

PSYC1000

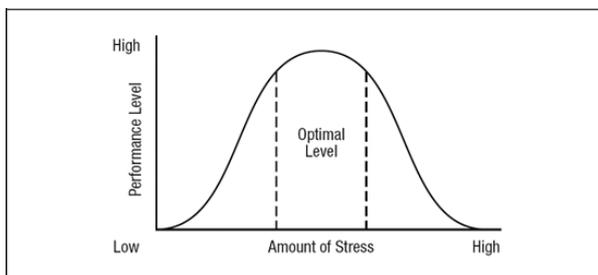
Motivation

→ Factors that influence initiation, direction, intensity, and persistence of behavior.

- Sources of motivation
 - **Physiological factors**- food, water, sex
 - **Cognitive factors**- perceptions of what can/ cannot be done
 - **Social factors**- influence of family, friends, sociocultural influence
 - **Emotional factors**- anxiety, rage, sorrow
- Instinct Theory (Evolutionary perspective)
 - McDougall, 1908
 - Unlearned behavior
 - Uniform in expression
 - Universal in a species e.g. Migratory birds
 - May not work with regards to humans due to differences across cultures
- Drive reduction theory (Behaviorist perspective)
 - Stimulated by deprivation-based needs
 - Homeostasis
 - Biological need → internal state of tension → drive reducing behaviors (eating, drinking) → need satisfied
 - **Primary drives**: fulfilment of biological drive
 - **Secondary drives**: fulfilment of a learned drive.
Eg. Working to learn money → allows you to purchase goods and services related to other needs

Yerkes Dodson Law (1908)

- Performance increases with arousal, but only up to a point



- Incentives and rewards
 - Humans motivated to repeat behaviors that lead to reinforcement, avoid those associated with punishment.

Incentives: positive or negative environmental stimulus that can motivate behavior, activation of drive states by external source (eg. Rewards from performance or behavior)

Wanting vs liking

Wanting is often far more powerful than liking

Wanting: attracted to incentive

Liking: evaluation of how pleasurable a stimulus is

- Achievement motivation
 - **Intrinsic motivation**
 - Obtaining sense of internalized satisfaction
 - No apparent reward beyond involvement in activity itself
 - Idea of 'flow'
 - **Extrinsic motivation**
 - Obtaining external rewards
 - Status of jobs, praise from peers, money, recognition etc.
 - Associated with more pressure, tension since dependent on other factors
 - Can rewards influence intrinsic motivation?
 - Conflicting evidence (Deci, 1971) (Cameron & Pierce, 1994)
 - Rewards may compromise sense of autonomy, due to person seeing motivation as forced, hence losing intrinsic interest
 - Cognitive evaluation theory: dependent on type of reward, if *encouraging* reward, motivation increases. If *controlling* reward, motivation decreases
- Self-determination theory (Ryan & Deci, 2000)
 - Humans tend towards integrity of self-concept
 - Self-regulated behavior
 - Depending on satisfaction needs
 - **Autonomy**
 - **Competence**
 - **Relatedness**
- Maslow's Hierarchy (Humanistic perspective)
 - **Limitations:** does not explain how individuals forego lower needs to focus on higher order needs
 - Physiological and safety needs fulfilment vary from culture to culture