

Motivation

حافز، دافع

Defining Motivation

- Motivation is the process by which activities are **started, directed, and continued** so that physical or psychological needs or wants are met (Petri, 1996).
- The word itself comes from the Latin word *movere*, which means “to move.”
- Motivation is what “moves” people to do the things

أي حاجة نحنا بنعملها لازم يكون في دافع من وراها

Defining Motivation - Examples

- For example, when a person is relaxing in front of the television and begins to feel hungry, the physical need for food might cause the person to get up, go into the kitchen, and search for something to eat.
- Hunger is here an example.

Defining Motivation - Types

- There are different types of motivation.
- Sometimes people are driven to do something because of an external reward.
- A person performs an action because it leads to an outcome that is separate from the person.
- Examples would be:
 - giving a child a toy for every A received in school,
 - offering a bonus to an employee for increased performance.
- This is called “Extrinsic Motivation”.

Defining Motivation - Types

- In contrast, another type of motivation in which a person performs an action because the act itself is fun, rewarding, challenging, or satisfying in some internal manner.
(Moral, non – materialistic gain)
- This is called “Intrinsic Motivation”.

هذا النوع من الدوافع و الحوافز هو الأقوى

Early Approaches to understand Motivation

الغرائز

- **Instincts Approach:**
- Early attempts to study motivation shed the light on instincts.

المقصود بالمصطلح هاد، إنه هي غريزة موجودة جواتنا ربنا خلقها داخلنا، لكن نحن ما بنعرف عنها وعن وجودها، زي لما أركض ورا شغلة أنا مش عارف ليه بركض وراها

- **Instinct:** is the biologically determined and innate patterns of behavior that exist in both people and animals.

عند الحيوانات: زي غريزة الجوع، التكاثر، العيش في قبائل حتى تحمي نفسها من الحيوانات المفترسة

- Just as animals are governed by their instincts to perform activities such as migrating, nest building, mating, and protecting their territory.
- Theorists proposed that human beings may also be governed by similar instincts.

Instincts Theory to Understand Motivation

كتار حاولوا يفسروا موضوع ال motivation, أو ليه أنا بجري ورا الشغلة هاي، انه شو خلاني باللحظة هاي تحديداً أحس بالغريزة هاي، أو اني بدي أعمل الشغلة الفلانية في الوقت هادا

- For instance, according to these theorists, the human instinct to reproduce is responsible for sexual behavior, and
- the human instinct for territorial protection may be related to aggressive behavior.

THEORIES OF MOTIVATION

Drive Reduction Theory - Motivation

هاي النظرية بتحكي إنه احنا عنا **needs**, وهاي ال **needs** بتعمل عنا **some sort of stress** بنسميه **drive**

- This approach of understanding motivation includes the concepts of **needs and drives**.
- **Need**: is a requirement of some material (such as food or water) that is essential for the survival of the organism.
- When an organism has a need, it leads to a **psychological tension** as well as a **physical arousal** that motivates the organism to act in order to fulfill the need and reduce the tension. This tension is called a **Drive (Hull, 1943)**.

مثال/ الطفل بده يكبر، و عشان يكبر لازم ياكل، هان انه بده يكبر هي ال **need**، وحاجته للاكل هتولد عنده شعور الجوع، وهادا هو ال **physiological tension** مع توتر يلي هو **psychological tension** كبير، فبيصير عنده **drive** (يلي هو الجوع هان) أي سعي و محاولة عشان يسكن اللخبطة يلي بتصير جواته نتيجة شعوره بالجوع ، فال **food** في هيك وضع يعتبر **drive reduction**

Drive Reduction Theory - Motivation

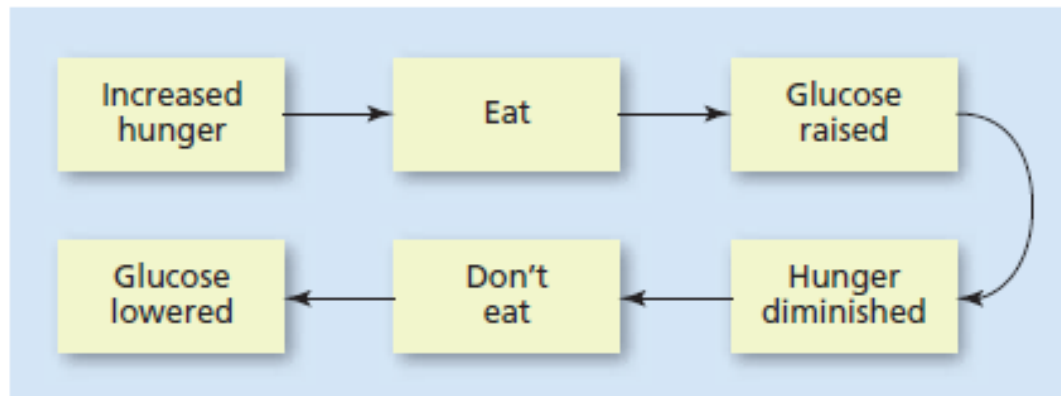
- According to *Clark Hull*, Drive Reduction Theory suggests that motivation is based on desire to reduce tension within the body that is caused by biological needs as indicated by homeostasis.
- **Drive-reduction theory:** an approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal.

Drive Reduction Theory - Motivation

- **Drive-reduction theory** proposes just this connection **between internal physiological states and outward behavior.**
- In this theory, there are two kinds of drives.
- **Primary drives** are those that involve survival needs of the **body** such as hunger and thirst.
- **Secondary drives** are those that are learned through **experience** or through conditioning, such as the need for **money** or social approval.

Drive Reduction Theory - Motivation

- This theory also includes the concept of **homeostasis**, which is the tendency of the body to maintain a steady physiological state.



هَذَا المخطط يبيّن كيف أن الدافع (motivation) هو عملية مستمرة (continuous) حيث أن الشعور بالجوع يقل عندما ترتفع نسبة الجلوكوز في الدم، وعندما تنخفض، يزداد الشعور بالجوع مرة أخرى.

Figure 9.1 Homeostasis

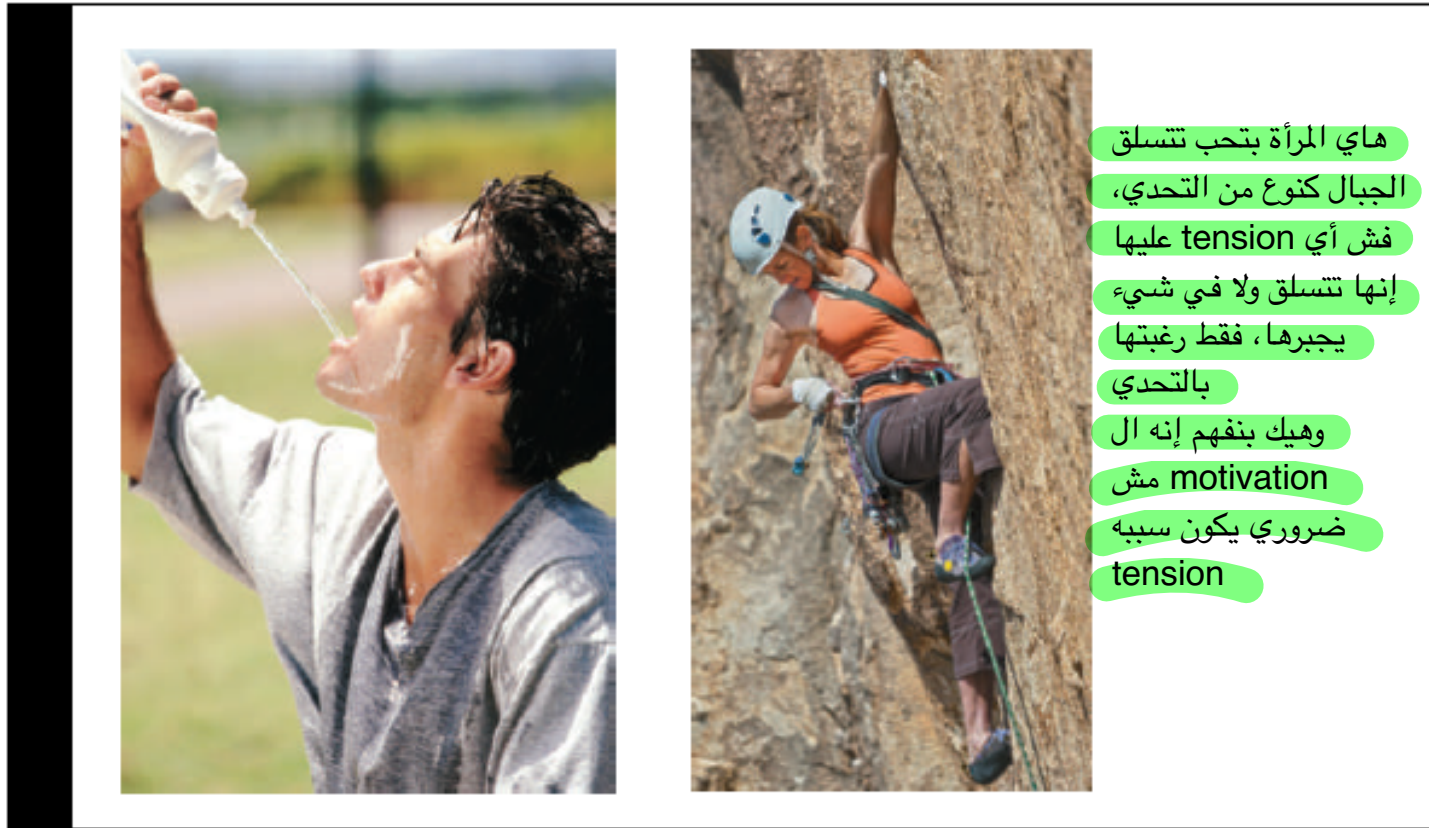
In homeostasis, the body maintains balance in its physical states. For example, this diagram shows how increased hunger (a state of imbalance) prompts a person to eat. Eating increases the level of glucose (blood sugar), causing the feelings of hunger to reduce. After a period without eating, the glucose levels become low enough to stimulate the hunger drive once again, and the entire cycle is repeated.

Drive Reduction Theory - Pitfalls

- Although drive-reduction theory works well to explain the actions people take to reduce tension created by needs, it does not explain all human motivation.
- Why can people eat when they are not really hungry?
- People don't always seek to reduce their inner arousal either—sometimes they seek to increase it.
- Why would people do such things if they don't reduce some need or restore homeostasis?

ال drive يعتبر شيء subjective, يعني شيء ما قد يكون drive لشخص، بينما شخص آخر ببشوف هادا ال drive إنه ملهوش قيمة

Drive Reduction Theory - Pitfalls



(left) The human body needs water, especially when a person is working hard or under stress, as this man appears to be. Thirst is a survival need of the body, making it a primary drive, according to drive-reduction theory. What other kinds of needs might be primary drives?

(right) Some people are driven to do strenuous, challenging activities even when there is no physical need to do so. When a drive is acquired through learning, it is called an acquired or secondary drive. Fulfilling an acquired drive provides secondary reinforcement. What might this rock climber find reinforcing about scaling this steep cliff?

,McClelland's Theory: Affiliation, Power and Achievement Needs

- **need for affiliation (nAff):**

the need for friendly social interactions and relationships with others.

- **need for power (nPow):** the need to have control or influence over others.

- **need for achievement (nAch):** a need that involves a strong desire, to succeed in attaining goals, not only realistic ones but also challenging ones.

مش دائماً وجود ال **arousal** يعتبر شيء جيد أو عدم وجوده شيء سيء ، المقصود ب arousal هو التحفظ و اليقظة والانتباه
ال arousal state لو زادت عن حدها عندي بشكل كبير رح تعمل مشكلة، ولو ما تواجدت بالمره برضو هاي مشكلة أكبر

Optimum Arousal Theory- Motivation

مثال/ لو حد عنده exam anxiety وكلمة exam عماله ستريس ووضع كتير كتير سيء و صعب وحالة سيئة ، شخص كيرلس و ما بيهتم خالص برضو هيجيب علامات سيئة، يعني هتكون أنت في ال safe side لما يكون عندك optimal arousal state يعني اشي معقول و وسطي

- An explanation for human motivation involves the recognition of yet another type of need, the need for stimulation.
- A **stimulus motive** is one that appears to be unlearned, but causes an increase in stimulation.
- Examples would be curiosity, playing, and exploration.
- Eating food even when we are not hungry just because it tastes so good—an example of learned behavior.

Optimum Arousal Theory - Motivation

- **Arousal theory:** theory of motivation in which people are said to have an optimal (best or ideal) level of tension that they seek to maintain by increasing or decreasing stimulation.
- In **arousal theory**, people are said to have an optimal level of tension.
- Task performances, for example, one may suffer if the level of arousal is too high (such as severe test anxiety) or even if the level of arousal is too low (such as boredom).
- For many kinds of tasks, a **moderate level of arousal** seems to be best.

Incentive Approach - Motivation

بيحاول يفسر ليه احنا عنا motives, حيث معنى incentive مكافئة

- **Incentives** are things that attract or lure people into action.
- In **incentive approaches**, behavior is explained in terms of the external stimulus and its rewarding properties.
- **Incentive approaches**: theories of motivation in which behavior is explained as a response to the external stimulus and its rewarding properties.
- Example: bonus for attending the lectures.
- **Altruism**: self-defense mechanism, people do favors to others because it makes them feel good.

4) incentive approach theory. (نهج الحافز):

تذهب هذه النظرية على انو لما يكون عندي ^{مافز} incentive
عقدا الحافز هو اللي هيجذبني للعمل ، أما لو طامني
هافز فبالتالي حاكسل بالعمل ، مثال : لما نعطى موظفين عزة
راتب كامل هذا هيوودي إلى العمل يوم كامل ويؤدي إلى
تحفيزهم وحبهم للعمل ، لكنه لو اديتيم ربح راتب هيعيروا
يلكوا بالعمل ويتفلا بدونه نفس .
[مثال لتالي عنا سلوك مع شخص شاتج حبه تحفيز طارفي
خلو كانه التحفيز اني اعطي كل الراتب هيكوه شغلهم ممتاز
أما لو اديتيم ربح الراتب هيكوه شغلهم سيء .

5) Maslow's ^{تسل} hierarchy of human needs theory:

(نظرية تسل ماسلو للإحتياجات البشرية):
بمعنى إنني بعمل الشيء غصب عني وبخارج إرادتي
حتى أحقق شيء أنا بدي ياه أو محتاجه

هاد العالم حاصلو ط هوم للإحتياجات البشرية ، هيب بدمو هلي.
هاد حاصلو فلعنا ، هلي انو ^{انده فاقصوه لهذا} we are motivated to work ^{العمل} this
هيب ليس احنا عقميه لافعل

عانو الموهوم لا إرادتي ونغصب عنا واحنا عاقضوه للذهاب
إلى هذا العمل ، وذلك مع أجل توزير المال

لأجل الكه أحبه سكه ولبس أحبه حلابس وتعليم
أولادي أحبه تعليم (زي مثلا أنا هابب أتزوج ولكن

كازم أشتغل عشانه أحيب أساسيات الزواج فبالتالي هاشتغل
بدونه نفس وغصب عني ولا إرادتي هلي لو كنت عاجب
هاد العمل عشانه في الآخر أققعه رغبتي بالزواج

(الجمع بين الوصول إلى ما نريد بهما لا ريب)
سجانه الله ، الحمد لله ، لا إله إلا الله ، والله أكبر

– Maslow's hierarchy of needs Theory

Humanistic Approach for Motivation

- Maslow proposed that there are several levels of needs that a person must strive to meet before achieving the highest level of personality fulfillment.
- According to Maslow, **self-actualization is the point that is last reached—at which people have satisfied** the lower needs and achieved their full human potential.

– Maslow's hierarchy of needs Theory

Humanistic Approach for Motivation

- For a person to achieve self-actualization, which is one of the highest levels of growth needs, the primary fundamental needs must first be fulfilled.
- The typical way to represent Maslow's series of needs as a pyramid with the most basic needs for survival at the bottom and the highest needs at the top.
- This type of ranking is called a hierarchy.

– Maslow's hierarchy of needs Theory

Humanistic Approach for Motivation



بمعنى إنه : في نظر يلي وضع هاي النظرية، أنا بطلع الهرم طلوع، وما هكون motivated على سبيل المثال إنني أدور على ال safety needs قبل ما أحقق ال physiological needs

وما هدور على ال love and belonging قبل ال saftey, وهكذا الخ....

وهذا بيعكس إنه ال motivation صار شيء أوتوماتيكي، ولو ما صار كذا ما هتكون عندي رغبة لسا إنني أعمل كذا

Herzberg's two factor theory (نظرية العامل الثاني لهيرزبرج)

هذا العالم اجبني انو دائماً أي شغلة بديك تجعلها هيكونه هناك الهام
 كاحلا ← العامل الأول : هياردن لعمل هادي الشغلة
 العامل الثاني : هيخليك تكره أو مش هياردن لعمل هادي
 الشغلة

وواحد من هالعاملين هيتغلب على الثاني حسب الوضع

مثال/ واحد موظف وراتبه كويس وبيئة عمله مرتبة هاد هيلين
 هاد الشخص ه motivated ^{متحفز} انو يروح على شغله
 بينا لو واحد ثاني يشتغل ببيئة عمل سيئة
 والبيئة سيئة هتفاد الشخص مش هيلين motivated
 انو يتر وهفوسمه لوراتبه سيء كماه و مش هيزبط
 شغله

Equity theory (نظرية العدالة) ^{المساواة}

يعني كل اللي انتا بتقدمه أو ببذله هتأخذ مقابلته و هاد عكس
 inequity ^{المساواة}
 هاد هيلين less motivated

الحمد لله رب العالمين

طب الشخص يلي بياخذ أكثر من ما بيعمل؟

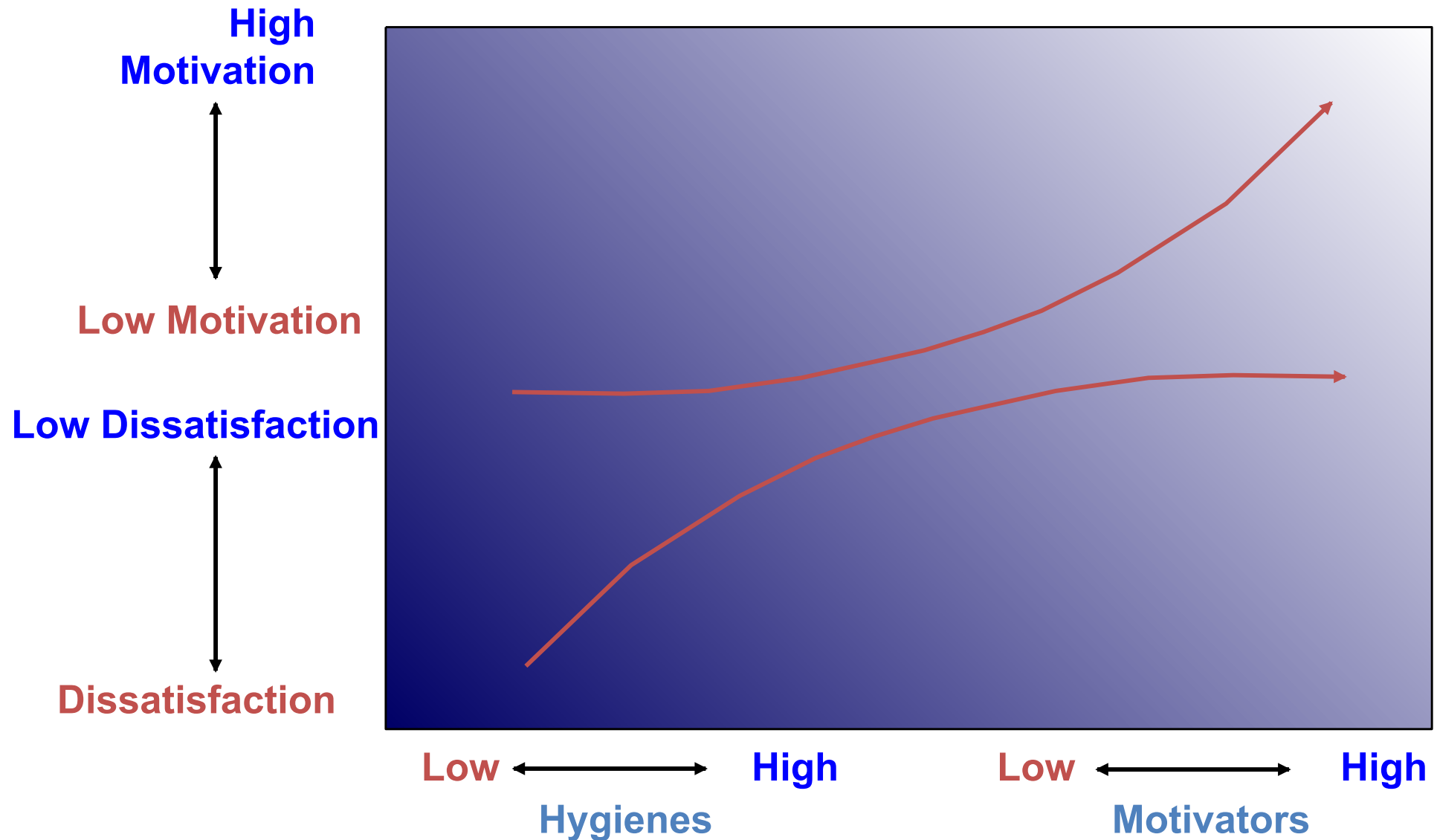
تلقائياً رح يتكاسل

النهاية

Herzberg's Two Factor Theory

- Some variable prevent job dissatisfaction and some variables produce motivation
- Hygiene factors-basic needs that will prevent dissatisfaction
 - light, temperature, pay, parking
- Motivators
 - when present cause high levels of motivation
 - interesting work, advancement, growth

Herzberg's Two Factor Theory



Equity Theory

- Individuals try to find a balance between their inputs and outputs relative to a referent other

Results of Inequity

- Equity-I am being treated fairly
- Under-rewarded-will look to increase rewards, or decrease inputs to match rewards
- Over-rewarded-will change referent to match cognitions or increase inputs