

# Human Motivation

Psychological Theories

“What pushes some people to become perpetrators of evil, while others act heroically on behalf of those in need?”

Evil Vs Good: What is the motivating factor?

# Motivator #1

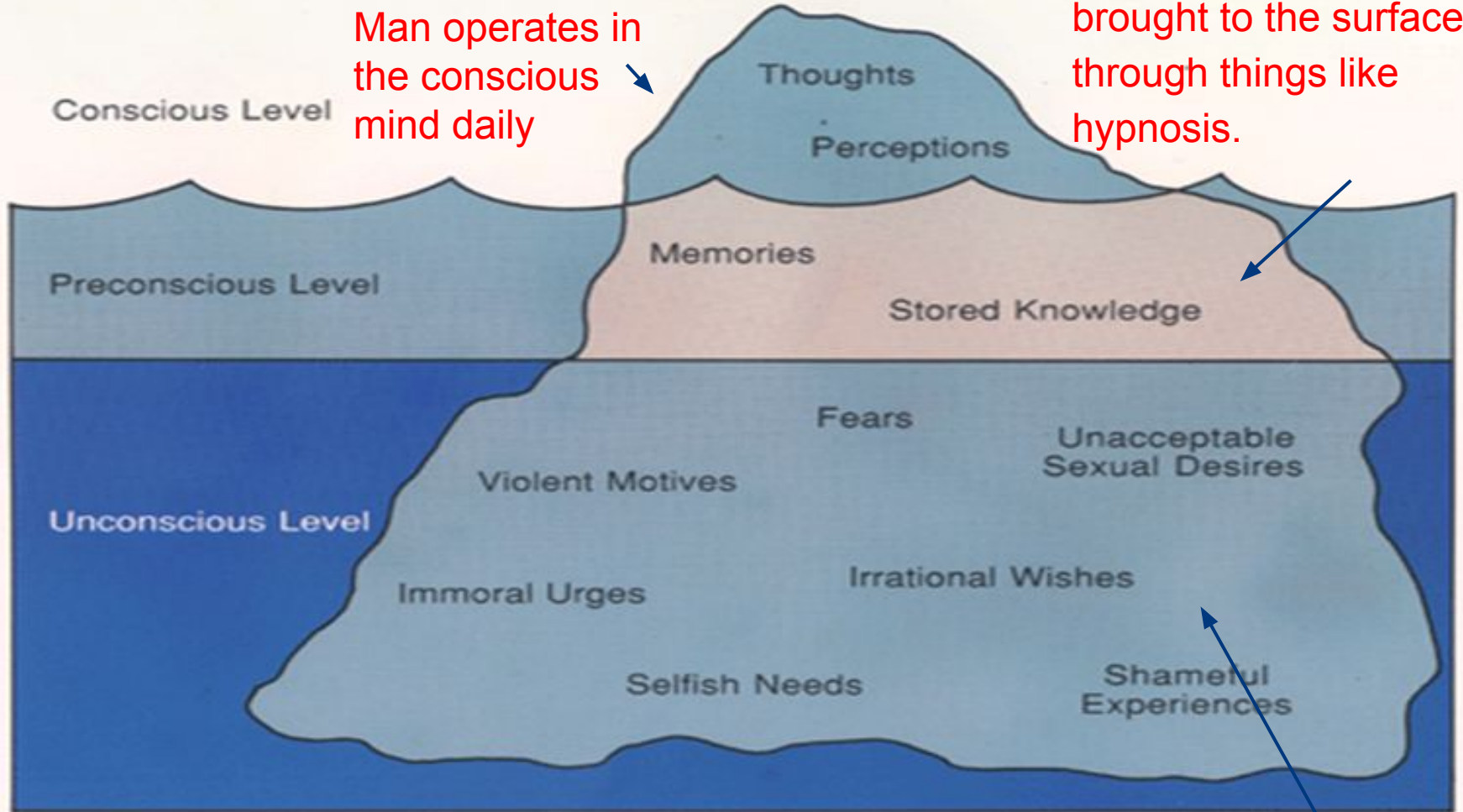
Personal Internal Motivation

# A) Freud's Subconscious Mind



Sigmund Freud (1836-1939) believed that the unconscious mind is the source of human motivation.

# PERS 5 Freud's View of the Human Mind: The Mental Iceberg



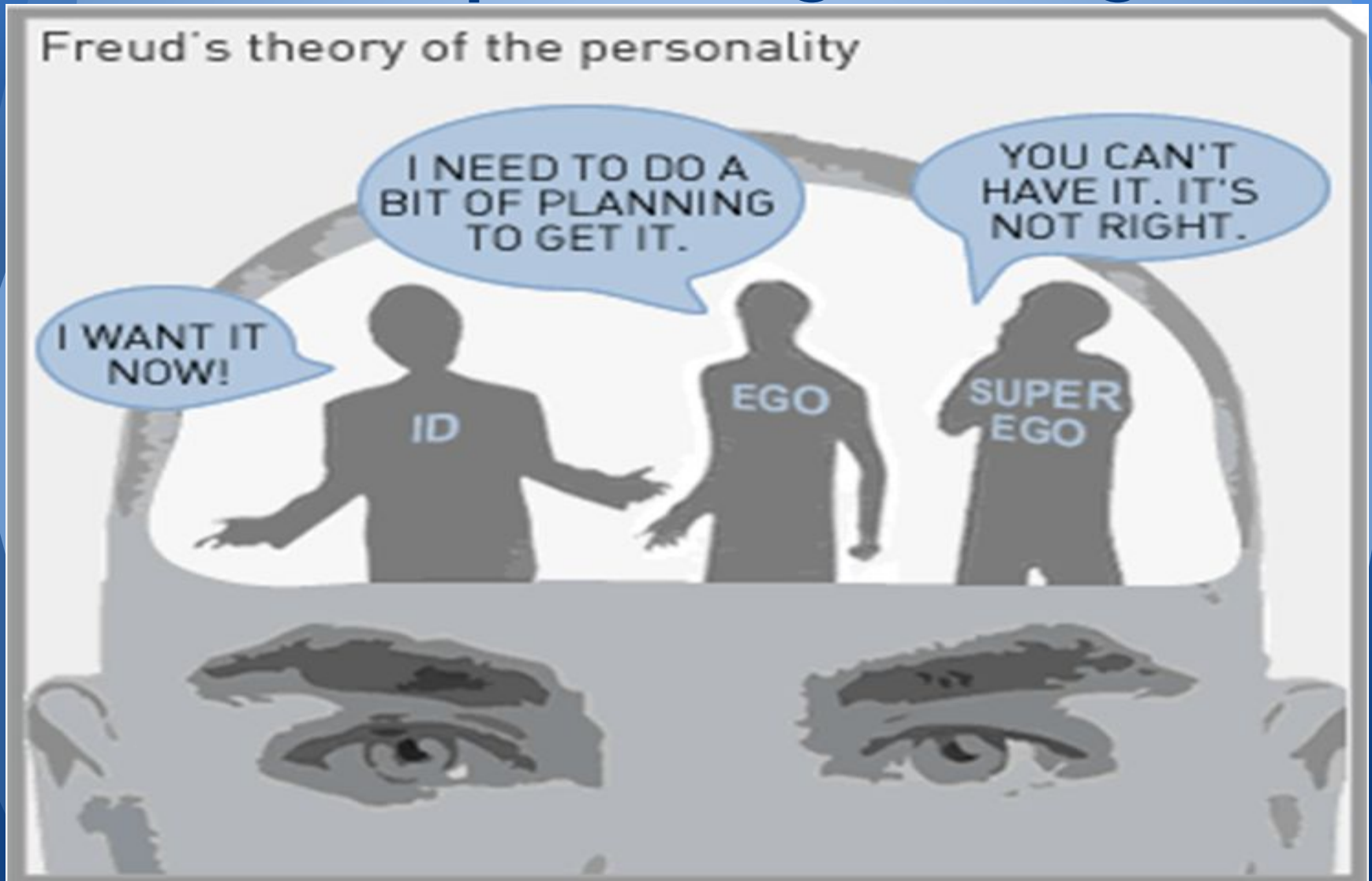
These are suppressed thoughts which slip out accidentally through dreams or slips of the tongue "freudian slips".

# Freudian Theory

- Man is taught by society to hide/suppress his darker side from himself.
- Freud believed that this unconscious mind is the source of our motivations – whether they be simple desires for food, neurotic compulsions, or the motives of an artist or a scientist.
- To be a mature, self-actualized person, man must become conscious of his unconscious desires and control them.



# Man develops through 3 stages:



# The Id

- the primitive and instinctive component of personality.
- consists of all the inherited (i.e. biological) components of personality present at birth, including the sex (life) instinct – Eros (which contains the libido), and the aggressive (death) instinct - Thanatos (leads to fight or flight response).
- The id is the impulsive (and **unconscious**) part of our psyche which responds directly and immediately to the instincts.



# The Ego

The ego develops in order to decide between the desires of the Id and the expectations imposed on the human by the external real world. It is the decision making component of personality.

# The Superego

The superego consists of two systems: the conscience and the ideal self.

1. The conscience can punish the ego through causing feelings of guilt.
2. The ideal self (or ego-ideal) is an imaginary picture of how you ought to be, and represents career aspirations, how to treat other people, and how to behave as a member of society.

The superego incorporates the values and morals of society which are learned from one's parents and others.

# The Three Stages:

1. The Id: The child is driven by unconscious desires. Ex. a baby cries from hunger or a desire for affection.
2. The Super Ego: authority figures teach the appropriate behaviours and children learn to suppress desires. Child fears the world.
3. The Ego: The child learns to balance fear and desire. The child works to achieve a balance

## B) Maslow's Hierarchy of Needs

### 1. Who is Abraham Maslow (1908-1970)?

Maslow was an American Psychologist who believed that every human had an innate desire to reach his/her full potential, and that our ability to reach this potential was tied to how well our basic human needs were met growing up, and how well we mastered those needs as adults.

# **Self-Actualization**

Pursue talent, creativity, fulfillment

## **Self-Esteem**

Achievement, Mastery, Recognition

## **Belonging**

Friends, Family, Community

## **Safety**

Security, Shelter

## **Physiological**

Food, Water, Warmth

# Maslow's Hierarchy of Needs

## 1943

➔ People are internally motivated to meet needs and desires.

Ex.

When a basic need (like food) is not met, then the person's desire for this need increases (hunger), and this motivates the person to remain focused on the need above all else until it is achieved. If the need is met, then the person can focus on higher order needs/desires.



You must meet the needs of the lower levels in order to be capable of meeting needs of the next level.



Examples of people who have reached this highest level: Martin Luther King, Ghandi...

# Source for definitions:

<http://www.simplypsychology.org/psyche.html>

# Motivator # 2

Response to Authority

# Stanley Milgram 1933-1984

- social psychologist
- best known for his research on the effect of authority on obedience
- conducted a controversial experiment where he concluded that most people will obey authority out of fear, or out of a desire to appear cooperative, even when it goes against their better judgement

# Milgram's Obedience Experiment



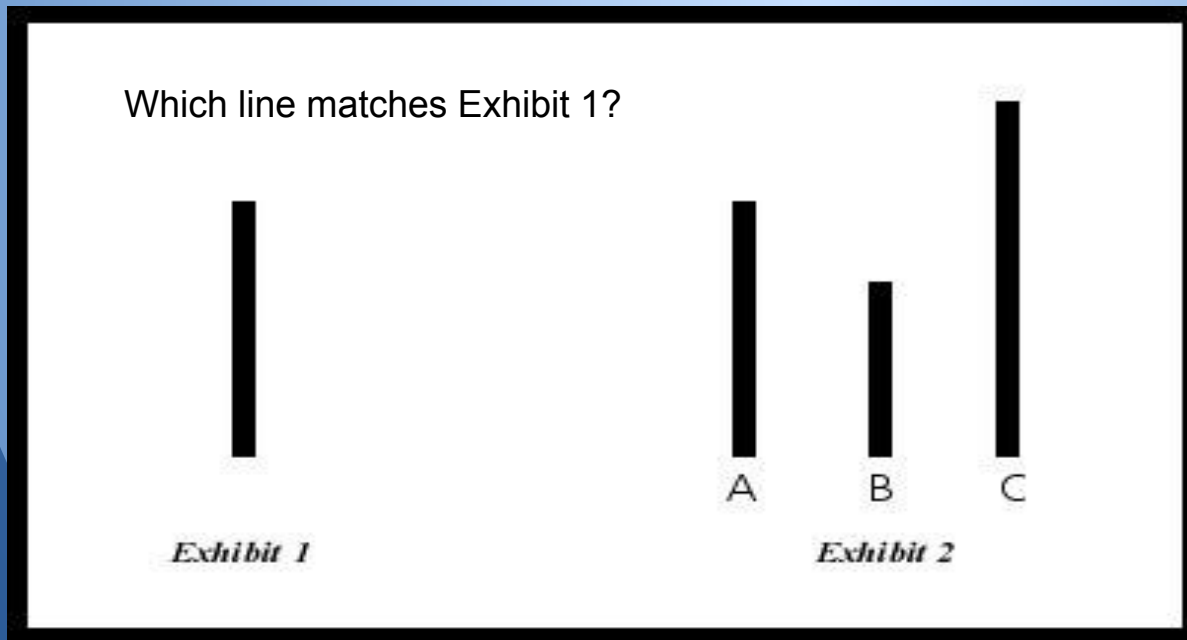
# Motivator #3

The Desire to Conform/ The Need for Belonging



# Solomon Asch: The Asch Experiment on Conformity

33 % of subjects conformed to the majority even when the majority was obviously wrong...



# Asch Experiment



# The Stanford Prison Experiment

Stop at 9 min.



# Genovese Syndrome, The Good Samaritan Experiment, & Bystander Apathy Experiment

**March 13, 1964 | New York Woman Killed While Witnesses Do Nothing**



It is believed that in a group of people, people will avoid acting when they think someone else will “step up” in their place.

# Mob Mentality

## Why are people more daring in a mob?

- they are not alone taking the blame
- they have support so they believe they must be “in the right”
- they get caught up in the energy and excitement around them and this casts a shadow over rational thought
- they have a need/desire to belong
- they have a fear of becoming the victim

# Mob Mentality: Desire to Belong

