**Chapter Seven**

**Motivation**



**\*Motivation:** the process by which activities are started, directed, and continued so

that physical or psychological needs or wants are met.

**Theories on Motivation**

**1- Instincts theory:** motives are complex behaviors that have fixed patterns throughout

different species and are not learned.



Where the woman builds different kinds of houses, the bird builds only one kind of nest

**2- Drive** - **Reduction Theory:** behavior arises from physiological needs that cause

internal drives to push the organism to satisfy the

need and reduce tension and arousal.

**3- Incentive theory :** behavior is explained as a response to the external stimulus and its

rewarding properties.

**4-Arousal theory :** people have an optimal level of tension that they seek tomaintain

by increasing or decreasing stimulation.

**5- Maslow‘s Needs theory:** suggested some needs have priority over others.Physiological

needs (like breathing, thirst and hunger) come before

psychological needs (like achievement, self‐esteem and need

for recognition).

**6- Cognitive Approach:** Behavior determined by mental proccesses (thinking , plans,

goals, schemas, expectations, and attributions .

**7-Psychodynamic Approach:** emphasizes internal conflicts, mostly unconscious, which

usually sexual or aggressive instincts against environmental

obstacles to their expression, and Childhood experiences.