

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?"

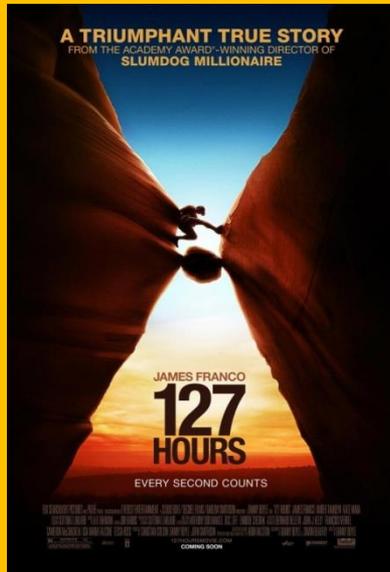
Motivation

- 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

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

Super Blatnik
Rocky Mountain News

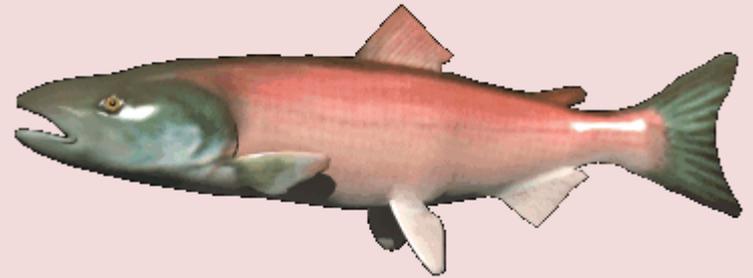
REMEMBER, KID...
IT'S NOT WHETHER
YOU WIN OR LOSE...
BUT HOW MUCH
THEY PAY YOU
FOR THE GAME!



W. J. ...
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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?





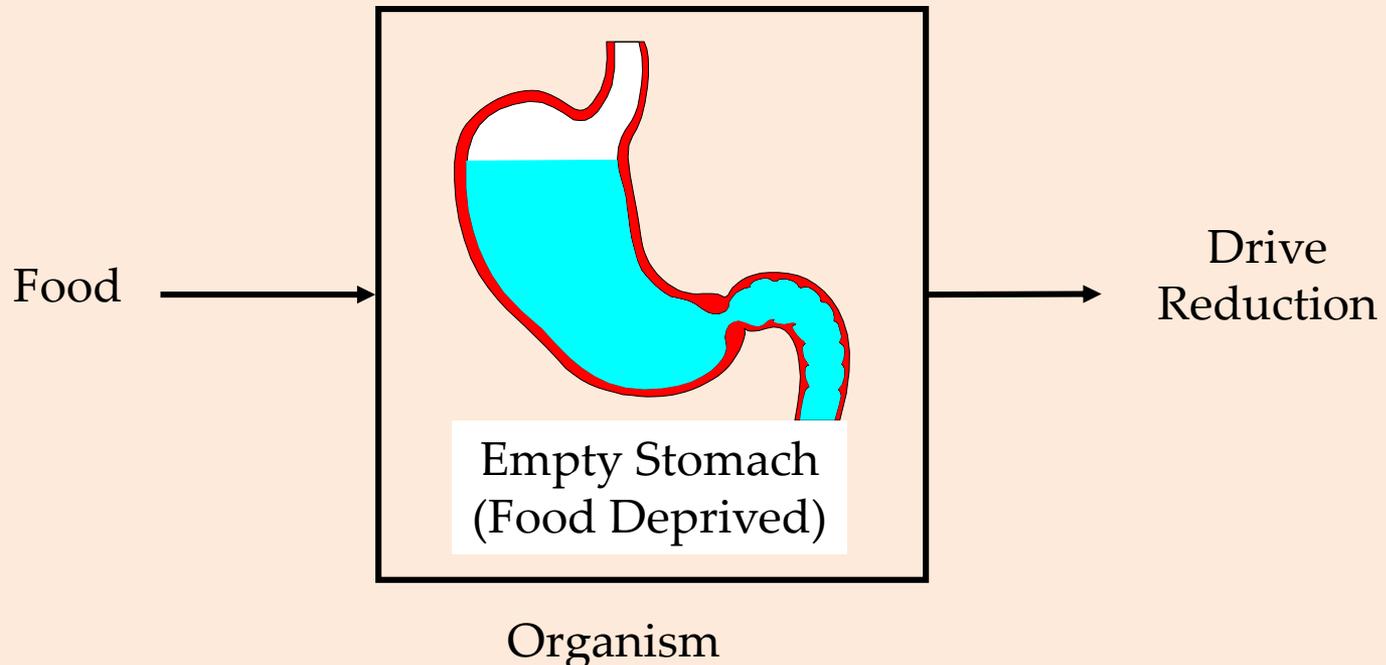
Motivation Theories

- ***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



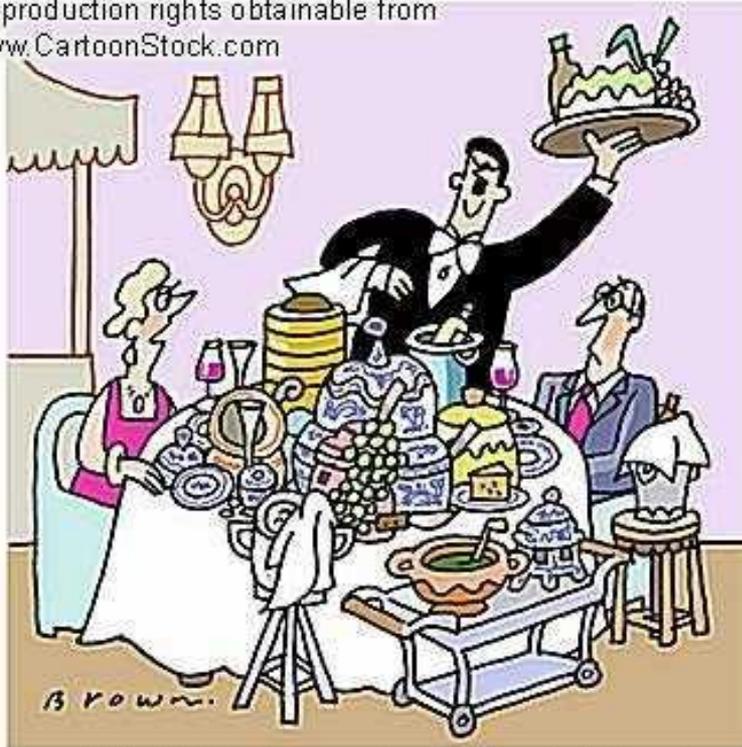
Drive Reduction

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?

Motivation Theories

Incentive

Where our needs *push*, **incentives** (positive or negative stimuli) *pull* us in reducing our drives.

A food-deprived person who smells Thrashers french fries (incentive) feels a strong hunger drive.



Behavior not always motivated internally

But, we are not just homeostatic systems....

Motivation Theories

(Optimum) Arousal Theory

- We are motivated to seek an optimum level of arousal, not to eliminate it.

