

# Motivation

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# Motivation

- **Motivation** is the force that initiates, guides and maintains goal-oriented behaviors.
- the word used to describe the reasons for our actions, our desires, our needs, etc.

For example, when someone eats food to satisfy the need of hunger, or when a student does his/her work in school because they want a good grade.

# Motivation

- **is the force that:**
  - **compels us to action.**
  - **drives us to work hard**
  - **pushes us to succeed.**
  - **influences our behavior and our ability to accomplish goals.**
- *Each form of motivation, influence behavior in its own unique way.*

# Drive

- An **aroused state of psychological tension** that typically arises from a **need**.
- A drive, such as **hunger or thirst**, motivates the organism to act in ways that will reduce the tension.
- **E.g.**, when you become hungry (tension caused by need for food) you are motivated to eat (method of reducing the tension).
- More **subtle drives** might be the desire for **praise and approval**, which motivates a person to behave in a manner pleasing to others.

# Conscious and unconscious motivations

- A conscious motivation is a form of motivation that people recognize and are aware of it themselves.
- Unconscious motivation refers to hidden or unknown desires that makes people push themselves to achieve their goal.
- Human beings have many **unconscious motivations** that cause them to make important decisions such as choosing a partner.

# Intrinsic and extrinsic motivation

- Intrinsic motivation

➤ is the **self-desire** to seek out new things and new challenges, to analyze one's capacity, to observe and to gain knowledge.

➤ It is **driven by an interest or enjoyment in the task itself**, and exists within the individual rather than relying on external pressures or a desire for reward.

# Theories of Motivation

## *Instinct Theory of Motivation*

- People are motivated to behave in certain ways because they are **evolutionarily programmed** to do so.
- An example of this in the animal world is **seasonal migration**. These animals do not learn to do this, it is instead an inborn pattern of behavior.
- William James created a list of human instincts that included such things as **attachment, play, shame, anger, fear, shyness, modesty and love**.

# Theories of Motivation

## *Incentive Theory of Motivation*

- People are motivated to do things because of **external rewards**.
- For example, you might be motivated to go to work each day for the monetary reward of being paid.
- Behavioral learning concepts such as **association and reinforcement** play an important role in this theory of motivation.



# Theories of Motivation

## Drive Theory of Motivation

**A drive is a deficiency or need that activates behavior that is aimed at a goal or an incentive.**

- People are motivated to take certain actions in order to **reduce the internal tension** that is caused by **unmet needs**.
- **E.g.**, A person might be motivated to drink a glass of water in order to reduce the internal state of thirst.
- This theory is useful in explaining behaviors that have a strong **biological component, such as hunger or thirst**.

# Theories of Motivation

## Humanistic Theory of Motivation

- Based on the idea that people have strong cognitive reasons to perform various actions.
- This is famously illustrated in **Abraham Maslow's hierarchy of needs**, which presents different motivations at different levels.
- First, people are motivated to fulfill basic biological needs for **food and shelter**, as well as those of **safety, love and esteem**.
- Once the lower level needs have been met, the primary motivator becomes the **need for self-actualization**, or the desire to fulfill one's individual potential.

# Extrinsic motivation

- **Extrinsic motivation** refers to the performance of an activity in order to **attain a desired outcome** .
- **Extrinsic motivation** comes from influences outside of the individual.
- **Common extrinsic motivations** are **rewards** (for example money or grades) and the threat of **punishment** following misbehavior.
- *Competition is in an extrinsic motivation.*

***Thank you***