

# LESSON 9

## MOTIVATION

### SUMMARY

The basic question of the 'why of behaviour' or factors which compel us to do certain activities make us study the psychological process called **motivation**. It refers to the factors which move or activate the organism.

### Meaning of Motivation

All human behaviour appears to arise in response to some form of internal (physiological) or external (environmental) stimulation.

**Motivation** can be defined as the process of activating, maintaining and directing behaviour towards a particular goal. The process is usually terminated once the desired goal is attained by the person.

### Features of motivation

- It is not always directly observable. It is inferred and used to explain behaviour.
- Behaviour can be governed by unconscious motives too.
- Motives also help us make predictions about behaviour.

### Key concepts of Motivation

#### Needs and Motives

A **need** is a condition of lack or deficit of something required by the organism. In order to maintain homeostasis or balance the

organism finds it necessary to satisfy the needs.

The needs may be broadly categorised as given below;

Primary Needs	Secondary Needs
<ul style="list-style-type: none"><li>•physiological needs</li><li>•Needs for food, water, sex, sleep and rest, and elimination</li></ul>	<ul style="list-style-type: none"><li>•Socio-psychogenic needs</li><li>•Needs for achievement, affiliation, power</li></ul>

The term '**motive**' refers to goal directed behaviour and energising conditions within the organism that drive behaviour.

**Goals** - Thinking about the goal motivates a person to organize his or her action. If hunger is a need, eating food is a goal. Thus, goal is related to the need state. However, s behaviour does not always need external goal. It may be satisfying and enjoyable in itself.

**Incentives** - Incentives refers to the goal objects which satisfy the needs. Incentives vary in quality and quantity which make them less or more satisfying and attractive. Thus, one can put in greater amount of effort to attain a more attractive incentive.

**Instincts** - It is defined as an innate biological force that predisposes the organism to act in a certain way. E.g. - fight, repulsion, curiosity, self-

abasement, acquisition etc. It was thought that instincts were inherited and compelling sources of conduct, but can be modified by learning and experience.

## Types of Needs

As earlier mentioned, needs are broadly of two types;

### Primary needs

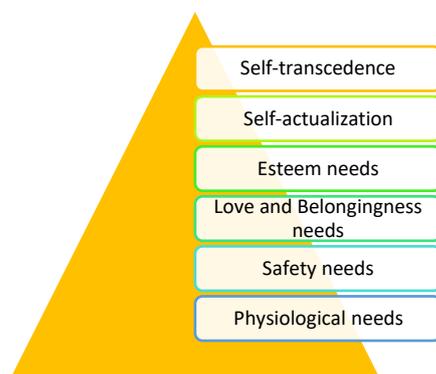
- Physiological needs
- rooted in the physiological state of the body
- innate and recurring in nature
- E.g. - hunger, thirst, sex, temperature regulation, sleep and pain

### Secondary needs

- Socio-psychogenic needs
- learned and they drive the individual toward special kinds of behaviours
- Unique to human beings
- their strength differs greatly from one individual to another
- E.g. - needs are power, affiliation, achievement and approval.

## Hierarchy of Needs

Abraham Maslow argued that needs are arranged in a ladder-like steps. He proposed a rising order of needs from the level of basic survival or lower order needs to higher order needs. As one level of need is satisfied another higher order need will emerge and assume importance in life.



**Physiological needs** - Needs of hunger, thirst, sex, temperature regulation and rest occupy the lowest step in the ladder. According to Maslow, when these physiological needs are deprived for a long period, all other needs fail to appear.

**Safety needs** - these needs are mainly concerned with maintaining order and security, to feel secure, safe and out of danger.

**Love and Belongingness needs** - People want to become an accepted member of an organised group, need a familiar environment such as family, to build intimate relations with other members of society.

**Esteem needs** - these needs are divided into two categories;

- (a) Needs related to respect from others like reputation, status, social success and fame.
- (b) Self-esteem, self-respect and self-regard.

**Self-actualization** - refers to the desire to utilise one's personal capacities, to develop one's potentialities to the fullest and to engage in activities for which one is well suited.

**Self-transcendence** - This is the highest level of need where a person becomes conscious of broader reality. S/he transcends the boundaries of self and attends to the needs of society. At this level one becomes aware of the entire

humanity and spiritual concerns become very important.

### 9.5 Achievement Motivation

The “need for achievement” or the need to attain excellence and higher level of performance is present in all of us. People with strong need for achievement –

- Seek difficult work and improve their task performance.
- They are future oriented, aspire for higher goals and persist on the task chosen.
- They are task oriented and prefer to work on tasks that are challenging and on which their performance can be evaluated in some way.

The degree of achievement-oriented behaviour depends on many factors. One of these is “fear of failure”. It inhibits the expression of achievement behaviour.

#### **Intrinsic motivation and extrinsic motivation**

While thinking about motivation we often try to locate its source whether it is internal to the person or external to him or her.

**Intrinsic motivation** – When the task is not instrumental in obtaining any external reward. The **locus of control** is inside the person. Person’s involvement in the task is spontaneous and the task itself acts as its own reward. This situation represents intrinsic motivation.

**Extrinsic motivation** – When a task is instrumental in receiving or gaining access to the external reward. In all such situations the locus of control is external to the person who is asked to undertake the activity. Such situations characterize the kind of motivation which is extrinsic.

It has been found that intrinsic motivation leads to high quality of work, meeting challenges, and pursuit of excellence. Indian thinkers realized the significance of nonattachment (**Anasakti**).

#### **Self-Efficacy**

- The self-efficacy beliefs are the subjective standards held by the people that inform judgements about choosing specific goals.
- **Bandura** gave the concept of self-efficacy. It has been used to motivate people in a variety of settings.
- By learning appropriate or realistic self-efficacy beliefs one can plan behaviours and perform at a higher level.
- Self-efficacy beliefs are found to play significant role in adjustment and physical health.

#### **Values**

Values work as important motivators. Some of the values are-

**Power:** it includes social status and prestige, control and dominance over people and resources.

**Achievement:** it includes personal success by demonstrating competence according to social standards.

**Self-direction:** it includes independent thought and action, choosing, creating, and exploring.

**Universalism:** it includes understanding, appreciation, tolerance and protection for the welfare of all people.

**Benevolence:** This includes preservation and enhancement of the welfare of people with whom one is in frequent personal contact.

**Tradition:** it includes respect, commitment and acceptance of other cultures and the ideas that are given importance in the traditional cultures or religions.

**Conformity:** it includes restraint of action, inclination, and impulses likely to upset or harm others and violate social expectations or norms.

**Security:** This includes safety, harmony and stability of society, of relationships and of self.

In Indian context, Dharma provides certain values. These are –

**Satya** (truth), **Asteya** (non-stealing), **Driti** (tolerance), **dhi** (intellect), **Vidya** (knowledge), **Akrodh** (non-anger), **kshama** (forgiveness), **saucha** (purity), **indriya nigraha** (control of sense organs), **dam** (self-control).

## Frustration and Conflict

Frustration is the feeling within an individual of being blocked in the attempts to satisfy needs which one considers significant. An individual displays some sort of disturbed behaviour when he or she is prevented from fulfilling the desired goals. If motives are frustrated or blocked, the person may feel anxious, depressed or angry. The three main sources of frustration are as follows:

- **Environmental forces** - The environmental factors can frustrate the satisfaction of motives. The obstacle may be physical or social.
- **Personal factors** - The personal inadequacy either physical or psychological may result in frustration.
- **Conflict** - A conflict is a situation in which an individual is required to act in two or more incompatible ways to achieve two or more exclusive goals.

### Types of Conflict

Approach-approach conflict -	Avoidance-Avoidance conflict -	Approach-Avoidance conflict -
situation when one has to choose between two positive and equally attractive goals	occurs when we have to decide between two equally undesirable and negative goals	It arises when there are both desirable and undesirable feelings associated with a single goal

## **Evaluate yourself**

1. What do you understand by the term values? Describe some important values.
2. What are the types of needs? Give the differences between two types of need.
3. Discuss the hierarchy of needs.