Motives**

It consists of sexual and maternal motivation.

### **a) Sexual motivation**

Sex is a biological motive but it differs from other biological motives. First, sex is not necessary to maintain the life of an individual. It is necessary for the survival of the species. Second, sexual behavior is not aroused by lack of substance in the body. In higher animals sexual relation is more under the influence of sensory information - the environmental incentives - than the other biological motives.

In humans, sexual satisfaction results in happiness and well being to an individual and a medium of survival to the species. Hormones secreted by the gonads or sex glands are primarily responsible for sexual motivation. The male sex hormone (androgen) comes from the testes. The female sex hormones (estrogens) come from the ovaries. The role of learning is also important in sexual act.

### **b) Maternal motivation**

The behavior involving the care and protection of the offspring by the females of a species is called maternal behavior and the motive that energizes a female to indulge in such behavior is called the maternal drive or motive. The maternal drive is stimulated both by the biological and psychological factors inter-related with learning. The hormone progesterone has been found to be important in maintaining pregnancy and estrogen helps to trigger birth. Another hormone prolactin produced by the pituitary gland, direct the mammary glands to secrete milk for the newborn.

## **II. Psychosocial Motives (Secondary Motives)**

Motivation is affected by how we perceive the world, how we think about ourselves and others and our beliefs about our abilities and skills. Psychosocial motives are learned from society and are also called acquired motives. Psychosocial motives play an important role in the development of human personality. Murray gave a long list of social motives and he devised a famous

personality test known as Thematic Apperception Test (TAT). Some of the important social motives are:

1. Need for achievement
2. Need for affiliation
3. Need for power

### **1. Need for Achievement or Achievement Motivation**

Achievement motivation has been first studied by Henry A. Murray. It is defined as a striving to overcome challenges, improve oneself, attain excellence, and accomplish more than others. Mc Clelland and his associates later hypothesized that achievement motivation is an important determinant of goal attainment. They view achievement motivation as a learned motive.

The principal measure of need for achievement motivation is the Thematic Apperception Test (TAT) developed by Murray (1938). The subject is shown a series of ambiguous pictures and asked to write a story about each picture. The stories are then rated according to the degree of achievement motivation they express through the stories.

Individuals high in achievement motivation tend to get higher grades in school, earn more rapid promotions, and attain greater success in running their own business than persons low in such motivation.

Persons high in achievement motivation differ from persons low in this motive in other respects too. First, persons high in achievement motivation tend to prefer tasks that are moderately difficult and challenging. Second, they have a stronger than-average desire for feedback on their performance. Finally, persons high in achievement motivation tend to excel under conditions in which their achievement motivation is activated.

There are two types of achievement motivation: intrinsic and extrinsic motivation. Intrinsic motivation occurs when there is no obvious external reward or ulterior purpose behind your actions. The activity is enjoyed as an end in itself. Intrinsic motivation is closely related to the higher levels of Maslow's hierarchy.

Intrinsically motivated people approach work or play, seeking enjoyment, interest, self expression or challenge. In sports, as in other activities, excessive external pressure and incentives can reduce intrinsic motivation.

In contrast, extrinsic motivation stems from obvious external factors, such as pay, grades, rewards, obligations and approval. Most of the activities we think of as work are extrinsically rewarded.

## **2. Need for Affiliation**

The affiliation motive is a need to associate and interact with other people. Some theorists suggest that it represents innate biological drives that can be satisfied only through social interaction, while others propose that social affiliation is so powerfully rewarded in childhood that it becomes a lifelong need. Evolutionary psychology integrates these two perspectives. The need for human interaction and cooperation led to the development of neural mechanisms that motivate and support affiliation.

## **3. The Need for Power**

The need for power is the need to control or influence the behavior of others. Studies have found that power motive is positively associated with assertive and aggressive behavior.

### **Aggressive Motivation**

Aggressive Motivation (another social motive) is the desire to harm others. Aggressive motivation often results in the occurrence of overt forms of aggression, or behavior directed toward the goal of injuring another living being who wishes to avoid such treatment.

Freud concluded that human beings possess a powerful built-in tendency to harm others. But many others believe that aggression is elicited by a wide a range of external events and stimuli. On the contrary, evidence indicates that *biological or genetic factors* play a significant role in aggressive behavior.

Another important cause of aggressive motivation is *frustration*, the thwarting or blocking of goal directed behavior. In other words, people experience the desire to harm others when these individual or perhaps others, have prevented them from

obtaining what they want. This is explained by *frustration-aggression hypothesis* which propose that aggression always stems from frustration and that frustration always produces aggression.

In addition, *feelings of injustice* have recently been found to play in important role in instances of workplace violence. Another social factor that often plays a role aggression is *direct provocation* from another person. Verbal insults or physical actions interpreted as aggressive in nature often lead the party on the receiving end to reciprocate. The result is a powerful spiral of aggression i.e. counter aggression can develop.

A large body of evidence indicates that *exposure to violence in the media - television, movies and so on* has been found to increase aggression on the part of viewers.

Any *unpleasant conditions in the physical environment* may activate aggressive motives. For example, uncomfortably high temperatures, disagreeable crowding or unpleasant irritating noise may create feeling of discomfort, negative thoughts and memories or may lead us to attribute others' actions to hostile intentions even when this is not the case.

Finally, some recent findings suggest that *sex hormones* especially the male sex hormone testosterone, may play a role in aggression. Drugs that reduce testosterone levels in violent human males seem to reduce their aggression. Research on prisoners indicates that testosterone levels tend to be higher in those who have committed unprovoked violent crimes than among those who have committed nonviolent crimes.

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