**Motivation**

Key Terms

**Motivation:** a need or desire that energizes and directs behavior

**Motive**: a stimulus that moves a person to behave in specific ways to achieve a goal

**Need:** Something we require because it is lacking (biological or psychological)

**Theories of Motivation**

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| Theory | Description |
| **Instinct Theory and Evolutionary Psychology** | Behavior patterns are genetically transmitted from generation to generation. These patterned, unlearned behaviors are called **instincts.** |
| **Drive-Reduction Theory** | People do what they do in order to reduce tension in their lives. We learn ways to reach a balance called **homeostasis.** A physiological need creates an aroused tension state (drive) that motivates an organism to satisfy the need. Not only are we pushed by our need to reduce drives, we are also pulled by **incentives**—positive or negative stimuli that lure or repel us. |
| **Optimal Arousal Theory** | Some behaviors are motivated to *increase* arousal. It stops us from being bored. **Yerkes-Dodson law** says that performance on a task can be increased with arousal, but only to a point, at which, performance is eventually negatively affected by too much arousal |
| **Humanistic Theory** | People are motivated by the conscious desire for personal growth and artistic fulfillment. Abraham Maslow claimed that needs exist in a hierarchy and that once we meet our most basic needs, we can then move on to more personal and complex needs. **Self-Actualization** refers to the need to become what one believes he or she is capable of being.  |
| **Sociocultural Theory** | Cultural experiences and factors influence the behavior that people use to satisfy those drives.  |

**Activity:**

Abraham Maslow believed that people begin to fulfill high psychological needs only after their basic needs (like hunger) have been at least partially met. He created a **hierarchy of needs** that organized human needs with the most basic needs at the bottom. Organize the following needs into 6 categories and place them in the pyramid on the back. Remember to place the most basic terms at the bottom.

Food (hunger), Achievement, Stability, Protection from danger, Warmth, Fulfillment of potential, Belongingness, Recognition, Security, Water (thirst), Love, Acceptance, Competence, Rest, Respect from others, finding meaning and identity beyond self, Independence, self-esteem, avoiding loneliness/separation, Feeling order/predictability in the world

Your Hierarchy



Maslow’s Hierarchy

