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Unit - III
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MOTIVATION

In order to understand all types of human behaviour the study of motivation becomes necessary. Why does an individual behave in a particular manner? This is a contradictory factor. McDougall (1908) tried to explain it on the basis of innate qualities or traits, but very soon this theory & idea was discarded by psychologists.

It is an important problem of modern psychology that why and how does an individual behave? For example some of the burning problems discussed solved in the subject-matter of motivation are why does an individual attack, claims right on others, take interest in other persons and things, makes contact with others, likes to collect things, makes attempts for achievement etc. Modern psychologists think that

all behaviours can be explained on the basis of drives and motivation, and they also think that any drive or motive alone does not govern the behaviour of individual, but the interaction of various drives and motives is responsible for the behaviour. The word motivation gives an idea of all types of motivational process or function. The meaning of motivation is a contradictory subject. So before saying more about it, some or few definitions of motivation are as follows:

According to McDonald (1962), "motivation is an energy change within the person characterized by affective arousal and anticipatory goal oriented activities."

According to James Drenes (1968), "Motivation is an affective conative factor which operates in determining

the direction of an end or goal consciously apprehended or unconscious?"

Characteristics

Experimental study of various qualities of motivation is done by many psychologists. Some of the characteristics of which experimental study is done are as follows:

- 1) The behaviour is goal directed in motivation. Young (1961) made an experimental study of this characteristics. Every motivation related behaviour has some or the other aim and the man makes attempt to fulfil that aim or goal. Until unless the goal or aim is fulfilled the internal readiness for the behaviour remains in the individual.

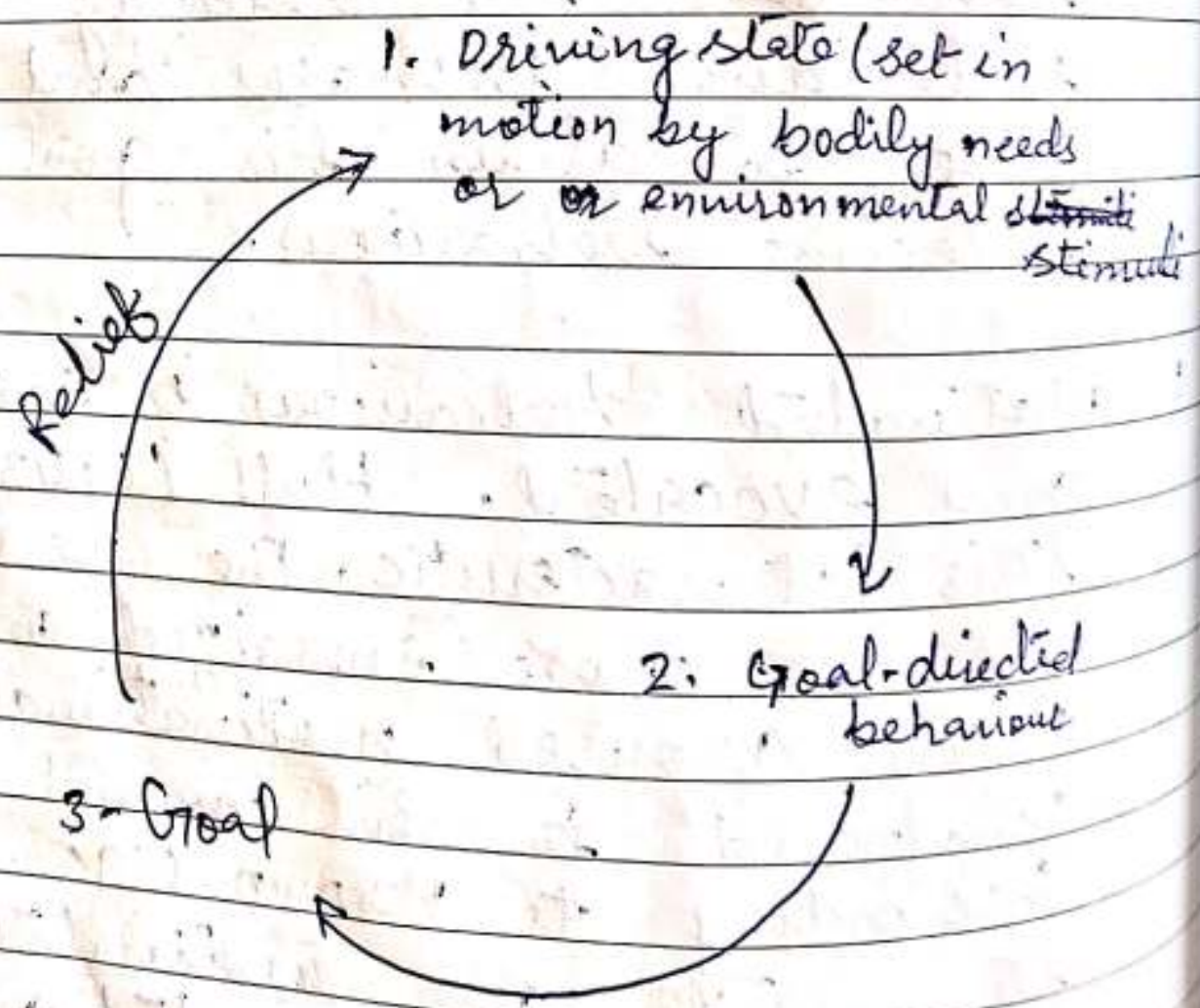
2) The motivated behaviour is more strong. It has been observed that in the motivated state the individual individual internally feels to be under stress and tension, and the person in this position seems to be more excited and creative.

3) Motivated behaviour is selective. It is seen that in motivated behaviours the creativity of the individual increases and he in order to attain his goal does selective behaviour.

4) Motivated behaviour is energized and evocated. Hull (1943) studied this characteristic. The person seems to be more energized and evocated when aroused motivationally, as compared to his normal state. According to Brown (1953, 1961) in the state of motivated behaviour because of the evocated and energized state the person works more

than his normal state or its conduction is better.

5. Motivated behaviour shows continuity. It has been proved by many experiments that the motivational behaviour if once started continues till the goal is achieved.



Need, Drive and Incentive

Words like incentive, drive etc. are used to explaining the concept of motivation. Every individual has some or the other need. By the satisfaction and dissatisfaction of needs his behaviour is effected. Food, water, sex, air, sleep etc., are some innate needs, fulfilment of which is necessary. It is seen that when the person is deprived of their needs the creativity is increased. According to E. G. Boring, H. S. Longfield, and H. P. Weld (1962), need is the necessity or deficiency of the body due to which tension or imbalance arise in body. This tension has a tendency to initiate such behaviour by which the tension or imbalance is released, or finished.

According to C. L. Hull (1947), drive gives energy to the behaviour but not direction. The direction

is given by such habits which are active in a particular situation. Hilgard and Bower (1966) explained the difference of need, incentive, and drive and said that need gives birth to drive. Drive is the condition of increased tension which initiates primary behaviour and action. Stimulus is any object in the external environment which satisfies the need and by such act minimizes the drive. For example food is the incentive for hunger drive because food satisfies this drive.

TYPES OF MOTIVES

Motives are generally two types. The first type consists of innate, biological or primary motives. They are those motives which originate from biological

needs like hunger, thirst, sleep, sex etc. The second type consist of adopted or learned motives, they originate from social needs like approval motive, affiliation motive, power motive, aggression motive etc.

A- Primary / Biogenic Motives

1. Hunger :-

Whenever a person works there loss of energy and to compensate the energy loss he feeds or eats. In order to develop the body and make it active we need food.

The hunger drive can be due to oral factors also like - the movements of lips, teeth and tongue, the chewing movement of mouth, secretion of saline etc. This factor

is proved by Miller's (1952) experiment. He gave milk to one group of rats by mouth and by the help of tube to the other group in such a way that milk may not touch the mouth, and should directly reach to the stomach. When the milk was again given to the rats of both the groups and it was seen that the rats of second group only took the milk. The important factor of hunger drive is neural. The studies in the field of this factor show that when the information of contraction in stomach, low rate of sugar in blood and other oral factors reaches the hypothalamus and cortex, the hunger drive takes place.

2. Thirst :-

The various parts of body need water. Because of the use of water in various body parts, water is required. This need of water which generates the thirst drive is presented on the basis of experiments. Cannon (1918) on the basis of his experiment showed that the thirst drive is produced by drying of throat and mouth.

Many experiments prove that the brain has Drinking Centres. This part of hypothalamus is osmo-receptor and regulates the blood concentration. It is seen in experiments that if these drinking centres are stimulated after giving water then too the subjects drink water.

3. Sex :-

Sex drive is one of the main

biological drive. Although it is not as important as hunger and thirst drive still it is a powerful drive. On observing the sexual behaviour of persons in various cultures it is found that the sexual behaviour is specifically affected by social environment, learning and culture. This sex drive in various animals depends on the various hormonal secretion. Gonad glands are called sex glands. In males testes and in female ovaries work as gonadal glands. The secretion secreted by male gland is called androgen and by females is secretion secreted is called estrogen or progesterone. Because of these hormones sex drive is generated.

Ford and Beach (1951) in their experiments gave female hormone to males and male hormone to females then related

behaviour was not seen. In birds, cows and rats it was seen that after castration sexual behaviour ends.

4- Sleep:-

Sleep is also an important drive in the above given drives. Whenever the person work fatigue arises which is reduced by sleep. The experiments in this direction show that reticular formation in brain conduct the sleeping and walking functions. It is seen in these experiments that if a specific part of reticular formation is stimulated the man sleeps and wakes by stimulating some other specific part of reticular formation.

B. Sociogenic Motives

1- Appraisal Motivation:-

The person thinks that other people may not only think his acts and behaviours to be right and good from social and ethical point of view but may also approve them. This motive is found in all. When the person is highly motivated then he performs only socially approved things and not unapproved.

Marlow and Crownee (1964) to measure this motive developed a social desirability scale. This scale consists of 33 questions the maximum scores attained were 33 and minimum zero. More scores indicate more approval.

2. Affiliation Motivation:-

In the presence of this motive the person is pleased to make relation with others,

in the presence or company of others. Due to this motive groups are formed and a person voluntarily becomes member of other groups. People who spend most of their time in family, club, friends etc. have this motive in excess. This motive effectively impresses the person's behaviour. Like other motives this too has individual differences. In Atkinson's (1958) book a detailed method of measuring this motive by TAT is given. This motive is also measured by situational tests.

3. Achievement Motivation :-

Atkinson and Feather (1966) defining this motive write "Achievement motive is a sort of permanent tendency in man which is related to achievement or success." It is seen that the persons who are rich in this motive like to

do things in which they are praised. Only H. A. Murray (1938) gave a list of 20 needs in which he presented this as a need. But after 1950 this notion was given importance and experiments were done on it. Atkinson and Reetman (1956) saw in an experiment that people do not only those jobs in this notion by which they can prove their excellency.

4. Power Motivation:-

Winters (1973) has defined social power as "the ability or capacity of a person to produce (consciously or unconsciously) intended effects on the behaviour or emotions of another person". The goal of power motivation are to influence, control, cajole, persuade, lead, charm others, and to enhance one's own reputation in the eyes of

other people. People with strong power motivation derive satisfaction from achieving these goals.

Power Motivation varies in strength from person to person and can be measured from the stories told in the picture-projection technique. The degree of n-power in a person is reflected in story themes about direct control of other people, in stories concerning the emotional impact one person has on other another, and by the concern of the people in the stories for their reputations (Winters, 1973).

Adler thinks that whenever a child in the family thinks himself to be weaker or inferior, then as a result of these two feelings - Power motivation takes place.