

Motivations :-

- Are the factor that direct and energize the behavior of human and other organisms.
- Motivation has biological, cognitive, and social aspect.
- All sciences all seek to explain energy that guide people's behavior in specific direction.

Instincts Approaches: Born to be motivated

Instinct :- is inborn pattern of behavior that are biologically determined rather than learned.

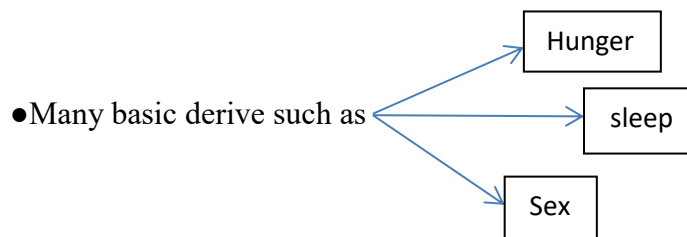
- Organisms are born programated with behavior essential for survival.
- It provide energy that channel behavior in appropriate direction hence.
- Sexual behaviors might be respond to instinct to produce, and explorarity behavior and may be motivated by instinct to exam one's territory.
- Psychologist do not agree with primary instinct exist.
- McDougall suggest (18) instincts.
- Bernard suggest them as 5759.

***Other suggest that animal behavior.**

- 1-Human behavior is learned (behavior cannot be see instinctually).
- 2-Focus on (genetic factor) that control our behavioral.
- 3-Freud's work suggest that instinct drivers of sex and aggression motivated behavior.

Drive-Reduction Approaches satisfying our needs :-

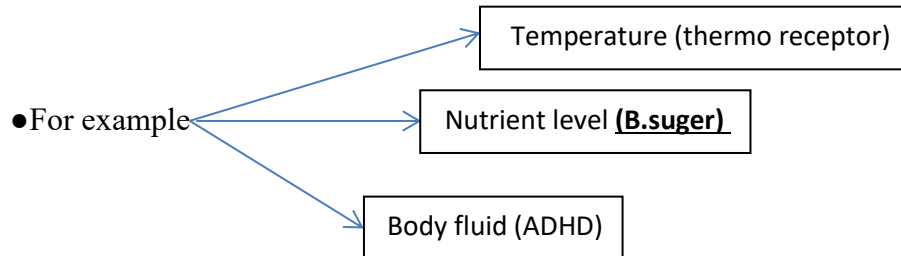
- Some theorist suggesting that lack of a basic biological requirement such as a water produce a drive to obtain that requirement (in this case the thirst drive).
- Drive :- Motivational tension, or arousal that energize behavior to fulfill need.



- Primary drive :- Behavior fulfill on obvious biological need, in contrast secondary drive.
- Secondary drive :- (prior experience and learning bring needs, for instance (some people have strong need to achieve academically). These need are reflect to secondary derive that motivate their behavior.

Homostasis :- is the body tendency to maintain a steady state.

- By primary drive-using feedback loop, homostasis bring deviation on body function back to an optimal static-like thermostat controlling home machine system



- Deviation from ideal state occur, body adjust itself to return to an optimal state.
- Drive-reduction theory provide good explanation of how primary drive motivate behavior, but they cannot fully explain in which goal is not to reduce a drive but some behavior seem to be motivated more than curiosity such as e.g. Many people pursue thrilling activities such as riding roller coaster or steering raft down the rapid of a river (behaviors do not seek reducing all drives).
- People and animal appear to be motivated to increase their overall of stimulation and activity to explain the phenomenon.
- Psychologist has devised an alternative arousal approach to motivation.

Arousal Approach : Beyond Drive Reduction :-

-Arousal approach seek to explain behavior in which the goal is to maintain or increase excitement.
-Accordingly each person try to have level of (stimulation) and (activity).
-As with drive-reduction model, it suggest that our stimulation and activity become too high,(we try to reduce them).

- In contrast drive-reduction model suggest that if level of stimulation and activity are too low, we will try to increase them by seeking stimulation.
- People vary widely in (optimal level) of arousal, they seek out high of arousal for examples
 - 1-High stake gamble.
 - 2-Criminal who pull off high-risk robberies.
 - 3-Daredevil sport.

Incentive Approach :-

Motivation's pull

Incentives :- external stimulus (like, spices, dessert) which act as anticipated rewards.

Incentive approach :- Motivation stems from desire to obtain valued external goal (grade, money, affection, food, or sex) according to person's motivation.

-Lack of internal cause (such as hunger). It does not give complete explanation of motivation, because organism some time seek to fulfill needs even when incentive are not apparent.

-Consequently, many psychologist believe that (internal derive proposal by drive-reduction) theory work in tandem with the external incentive or incentive theory to ———>"push" and "pull" behavior, at same time eve seek to satisfy our underlying hungry need (the push drive-reduction theory).

-We are drawn to food that appear very appetizing (the pull of incentive theory).

-Rather than contradicting each other; then drives and incentive may work——>together in motivating behavior.

Cognitive Approaches :- The thoughts Behind Motivation

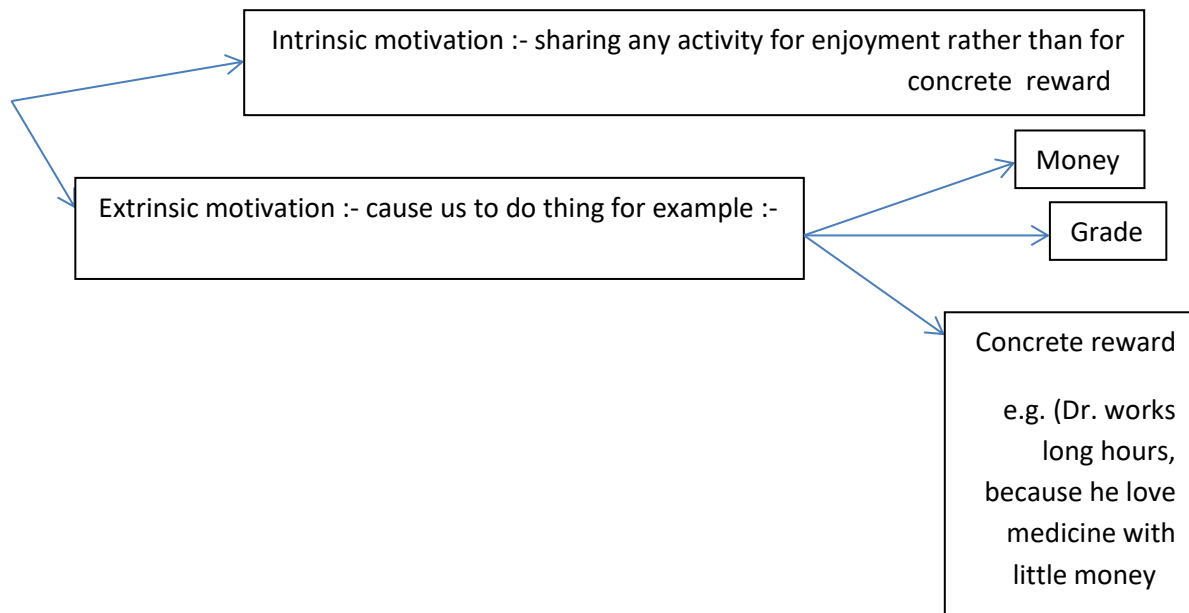
-Theory suggest that motivation is a product of people

- thought.
- expectation.
- goals.
- cognition.

Example :-

-Degree to which people are motivated to study for (Examination) is based on :- Their expectation of how well studying will pay off in term of good grade.

-Cognitive theory of motivation is :- to differentiate of :-



Maslow's Hierachy :

Ordering Motivational Needs

-**Abraham Maslow** :- according to model of motivation devised by psychologist, is that each of them fulfilled the highest level of motivational need underlying human behavior.

-**Maslow's model** :- is to place motivational need in hierarchy and suggest that before more sophisticated, higher order need must be satisfied.

-Pyramid :-

Can represent the model with the more basic need at the bottom and higher level need, thereby guiding behaviors, a person must fulfill the more basic need.

The basic needs

Are primary drives need for (water, food, sleep, sex) and like to move up the hierarchy, a person must first meet these basic physiological need.

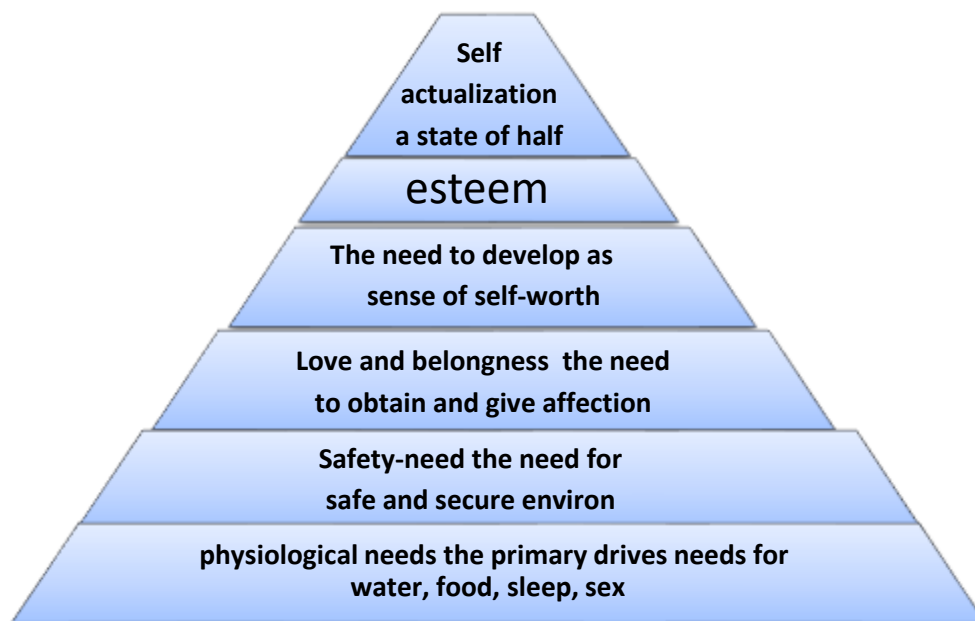
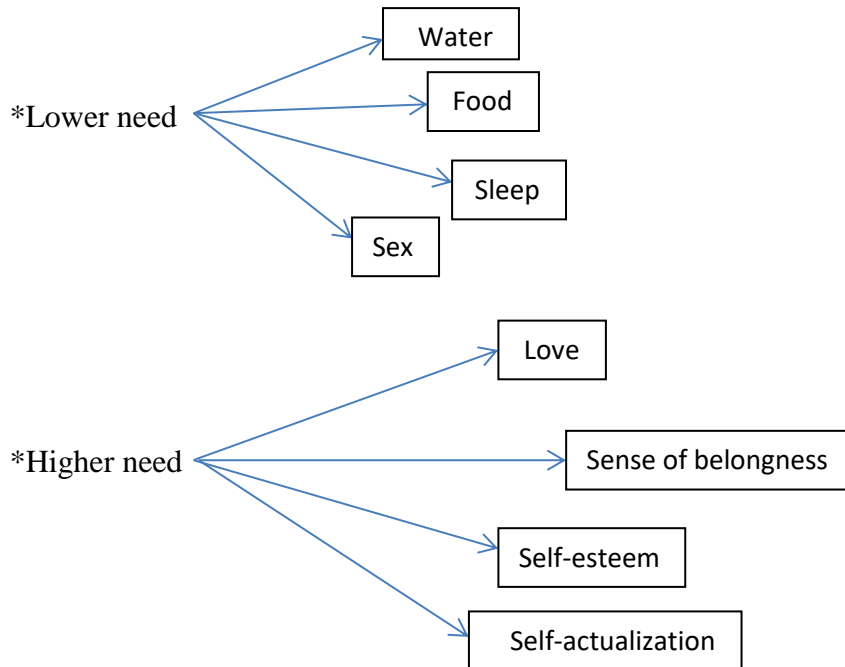


Fig. :- Maslow hierarchy shows how our motivation progress up the pyramid from the broadest, most fundamental biological needs to higher order one. Do hermit and monks who attempt to fulfill spiritual needs while denying basic physical needs contradict Maslow's hierarchy

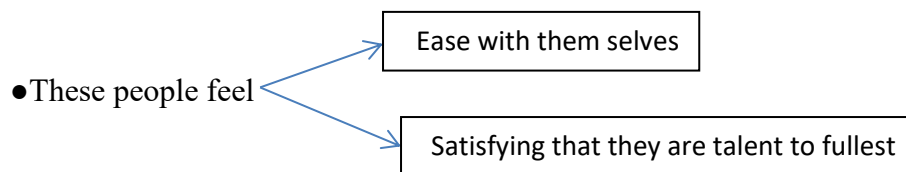
-Maslow :- Suggest that people need a safe secure environment in order to function effectively. Physiological and safety need composed the lower order need.

-After meeting the basic lower-order need can a person consider fulfilling high-order need such as



*Once these needs are fulfilled-no easy task a person able to strive for the highest level need.

●Self-actualization :- is state of self-fulfillment in which people realize their highest potential. Maslow suggest self-actualization develop in few people, famous individual, later expand the concept to encompass everyday people for example (parent with good nurturing skill who raise a family).



Review the distinction between the different explanation for motivation

