

16. MOTIVATION

Motivation is the process of initiating a conscious and purposeful action. Motive means an urge, or combination of urge to include conscious or purposeful action. It is goal directed.

Definition

- The goal directed, need satisfying behaviour is called motivation.
- It is a process of initiating a conscious and purposeful action.
- Motive means an urge or combination of urges to induce conscious or purposeful action.
- Motives, arising out of natural urges or acquired interests, or dynamic forces that affect thoughts, emotions and behaviour. Eg. Motive for a murder.

Which Needs Motivate Human Beings

i) Organic needs or physiological motives

Man is constructed in such a way that he requires certain things in order that he may keep living. He is also so constituted that these needs initiate activity that will eventually satisfy them. These are all basic organic needs which demand periodic or continued satisfaction. These needs are called appetites. (Eg.) breathing air, appetite of thirst, appetite for sleep or rest etc.

ii) Wants

People have unique personal wants.

(eg) Likes and dislikes for specific food; play etc.

iii) Emotions as motives

Under the influence of fear, anger etc., people may do many things that they would not do normally. (eg) Parents use fear to direct the behaviour of children. Organizations use fear to produce a desired form of behaviour.

iv) Feelings and attitudes as motives

An individual's experience activity is evaluated by him as pleasant or unpleasant. When the experience is pleasant, individual has an attitude of approach to that experience and if it is unpleasant, his attitude is withdrawn.

v) Social motives

Most people have a strong desire to achieve social approval. For this, they try to improve their personality through clothes, possession of things, knowledge, skills etc.

vi) Others

Habit: Somebody's settled practice, especially something that cannot easily be given up.

Established habit becomes almost automatic and requires only a stimuli to set it in action.

Objective environment: People act differently in different situations. The objective environment produces a 'set' or 'readiness' to respond in a particular way.

Functions of motivation

i) Motives encourage a learner in his learning activities

(Eg.) Extrinsic motives like prizes, medals etc. motivate

ii) Motives act as selectors of the type of activity in which the person desires to engage.

(Eg.) Selection of courses

iii) Motives direct and regulate behaviour.

(Eg.) Discipline in schools etc

Significance of motivation

Motivation is concerned with the arousal of interest in learning. This forms the basis for learning. So, the teacher has to find the right type of stimuli in the individuals that will produce satisfaction in order that the interest of the learner shall be maintained long enough to master definite ideas or subject matter.

Value aspects of motivations

a) Intrinsic values: These are what a learner does for the sake of engaging in the activity itself. This is to be desired in learning and is more immediate.

b) Extrinsic values: These are when an incentive or goal is artificially introduced into a situation to cause it to accelerate activity.

Technique of motivation

1) Need based approach

The approach should be need based so that it could satisfy five categories of need by knowing the levels of motivation and patterns of motivation among them. The five categories of needs are i) physiological need, ii) desire for security, iii) desire for recognition, iv) desire for new experiences and v) organic needs.

2) Training to set a realistic level of aspirations

Any attempt to revise the expectations of farmer's should be done with full understanding of their socio-economic status.

(Eg.) (i) Creating an aspiration in the farmer who doesn't have any land of his own for possession of one or two acres.

(ii) A person who attains 30 tonnes/acre of yield could be made to aspire for 40 tonnes/acre. Such a realistic level of aspiration would ensure slow and steady progress.

3) Participation

The involvement of farmers in the programmes of agricultural change acts as booster of motivation not only for the immediate participants but also for others.

4) Use of audio visuals

The proper selection, combination and use of various audio visuals for the appropriate purpose will act as lubricants of motivation.

Importance of motivation in Extension

1. For mobilizing the villagers and extension workers.
2. Knowledge of biological drive/need helps the extension worker to realize the problems of the people. It helps in sympathetic handling.
3. Knowledge of psychological and social drives helps the extension worker to formulate programmes and make effective approaches in changing their attitude.
4. Knowledge of the motivating forces help avoiding conflicts or tensions

Need is what one desires. It is lack of something. Need is the difference between "what is" and what "ought to be".

Classification of Needs

1. **The desire for security:** Economic, social, psychological and spiritual security. Man wants protection for his physical being food, clothing and shelter. It may also mean an adequate reserve of wealth to secure more material things in the future. The wish for security may also be satisfied by spiritual beliefs. In fact, in history whole cultures have put emphasis on security. The great wall of China, the Maginet Line, the Tower of Babel, the innumerable forts and fortresses in several countries are striking examples.
2. **The desire for affection or response:** Companionship gregariousness, and social mindedness, the need for a feeling of belonging.
3. **The desire for recognition:** Status, prestige, achievement and being looked upto. Each individual feels the need to be considered important by his fellowmen.
4. **The desire for new experience:** Adventure, new interests, new ideas, new friends and new ways of doing things. Some people primarily want the thrill of something new, something different.

5. **Organic needs:** Organic needs like sex, hunger and thirstiness are also very important for human beings.

The above five categories represent all the powerful motivating forces stated in general.

Importance of Motivation in Extension

Motivation is necessary for mobilizing the village people. Most of the development programmes could not bring the desired results because there was no motivation. Both the extension workers and rural people are to be motivated to achieve the results.

Motivation brings need based approach. It is possible for the extension workers to motivate the people to satisfy the five categories of needs. If there is desire for security, the farmers can be motivated to adopt new practices by convincing them that the new practice will increase their income and enhance their security. If they have a desire for new experience, the extension teaching is oriented towards imparting new skills. Similarly other desires can be met with.

Motivation helps for the better involvement of farmers in development programmes.

The role of audio-visuals in motivating farmers needs no emphasis. The proper selection, combination and use of various audio-visuals for the appropriate purpose will act as lubricants for motivation.

Various studies conducted in India indicate that economic motivation is much predominant followed by innovativeness. Among the economic motives also providing better food, clothing and educating for one's children seem to be the dominant motives.