

# Introduction of Psychology

## Tutorial 7 Motivation

### Hierarchy of Needs



Abraham Maslow  
1908-1970

Tutor: Yip sir  
[www.yipsir.com.hk](http://www.yipsir.com.hk)

1

### Abraham Maslow 1908-1970:



- Maslow was a psychologist who studied law at the City College of New York and Cornell.
- He received his BA in 1930, his MA in 1931, and his PhD in 1934, all in psychology from the University of Wisconsin.
- Maslow served as the chair of the psychology department at Brandeis from 1951 to 1969.
- Maslow noticed while he worked with monkeys early in his career that some needs take precedence over others.
- Maslow's primary contribution to psychology is his Hierarchy of Human Needs, which he often presented as a pyramid.

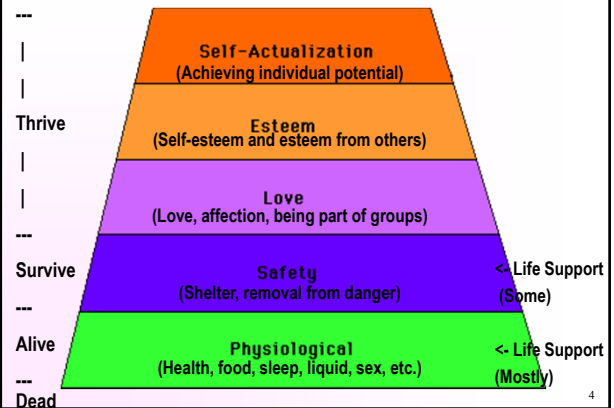
2

### Maslow's Hierarchy of Human Needs

NEEDS: a lack of something required or desired.  
\*Needs motivate us to act!

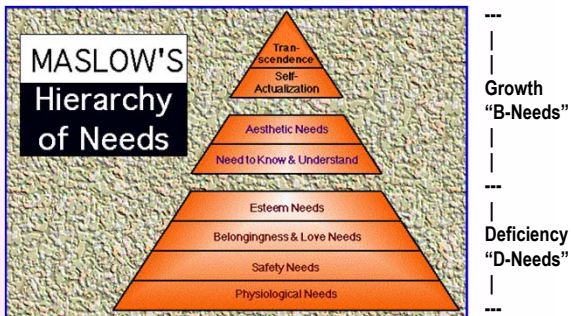
3

### MASLOW'S HIERARCHY OF NEEDS



4

### MASLOW'S HIERARCHY OF NEEDS (Revised in 1970's)



5

### Maslow's Need Hierarchy Theories

- Needs are aroused from lowest to highest order.
- Lower needs must be met before an individual can strive to meet the higher needs.
- Individual would stay at a certain need level until that need was satisfied

6

PHYSIOLOGICAL-necessary for life; unmet, these needs lead to death

1. Food
2. Water
3. Oxygen
4. Sleep
5. Protection from extreme temperatures
6. Elimination
7. Sensory needs
8. Motor needs



7

## SAFETY/SECURITY

1. The need to be free from anxiety and fear
2. The need to be secure in the environment
3. The need for order and routine



8

Physiological and Safety Needs -- Necessary, but not Sufficient

1. Life support addresses the two lowest levels of the hierarchy: physiological and safety.
2. Without these people will not act civilly.
3. Our Hong Kong society may succeed perfectly at the first two levels. There are many places in the world today where the first two levels are not being satisfied.

9

## Belonging and Love

1. Social acceptance, friendship, to be loved
2. Need to belong, to relate to others, that is why humans have a desire to belong to groups: clubs, work groups, religious groups, family, gangs, etc.
3. Sexuality
  - a person's feelings/attitude toward their masculine/feminine nature



10

## ESTEEM

1. There are two types of esteem needs. First is self-esteem which results from competence or mastery of a task. Second, there's the attention and recognition that comes from others.
2. Feeling important and worthwhile – includes respect, approval, appreciation
3. We engage in activities that bring achievement, success, and recognition
4. We gain self-confidence and begin to direct our actions toward becoming what we WANT to be



11

## SELF-ACTUALIZATION

1. Self-realization; obtaining our full potential; becoming confident, eager to express our beliefs, and willing to reach out to others to help them
2. They can seek knowledge, peace, esthetic experiences, self-fulfillment, oneness with God, etc.

Only 2% of the populations are self-actualization



12

## Epilogue

1. Maslow and others added **more needs** in later publications
2. In the **1970's**, **cognitive** and **aesthetic** needs were inserted between **#4** and **#5**
3. In the **1990's**, **transcendence** (helping others to achieve self-actualization) was added as **#8**
4. Do you think that Maslow's approach is valid? Must the lower needs be satisfied before using the higher ones?
5. How would you use Maslow's theory to improve motivation of people (students, employees)?

13

## Extrinsic and Intrinsic Motivation



14

什麼活動不宜強化？

智力、能力

為什麼？

15

Intrinsically motivated activities

內發興趣的工作

16

## 強化與動機後果實驗



| 過程 | 強化物   | 組別 1 | 組別 2 | 組別 3 |
|----|---|------|------|------|
| 1  | 事前通知 -- 盡力完成繪畫活動後會給予禮物, 並展示該禮物出來                      | ✓    | ✗    | ✗    |
|    | 完成繪畫活動後給予禮物   | ✓    | ✓    | ✗    |
| 2  | 數週內重覆過程1數次, 之後, 量度在沒有強化物出現下, 小朋友(實驗者)自行繪畫的興趣 (持續繪畫時間) | 低    | 中至高  | 高    |

17

## Intrinsic & Extrinsic

There are two types of motivation: intrinsic and extrinsic.

Intrinsic motivation is by far the better of the two because it motivates people to **achieve goals from within themselves**, not because of a **prize** they want or a **punishment** they want to avoid.

Intrinsic motivation not only makes people perform well and more accurately, but the people do not expect anything for doing it - **the activity in itself is the reward.**

18

## Intrinsic & Extrinsic

Extrinsic motivation is getting more common in the modern society, using bribes and threats as weapons for getting things done. Volunteer services are scarce and more people expect higher salaries because of greed.

Unlike intrinsic motivation, which comes from inside, extrinsic motivation is created from external factors.

Extrinsic motivation, whether it be in the form of threats or bribes, do not work as well as intrinsic, but they get the job done, which is why most people use extrinsic strategies in life. Because so many people use extrinsic motivation as the way around intrinsic, people have grown to used to and expect answers involving extrinsic factors when asked to perform.

## Intrinsic & Extrinsic

When people today are faced with assignments, they usually wonder one or both of the following questions: "What do I get if I do it?" or "What happens if I don't do it?" These are both types of extrinsic motivation - normally a person never volunteers to do the assignment as a random act of kindness, but of greed or fear.

In fact, studies show that over both a short and long period of time, a task that is intrinsically motivated gets it done much more accurately and efficiently than if the same task is extrinsically motivated.



The end