



NARAYANA
COLLEGE OF NURSING

WELCOME



PRESENTED BY

G. PAVITHRA, M. Sc(N) ,

ASSOCIATE PROFESSOR

DEPARTMENT OF COMMUNITY HEALTH NURSING

NARAYANA COLLEGE OF NURSING

CHINTHAREDDY PALM

NELLORE



MOTIVATION



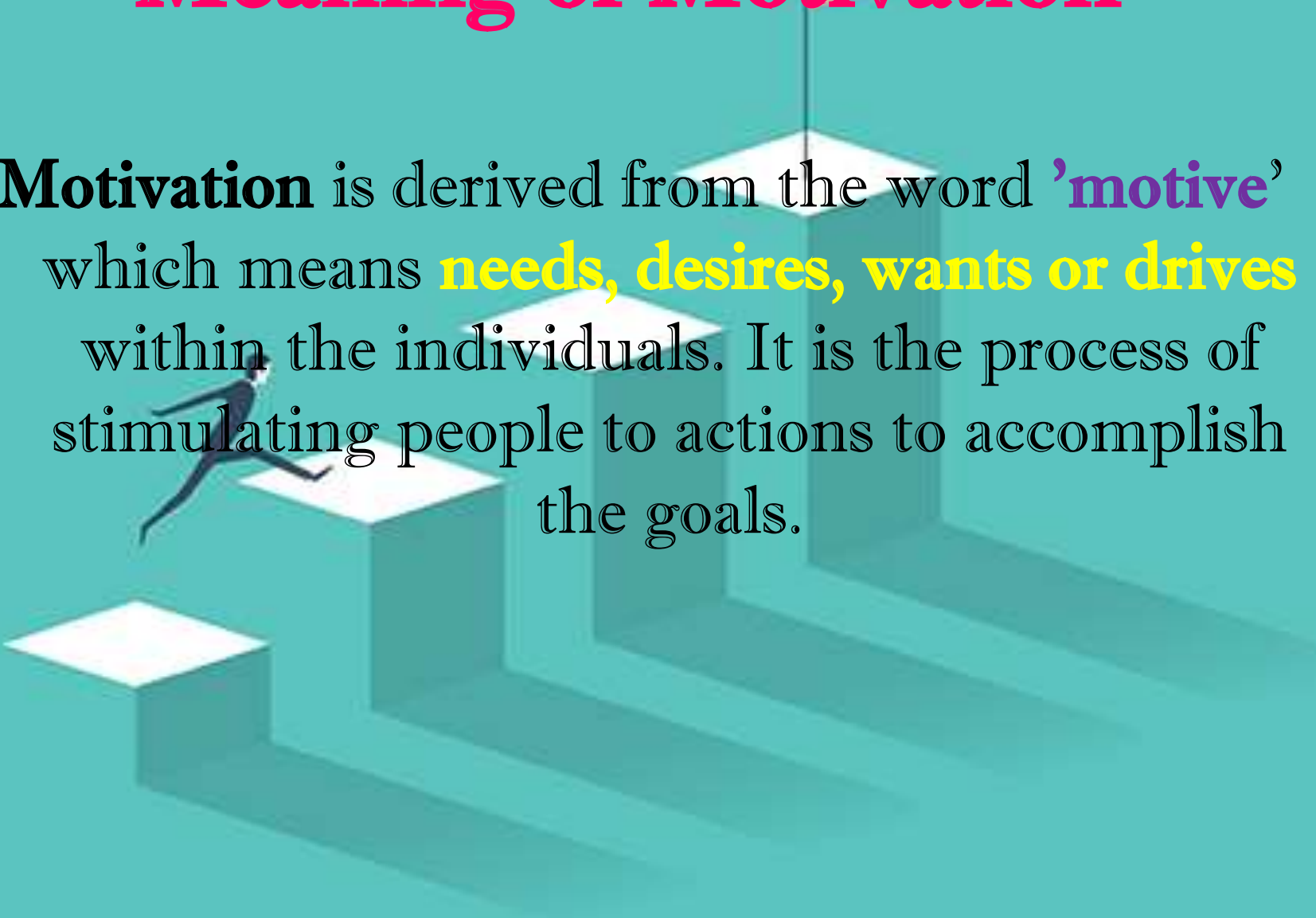
INTRODUCTION

- What is Psychology?*
- Why do you want to become a Nurse?*
- Do you have a Role model that has prompted you to become a Nurse?*



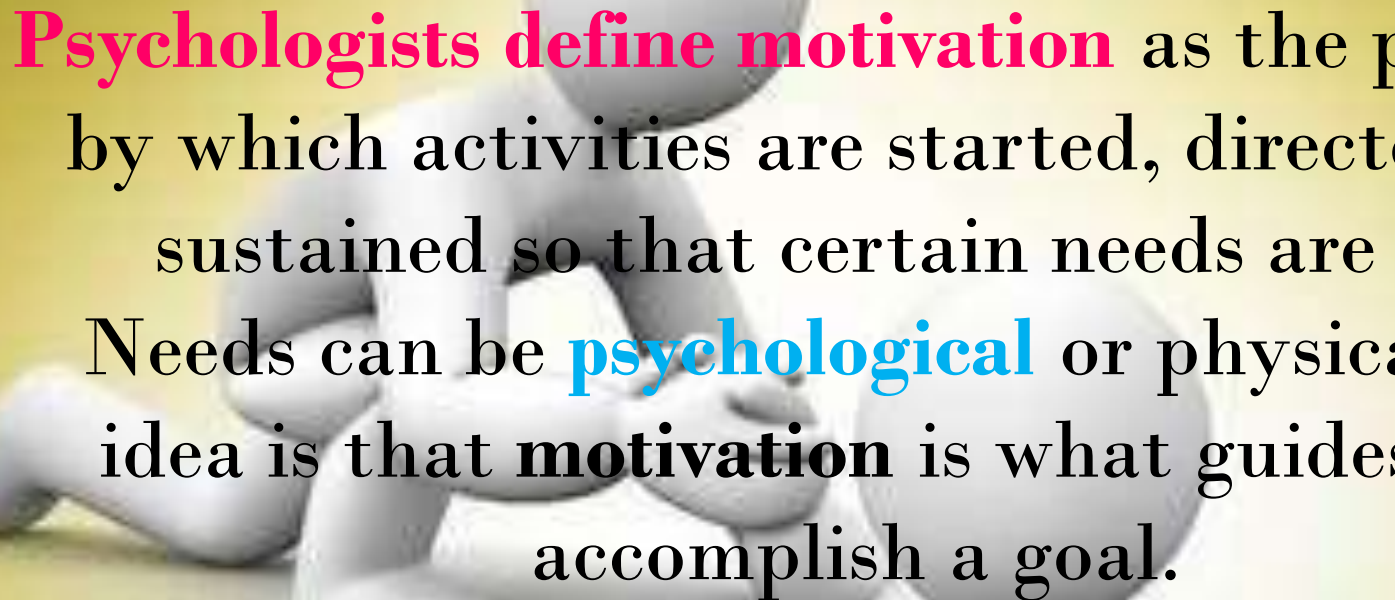
Meaning of Motivation

Motivation is derived from the word 'motive' which means **needs, desires, wants or drives** within the individuals. It is the process of stimulating people to actions to accomplish the goals.



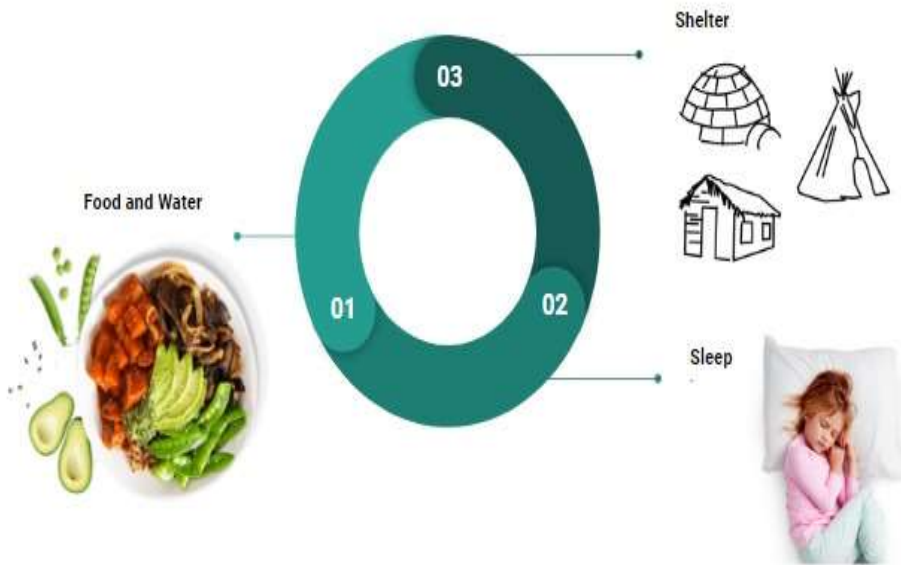
Definition of Motivation

Psychologists define motivation as the process by which activities are started, directed, and sustained so that certain needs are met. Needs can be **psychological** or physical. The idea is that **motivation** is what guides us to accomplish a goal.



What are the types of Needs?

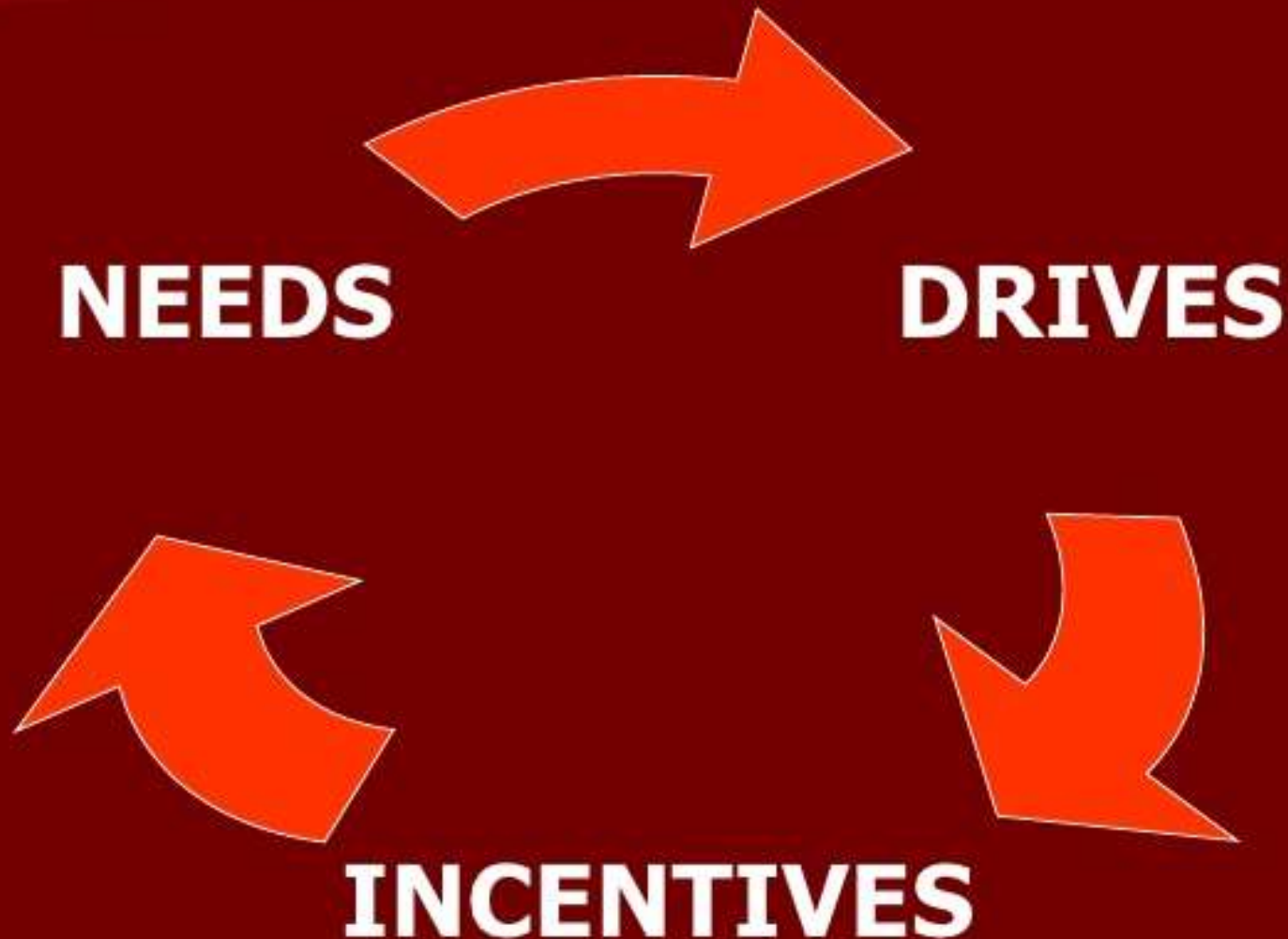
Biological needs-for survival



Psychological needs-acquired



BASIC MOTIVATION PROCESS



What is a Drive?



What is an Incentive?



A drive is an aroused state resulting from some bodily or tissue need.

What is the difference between a Need and a Drive?

Define Motive



A motive is a rather specific process, which has been learned. It is directed towards a goal.

-Carol 1969



Types of Motive

Physiological/unlearned or primary

- Hunger motive
- Thirst motive
- Respiratory Motive
- Rest and Sleep motive
- Elimination Motive
- Sex motive

Social/secondary/unlearned motives

- Affiliation Motive
- Status Motive
- Power Motive
- Approval Motive
- Personal Motive
- Fear Motive
- Unconscious Motives.

Motivation is a

- Motivation is a process that initiates, sustains and direct to achieve a goal or behavior.
- Starts with a basic **need** and this needs compels a person to respond by creating an **urge** to meet this need which we call a **goal**. Attainment of this goal helps to **release** the tension aroused by the need. It is an inner state.



What are the characteristics of Motivation?



**Initiation of
behavior**

Persistence

Intensity

Types of Motivation

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



Motivation cycle



Theories of Motivation

Instinct theory-William James

People behave in a certain way because they are evolutionarily programmed to do so.

He speaks of shame, attachments, fear and anger.



Drive or Push Theory-

Clark Leonard Hull

People behave in a certain way to reduce the internal tension caused by certain unmet needs. Humans are motivated by four main drives: Hunger, thirst, sex and avoidance of pain.



Arousal Theory

Arousal is the level of alertness, wakefulness and activation caused by activity in the central nervous system. The optimal level of arousal varies with the person and the activity.



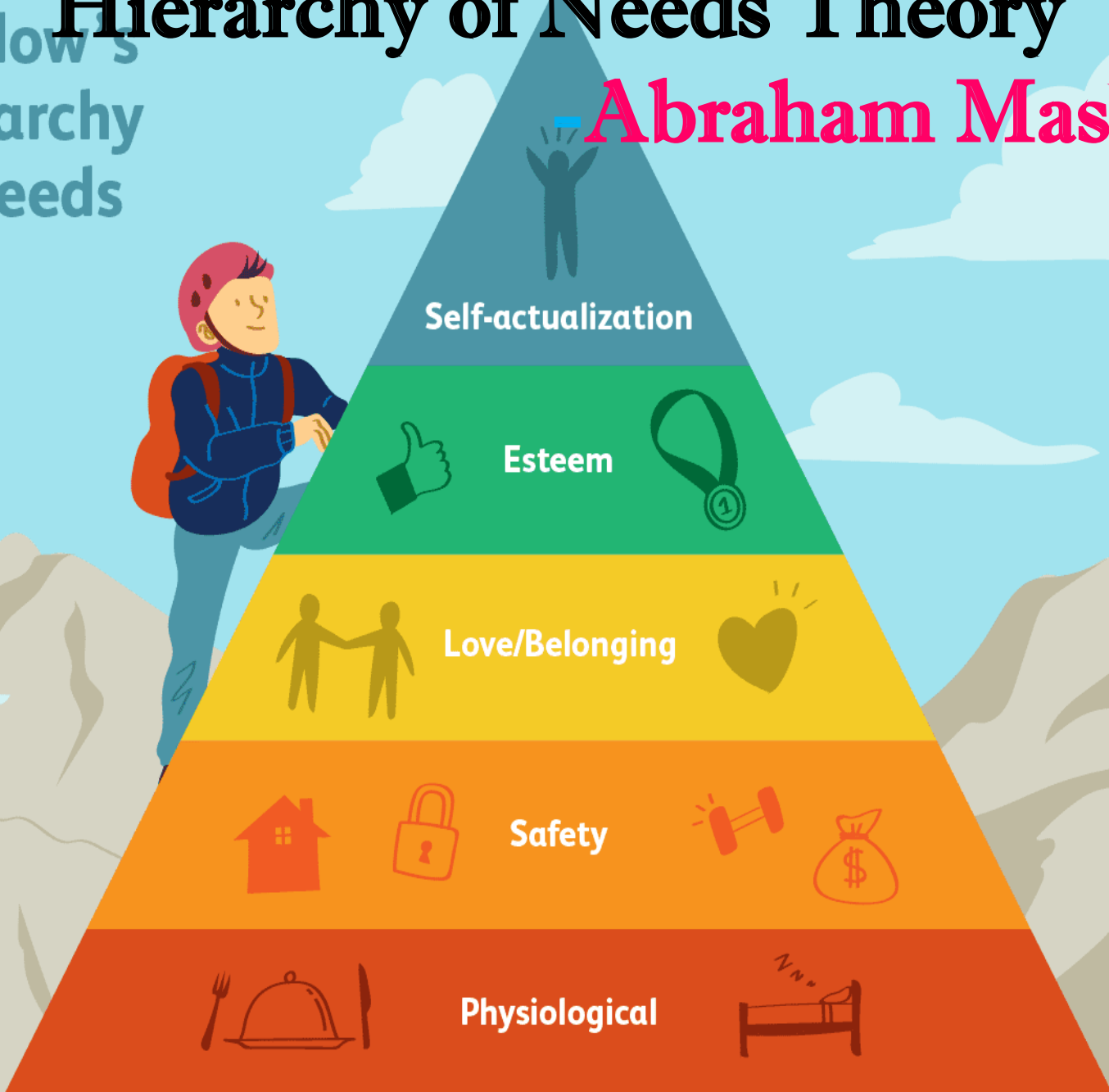
Incentive or Pull Theory

Incentive theory is based on behaviorists learning theories proposed by **Thorndike, Pavlov, Watson and BF Skinner**. The incentive theory suggests that people are motivated to do things because of external rewards. This theory emphasizes that an attractive incentive energizes us to do something, while an unattractive incentive discourages us to do something.

Hierarchy of Needs Theory

Maslow's
Hierarchy
of Needs

— Abraham Maslow



Abraham Maslow, a leader in the development of humanistic psychology proposed an interesting way of classifying human motives. He assumed a hierarchy of motives ascending from the basic biological needs present at birth to more complex psychological motives that become important only after the more basic needs have been satisfied. The needs at one level must at least be partially satisfied before those at the next level become important determiners of action. When food and safety are difficult to obtain, the satisfaction of these needs will dominate a person's actions and the higher motives will have little significance. Only when the satisfaction of the basic needs is easy, will the individual have the time and energy for aesthetic and intellectual interests. Artistic and scientific endeavours do not flourish in societies where people must struggle for food, shelter and safety.

How to motivate a patient?

1. Understand the needs of a patient

2. Create trusting relationship

3. Set goals for the patient

*Thank
you*



Rev. Dr. Tomi Thomas