

– 3 – psychology

Motivation: - is a condition that energizes behavior and gives it direction .

The causes of motivation range from physiological events within the brain and body to our culture and social interaction with the other individuals who surround us . the basic motivation such as thirst , hunger and sex , to large extent these motivation arise from our biological heritage and reveal general principles about how motivation and reward work to give direct direction to behavior , Motivational states arise from two sources ; internal drive factors and external incentive factors.

For basic motivations like hunger , thirst and sex psychologist have traditionally distinguished between two types of theories of motivations . the difference concerns where the motivation comes from ,what cause it and how the motivation controls behavior .

1 -Drive theories of motivation which emphasize the role of internal factor in motivation , some internal drives ,such as those related to hunger or thirst have been said to reflect basic physiological needs . for motivations like sex or aggression , drive factors seem less tied to absolute physiological needs after all, does one ever need to be aggressively attack another in the same way that one needs to eat or drink , in both that internal factors such hormonal state and in the sense that they may have evolve originally to fulfill basic ancestral needs .

2 – Incentive theories of motivation : - which emphasize the motivational role of external events or objects of desire , food ,drink, sexual partners , targets of attack , relationships with others , esteem , money and the rewards of success all are incentives.

Incentives are the objects of motivation , after all , our motivations don't operate in a vacuum – when we want , we want something , the nature of that something pulls us in one direction or another , the goal might be tasty food , water to drink , a partner for interaction , expulsion of an intruder or possession of a disputed resource . Many incentives also serve as rewards , they can produce pleasure and reinforce behavior that leads to them . Some incentives are primary reinforcers meaning that they are able to act as a reward independently of prior learning ,like a sweet taste or sexual sensation may be pleasant the first time it experienced .

Secondary reinforcers meaning that they gained their status as a rewards at least partly through learning about their relationship to other events , e.g . money or a good grade can be effective incentives based on cultural experience with them and with the success and the status they represent .

Incentive theories of motivation focus especially on the relationship of learning and the experience to control of motivation . Motivation typically directs behavior toward a particular incentive that produces pleasure or alleviates an unpleasant state , food , drink ,sex and so forth . Pleasure tends to be associated with stimuli that increase our ability to

survive or our offspring's ability to survive . these include tasty food , refreshing drink , and sexual reproduction .Painful or frustrating consequences are associated with events that threaten our survival , physical damage , illness , or loss of resources . The rewarding or affective consequences of action ,generally reflect whether that action is worth repeating .

Wanting : - is the anticipation of pleasure , as in craving that you experience when you think ahead to a delicious meal .

Liking : - is the pleasure that you experience in the moment that you begin to eat that meal .So incentive motivation (wanting something) is typically associated with pleasurable affect (liking that the same something) although some incentives are powerful motivators by themselves such as sweet food when we are hungry , Most incentives are established through learning .

The brain's dopamine system appears to underlie incentive motivation or the experience of Wanting , the neurons of this system lie in the upper brain stem and send their axons through the Nucleus Accumbens and up to the prefrontal cortex it use the Dopamine to convey their message , it is activated by many kinds of natural rewards or primary reinforcers such as tasty food or drink or desired sexual partner , The same neurons also activated by many drugs that find rewarding like cocain , amphetamine and heroin , so artificial activation of these neurons by drugs or electrical brain stimulation causes increased motivation for both natural and artificial incentives and changes in these system produced by repeatedly taking drugs that activate it may partly cause the compulsive cravings of addiction .

Homeostasis and Drives : -

Our lives depend on keeping certain thing the same , so we cannot work unless our internal environment is in a balance . A great deal of basic motivation is directed toward helping to maintain our internal balance , we have active control processes to maintain homeostasis(a constant internal state) .Temperature regulation is an example of homeostasis , thirst is another homeostatic motive