

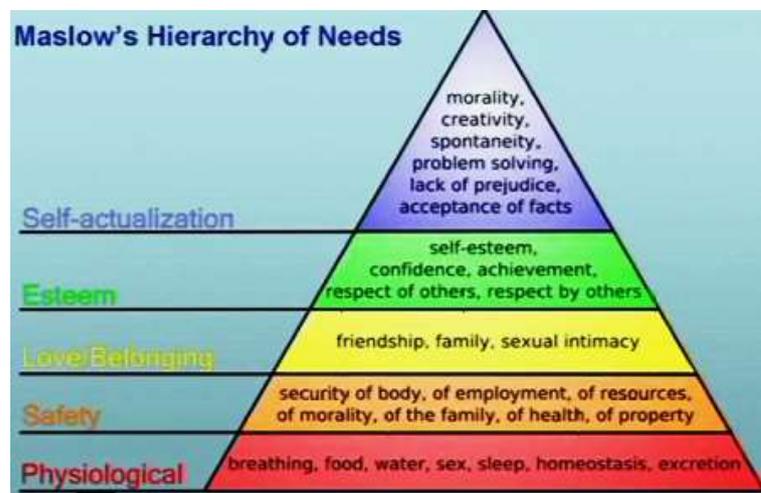
Motive Perspective

Needs: an internal state that is less than satisfactory, a lack of something necessary for wellbeing

- An internal directional force that determines how people seek out or respond to objects or situations in the environment
- **Biological needs:** food, air, water, sex, pain avoidance
 - o Must be satisfied over time (can't be permanently satisfied)
 - Eg. can't eat and then never have to eat again
 - o *Not necessarily needed for survival*
 - Eg. human contact and release of oxytocin
 - Females released almost immediately; males approx. a minute
- **Others:** either derive from biological needs or are inherent in our *psychological makeup*
- The strength of the need influences the intensity of the related behaviour
 - o Positive association: the stronger the need the more intense the related behaviour
 - Obvious expression: enthusiasm, vigour, thoroughness...
 - Less obvious expression: setting priorities
- **Directive:** help determine which of the many possible actions occurs at any given time
 - o A need concerns something in particular
 - o They create either a movement to get something or avoid something

Maslow's Hierarchy of Needs:

- Can't obtain higher level of needs until current level is obtained
 - o (basic needs must be satisfied first)
 - o Esteem: is that the next step to attempt to attain → hasn't that happened from obtaining the lower levels?



- Eg. You cannot have basic needs and still find beauty
 - o Eg. Prisoners of War → artwork

- But was this because they didn't have the opportunity to obtain these basic needs (food, water, shelter) they automatically tried to obtain the next lot of things?

Us:

- Many of our activities are based still on securing these basic needs
 - Go to work to pay rent, buy food and other things that we don't need but make us happy
- **How does that differentiate anybody in terms of personality?**
 - Only the top level of the hierarchy is what differentiates us from our peers (values, morals...)

Motives: clusters of cognitions with affective overtones, organized around preferred experiences and goals

- One step closer to behaviour
 - Subjective experience of the need
 - *Eg. need for food experienced as hunger*
 - Subjective: *Do we experience needs differently*
- Appear I thoughts and preoccupations
- Eventually produce actions → one step closer from needs
- We distinguish needs from motives partly by the existence of subjective experience
 - We experience motives, we don't experience needs
 - *Eg. Our body's need for food is directly experienced via hunger*

Press: an external condition that creates a desire to get (or avoid) something

- Influenced by external events
- Perception of something, not an objective event
- *Eg. satisfied your need for hunger by eating a sandwich but then someone walks past with a pizza and you feel you could eat again*
 - *Not subjectively satisfied*
- What other external events influence your needs or motives?
 - Difficulty studying when people around you aren't studying

Measuring Motives:

Apperception: needs are projected into a person's fantasy

- Psychoanalytic theory
- **Therapeutic Apperception Test (TAT):** view a set of ambiguous pictures and are asked to create a story about each one (what's happening, character's thoughts, feelings and relationship and the outcome of the situation).
 - Themes in stories are believed to reflect implicit motives