

Course Title: Introduction to Psychology

Motives

Nature

Motivation is the activation or energization of goal-oriented behavior. Motivation may be rooted in the basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, hobby, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, morality, or avoiding mortality

Motives and Motivation

Motives and motivation are two related terms, but they don't have the same meaning.

Motivation is the psychological process that refers to general behavior. Motive, on the other hand, is the concrete cause of said behavior.

Goal-oriented Behavior.

Goal orientation describes the actions of individuals regarding their primary goal or needs. Goal orientation is a type of strategy that affects how individual approach their plans for future goal. To psychologists, a need is a psychological feature that drives a human or animal toward a goal or behavior. Examples of this definition include a need for achievement, a need for affiliation with others and a need for attention.

- Focus on the meaningful aspects of learning activities
- Focus on effort and learning
- High intrinsic interest in activity
- Effort-based strategies
- Active engagement
- Positive affect on high effort tasks
- Feelings of belongingness
- "Failure-tolerance"

Motivation has two types

- Intrinsic Motivation (inherent satisfaction)
- Extrinsic Motivation

An activity is **intrinsically motivating** if a person does it voluntarily, without receiving payment or other type of reward and feels it morally significant to do

Intrinsic motivation involves engaging in a behavior because it is personally rewarding; essentially, performing an activity for its own sake rather than the desire for some external reward.

- Participating in a sport because you find the activity enjoyable
- Cleaning your room because you like tidying up
- Solving a word puzzle because you find the challenge fun and exciting
- Studying a subject you find fascinating

Extrinsic motivation occurs when we are motivated to perform a behavior or engage in an activity to earn a reward or avoid punishment. In this case, you engage in a behavior not because you enjoy it or because you find it satisfying, but in order to get something in return or avoid something unpleasant.

- Participating in a sport to win awards
- Cleaning your room to avoid being reprimanded by your parents
- Competing in a contest to win a scholarship
- Studying because you want to get a good grade

The primary difference between the two types of motivation is that extrinsic motivation arises from outside of the individual while intrinsic motivation arises from within.

Extrinsic and intrinsic motivation can also play a significant role in learning settings. Some experts argue that the traditional emphasis on external rewards such as grades, report cards, and gold stars undermines any existing intrinsic motivation that students might have. Others suggest that these extrinsic motivators help students feel more competent in the classroom, thus enhancing intrinsic motivation.

Drive and Need

Drive may be defined as an "aroused condition in which an organism's behavior is directed toward avoiding discomfort or a state of physiological imbalance". Drives in this sense are, **for example**, hunger, thirst, the need for sleep, and the need for moderate temperatures.

Primary Drives

Physiologically based unlearned motives, such as hunger.

Need is something that is necessary for humans to live a healthy life. Needs are distinguished from wants because a deficiency would cause a clear negative outcome, such as dysfunction or death. A Need can be objective and physical, such as food and water, or they can be subjective and psychological, such as the need for self-esteem. On a societal level, needs are sometimes controversial, such as the need for a nationalized health care system. Understanding needs and wants is an issue in the fields of politics, social science, and philosophy.

According to psychologists; Need is the psychological feature that arouses an organism to action toward a goal and the reason for the action, giving purpose and direction to behavior.

Definition of Motive

A Motive is a specific need, desire, or want, such as hunger, thirst, or achievement that produce goal oriented behaviour.

An incentive to act or a reason for doing something or anything that prompted a choice of action. Anything that arouses the individual and directs his or her behavior towards some goal is called a Motive or “Motive is a factor which influences to do anything because anything we do has a motive behind”

Stimulus Motive

Stimulus motives are also unlearned motives, but in all species, these motives are more dependent than primary drives on external stimuli, such as curiosity or activity, that prompt us to explore or change the world around us.

Social Motive

Social motives are learned motive associated with relationships among people, such as the needs for affiliation, achievement, and power.

Power Motive

The need to win recognition or to influence or control other people or groups a social motive.

Affiliation Motive

The need to be with others a social motive.

Incentive

External stimulus that provokes goal directed behavior.

Emotional Motive

Feeling, such as fear, joy, or surprise, that underlines behavior.

Biological Factors

Since we are all living organisms, it should come as no surprise to learn that our biology play a big role in how we behave. The drives which stem from our biology are known as “biology drives” and their purpose is to keep us alive and out of danger. The many needs of the body create various biological drives that influence much of our everyday behavior.

Example, of biological drives include hunger, thirst, sleep, temperature, pain, and sex. All of these drives can act as a motive by changing our behavior in some way.

Homeostasis

State of balance and stability in which the organism functions effectively.

Homeostasis helps to keep things in balance. In order to keep the body alive, we need to satisfy our drives at the right time and stopped when they are satisfied to an adequate level. The way the body does this is through a process known as homeostasis, which basically involves keeping the body in balance.

Example of food to demonstrate how this process works.

When you have not eaten any food for a while, your blood sugar level drops which then makes you feel hungry. After you have eaten an adequate amount to satisfy your hunger, your blood sugar rises back up and you no longer feel hunger.

If however, you were to continue eating more food your blood sugar levels would start to rise and so your body would secrete insulin to return it back to a safe level. Without homeostasis, you would die just from eating food.

Glucose

Simple Source of body energy.

Hormones

Hormones such as **testosterone** that is the primary determinant of the sex drive in both men and women. can increase one's sexual drive and make them more aggressive.

Hormones can have a big influence on regulating our biological drives. One obvious example of this course during puberty where various sex hormones increase our sex drive. Other hormones, such as **melatonin**, can influence when we sleep or how tired we feel throughout the day.

So, it is true that biological drive can affect the way we act. It is important to realize that the biological drives can also be modified which can result in a drive increasing or decreasing testosterone.

Example, increased level of testosterone in men can increase their sex drive, but decreasing testosterone will lower their sex drive.

Drive Reduction Theory

Drive reduction theory states that when we do something which reduces the tension associated with a biological drive that is in a state of arousal. Then that action is reinforced. As a result, drive reduction theory states that our biological drives play a big role in how we learn.

Example, of this can be seen with B.F. Skinner and his work on operant conditioning. If a rat is hungry and pressing the lever it gets food, then this action (lever pressing) is reinforced because it has a biological drive that was in a state of arousal (hunger). A behavior is more likely to be repeated if it satisfies a biological drive.

In general speaking drive reduction theory applies to any thing that involves satisfying biological needs associated with food, water, safety, and sex. All of which are primitive animalistic drives. This is why people will often act like animals when they are in danger or do not have a regular supply food or water. Essentially, their brain puts them into survival mode so that they do whatever is needed to keep their body safe and alive.

Aggression Motive

People with high need for aggression have a tendency to argue and start fights.

The need for aggression is motive to argue with other people or hurt them in some way. People with a high need for aggression are likely to start arguments, be physically violent and become spiteful or resentful towards others.

People with a low need for aggression prefer to try to keep the peace and find a solution with which everyone is happy with.

Unconscious Motives

Sigmund Freud believed that many of our motives are unconscious and operate outside of our conscious control (the ego).

These unconscious motives from whenever certain information or experiences pose a threat to the ego and then become repressed in the unconscious. Freud believed that much of our behaviors motivated by unconscious desires.

Aspects of Motives

- **Motives have following aspects:**
- **Cognition**
- **Goal**
- **Affection**
- **Conation**

Cognition

Cognition is the scientific term for "the process of thought" to knowing. Usage of the term varies in different disciplines; for example in psychology and cognitive science, it usually refers to an information processing view of an individual's psychological functions. Other interpretations of the meaning of cognition link it to the development of concepts; individual minds, groups, and organizations.

Goal

A goal or objective is a projected state of affairs that a person or a system plans or intends to achieve a personal or organizational desired end-point in some sort of assumed development. Many people endeavor to reach goals within a finite time by setting deadlines.

Affection

Affection is a "disposition or state of mind or body" that is often associated with a feeling or type of love. It has given rise to a number of branches of philosophy and psychology concerning: emotion (popularly: love, devotion etc); disease; influence; state of being, and state of mind.

Conation

Conation is a term that stems from the Latin conatus, meaning any natural tendency, impulse or directed effort. It is one of three parts of the mind, along with the affective and cognitive. In short, the cognitive part of the brain measures intelligence, the affective deals with emotions and the conative takes those thoughts and feelings to drive how you act on them. The personality is almost continuously involved in deciding between alternative or conflicting ortendencies or elements...the most pressing and demanding are conflicts between different conations. Since conations (purposes) derive their energies from needs.

Types of Motives

There are two popular types of motives:

- **Primary (biological)**
- **Secondary (psychosocial)**

Primary motives also known as biological motives, have a definite physiological basis and are biologically necessary for survival of the individual or species. These arouse the behavior of the organism in directions that lead to the required change in internal environment. The sources of biological motivational needs include:

- Increase/decrease stimulation (arousal)
- Activate senses (taste, touch, smell, etc.
- Decrease hunger, thirst, discomfort, etc.
- Maintain homeostasis, balance

The biological motives consist of:

- **Hunger**
- **Thirst**
- **Pain**
- **Sex**
- **Air or need for respiration**
- **Fatigue**
- **Sleep**
- **Maternal**

Hunger

The tendency to seek and eat food is the hunger drive. We get hungry in many circumstances. All of the following can make us want to eat: the smell or sight of food, the sound of a dinner bell, even passing our favorite restaurant.

Interest of Psychologists

Psychologists are interested in the mechanisms underlying the hunger drive. What happens internally that makes us desire food?

The hypothalamus

The hypothalamus has a great influence not only over drinking, but over eating behavior as well. In the hypothalamus, there are two nerve centers whose actions have opposite effects. If one of these, the feeding center, is stimulated, an animal will eat whether he is hungry or not. If the feeding center is removed, the animal will not eat. The other hypothalamic center is called the satiety center. The satiety center tells the organism when he has had enough to eat. Removal of the satiety center causes an animal to eat continuously and he will grow far beyond his normal size. When we are subjected to certain stimuli, the hunger-producing center initiates the eating response. When we have eaten enough, the satiety center tells us to stop. Many of the stimuli that tell the hypothalamus that we are hungry originate in the organs of the body. If the nutrient level of the blood is too low, the hypothalamus is alerted and the feeding center initiates eating behavior. External stimuli can also initiate eating behavior. The sight, sound, and even the thought of food initiate impulses that eventually reach the feeding center in the hypothalamus. Specific hungers are stimulated by specific deficiencies. Deficiencies in the body produce a specific hunger for certain foods.

Scott and Verney (1949)

Showed that when an individual is deprived of food containing vitamin B, he develops a marked preference for foods containing this vitamin. Women who are pregnant apparently need a great deal more of certain nutrients than they need normally.

There are instances in which women have eaten plaster from walls to provide their bodies with minerals not available to them in any other form. As might be expected, there are specific satiations as well as specific hungers. Organisms fed a high-protein diet will tend to avoid high protein foods if given a choice, even when hungry.

When human beings are kept from eating, they show definite signs of psychological impairment. Obsession with food. This obsession became so strong that it interfered with their intellectual performance.

Thirst

When organisms are thirsty, they have a tendency to seek water. When they find water and drink, they are no longer thirsty, and the thirst drive is reduced. In order to find out more about the mechanisms involved in the thirst drive, researchers have tried to determine the conditions under which organisms drink.

Adolph (1941)

Adolph performed an experiment to find out how dryness of the mouth relates to thirst. A surgical operation made it possible for water to be placed in a dog's stomach without passing through and wetting the dog's mouth. It was also possible for water to pass through the mouth but not into the stomach. The dog was deprived of water for a time and then offered a drink. The dog drank a normal amount of water, even though none of it passed into his stomach. After a short time, the dog drank again. The experimenters proved that dryness of the mouth has something to do with the thirst drive. In the next part of the experiment, water was placed directly into the dog's stomach without passing through and wetting the mouth. When offered water immediately, the dog drank. If, however, the experimenter waited 15 to 30 minutes after water had been placed in the stomach, and then offered water, the dog refused to drink. It was concluded that in order for the thirst drive to be reduced, time must be given for water to be assimilated by the organs of the body.

Hunger and thirst can be stimulated artificially.

The thirst drive is under the control of the hypothalamus. When this area is stimulated artificially, an animal drinks. When the organs of the body need water, the hypothalamus is stimulated and it, in turn, brings about the drinking response.

Pain

An unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in terms of such damage".

- **In 1968 Melzack and Casey** described pain in terms of its three **“Dimensions”**
- **Sensory-Discriminative**
Sense of the intensity, location, quality and duration of the pain
- **Affective-Motivational**
Unpleasantness and urge to escape the unpleasantness
- **Cognitive-Evaluative":**
Cognitions such as appraisal, cultural values, distraction and hypnotic suggestion

They theorized that the degree of unpleasantness a person feels (the affective-motivational dimension) is not solely determined by the intensity of the painful sensation (the sensory discriminative dimension), and that “higher” cognitive activities (the cognitive-evaluative dimension) can influence both unpleasantness and perceived intensity. Cognitive activities "may affect both sensory and affective experience or they may modify primarily the affective-motivational dimension. Thus, excitement in games or war appears to block both dimensions of pain, while suggestion and placebos may modulate the affective-motivational dimension and leave the sensory-discriminative dimension relatively undisturbed." The paper ended with a call to action. Pain can be treated not only by trying to cut down the sensory input by anesthetic block, surgical intervention and the like, but also by influencing the motivational-affective and cognitive factors as well."

Psychogenic pain,

Also called psychalgia or somatoform pain is physical pain that is caused, increased, or prolonged by mental, emotional, or behavioral factors. Which shows it is effected by psychological feelings.

Sleep

Sleep is a naturally recurring state of relatively suspended sensory and motor activity, characterized by total or partial unconsciousness and the inactivity of nearly all voluntary muscles. In humans, other mammals, and a substantial majority of other animals that have been studied (such as some species of fish, birds, ants, and fruit flies), regular sleep is essential for survival. The purposes and mechanisms of sleep are only partially clear and are the subject of intense research. Homeostatic sleep propensity (the need for sleep as a function of the amount of time elapsed since the last adequate sleep episode) must be balanced against the circadian element for satisfactory sleep. Researchers at the University of Warwick and University College London have found that lack of sleep can more than double the risk of death from cardiovascular disease, but that too much sleep can also be associated with a doubling of the risk of death, though not primarily from cardiovascular disease. So sleep is a very essential motive for life.

Sleep difficulties are closely associated with psychiatric disorders such as depression, alcoholism, and bipolar disorder. Sleep debt is the effect of not getting enough rest and sleep; a large debt causes mental, emotional, and physical fatigue. It is unclear why a lack of sleep causes irritability; however, the rise are emerging that suggest if the body produces insufficient cortisol during deep sleep, it can have negative effects on the alertness and emotions of a person during the day. Sleep debt results in diminished abilities to perform high-level cognitive functions. Neurophysiological and functional imaging studies have demonstrated that frontal regions of the brain are particularly responsive to homeostatic sleep pressure. A considerable amount of sleep-related behavior is apparently hard-wired into human biology - humans in all cultures get tired, require sleep for good health, and have similar symptoms when sleep deprived.

Fatigue

Fatigue is a state of awareness. It can describe a range of afflictions, varying from a general state of lethargy to a specific work-induced burning sensation within one's muscles. It can be both physical and mental. Mental fatigue not necessarily, includes any muscle fatigue. Such a mental fatigue, in turn, can manifest itself either as somnolence (decreased wakefulness) or just as a general decrease of attention, not necessarily including sleepiness. It may also be described as more or less decreased level of consciousness. In any case, this can be dangerous when performing tasks that require constant concentration, such as driving a vehicle. For instance, a person who is sufficiently somnolent may experience micro sleeps. However, objective cognitive testing should be done to differentiate the neurocognitive deficits of brain disease from those attributable to tiredness. To avoid this mental fatigue a person required proper rest.

Sex

The sex drive is considered to be biological in nature. It is not a response to a lack of some substance in the body and arises from any excess of substance like hormones in the blood. In the human beings, sexual drive is primarily is triggered by external stimuli, and its expression depends very much upon learning. People's motivations ranged from the mundane, to the spiritual and from the altruistic to the manipulative. Some said they had sex to feel powerful, others to debase themselves. Some wanted to impress their friends; others to harm their enemies. The Texas psychologists identified four major factors and 13 sub-factors for why people have sex. Physical reasons such as to reduce stress, feel pleasure, improve or expand experiences and the physical desirability of their partner.

- Goal-based reasons, including utilitarian or practical considerations
- Social status and revenge
- Emotional reasons such as love and commitment and expression
- Insecurity-based reasons, including self-esteem
- A feeling of duty or pressure and to guard a mate.

Maternal

The maternal drive or instinct refers to the tendency for the female of the species to perform the maternal behaviors of nesting, feeding, sheltering and protecting their off spring.

The behavior involving the care and protection of the offspring by the females of a species is called maternal behavior and the motive that energizes a female to indulge in such behavior and the motive that energizes a female to indulge in such behavior called the maternal drive or motive. The maternal drives is stimulated both by the biological and psychological factors inter-related with learning. The earlier scene in this direction is dominated by the role of the hormones. The hormones progesterone has been found to be important in maintaining pregnancy and estrogen helps to trigger birth. Another hormone, prolactin produced by the pituitary gland, directs the mammary glands to secrete milk for the new born.

The later period of other maternal behavior is controlled and guided by the learning components of the maternal drive and behavior spring from a variety of sources; from mother and grandmother, from observing the behavior of friends and neighbors, from books, from movies and television, etc. One's own physical and mental health may also contribute in this direction. However, much depends upon the impact of the social learning and earlier experiences that leave an unforgettable impression on the mind of the mother justifying the finding that being a good and loving mother depends considerably on having a good and loving mother.

Air drive and Need for Respiration

Need for air is inborn a universally needed. Continuous supply of air is requiring keeping one healthy and alive. This need is fulfilled by oxygen. Oxygen is the most important requirement in the human body. We inhale air to fill up our lungs with oxygen and distribute it to every part of the body arteries. Our respiratory system constantly inhales oxygen and exhales carbon dioxide. Shortage of oxygen can affect the individual's activities, emotional life, and circulatory system by making him restless, mentally confused, physically imbalance and unconscious.

Secondary Motives

Secondary motives are learned motives and are sometimes known as psychosociological motives. They are not physiologically based. These are the causes of the development of a personality. Secondary motives originate during our life time. They are acquired and learned through our interaction with people. They are classified in two types which are:

- **Social Motives**
- **Psychological Motives**

Social Motive

Social motive are those which motivates us to go out, interact with people and do the things that gives a feeling of pleasure and satisfaction. Social motive evoke unity love sympathy love cooperation coordination and the formation of a leadership in a group for its existence and survival. Everybody loves to live according to his social norms. Social Motive helps to

- Imitate positive models
- Be a part of a group or a valued member
- Know one's self
- Communicate

Psychological motives

Psychological motives are individualistic in nature as they are related to self-esteem, self-security, self-exhibition, self-freedom and self-assertion. As psychology is the scientific study of an individual's behavior in relation to his environment, psychological motives are regarded very important in the development of an individual's behavior and personality. Emotions are psychological perspectives and Emotions occur as a result of an interaction between perceptions of environmental stimuli, neural / hormonal responses to these perceptions. So, psychological motives are very important because our emotions motivate us to do things. Psychological motives help us in many things like:

- Maintain attention to something interesting or threatening
- Develop meaning or understanding
- Increase/decrease cognitive disequilibrium; uncertainty
- Solve a problem or make a decision
- Figure something out
- Eliminate threat or risk

Secondary or psychosocial motive are important to live a happy life and adequate satisfaction of secondary motives is necessary for mental health to avoid depressions etc.

Psychosocial or secondary motives contain:

- **Need for affiliation**
- **Need for approval**
- **Need for achievement**
- **Need for security**
- **Curiosity motive**
- **Competence motive**
- **Power motive**
- **Aggression motive**
- **Self-actualization**

Need for Affiliation

Need for affiliation is the desire to be with others and have harmonious and satisfying relationships. Affiliation can be defined as a positive, sometimes intimate, personal relationship. A need for affiliation drives a person to be with different kind of people and have many different kinds of relationships. People, who are high on need for affiliation like to spend time with others, they like to be with others, they like to form friendships and more and more intimate relationships. They try to seek out pleasure by being in the company of others. They have a desire for acceptance and approval from others. They have a need to be liked by others. They choose work that enables them to be with more and more people and that requires social interaction. They also tend to conform to others. People affiliate to have interesting and lively interactions that create some sort of positive stimulation. People affiliate to compare themselves with others to know exactly where they belong in a particular task. This reduces uncertainty among them and they are able to get some kind of feedback about themselves. There are many situations in which people feel a need for affiliation. One situation that causes a greater need for affiliation is during a stressful situation. If being with others may increase the negative aspects such as adding the possibility of embarrassment to the already present stressor the individual's desire to affiliate with others decreases. The increase in an individual's need for affiliation allowed individual's responding to the same stressor to come together and find security in one another. Situations that include fear often lead people to want to be together and trigger a need for affiliation.

Need for approval

Need for approval comes from a deeply rooted belief of not being worthy. The very belief of unworthiness sends out an army to search for the seal of approval. One's happiness and sense of being gets trapped in the dependency on approvals.

Need for Achievement

Need for achievement is the desire to accomplish difficult tasks and to meet standards of excellence. A need for achievement gives an incentive to have a sense of accomplishment. People who are high on need for achievement choose tasks that are moderately difficult for them. They are persistent and do not give up till they have a sense of accomplishment. They are intrinsically motivated. They do things for a sense of pleasure and satisfaction and not for extrinsic rewards like money. They also prefer to have accurate feedback about themselves. They are clear about their strengths and weaknesses. They attribute their performance to themselves rather than circumstances. They like to take responsibility for their success as well as their failures. They prefer to be alone or with like-minded people. They also like to face challenges in their life. People who are high on need for achievement prefer to be with like-minded people. This enables them to generate positive stimulation, which suggests a desire to affiliate among people who are high on need for achievement. Those who are high on need for achievement also require some feedback about themselves from time to time. This shows some kind of relation between need for achievement and need for affiliation. Thus, people who are high on need for achievement can also have a need to affiliate.

Need for Safety

It includes security, stability, dependency, protection, freedom from fear and anxiety and the need for structure and order. We can feel just as unsafe when faced with the taunts of our peers as we do when faced with the knife of a mugger.

Psychological safety is, of course, 'all in the mind', and this intangible nature can make it difficult to handle. It can also be difficult to make the decision as to whether the threat is intended and real or not. We can also psychologically threaten ourselves, as that little voice in side berates us for our wrong-doings. We cannot get away from the repeated self-harming cycles of recurring memories or future projections and much psychotherapy is designed to stop us from continuing to harm ourselves.

Curiosity Motive

Motive that causes the individual to seek out a certain amount of novelty is called as curiosity motive. Curiosity is an emotion related to natural inquisitive behavior such as exploration, investigation, and learning, evident by observation in human and many animal species. As this emotion represents a drive to know new things, curiosity is the fuel of science and all other disciplines of. Although curiosity is an innate capability of many living beings, it cannot be subsumed under category of instinct because it lacks the quality of fixed action pattern; it is rather one of innate basic emotions because it can be expressed in many flexible ways while instinct is always expressed in a fixed way. human curiosity about curiosity itself combined with the ability to think in an abstract way, lead to mimesis, fantasy and imagination - eventually leading to an especially human way of thinking which is abstract and self-aware, or conscious. Some people have the feeling of curiosity to know what is after death.

Competence Motives

Competence is "the ability to interact effectively with the environment. Competence Motives serve to enhance the abilities of the organism, rather than to regulate a biological process. They are not based on a state of biological deprivation. Rather, they help an organism improve itself. Competence motivation is visible in children. Toddlers try to act powerful and capable, big and grown up, almost as soon as they understand the concepts. Children of all ages try to exercise control over some domain of objects. Competency motivation emerges as a critical factor in career success.

Power Motive

Power is a measure of an entity's ability to control the environment around itself, including the behavior of other entities. The term authority is often used for power, perceived as legitimate by the social structure. Power can be seen as evil or unjust, but the exercise of power is accepted as endemic to humans as social beings. A type of power is Reward. Reward Power depends upon the ability of the power wielder to confer valued material rewards; it refers to the degree to which the individual can give others a reward of some kind such as benefits, time off, desired gifts, promotions or increases in pay or responsibility. This power is obvious but also ineffective if abused. People who abuse reward power can become pushy or became reprimanded for being too forth coming or 'moving things too quickly'. Recent experimental psychology suggests that the more power one has, the less one takes on the perspective of others, implying that the powerful have less empathy.

Aggression Motive

In psychology, as well as other social and behavioral sciences, aggression refers to behavior between members of the same species that is intended to cause pain or harm. Predatory or defensive behavior between members of different species is not normally considered "aggression." Aggression takes a variety of forms among humans and can be physical, mental, or verbal. There are two broad categories of aggression. These include hostile, affective, or retaliatory aggression and instrumental, predatory, or goal-oriented aggression. Like most behaviors, aggression can be examined in terms of its ability to help reproduce and survive. Many researchers focus on the brain to explain aggression. The areas involved in aggression in mammals include the amygdala, hypothalamus, prefrontal cortex, cingulate cortex, hippocampus, septal nuclei, and periaqueductal gray of the midbrain.

Self-Actualization

Self-actualization is the motive to realize all of one's potentialities. Maslow explicitly defines self-actualization as "the desire for self-fulfillment, namely the tendency for him (the individual) to become actualized in what he is potentially. This tendency might be phrased as the desire to become more and more what one is, to become everything that one is capable of becoming." What a man can be, he must be. This need we may call self-actualization...It refers to the desire for self-fulfillment, namely, to the tendency for him to become actualized in what he is potentially. This tendency might be phrased as the desire to become more and more what one is, to become everything that one is capable of becoming.

The characteristics of self-actualization are:

- Acceptance and Realism:
- Problem-centering
- Spontaneity
- Autonomy and Solitude
- Continued Freshness of Appreciation
- Peak Experiences

Measurements of Motives in human

Interview

An interview is a conversation between two or more people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee. It can give the information about an individual's interest, needs and the motives according to his gradation.

Questionnaires

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. The questionnaire was invented by Sir Francis Galton. Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data.

Rating Scale

A rating scale is an instrument that requires the rater to assign the rated object that has numerals assigned to them. A rating scale is a set of categories designed to elicit information about a quantitative or a qualitative attribute. In the social sciences, common examples are the Likert scale and 1-10 rating scales in which a person selects the number which is considered to reflect the perceived quality of a product.

Situational Tests

It measures an individual's motivational force through observation of an individual's behavior. In this test the situation created is so natural that the subject under observation does not know that his behavior is being observed or tested.

Projective Techniques

Projective techniques measure the unconscious motives of an individual. It does not contain clear cut questions. This test can easily misinterpret a response and an inexperienced tester can misuse the information obtained. The famous projective tests are:

- **Rorschach Ink Blot Test**
- **T.A.T.**
- **Four Picture Test Or The Van Dine**
- **The Thematic Apperception Picture Story test**
- **H.T.P**
- **Clay Modeling Test**
- **The World Test**
- **Word Association Test**
- **RISB**