

# Motivation

- Motivation is a need or desire that *energizes* behavior and *directs* it towards a goal.



MOTIVATION

It's not that I'm lazy, it's that I just don't care.



"What do you think . . . should we get started on that motivation research or not?"

# Peter's motivation – Office Space (1999)



# Motivation

- Psychologists see motivation as being an important part of human nature:
  - Connects observable behavior to internal states
  - Accounts for variability in behavior
  - Creates perseverance despite adversity
  - Motives relate biology to behavior

# The Hope Scale



Add up all of the scores for a total "Hope Scale"

Then sum the numbers 2,9,10 and 12 for your "agency score"

Then sum the numbers 1,4,6 and 8 for your "pathways score"

**AGENCY** - Willpower or energy to get moving toward one's goals

**PATHWAYS** - Perceived ability to generate routes to achieve those goals

**HIGH SCORE ON THE HOPE SCALE:**

Greater number of life goals, have more success in reaching them

Interpret obstacles as challenges rather than threats

Hopeful women report less pain in childbirth

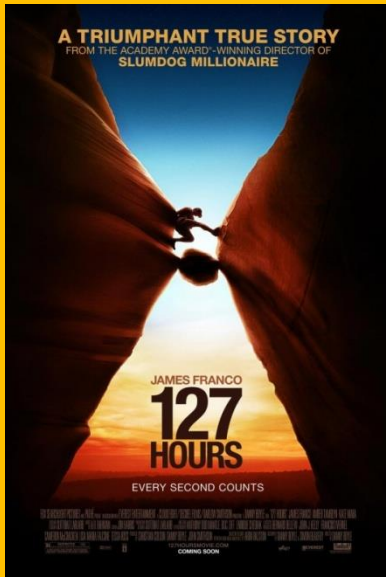
Higher level of life satisfaction and self-esteem



# Motivation

Aron Ralston

Aron Ralston was motivated to cut his arm in order to free himself from a rock that pinned him down.



# Types of Motivation

- **Drive:** Biologically instigated motivation. A state of tension is created, which humans will seek to correct.
    - Drinking water
    - Eating
    - Sleeping
  - **Motive:** Motivational process that is learned.
    - Achievement
    - Order
    - Play
- While some motivated behaviors clearly fall into one of these two categories, many have roots in both biology and cognition/learning.

# Extrinsic vs. Intrinsic Motivation

- **Extrinsic Motivation:** A desire to perform a behavior because of promised reward or threats of punishments.
- **Intrinsic Motivation:** A desire to perform a behavior for its own sake and to be effective.

- So which type of motivation is better? Which produces more, positive results?
- Research indicates that intrinsic motivation has an edge over extrinsic motivation in most cases.
- This does not mean that extrinsic motivation isn't good or does not work. In many cases, the two work together.

# Problems with Extrinsic Motivation

- A primary concern about external rewards, however, is that behaviors maintained by extrinsic motivation alone may not be enough to be effectively sustained once the motivation is gone.
  - **Example:** Will a student's grades go down if their parents stop giving them money for earning As and Bs?
  - Evidence suggests that the removal of an extrinsic motivation will result in behavior levels lower than before the rewards were given.





# Overjustificaion

- The overjustification effect is the idea that if we give extrinsic rewards or motivators for things that people already love to do and would do without a reinforcer, eventually the person's intrinsic motivation will be replaced by that extrinsic motivation.
  - Ex: Professional athletes, musicians

# win, lose & DREW

SuperBution  
Rocky Mountain News

REMEMBER, KID...  
IT'S NOT WHETHER  
YOU WIN OR LOSE...  
BUT HOW MUCH  
THEY PAY YOU  
FOR THE GAME!



# Motivation Theories

- **Instinct Theory:** we are motivated by our inborn automated behaviors that generally lead to survival.
- But instincts only explain why we do a small fraction of our behaviors.
- Does this behavior adequately explain all behavior?



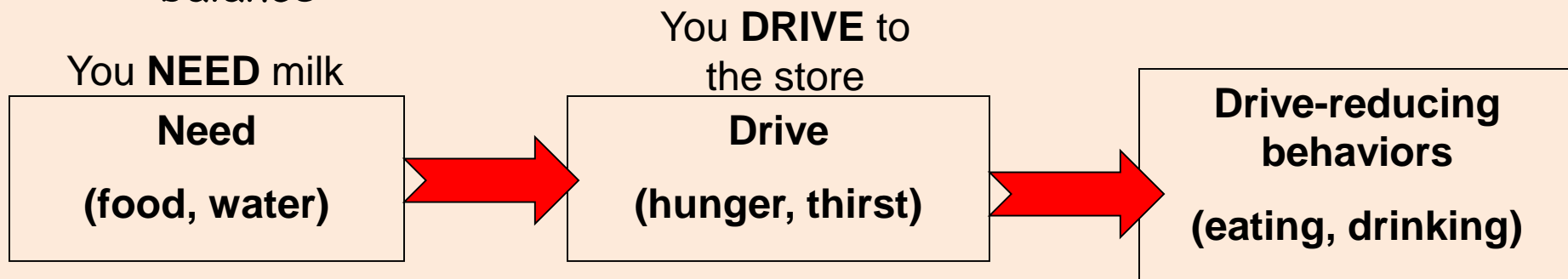


# Motivation Theories

- **Drive-Reduction Theory:** The idea that a physiological need creates a state of tension (a drive) motivating and organism to satisfy their needs.

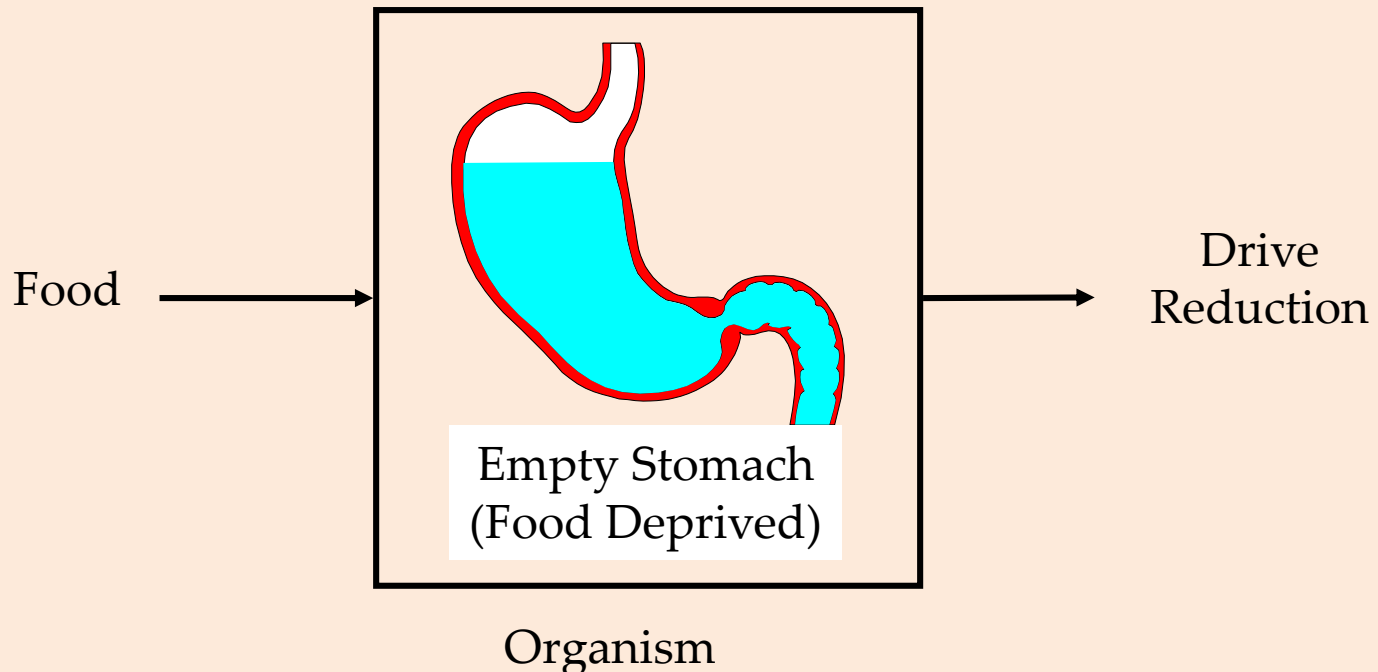


- Drive-reduction theory states that a person will eat food as a result of a drive of hunger (a state of tension that humans seek to correct).
- The theory aims for *homeostasis*, or biological balance



# Drive Reduction

The physiological aim of drive reduction is **homeostasis**, the maintenance of a steady internal state (e.g., maintenance of steady body temperature).





# Drive Reduction Theory Tested:

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*"Harold, I think you misunderstand -- it's not  
'survival of the FATTEST'."*

- Drive reduction theory has some limitations.
- Have you ever eaten when you weren't hungry?
- What about a person that excessively works out?
- How do we account for other motivating factors like: achievement, power, and curiosity?