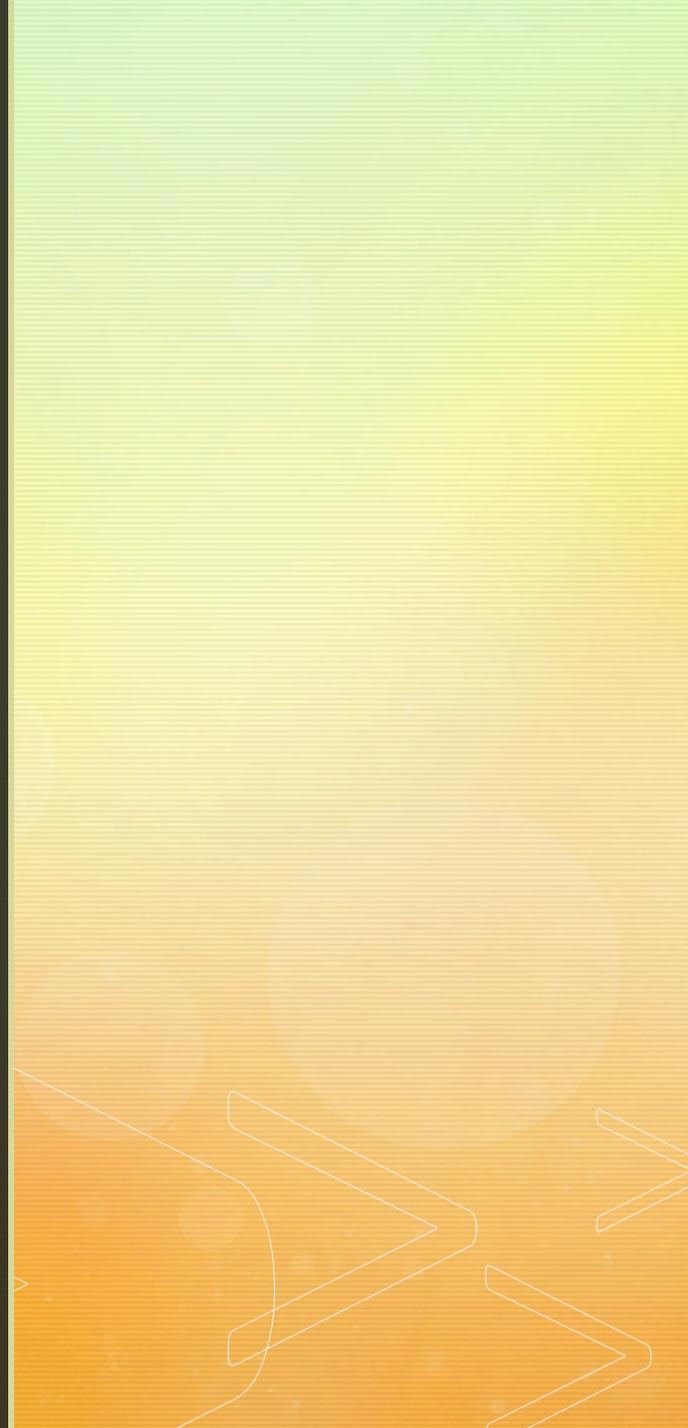


Unit 6 Factors affecting learning



Motive and Motivation



Definition of motive

The power to drive people to behave And also set the direction and goals. of that behavior as well highly motivated person Will make an effort to act towards the goal without relentlessly. But people with low motivation will not show behavior Or give up action before achieving the goal.





MOTIVATION

MARKETING

COMPANY PROFIT AND PERFORMANCE

60%

75%

MARKET

10.6%

7.0%

4.7%

40%

30%

Motivation is...

derived from the word 'motive', which denotes a person's needs, desires, wants, or urges. It is the process of motivating individuals to take action in order to achieve a goal. The psychological elements fueling people's behavior in the context of job goals might include a desire for money.





What is motivation?

Motivation is defined as the process that initiates, guides, and maintains goal-oriented behaviors. Motivation is a need or desire that energizes behavior and directs it towards a goal.

What is Motivation?

- Motivation is the process of creating enthusiasm, job satisfaction, morale, among employees of the organization.
- **According to Stephen p. Robbins** “Motivation is the processes that account for an individual’s intensity, direction, and persistence of effort toward attaining a goal.”

Here

- **Intensity** is concerned with how hard a person tries.
- **Direction** is toward beneficial goal, and
- **Persistence** is the how long a person tries.





Nature of motivation

1. intrinsic motives
2. extrinsic motives



THE DEFINITION OF INTRINSIC MOTIVATION

01

Intrinsic Motivation

"Intrinsic motivation is defined as the doing of an activity for its inherent satisfaction rather than for some separable consequence."



Examples Of Intrinsic Motivation

The self-prompted learning of a new skill, language, or hobby

02 Extrinsic Motivation

Behavior is driven by external rewards such as money, fame, grades, and praise



Motivation

Intrinsic motivation

- I want to reach my full potential,
- I want to play in a good team,
- I want to give the public enjoyment,
- I want to feel good about my performance,
- I want to feel mastery in my own ability

Extrinsic motivation

- I want to win medals,
- I want to earn an England cap,
- I want to make money,
- I want to play in front of large crowds,
- I want to be recognised by the public for my ability.

MOTIVATION: INTRINSIC VS EXTRINSIC

INTRINSIC

A person with intrinsic motivation wants to do a task for the pleasure involved in doing the task itself.

Example: You hang out with friends because it's fun to do, not because you're forced to.

Example: You travel because the adventure is really exciting, not because someone give you money to do it!

EXTRINSIC

A person with extrinsic motivation wants to do a task in order to receive an external reward or avoid a punishment.

Example: If you eat your vegetables, you will get your dessert. So, you eat them to get the reward.

Example: If you don't do your homework you will get a detention. So, you do your homework to avoid the punishment.

Extrinsic Motivation

Motivated to perform an activity to earn a reward or avoid punishment

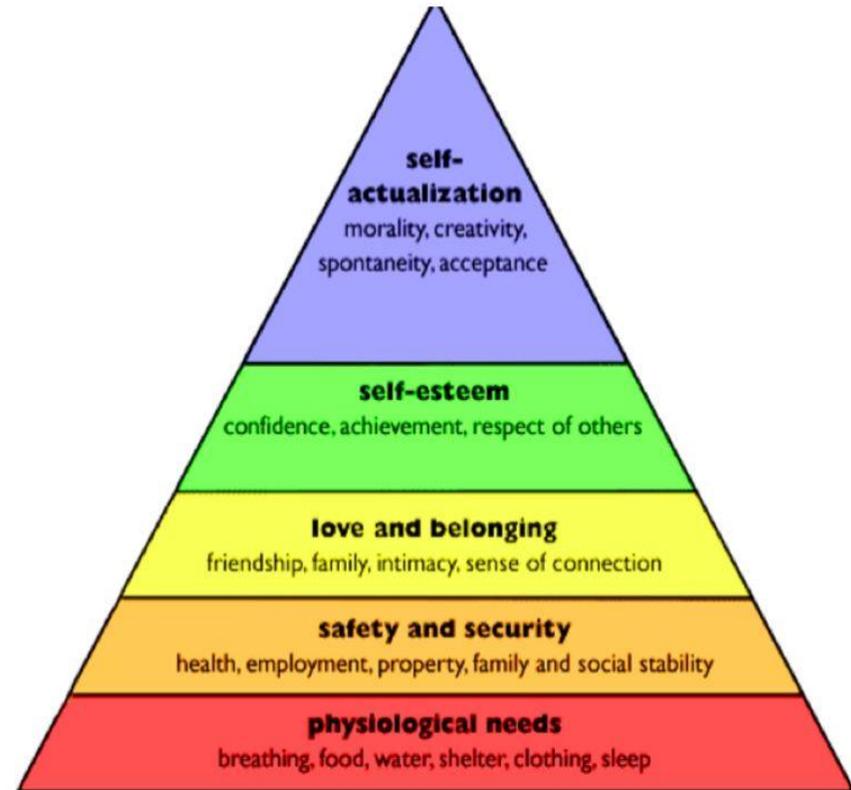


Intrinsic Motivation

Motivated to perform an activity for its own sake and personal rewards



THEORY OF MASLOW'S HIERARCHY OF NEEDS



There are five levels in Maslow's pyramid. From the bottom of the hierarchy upwards, the needs are: physiological (food and clothing), safety (job security), love and belonging needs (friendship), esteem, and self-actualization



Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

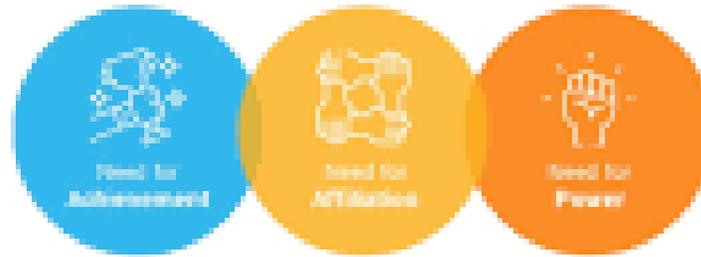
friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction



McCLELLAND

THEORY OF NEEDS

McClelland's Achievement Motivation Theory



McClelland's Human Motivation

Theory states that every person has one of three main driving motivators: the needs for achievement, affiliation, or power. These motivators are not inherent; we develop them through our culture and life experiences.

**McClelland's Theory
of Needs
or
Three Needs Theory**

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graph LR; A["McClelland's Theory of Needs or Three Needs Theory"] --- B["Achievement"]; A --- C["Affiliation"]; A --- D["Power"];
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Achievement

Affiliation

Power

Motivation – Three Needs Theory:

- *Need for Achievement (nACH)*: Personal responsibility, Feedback, Moderate risk
 - Typical behaviors:
 - High: Must win at any cost, must be on top, and receive credit.
 - Low: Fears failure, avoids responsibility.
- *Need for Power (nPOW)*: Influence, Competitive
 - Typical behaviors:
 - High: Demands blind loyalty and harmony, does not tolerate disagreement.
 - Low: Remains aloof, maintains social distance.
- *Need for Affiliation (nAFF)*: Acceptance and friendship, Cooperative
 - Typical behaviors:
 - High: Desires control of everyone and everything, exaggerates own position and resources.
 - Low: Dependent/subordinate, minimizes own position and resources.

Source: David McClelland, 1961, *The Achieving Society*.



McCLELLAND MOTIVATION THEORY

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McClelland Motivation Theory

The Need for Power

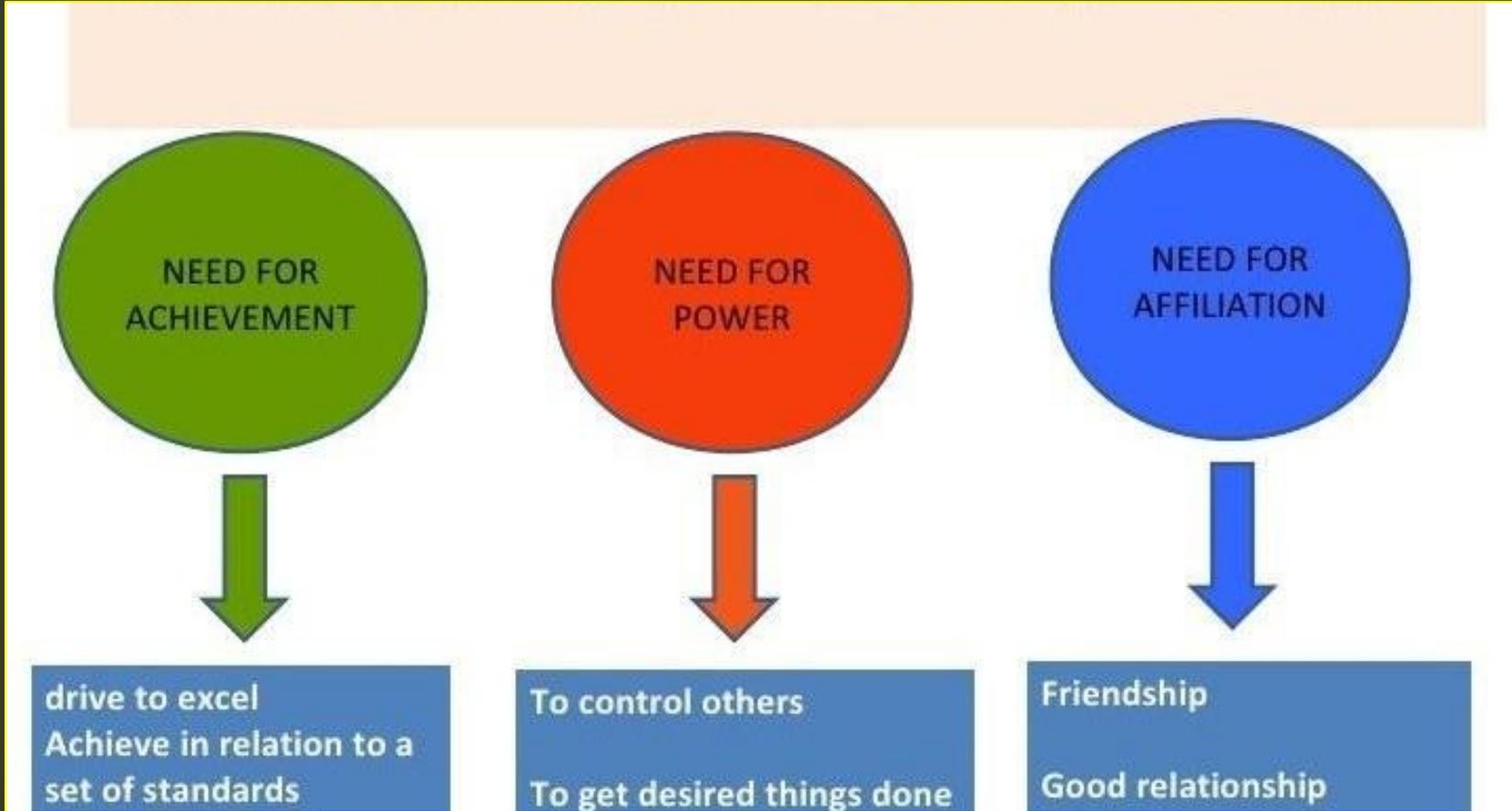
- Wants to control and influence others
- Likes to win agreements
- Enjoys competition and winning
- Enjoys status and recognition

The Need for Affiliation

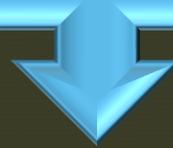
- Wants to belong to the group
- Wants to be liked and will go along with whatever the rest of the group wants to do
- Prefers collaboration over competition
- Doesn't like high risk or uncertainty

The Need for Achievement

- Sets and accomplishes challenges risks
- Takes calculated risks
- Likes to receive regular feedback on their progress and achievements
- Likes to work alone



Type of motivation



1. Achievement Motive
2. Affiliative Motive
3. Power Motive
4. Aggression Motive
5. Dependency Motive





thank
YOU:-)
