MOTIVATION

MV

A reason or reasons for acting or behaving in a particular way.

The Content Theory

- The content theory was one of the earliest theories of motivation. Content theories can also be referred to needs theories, because the theory focuses on the importance of what motivates us (needs). In other words, they try to identify what our "needs" are and how they relate to motivation to fulfill those needs. Another definition could be defined by Pritchard and Ashwood, is the process used to allocate energy to maximize the satisfaction of needs

Goal Oriented Drive

- Content theory of human motivation includes both Abraham Maslow's hierarchy of needs and Herzberg's two-factor theory. Maslow's theory is one of the most widely discussed theories of motivation. Abraham Maslow believed that man is inherently good and argued that individuals possess a constantly growing inner drive that has great potential. The needs hierarchy system, devised by Maslow (1954), is a commonly used scheme for classifying human motives.

Maslow's theory

- The American motivation psychologist Abraham H. Maslow developed the hierarchy of needs consisting of five hierarchic classes. According to Maslow, people are motivated by unsatisfied needs. The needs, listed from basic (lowest-earliest) to most complex (highest-latest) are as follows:
- Physiology (hunger, thirst, sleep, etc.)
- Safety/Security/Shelter/Health
- Social/Love/Friendship
- Self-esteem/Recognition/Achievement
- Self actualization/achievement of full potential/can never be fully accomplished

- Maslow's hierarchy of needs theory can be summarized as follows:
- Human beings have wants and desires which influence their behavior. Only unsatisfied needs influence behavior, satisfied needs do not.
- Needs are arranged in order of importance to human life, from the basic to the complex.
- The person advances to the next level of needs only after the lower level need is at least minimally satisfied.
- The further the progress up the hierarchy, the more individuality, humanness and psychological health a person will show.

Internal Causal Factor

Homoeostatic and Non-Homoestatic Drives

- Physiologist Walter B. Cannon (1929) introduced the term **homeostasis to refer to temperature** regulation and other biological processes that keep body variables within a fixed range.

Osmotic Thirst

- The areas important for detecting osmotic pressure and the salt content of the blood include the **OVLT (organum vasculosum laminae** terminalis) and the **subfornical organ (SFO) .** The brain also gets information from receptors in the stomach that detect high levels of sodium enabling the brain to anticipate an osmotic need before the rest of the body actually experiences it.

- Receptors in the OVLT, the subfornical organ, the stomach, and elsewhere relay their information to several parts of the hypothalamus, including the **supraoptic nucleus and the paraventricular nucleus (PVN), which control the rate at** which the posterior pituitary releases vasopressin. Receptors also relay information to the **lateral preoptic area and surrounding** parts of the hypothalamus, which control drinking

Non-Homoeostatic Drive

- Basic instincts
- Aggressive behaviour
- Displays
- Threats

Hormones and Behaviour

- **Organizing Effects of Sex Hormones**
- The **organizing effects of sex hormones** occur mostly at a sensitive stage of development—shortly before and after birth in rats and well before birth in humans. They determine whether the brain and body will develop female or male characteristics.
- *sexually dimorphic nucleus (SDN), is distinctly larger in* males than in females

Organizing

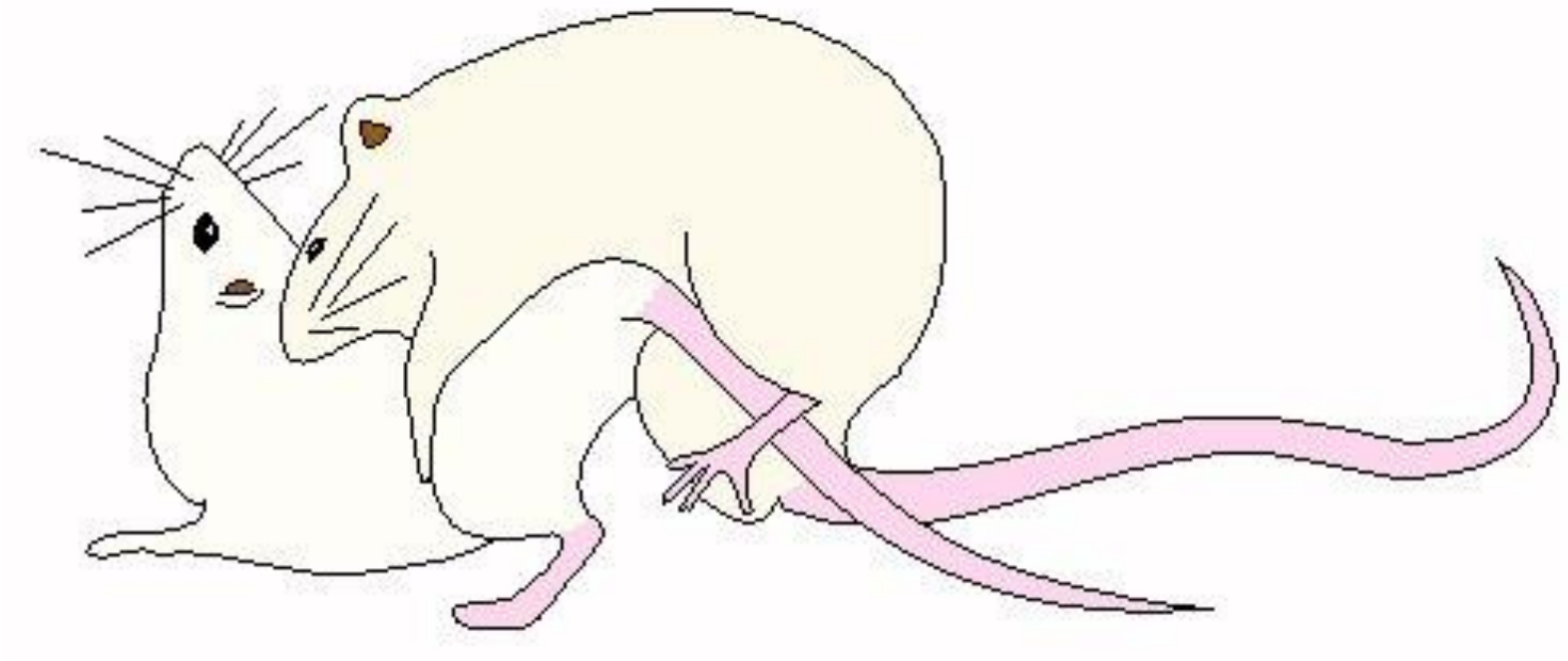
- Within the brain, sex hormones increase or decrease the rate of apoptosis (cell death) in various regions, causing certain areas to be slightly larger in males and others slightly larger in females. However, other mechanisms account for some of the sex differences.
- At least three genes on the Y chromosome (found only in men) are active in specific brain areas, and at least one gene on the X chromosome is active only in the female brain.
- In both humans and nonhumans, the Y chromosome has many sites that do not code for proteins but alter the expression of genes on other chromosomes

- The male's Y chromosome includes the **SRY (sex-determining region on the Y chromosome) gene,** which causes the primitive gonads to develop into **testes**.
- The developing testes produce the hormone **testosterone, which increases** the growth of the testes, causing them to produce more testosterone and so forth. That positive feedback cannot go on forever, but it lasts for a period of early development.
- Testosterone also causes the primitive **Wolffian ducts,** which are precursors for other male reproductive structures, to develop into *seminal vesicles (saclike structures that store* semen) and the *vas deferens (a duct from the testis into the* penis).

Activating effects

- **Activating effects can** occur at any time in life, when a hormone temporarily activates a particular response. Activating effects on an organ last longer than the hormone remains in an organ, but they do not last indefinitely. The distinction between the two kinds of effects is not absolute. Hormones early in life exert temporary effects while they are organizing body development, and during puberty, hormones induce long-lasting structural changes as well as activating effects

Exhibits
female behaviour



Hormones do not *cause sexual behavior*

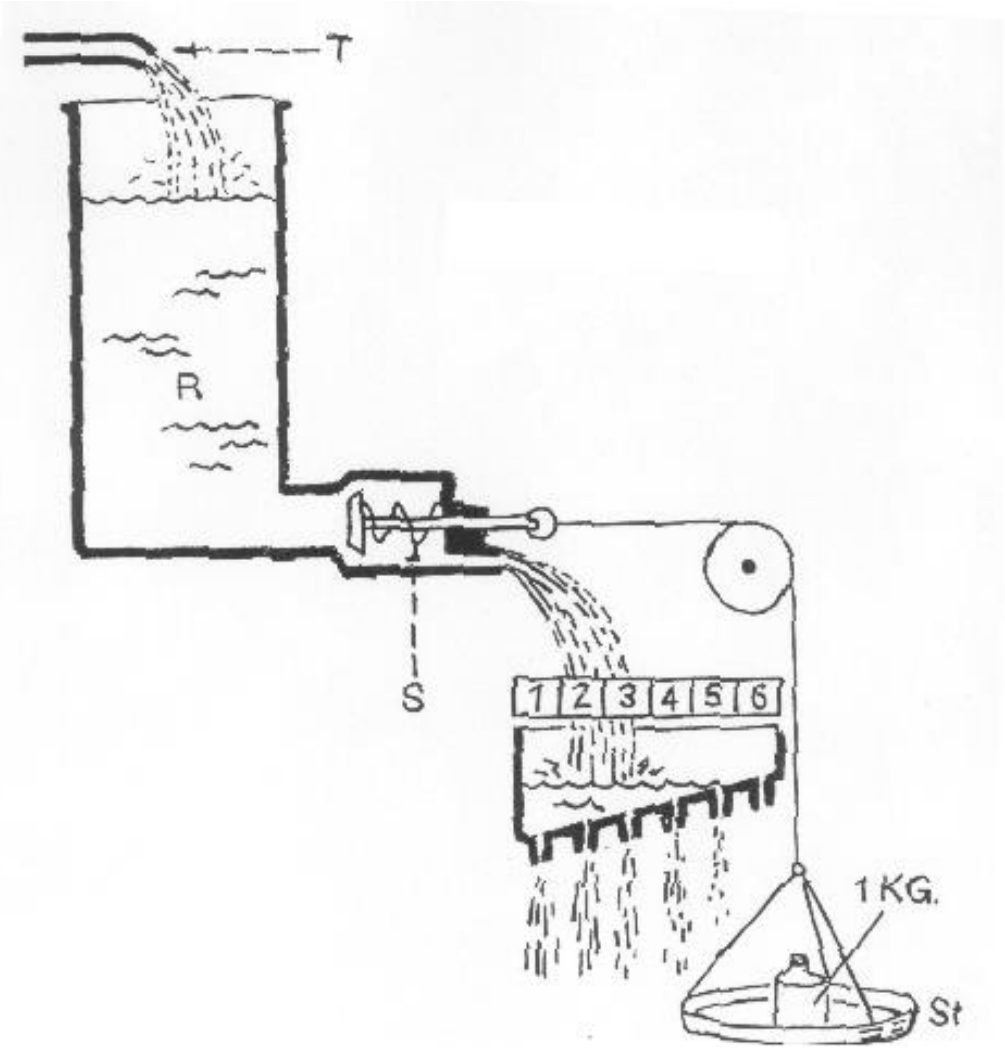
- *They alter the* activity in various brain areas to change the way the brain responds to various stimuli. They also change sensitivity in the penis, vagina, and cervix
- Eg. Sexually experienced rats are aroused more easily because the effects of previous experience sensitize the response to future stimuli
- After removal of the testes from a male rodent or the ovaries from a female, sexual behavior declines as the sex hormones

- During an early stage of prenatal development in mammals, both male and female have a set of Müllerian ducts and a set of Wolffian ducts, as well as primitive gonads (testes or ovaries).

The Psycho-Hydraulic Model

- Lorenz' model describes the relationship between:
- behaviour (fixed action patterns)
- motivation (action specific energy)
- external stimuli (sign or releasing stimuli)

Psycho-Hydraulic Model of Motivation



Konrad Lorenz's Psychohydraulic Model

T is the tap from which "action-specific energy" flows at a constant rate into a reservoir (R), where it is contained by a valve held in place by a spring (S). A stimulus (ST) may pull the valve back, permitting energy to flow into a secondary tank which symbolizes the motor control center for a behavior pattern consisting (in this case) of six different components

- *Eg:* courtship behaviour of male fish is a function of:
- their readiness to mate (internal motivation)
- the attractiveness of the female (external stimuli)

Action Specific Energy

- *Motivation increases with the passage of time. This motivation is specific for one type of behaviour (e.g. either feeding, or fighting or sexual behaviour). This specific source of motivational energy is called action specific energy"*

- **Fixed action patterns** (FAPs) are relatively *stereotyped* behaviours (i.e. they seem to run like clockwork) exhibited by *all* members of a species under *appropriate conditions*.
  FAPs are normally seen when an animal in an appropriate motivational state is exposed to the appropriate external stimulus - this stimulus was called a *releaser* or *sign stimulus* by ethologists.

Vacuum activity

- Lorenz coined the term vacuum activity to describe behaviour which apparently occurs in the **absence** of any external stimulus.
- In the hydraulic model, action specific energy can accumulate to such a high level that the pressure of water in the reservoir is capable of pushing open the restraining valve. This causes water to flow into the trough, and out through holes in the floor that represent fixed action patterns.

- Innate Releasing Mechanism
- Lorenz introduced the term innate releasing mechanism (IRM) to describe a central (located somewhere in the brain) mechanism that handled the link between external stimulus, internal motivation and behavioural output.
- The scale pan, pulley, trough and outflow pipes in the model correspond to the IRM.

Behavioural quiescence

- An important feature of the model is that after the animal has engaged in a particular behaviour (FAP) there is a period of time when they less likely to respond even if the same stimulus is presented again
- Behavioural quiescence occurs because the reservoir has been drained of action specific energy.
- In the simulation this is represented by having the cones (representing sign stimuli) disappear as the reservoir is being refilled with water.