

# PSYC 222

# Motivation and Emotions

Session 1 (Part 1 and 2) – Concept of Motivation

**Lecturer: Mrs. Jennifer Sasu - Mensah**, Psychology Department  
Contact Information: [jpeprah@ug.edu.gh](mailto:jpeprah@ug.edu.gh)



## UNIVERSITY OF GHANA

College of Education

**School of Continuing and Distance Education**

2015/2016 – 2016/2017

# Session Overview

- There is a driving force that compels people to behave in a certain way or choose one thing over the other. What is this force and where does it come from? This session seeks to introduce students to why people do the things they do.
- At the end of the session, the student will be able to
  - 1. Define and explain the term Motivation.
  - 2. Identify and explain the features of motivation
  - 3. Identify and differentiate between the types of motivation
  - 4. Discuss the factors that influence the activity of motives/drives

# Session Outline

The key topics to be covered in the session are as follows:

- The Concept of motivation
- Types of Motives or Drives
- Theories of motivation

Topic One

# MOTIVATION



# THE CONCEPT OF MOTIVATION

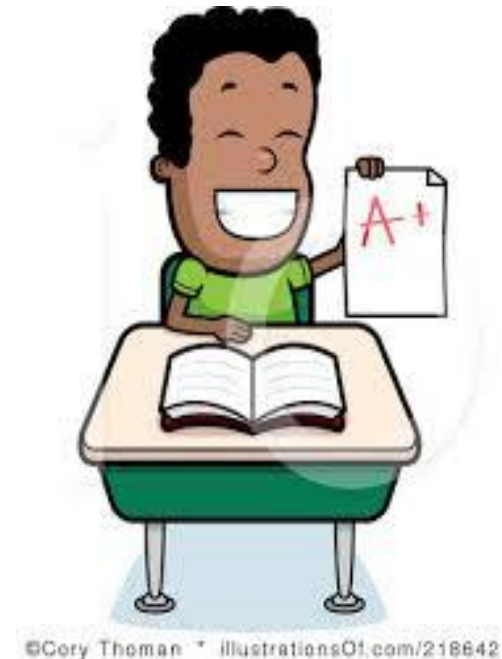
Why do you choose to eat what you do?

What grade do you want in this course?

Why do people go to the University?

Why do people marry?

Does being involved in a sexual relationship interest you, or do you not think about it very much?



# THE CONCEPT OF MOTIVATION

- Psychologists have always been interested in why people are obliged (motivated) to do anything at all, and if they do something, why that and not something else.
- They are interested in this topic specifically from two angles, hence Furnhams (2002) assertion that the issue is two fold.
- Psychologists are interested in:
  - (a)The nature of the driving force – That is, where does whatever is compelling you to do anything or not come from? What are the properties/characteristics of this force?



# THE CONCEPT OF MOTIVATION

(b) The direction and maintenance of the drive :- That is what effects does this drive/force have on individual's behaviour?

# Defining Motivation

- What is Motivation?

- Etymology of the term:**

The word motivation is derived from the Latin word **`movere'** which means to move.

Literally it means the reason that is making a person do something.





# Defining Motivation

- Motivation is the concept that describes and explains the forces acting on a person that **initiate**(start), **energize**( how hard/intense a person engages in an activity), **direct** (what a person does/goal/what to do) and **sustain/maintain**(how long a person engages in an activity) behaviour.



# Defining Motivation

- A motive (or motivation) can also be said to be a need, want, interest, or desire that propels someone (or an organism) in a certain direction.
- Various scholars have tried to define motivation

Two Classical definitions of motivation.

## 1) H. W. Bernard (1972)

‘All those phenomena which are involved in the stimulation of action towards particular objectives where previously there was little or no movement towards those goals.’

## 2) Good and Biophy (1986)

‘A hypothetical construct that explains the initiation, direction, intensity and persistence of goal directed behaviour.’

# Defining Motivation

- Two Contemporary Definitions

## **1) Gazzaniga, Heatherton and Halpern (2010)**

‘The area of psychological science concerned with the factors that energize or stimulate behaviour’

## **2) David G. Myers (2013)**

‘A need or desire that energizes and directs behaviour’

# Defining Motivation

- Comparing these definitions, 3 things are common to all.

## **1. What starts the behaviour?**

The internal (intrinsic) and external forces (extrinsic) that compel the individual to start the behaviour

## **2. What channels direct it?**

The goal that one seeks to reach

## **3. What maintains it?**

The feedback that either reinforces the intensity of the drive towards the goal or to dissuade one from the course of action.

# FEATURES OF THE CONCEPT OF MOTIVATION

- Motivation as a concept has certain specific features (Westwood, 1992).
- **Features of Motivation**
  1. Motivation is an internal state experienced by the individual.
- That is, although external factors can affect a person's motivational state, it develops within the individual and is unique to that individual.

# FEATURES OF THE CONCEPT OF MOTIVATION

2. The individual experiences a motivational state in a way that gives rise to;
  - A desire (strong wish to do)
  - An intention (plans what to do)
  - Pressure (feeling that one must do ) to act.
3. Motivation has an element of choice, intention or willingness to act.
4. Individuals differ in terms of their motivational state and the factors that affect it.

# FEATURES OF THE CONCEPT OF MOTIVATION

5. Motivational state of an individual is variable across time and situations.
  - That is, what motivates a person at a certain time might not motivate him or her another time or in different circumstances or situations.

Topic Two

# TYPES OF MOTIVES





# Types of Motives

- To initiate a specific kind of behaviour, one must have motives.
- Motives can be put into the following categories:-
- **Physiological/Biological Motives**
- Motives that are essentially good for the survival of the individual.
- Food, water, sex? and clothing.



# Types of Motives

- **Social Motives**
- Human beings are social in nature and would like to be accepted by the members of the society.
- Social motives include social approval, affection, respect, prestige and money.
  
- **Personal Motives**
- Unique to individuals depending on their personalities.
- E.g., interests, values, goals and self-conception.

# Factors Influencing Activity Of Motives

- Whether physiological/biological, social or personal, motives are normally initiated by a number of factors. These factors include the following :-

## 1. Physiological Factors

- An individual will naturally need water to drink and food to eat. The body is naturally wired to need these things at one point or another.

## 2. Emotions

- Emotional states increases one's desire to achieve certain goals (feelings;- happiness, love, anger- caused by the situation that one is in).

# Factors Influencing Activity Of Motives

## 3. Habits

- Habits will initiate certain motives within a person. E.g., If one is addicted to a drug, one is always motivated to get it when it is finished. Hence an individual will engage in any kind of behaviour to make this happen.

## 4. Values and Attitudes of the Individual.

- Attributes that the individual has inculcated like belief in god/religion, which must be fulfilled at all times can initiate some motives.

## Environmental Factors

- Some factors within a person's environment can initiate motives. E.g., cost of living, availability of food and natural hazards may compel one to make moves towards a motive.

# How Motives Influence Behaviour

- The motives listed above influence behaviour in four main ways:-

## 1. Energize.

- Motives energize and arouse the individual for action.
- Eg., desire for fitness

## 2. Sustain Behaviour.

- Motives do not only energize the behaviour of the individual but sustains the interest and behaviour throughout the period of activity to achieve the goal.
- Motives will make one persist until a goal is achieved.

# How Motives Influence Behaviour

## 3. Direct Behaviour

- Direct - The individual's motivated behaviour is often guided, directed and goal-oriented. The behaviour of the individual is purposeful and persistent until the goal is achieved.

## 4. Regulate Behaviour

- Motives differ in strength
- That is, a motive determines how intense one will engage in a behaviour and even the priority it is given.
- These are dependent on internal factors or characteristics

Topic Three

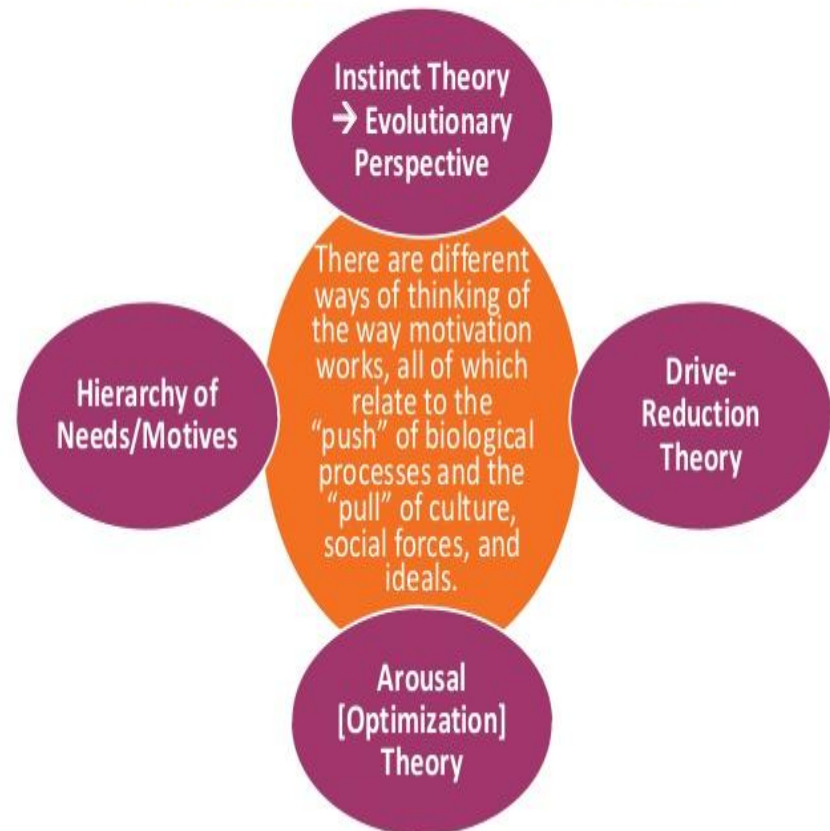
# THEORIES OF MOTIVATION



# Theories of Motivation

- In an attempt to understand motivated behaviours, Psychologists have used various perspectives. Four are discussed below:
  1. Instincts and/ Evolutionary perspective
  2. Drives-reduction theory
  3. Optimum Arousal
  4. A hierarchy of Motives

## Perspectives on Motivation



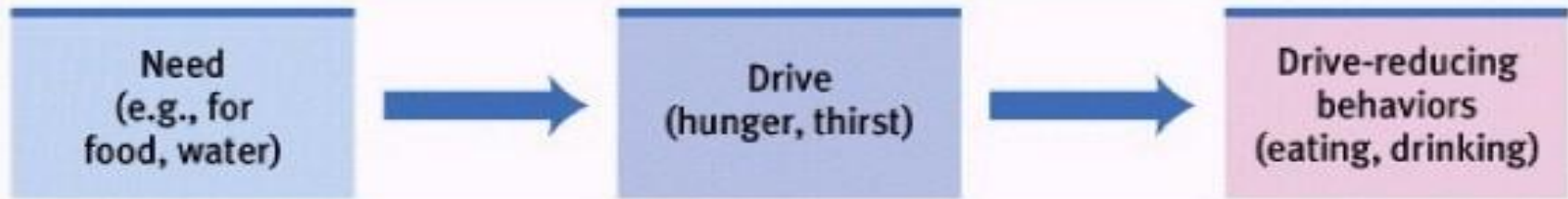


# Instincts and Evolutionary Perspective

- Instinct – A complex behaviour that is rigidly patterned throughout a species and is unlearned
- Inherited, unlearned forces that help all species survive
- This perspective is therefore of the view that the drive/desire/motives for behaviour is pre programmed or unlearned
- Eg., Mature salmon will swim to where they were hatched when it is time to die
- Newly hatched ducks or geese will follow the first moving thing they see



# Drive-reduction Theory



## Homeostasis

This is an organisms natural tendency to maintain a steady internal state.

Drive reduction theory is the idea that a physiological need creates an aroused state that drives the organism to reduce the need. This is shown in the diagram above.

Now this physiological need which creates an arousal destabilize the steady internal state of the organism, hence the need to engage in a behaviour to reduce the arousal to maintain the balance (homeostasis)

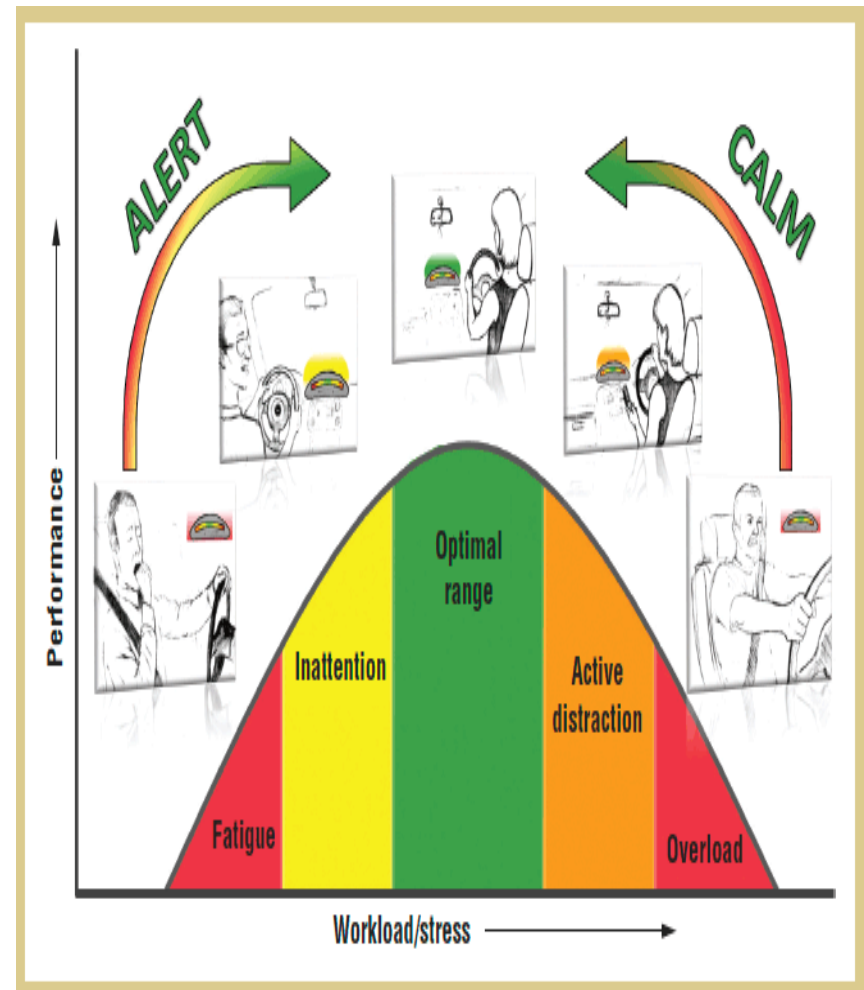
According to this theory, we are not only *pushed* by 'needs' to reduce drives but we are also *pulled* by **incentives**

These are the positive or negative stimuli that lure or repel us

In other words, learning histories influence motives

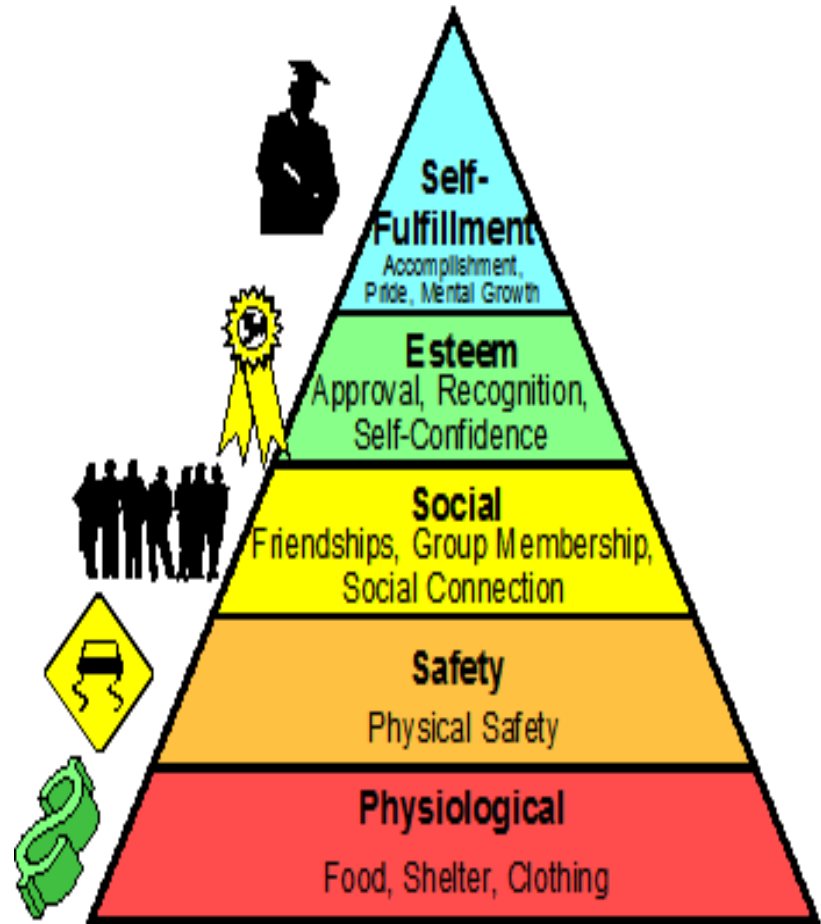
# Optimum Arousal

- Human motivation aims not to eliminate arousal but to seek optimum levels of arousal
- Optimal arousal theory suggests that humans are motivated to maintain a comfortable level of arousal.
- Therefore, individuals engage in certain actions for the purpose of attaining an optimal level of arousal by either decreasing or increasing the amount and type of stimulation received from the environment.



# A Hierarchy of Motives

- People have five types of needs that are activated in a hierarchical manner.
- They are aroused in a specific order such that a lower-order need must be satisfied before the next higher-order need is activated.
- Once a need is met, the next highest need in the hierarchy is triggered, and so forth.
- The 5 needs:
  - Physiological; safety; social (**Deficiency Needs**);
  - Esteem & self actualization (**Growth Needs**)



# A Hierarchy of Motives

- According to Maslow, **deprivation**, or lack of satisfaction with respect to a particular need, leads to its dominance and the person's behavior is entirely devoted to satisfying that need.
- However, once satisfied or **gratified**, it will recede in importance and the next highest level will be stimulated or activated.
- Thus, beginning with the lowest level, the entire **process involves deprivation leading to dominance, gratification and activation of the next level.**

*Thank You*

