LEARNING OUTCOME

1. Able to explain the basic concepts and principles of motivation.
2. Able to explain the meaning of achievement.
3. Able to explain research on motivation.
DEFINITION OF MOTIVATION

- ... the process that initiates, guides, and maintains goal-oriented behaviors.
- ... what causes us to act which involves the biological, emotional, social, and cognitive forces that activate behaviour eg. getting a glass of water to reduce thirst or reading a book to gain knowledge.
- In everyday usage, the term motivation is frequently used to describe why a person does something eg. we might say that a student is so motivated to get into a clinical psychology programme that she spends every night studying.
WHAT IS MOTIVATION


- Motivation refers to internal factors that impel action and to external factors that can act as inducements to action.
- This means that motivation concerns to the factors that push or pull us to behave in certain ways – made up of three components: direction, effort and persistence.

Nevid, 2013

- The term motivation refers to factors that activate, direct, and sustain goal-directed behavior...
- Motives are the "whys" of behavior - the needs or wants that drive behavior and explain what we do. We don't actually observe a motive; rather, we infer that one exists based on the behavior we observe.

Arthur Schopenhauer (1840-1960)

- To be motivated is to be moved into action.
- Action and behaviour does not occur spontaneously but is induced by either internal motives or environmental incentives.

(Atkinson, 1953-1983; McClelland, 1987)

- Motive is the person’s internal predisposition towards or away from an incentive, which is the anticipated positive and negative stimulus in the environment.
- An incentives is the anticipated reward or aversive event available in the environment.
1. Determine goals
2. Maintain a positive attitude
3. Leave personal problems aside
4. Upgrade your knowledge and skills
5. Be passionate
6. Decrease or eliminate energy drains
7. Practice self-talk
8. Confront challenges and fears
9. Meditation
10. Acknowledge and reward success
ability is what you are capable of doing.
motivation determines what you do.
attitude determines how well you do it.

LOU HOLTZ
Hierarchy of the Four Sources of Motivation

- Motivation
  - Internal Motives
    - Needs
  - External Motives
    - Cognitions
    - Emotions

Adapted from Reeve (2009) p9.
Intrinsic Motivation
Highest level of motivation; where motivation is internally generated.

Integrated Regulation
Regulations are adopted into one’s values and needs but is also contingent upon reward.

Regulation Through Identification
Behavior is personally important, but contingent upon an external reward.

Introjected Regulation
Behaviors not fully accepted as one’s own.

External Regulation
Behaviors performed to satisfy external demand or reward.

Amotivation
Lack of intent to act.
MOTIVATION

INTRINSIC V. EXTRINSIC

**Intrinsic Motivation**
- comes from within a person
- feel a sense of responsibility
- feel a need to achieve something for its own sake
- connect the activity with their self-esteem
- enjoys working on the assignment
- tries to achieve growth as an individual
- imagine being in a car - you are the driver in your car - completely in control

**Extrinsic Motivation**
- comes from outside forces
- tries to achieve a higher position, pay, or status
- feels it will ensure their position or status
- done for recognition from supervisors or superiors
- values rewards or awards for completing the work
- outside forces controls life
- luck
- imagine being in a car - you are the passenger in the car, not driver
INtrinsic:
- pride
- interest
- achievement
- curiosity

EXtrinsic:
- grades
- punishment
- praise
- money
INTRINSIC VS. EXTRINSIC MOTIVATION: WHY WE DO WHAT WE DO

Because of the interest and enjoyment in the task itself

- Enjoyment
- Purpose
- Growth
- Curiosity
- Passion
- Self-expression
- Fun

Because of the outcome that will result by doing the task

- Promotions
- Pay raises
- Bonuses
- Benefits
- Prizes
- Winning
- Perks
FUNCTIONS OF MOTIVATION

- Arouse/direct action
- Change behaviour
- Focus on desired goal
- Persistence effort
MOTIVATION & PERFORMANCE

Motivation + Competencies = Performance
Do not dilute the truth of your potential. We often convince ourselves that we cannot change, that we cannot overcome the circumstances of our lives. That is simply not true. You have been blessed with immeasurable power to make positive changes in your life. But you can't just wish it, you can't just hope it, you can't just want it... you have to LIVE it, BE it, DO it.
Achievement motivation is something that cause a person to make an effort to become successful and be goal oriented.

People who are motivated by achievement often set fairly difficult but realistic targets, which ensure that they achieve their goals.

“An achievement motive is an impulse to master challenges and reach a high standard of excellence. Both personality and situational factors influence achievement motivation.”
Mastery goals lead to persistence in the face of failures and setbacks while performance goals often lead to giving up after failure.

People’s expectations can create self-fulfilling prophecies of success or failure which stem from one’s level of self-efficacy.

Significant characteristic and processes of human achievement examine and distinguish achievements from failure and how we define achievement, or failure.

David McClelland & John Atkinson’s study on “nature of achievement motivation” : certain behaviour activated by the achievement motive.
RESEARCH IN MOTIVATION

**WHY people think and behave as they do**

**WHAT pushes or pulls an individual to start, direct, sustain, and finally end an activity.**

**THE EXPECTANCY OF BEHAVIOUR: the intensity, the persistence and the cognitions and emotional reactions that accompany behaviour.**
Motivation is the art of getting people to do what you want them to do because they want to do it –

Dwight D. Eisenhower.
I cannot change yesterday, but I can change today.
THANK YOU