

Motivation I: The preconditions

(Bold and italics are concepts that I predict Robert Smith will ask on the test)

A. Exchange Theory

- Behavior is like an exchange and human will only perform behavior that brings benefits
- E.g. maintaining a relationship
- Understand benefits= gain- loss (very simple)
- *I think he will just ask which theory talks about the reason for having motivation*

B. Background information of hierarchy of needs

Fig 1: structure of hierarchy of needs



Order of satisfaction: human satisfy needs according to the following orders:

- 1) preconditions (will be discussed later)
- 2) deficiency needs
- 3) drives states
- 4) neurotic needs (will be discussed later)
- 5) growth needs
- 6) subconscious

- Founder: Maslow
- Key nature of needs satisfaction:
 - i) If certain needs are not satisfied (i.e. love), it can cause psychological and physical illness
 - ii) hierarchy of needs is a type of humanistic needs, which is the opposite of abnormal psychology
 - iii) *He thinks human has rights to satisfy needs*

Checkpoint question: What is the problem of the third nature of hierarchy of needs?

He may ask "Which of the following is NOT true about hierarchy of needs?"

- 1) Introduction to motivation
 - i) Desire vs needs (*straight forward, and I am not going to repeat the definition again*)
 - However, remember desire is *culturally determined*
 - ii) Nature of hierarchy of needs

- Prepotency: One type of needs is satisfied in front of others (e.g. you will satisfy hunger needs before the needs of sense of belonging)
- Multiple motives and ascending the hierarchy: the fact that you can engage to satisfy several types of needs at the same time, as long as it is reasonably satisfied
- **Striving cycle: the fact that human will feel relaxed once certain types of needs are satisfied (This is VERY important because it is related to later chapters)**

iii) Types of needs

- Deficiency needs: lower needs
- Growth needs: higher needs
- Requirement for satisfying needs: functional autonomy
- **Checkpoint question: Which one, deficiency needs or growth needs, has diminishing marginal returns?**

Can cause illness if unsatisfied (refer to previous page!)

C. Preconditions

- 1) Human are striving organisms (refer to striving cycles above)
 - Satisfaction is short-lived (any marketing implications?)
- 2) Human are curious
 - Consumer promiscuity
 - Help to stay happy despite diminishing marginal return
- 3) Human must have freedom
 - Reactance effect
- 4) Human has needs to understand and know
 - Curiosity for information seeking
- 5) Self-expressive
 - Perform for intrinsic motives
- 6) Express some state of the individual
 - Coping behavior: extrinsic motives, reward and punishment

****The same behavior can occur from expressive or coping reasons**

- **Check point question: What's wrong if human does not possess the preconditions?**