

Motivation

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Meaning of Motivation?

- Motivation is derived from the Latin word 'Movere' which means 'to move' or 'to energize' or 'to activate'

Extrinsic Motivation

Motivated to perform an activity to earn a reward or avoid punishment



Intrinsic Motivation

Motivated to perform an activity for its own sake and personal rewards



Motivation

- Motivation is the characteristics that helps you achieve your goal. It is the drive that pushes you to work hard. It is the energy that gives you the strength to get up and keep going-even when things are not going your way
- Motivation is the process of arousing the action sustaining the activity in process and regulating the pattern of activity

Conti....

- Motivation refers to the states within a person or animal that drives behavior towards some goals- Morgan and King
- Motivation mean the classes of operations used to produce and measure changes in performance and changes in energy output- Underwood
- Motivation refers to all the internal condition that stir up activity and sustain activity of an individual- Guilford

- The act or process of stimulating to action, providing an incentive or motive especially for an act
- The driving force within individuals by which they attempt to achieve some goal in order to fulfill some needs or expectation

- Human beings engage in various actions. For example, a student studies his books, a man is striving to get a job, a man is taking an injured from a road to a hospital to save his life, a person is eating a meal and so on. Behind each of these actions, there is a driving force which compels the person to engage in that action – which is called motivation. For example, a student studies his books because he wants to get high marks in his exam. The aim of getting high marks is a motivation for the students studying his books. Similarly, a man is striving to get a Job because he wants to earn money – the aim of earning money is a motivation for the main striving to get a job.

- Every action has an aim. Every action has certain good and bad consequences. These aims, rewards or punishments serve as a motivation for engaging in an action. These aims, rewards or punishments create a driving force which stimulates an individual towards an action. For example, 'hunger' is a biological drive that compels an individual to eat some food. Similarly, 'relief from pain' is a driving force compelling an individual to act to relieve the pain, e.g. by eating medicine etc.

- Apart from the above naturally existing motivation, a purposeful motivation is also offered to fuel an individual to initiate and sustain certain behaviour. For example, incentives, bonuses, allowances, awards, appreciation certificates, prizes, promotion and demotion; and rewards and punishments are purposeful motivation mostly offered at an organization to improve the efficiency and productivity of its employees. Similarly, merit certificates, distinction certificates, silver and gold medals, achievement-shields, and other prizes are designed at educational institutions to motivate students towards their studies.

MOTIVATION & MOTIVES

- The terms 'Motivation' and 'Motives' are sometimes used interchangeably but there is a difference in meaning of both terms. 'Motivation' is a generalized term while 'motive' is a specific term. A motive is an agent of motivation. A motive is a goal, an aim, ambition, a need, a want, an interest, or a desire that motivates an individual towards an action. On the other hand, the term 'Motivation' refers to the process in which motives motivates an individual towards an action.

TYPES OF MOTIVATION

There are two major types of Motivation.

- 1. Intrinsic Motivation
- 2. Extrinsic Motivation

Intrinsic Motivation

- It is a type of motivation in which the motives originates from inside the human body. It refers to the internal driving state stimulating an individual to behave in a specific way. It includes all biological drives such as hunger, thirst, sleep, relief from pain, temperature regulation, need for oxygen and so on. For example, the hunger is driving force coming from inside to compel an individual to eat food. Similarly, after doing all day activities, the individual feels tired and requires a good amount of sleep to relax for the next day. Our curiosity, internal fears, psychological needs and desires also serve as intrinsic motives. It includes the following motives: Biological drives: e.g. hunger, thirst, relief from pain, sleep, temperature regulation, Curiosity Internal fears e.g. fear of rejection Psychological needs e.g. need for being accepted and appreciated by others. Internal desires e.g. desire to gain power or dominance.

Intrinsic Motivation

Engage in a behavior because it is personally rewarding, not for an external reward



Intrinsic Motivation

Do something for its inherent enjoyment
or personal satisfaction,
but not for separable outcome such as trophy or prize



Extrinsic Motivation

- In this type of motivation, the motives originate from outside the human body. The driving force exists outside the human body that stimulates the individual for certain actions. Though these motives are external to the human body but they have a rewarding or punishing impact for the individual. It includes the following motives: Incentives Bonuses Allowances Promotion and demotion Rewards and punishment Merit and Distinction certificates Appreciation certificates and prizes

Extrinsic Motivation

Do something for separable outcomes
such as money, iPad time or avoiding punishment



Incentive Theory of Motivation

- ‘Individuals are motivated towards of many behavioral psychologist including the renowned and punishment’.
- This theory suggest that motivation is a result external incentives . Incentives are rewards and punishments which motivated an individual to engage in an action. It includes bonuses, allowances, increase in pay, promotion or demotion job, appreciation certificates, medals, penalties and fines. These incentives give a feeling of pleasure and satisfaction or a feeling of displeasure or dissatisfaction which serve ass a driving force for motivating an individual.

- The term 'external' means that these motives originate from outside the human body. Unlike the internal motives such as hunger and thirst, these are motives which come from outside the human body such as bonuses and allowances.
- These incentives are designed in organizations to enhance the productivity of their employees. Similarly, such incentives may be used to motivate students towards their academics.

- There are two types of incentives: positive and negative incentives
- **Positive Incentives** : these are the incentives which fulfill the needs or wants of an individual. These are rewards it gives pleasure and satisfaction to the individuals. It includes bonuses, allowances, prizes, car gift, promotion in job and an increase in pay and so on.
- **Negative Incentives:** these are incentives which threaten the benefits of an individual or inflict pain on the individual. These are punishments. It gives displeasure and dissatisfaction. It includes penalties, fine and demotion in job.

Incentive Theory

Our behavior is dictated by a desire for external rewards



DRIVE REDUCTION THEORY OF MOTIVATION

- Human beings are motivated towards an action by their attempt to reduce their internal tension caused by the biological drive.
- Human beings have certain biological needs such as food and water. When these needs are not fulfilled, they create an internal tension. Drive refers to this state of internal tension caused by unmet biological needs. For example, hunger and thirst are biological drives – states of internal tension.

- According to this theory, humans are motivated towards action by their attempt to reduce this state of internal tension or the biological drive. For example, a person feels hungry, he is motivated to get some food and eat it. Similarly, a person is motivated by his thirst to get some water and drink it.
- The reduction of the drive serves as a motivation for an individual to behave in a specific way. According to Sigmund Freud, if the biological needs such as food, water, sex, relief from pain and body temperature regulation are not met, it will result in an internal state of tension – the drive, which stimulates individual to act accordingly to reduce the internal tension

Drive Theory of Motivation

- According to the drive theory of motivation, people are motivated to take certain actions in order to reduce the internal tension that is caused by unmet needs.
- For example, you might be motivated to drink a glass of water in order to reduce the internal state of thirst.

For example:

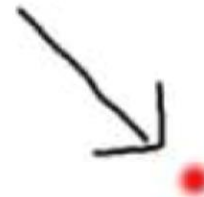
“When we are hungry, we actively seek out food in order to reduce the hunger drive”

(B. Matalon, p.92)



Drive Reduction Theory

Need



Action



Satisfaction



Instinctive theory of Motivation

- This theory was presented by a Psychologist, William McDougall and was later on supported by the works of other Psychologists including Sigmund Freud. The main assumption of the theory is as follows:
- “ Human Beings are motivated towards an action by their inborn instincts”
- This theory suggests that motivation is a result of inborn instincts of a human being. An Instinct is an inherited tendency of an organism to behave in a specific way. It is an unlearned and inborn behaviour that passes down from one generation to another generation. For example, a newly born infant has an inborn reflex of sucking which helps him seek out the nipple to obtain the nourishment. Similarly, the birds have an inborn instinct of nest-building behaviour.

- According to this theory human behavior is driven by these instincts. These instincts provide energy that fuels the behavior. According to psychologist william james the human instincts include fear, anger, love, shyness, modesty and curiosity. Human being are born with these pre programmed set of behaviors which motivates the individual accordingly
- Various behavior can be viewed as a response to an instincts. For example, exploratory behavior can be explained as a response to the curiosity instincts of a human being. Similarly sex can be viewed as a response to an instincts for reproduction

THANK YOU