

Understanding Motivation



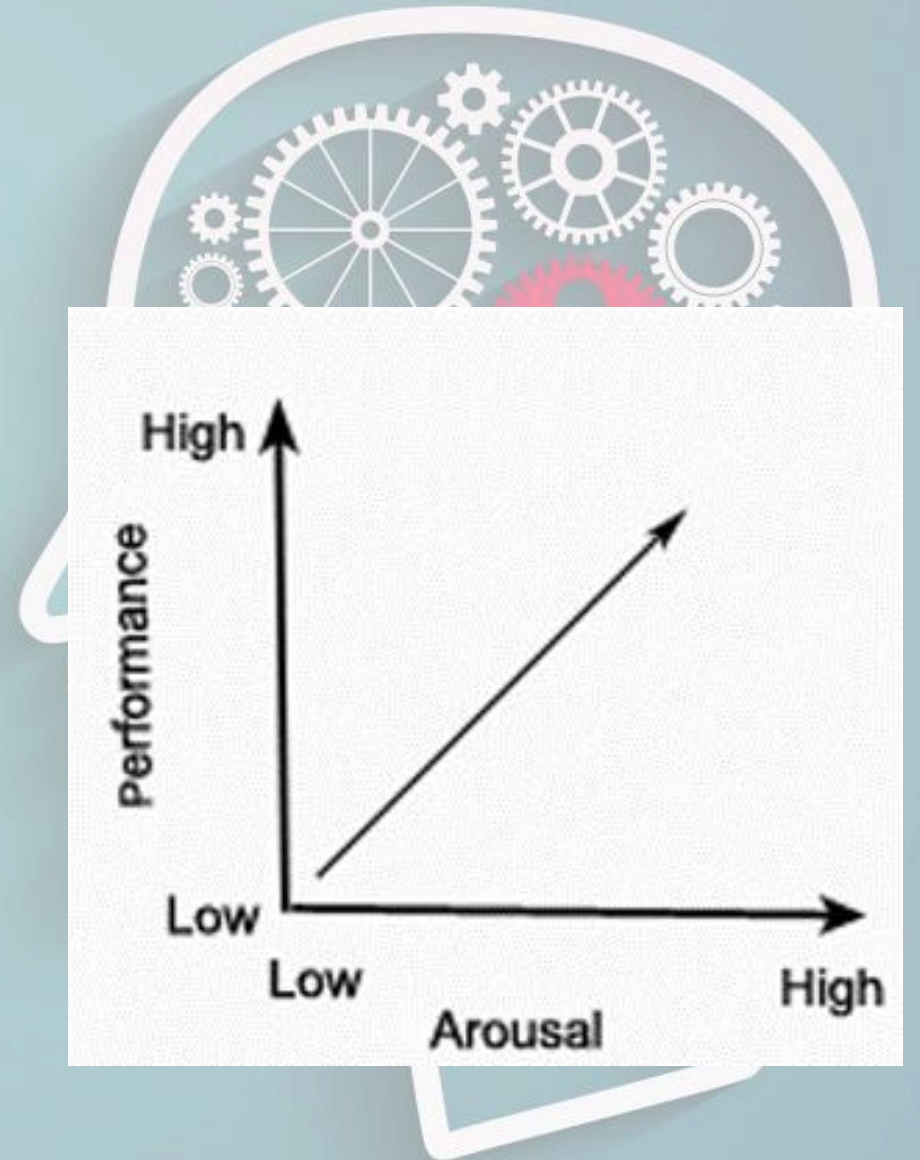
Defining Motivation

- Many human motivations are confusing or seem illogical when scrutinized
 - Difficult to Understand why people do things sometimes
 - Lots of variation from individual to individual
- Motivated Behaviors
 - They are goal directed behaviors
 - Motivated individuals keep working until they reach their goal
- If an individual varies the behavior and persists until reaching a goal, it is a motivated behavior



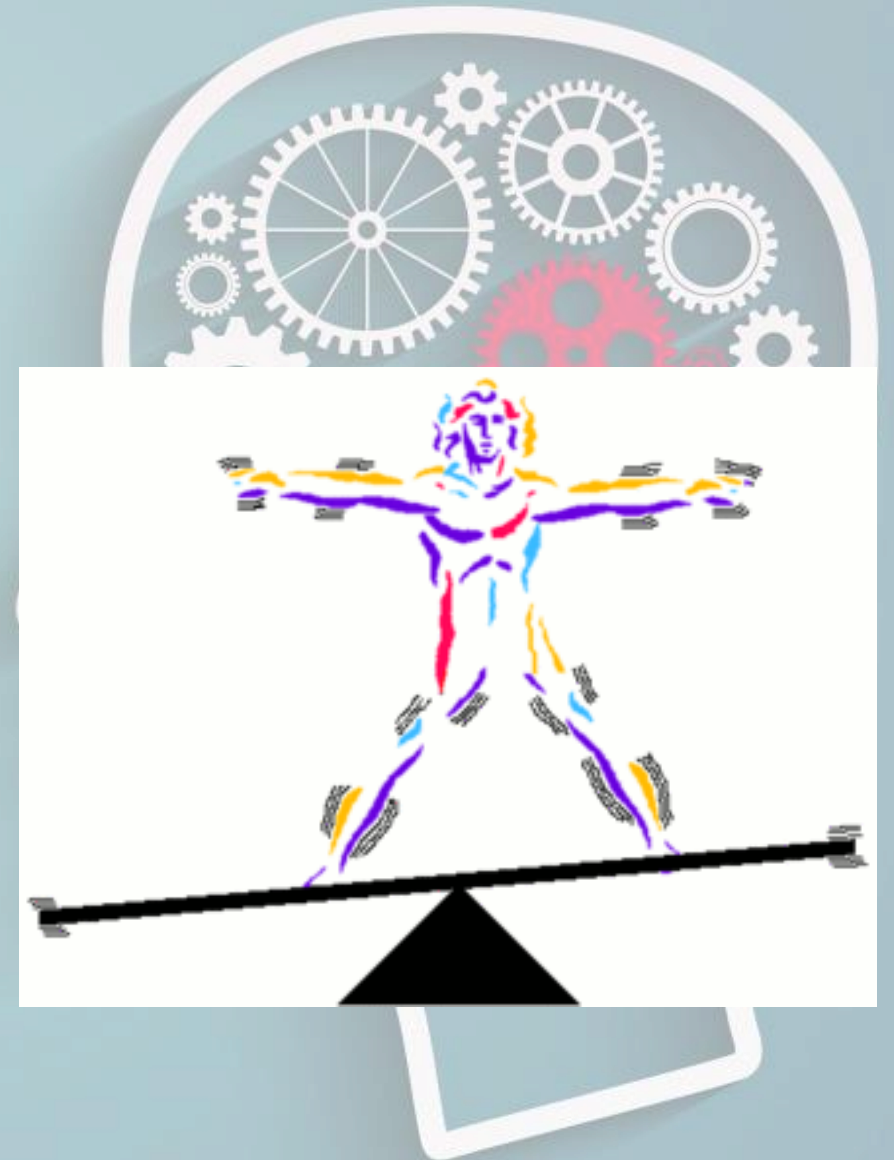
Drive Theory

- A drive is a state of unrest or irritation that energizes one behavior after another until one of them removes the irritation
 - Ex. Getting a splinter and not really being able to think about anything else except getting rid of the splinter
- Drive-reduction theory proposes that animals strive to reduce their drives as much as possible
 - Ex. Taking care of things like eating so then they do not have anything else to worry about



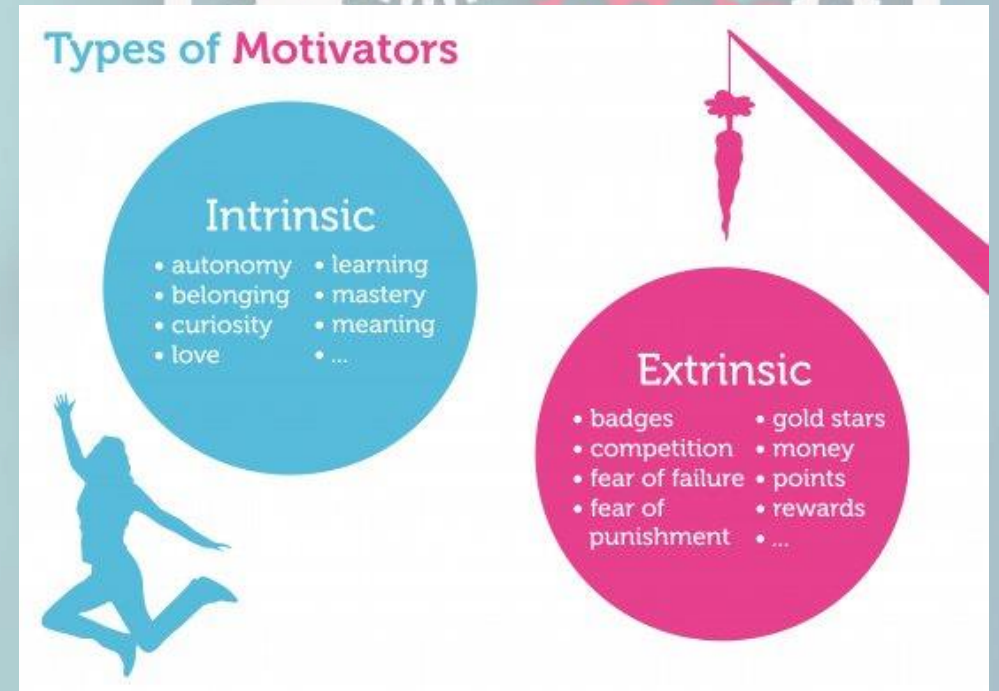
Homeostasis

- The maintenance of an optimum level of biological conditions within an organism
 - Conditions such as temperature, hydration, nutrition, and weight are maintained at a state of equilibrium
 - Organisms actually expend energy to maintain equilibrium
 - In Drive Theory organisms may lose motivation to do something due to lack of wanting to expend energy



Intrinsic and Extrinsic Motivation

- An **Intrinsic motivation** is a motivation to do an act for its own sake.
 - Ex. Completing a project because you feel good completing it
- An **extrinsic motivation** is based on the reinforcements and punishments that may follow an action.
 - Ex. Completing a project because you are worried about a bad grade otherwise
- Most motivated behaviors result from a combination of intrinsic and extrinsic motivations.



Over-Justification

- Sometimes providing extrinsic motivations for a behavior that are already intrinsically motivated may result in a reduction of the performance of that behavior
 - Ex. Giving a prize to all students for completing an assignment lowers student's drive for doing well, knowing that all students get a prize
- Over-Justification predicts that if people are given more extrinsic motivation than needed to perform a task, the intrinsic motivation declines



Incentives

- **Incentives** are external stimuli that pull us toward certain actions.
- Most motivated behaviors are controlled by a combination of *drives* (internal behaviors that push us from within) and *incentives* (external stimuli that pull us toward certain actions)
 - Ex. You eat because you are hungry and also because you are standing in front of a restaurant offering appealing sights and smells of food



Primary and Secondary Motivation

- **Primary motivations** are automatic, built-in processes
 - Ex. All humans need to find food and water
- **Secondary motivations** develop as a result of specific learning experiences. You learn to perform these behaviors because they bring you closer to satisfying primary motivations
 - Ex. You work to make money, so that you can buy food

