

Motivácia

Def:?

Čo vás motivuje?

Motivácia

Aktivuje správanie a dáva mu smer

pudy, inštinkty, reflexy, potreby, motívy, správanie,
prežitie organizmu a druhu – sex, aspirace

Výkladové hypotézy motivácie (Madsen)

1. Homeostatické
2. Pobídkové
3. Poznávací
4. Humanistické

1.Homeostáza

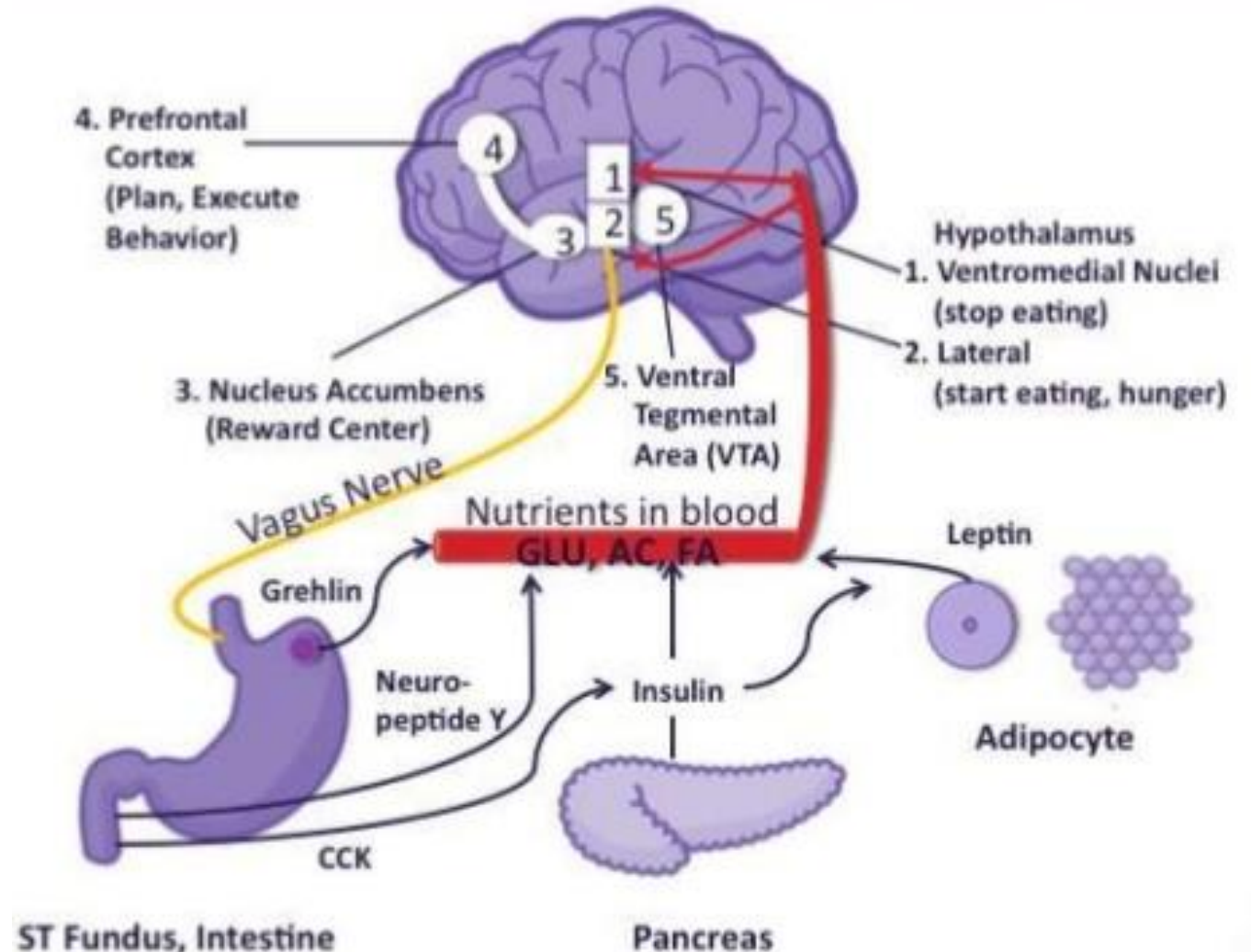
- ▷ Pudové faktory
- ▷ Freud, Murray
- ▷ HLAD?
- ▷ <https://www.youtube.com/watch?v=YVfyYrEmzgM>
- ▷ Cieľová hodnota, senzorický signál, porovnanie, reakcia
- ▷ Hlad, žízeň, telesná teplota

Hlad: homeostáza

- ▶ Hypothalamus

Stomach Hunger: Homeostatic Regulation

Brain Cortical and Sub Cortical Centers



2. Pobídky/ incentivy

- ▷ $T_s = M_s \times E_s \times I_s$ (- zlyhanie)
(Atkinson)
 T_s = celková úroveň motivovanosti (tendency);
 M_s = intenzita vzbuzeného motívu (motive);
 E_s = subjektivní pravděpodobnost dosažení cíle (expectancy);
 I_s = pobídková hodnota dosažení cíle (incentive value).

3. Poznávací teorie

- ▷ Kognitivní disonance (Festinger)
- ▷ Presvedčenia/ hodnoty/ správanie
 - Konsonance
 - Disonance
- ▷ Riešenia:
 - Zmeniť niečo (presvedčenie, správanie)
 - Pridať nové presvedčenie
 - Znížiť dôležitosť záležitosti

4. Humanistické

- ▶ Maslowova pyramída potrieb



3 základné motívy (McClelland)

- ▷ Úspešný výkon
- ▷ Afiliace
- ▷ Moc



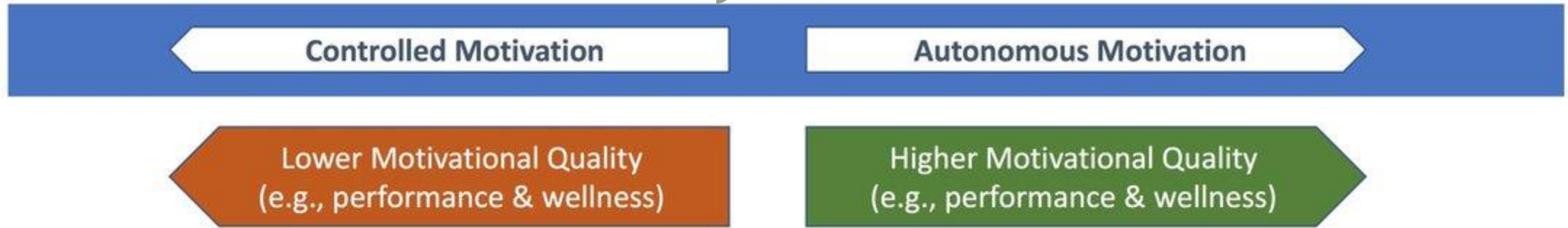
▷ ***Čo motivuje k výkonu?***

Výkonová motivácia

- ▷ Performance/ mastery (C. Dwecková)
- ▷ Approach/ avoidance
- ▷ 4 faktorový model:
 - Performance approach
 - Performance avoidance
 - Mastery approach
 - Mastery avoidance

FIXED MINDSET		GROWTH MINDSET
<ul style="list-style-type: none">• SOMETHING YOU'RE BORN WITH• FIXED	SKILLS	<ul style="list-style-type: none">• COME FROM HARD WORK.• CAN ALWAYS IMPROVE
<ul style="list-style-type: none">• SOMETHING TO AVOID• COULD REVEAL LACK OF SKILL• TEND TO GIVE UP EASILY	CHALLENGES	<ul style="list-style-type: none">• SHOULD BE EMBRACED• AN OPPORTUNITY TO GROW.• MORE PERSISTANT
<ul style="list-style-type: none">• UNNECESSARY• SOMETHING YOU DO WHEN YOU ARE NOT GOOD ENOUGH	EFFORT	<ul style="list-style-type: none">• ESSENTIAL• A PATH TO MASTERY
<ul style="list-style-type: none">• GET DEFENSIVE• TAKE IT PERSONAL	FEEDBACK	<ul style="list-style-type: none">• USEFUL• SOMETHING TO LEARN FROM• IDENTIFY AREAS TO IMPROVE
<ul style="list-style-type: none">• BLAME OTHERS• GET DISCOURAGED	SETBACKS	<ul style="list-style-type: none">• USE AS A WAKE-UP CALL TO WORK HARDER NEXT TIME.

Self-determination theory



AMOTIVATION	EXTRINSIC MOTIVATION				INTRINSIC MOTIVATION
	External Regulation	Introjection	Identification	Integration	
<ul style="list-style-type: none"> • Lack of perceived competence, or • Lack of Value 	<ul style="list-style-type: none"> • External rewards or punishments • Compliance • Reactance 	<ul style="list-style-type: none"> • Ego Involvement • Focus on approval from self and others 	<ul style="list-style-type: none"> • Personal importance • Conscious valuing of activity • Self-endorsement of goals 	<ul style="list-style-type: none"> • Congruence • Synthesis and consistency of identifications 	<ul style="list-style-type: none"> • Interest • Enjoyment • Inherent satisfaction
Impersonal	External	Somewhat External	Somewhat Internal	Internal	Internal

Zdroje

- ▶ Nolen-Hoeksema, S., Fredrickson, B. L., Loftus, G. R., & Wagenaar, W. A. (2012). *Psychologie Atkinsonové a Hilgarda* (Vyd. 3., přeprac). Praha: Portál.
- ▶ Madsen, K. B. (1974). *Modern theories of motivation: a comparative metascientific study*. New York: Wiley.