1 Motivation - the process by which activities are started, directed, and continued so that physical or psychological needs or wants are met.
Extrinsic motivation - type of motivation in which a person performs an action because it leads to an outcome that is separate from or external to the person.
Intrinsic motivation - is the type of motivation in which a person performs an action because the act itself is rewarding or satisfying in some internal manner.

2 Instincts - the biologically determined and innate patterns of behavior that exist in both people and animals. Instinct approach - approach to motivation that assumes people are governed by instincts similar to those of animals.

3 Need - a requirement of some material (such as food or water) that is essential for survival of the organism.
Drive - a psychological tension and physical arousal arising when there is a need that motivates the organism to act in order to fulfill the need and reduce the tension.
Drive-reduction theory - approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal.

4 Primary drives - those drives that involve needs of the body such as hunger and thirst.
Acquired (secondary) drives - those drives that are learned through experience or conditioning, such as the need for money or social approval.
Homeostasis - the tendency of the body to maintain a steady state.

5 Need for achievement (nAch) - a need that involves a strong desire to succeed in attaining goals, not only realistic ones but also challenging ones.
Need for affiliation (nAff) - the need for friendly social interactions and relationships with others.
Need for power (nPow) - the need to have control or influence over others.

6 The need for achievement is closely linked to personality factors, including a person’s view of how self can affect the understanding of how much a person’s actions can influence his or her success. This concept is related to the much older notion of locus of control, in which people who assume that they have control over what happens in their lives are considered to be internal in locus of control, and those who feel that their lives are controlled by powerful others, luck, or fate are considered to be external in
locus of control. Those who believe intelligence is fixed and unchangeable often demonstrate an external locus of control, leading them to give up easily. People who believe intelligence is changeable, often show an internal locus of control, believing that their own actions and efforts will improve their intelligence.

7 Stimulus motive - a motive that appears to be unlearned but causes an increase in stimulation, such as curiosity. Examples would be curiosity, playing, and exploration.

Arousal theory - theory of motivation in which people are said to have an optimal (best or ideal) level of tension that they seek to maintain by increasing or decreasing stimulation.

**Yerkes-Dodson law** - law stating performance is related to arousal; moderate levels of arousal lead to better performance than do levels of arousal that are too low or too high.

This effect varies with the difficulty of the task: easy tasks require a high-moderate level while more difficult tasks require a low-moderate level.

8 Incentives - things that attract or lure people into action.

Incentive approaches - theories of motivation in which behavior is explained as a response to the external stimulus and its rewarding properties.

Expectancy-value theories - incentive theories that assume the actions of humans cannot be predicted or fully understood without understanding the beliefs, values, and the importance that a person attaches to those beliefs and values at any given moment in time.

9 Self-actualization - according to Maslow, the point that is seldom reached at which people have sufficiently satisfied the lower needs and achieved their full human potential.

Growth vs. deficiency needs - These needs include both deficiency needs and growth needs. Deficiency needs are needs of the body, such as the need for food or water, whereas growth needs are for desires like having friends or feeling good about oneself. For a person to achieve self-actualization, which is the highest level of growth needs, the primary, basic needs must first be fulfilled.

Peak experiences - according to Maslow, times in a person’s life during which selfactualization is temporarily achieved.

10 The lowest level of the **pyramid** consists of physiological needs such as food, water, and rest. Once those needs are met, safety becomes important and involves feeling secure. Belongingness and love are the needs for friends and companions as well as to be accepted by others, and self-esteem is the need to feel that one has accomplished something good or earned the esteem of others. Just above the esteem needs on the hierarchy come the cognitive needs, or the need to know and understand the world. Above the cognitive needs are the aesthetic needs, which include the need for order and beauty and are typical of artistic people. Once all these needs are met, it is possible to be concerned about self-actualization needs, or needs that help a person reach his or her full potential and capabilities as a human being.

How would you define **motivation**? Any condition, usually internal, that starts, activates, or maintains an organism’s goal-directed behavior.
4 parts to motivation:

1. **It is internal** (the source for motivation) which means it cannot be observed directly (does not matter where the motivation develops from)

2. **Motivation is thought to be the link between a person’s internal condition and external behaviors**; you would observe someone’s behavior and guess/infer what could be their motivation (we would guess the Bernie Madoff’s motivation was greed, and a need to have power based on our observations/reading of his external behaviors).

3. **Motivation will start, activate, or maintain a person's behavior**; what would the behaviors be of someone who has the motivation to get a good grade? Studying, class attendance, asking questions, preparing, etc. Give me another example of how motivation can start or maintain a person’s behavior.

4. **Motivation creates goal-directed behavior**; those goals may be tangible and concrete- “I’m getting off the couch because I want something to eat” or “I am taking some Advil because I have a headache” or goals may be more abstract; “I really want to learn or I really want a good job so I study very hard and do the best I can in school”

**Theories of motivation** by psychologists:

1. **Evolutionary Theory**: Humans have instincts and behaviors they’re born with that motivate them. These motivations are evolutionary. We are motivated by things related to survival and reproduction. Things producing pleasure and pain are motivators because those feelings relate to survival. For example eating, drinking, temperature regulation and reproduction- Need to stay at a certain temperature to survive, need to reproduce to survive.

2. **Drive Theory**: Defined as an arousal condition related to a need. Drive theory is based on biological needs/satisfaction of those needs. People are motivated to act/behave because of a need to attain, restart, or maintain a goal. A person has the biological need of being hungry, they are driven to get eat food, they eat food and attain the goal, and the drive is then reduced.

   People can be driven towards and away (approach and avoidance) from goals and this causes conflict (4 types):
**Approach-Approach:** Acceptance letters from two great colleges...stressful but with good alternatives

**Avoidance-Avoidance**- Clean the garage or clean your room...stressful with both alternatives that suck

**Approach-Avoidance**- You love music and want to join the school band, but all of your friends think that people in band are total nerds

**Multiple Approach-Avoidance**- Involving two or more alternatives, all of which have both positive and negative features.


1. The closer a person is to achieving a goal the likely they are to approach

2. When two incompatible responses are present, the stronger ones wins (music or friends approval)

3. The choice of approach or avoidance is related to the strength of the drive (You join the band (driven) because you know it can lead to a career in music, your passion)

   *Keep in mind that Drive Theory does not explain all or most motivated behavior.*

3. **Arousal Theory:** Arousal: A physical activation; when the central or autonomic nervous system and the muscles and glands are activated-go into action (stimulation).

   Researchers found that deprivation or conflict is not needed for motivated behavior (you don’t need to be deprived to seek a goal)- like people at Six Flags, they are not motivated by a deprivation such as hunger, but motivated to have a higher level of arousal by having their senses stimulated. You can be deprived of enough stimulation (visual, tactile, auditory), resulting in boredom.
4. **Cognitive Theories:**

**Expectancy:** a person’s *expectations* about reaching a goal and their need to achieve that goal (*motivation*)...this connects thought and motivation...

People’s thoughts and expectations guide their behavior and people have *motives*: Motive: internal arousal condition that directs behavior towards a goal- motive does not have a physiological origin (like drives)...when detectives are solving crimes and they want to figure out a person’s motives it is usually not “Well these men obviously broke into this donut store because they were driven by hunger...” They did it for money and the need or desire for money is not internal/innate- the motivation could be being broke, wanting more money, or needing money for drugs.

You have needs to: master tasks (accomplishment/achievement), to be affiliated (belonging and acceptance), and to compete; these are based on expectations about the future and rewarding outcomes...this may explain why the suicide rate is much higher in Asian countries vs. non-Asian...because school achievement is stressed more strongly in that culture, so which need besides mastering tasks might Asian children wish to fulfill? Acceptance by their families, so both acceptance and accomplishment are strived for...can bring a lot of pressure on people.

**Intrinsic and Extrinsic Motivation:**

*Extrinsic*: Motivation from rewards from external environment = Praise, money, good grades. These rewards can strengthen existing behavior, allow guidance on performance, increase self-worth

*Intrinsic*: Motivation leading to behaviors engaged in that get no rewards except the satisfaction of the activity alone...you seek intrinsic rewards for 2 reasons: 1. For Cognitive stimulation and 2. For Accomplishment or Mastery: no apparent reward outside the pleasure of the activity itself.

People vary in their need for cognitive stimulation or the strength of the need for Cognitive stimulation, it depends on a person’s experiences as well as their genetics.

5. **Humanistic Theory:** Behavior that focuses on people; human dignity, self-worth, individual choice. This theory combines a bit from each of the previous theories to explain motivation and behavior. When studying a person’s behavior, you must consider the person’s environment and values.

Abraham Maslow, Psychologist was a Humanist: states that people are essentially good, have an innate drive to better themselves, as well as to seek truth, beauty, peace and
harmony. Came up with term **self-actualization**: the final level of psychological development where a person strives to realize their full potential/all that they are capable of: stay healthy in mind and body, and be accepting of yourself; shown on his **Hierarchy of Needs.** (Graphic)

The fundamental or basic needs we are motivated to fulfill first such as the physiological needs of food/hunger, survival, shelter, sex, poops and pees, breathing (on the bottom of hierarchy). Maslow stated that as lower-level needs are satisfied, people are motivated by the next higher level needs up to self-actualization. Felt that few attain self-actualization because the lower needs are not fully met...hard to verify this theory through experiments.