

Motivation: *a need or desire that energizes behavior and directs it toward a goal.*

Ex: Aron Ralston being motivated to live and see his family so he cut off his own arm. (Love of family, and desire to see his future family.)

#### **4 Theories /Perspectives on Motivation**

##### **1. Instinct & Evolutionary Psychology**

Concept: We are born with pre-programmed (genetically) behavioral patterns.

Instinct: *fixed pattern throughout a species that is unlearned.*

Animal Ex: Salmon swimming back to their birth place, birds and the type of bird's nests they build.

Human Ex: Rooting, sucking

-Criticism: while the theory was popular and fits many animal behaviors, it does not by definition explain the behavior of most humans.

##### **2. Drives and Incentives**

Drive Reduction Theory: a physiological need creates an aroused state that drives the organism to reduce the need.

Need: *something that your body or species requires in order to stay alive. Can be physiological or psychological*

Ex: (Physiological) food, water, air

Drive: *a physical or emotional urge to obtain something*

Ex: hunger drive, thirst, breathe

Drive Reducing Behavior: eating, drinking, breathing, surfacing for air

Homeostasis: *the maintenance of a steady (balanced) internal state. "staying the same"*

Ex: room temp cools, furnace turns back on. Body temp. cools, blood vessels constrict to conserve warmth, we feel driven to put on more clothes or seek a warmer environment. Body runs low on materials to burn, hunger drive kicks in, we eat food, drive goes away.

Incentives: *positive or negative stimuli that lure or repel us.*

Ex: smell, sight, sound, touch, thought, threat of disapproval.

-When you combine a need and an incentive the drive is even stronger.

Ex: Starving man, smell of bread.

Criticism: Only explains how we are motivated to meet physiological

needs.

### 3. Optimum Arousal (Stimulation)

Concept: We don't stop when we achieve homeostasis, we continue to look for things that will entertain, stimulate, engage us. Lacking stimulation we become bored.

Ex: Well fed animals will still risk death to go out and explore their surroundings.

Ex: Monkeys will play with switches, windows, and doors even if there is no need or reward (incentive)

Ex: Drugs, Movies, Music, Video Games, exploring, studying for the sake of learning, etc.

Criticism: Everyone is not stimulated by the same things.

### 4. Hierarchy of Needs:

Concept: Some needs take priority over others, we do not seek after the higher ones until we have obtained the lower ones.

Abraham Maslow (1970) developed the Hierarchy.

1. Physiological: food, water, air
2. Safety: shelter, organized, stable, predictable, secure
3. Belongingness and Love: avoid loneliness and alienation
4. Esteem (Important): Self-Esteem, achievement, competence, independence, need for recognition and respect
5. Self Actualization: Live up to one's fullest potential

Ex: Father steals bread from his own father in a Prison Camp. The Boy Called It., the Belief Window.

Criticism: Don't always go in order, other cultures do have the same Psychological needs.

