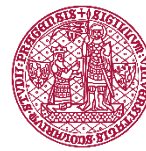




CHARLES UNIVERSITY
Pharmaceutical faculty
in Hradec Kralove

Motivation, social attitudes and needs. Aspects of social contact.



INTRODUCTION:

- Human behaviour is controlled, directed and modified through certain motives. When person is hungry and is searching for food, or constructing a house, or mating, or learning new skills, we will always be able to trace a motive to guides is activities and behaviour to success or failure.



MOTIVE:

- Motive is a force that determine the activity of an individual. It energizes and direct his behaviour along this or that channels. When a motive is at work, it creates tension and this arouses the individuals towards an activity that will relieve the tension.

DEFINITION OF MOTIVE:

- Caroll:

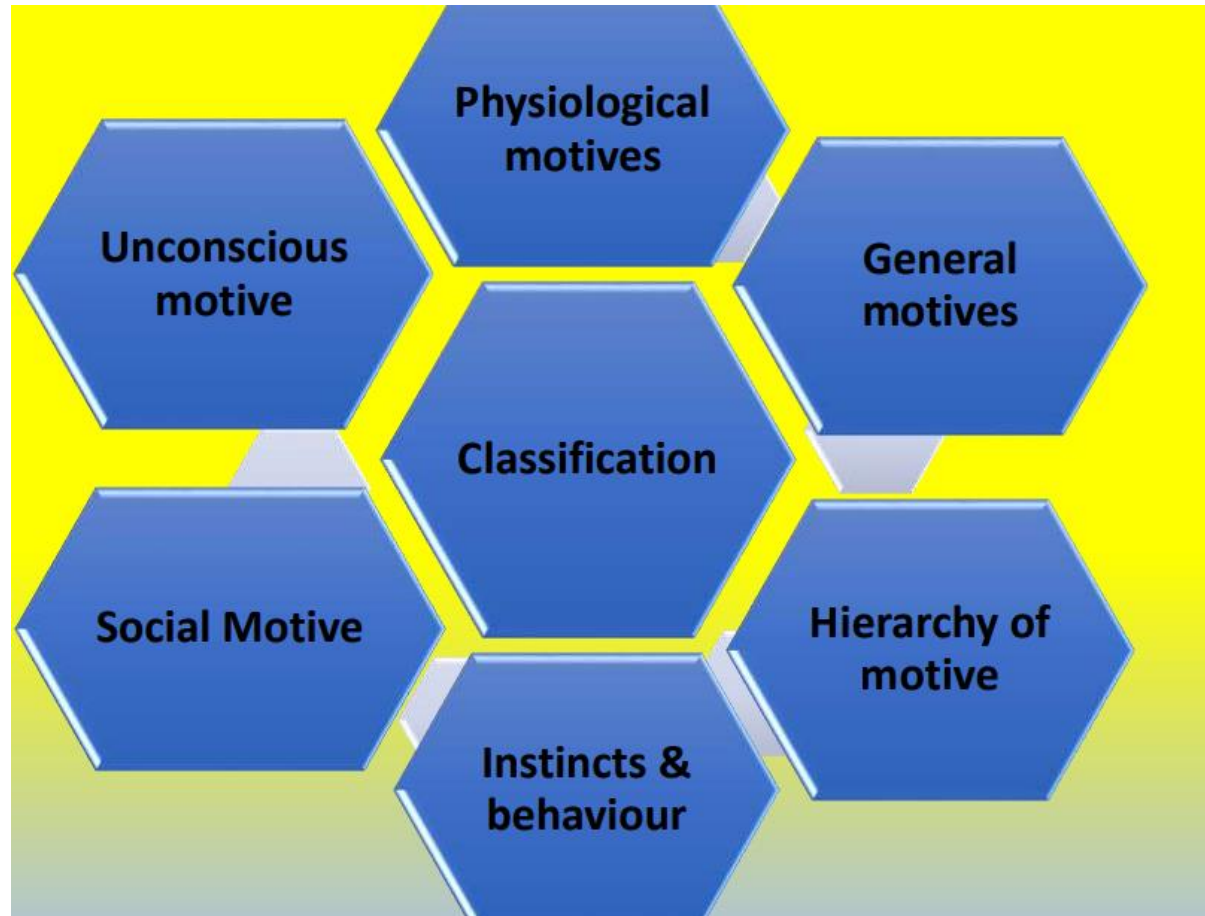
“ A need gives rise to one or more motives. A motive is a rather specific process which has been learned. It is directed towards a gaol”.

- Fisher:

“ A motive is an inclination or impulse to an action with some degree of orientation or direction.



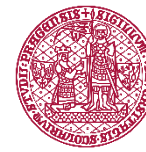
CLASSIFICATION OF MOTIVES





PHYSIOLOGICAL MOTIVES

- 1. Temperature
- 2. Pain
- 3. Sleep
- 4. Hunger
- 5. Thirst
- 6. Sex
- 7. Maternal Drive



GENERAL MOTIVES:

- Activity
- Exploratory drive
- Curiosity
- Manipulation
- Affection
- Fear



SOCIAL MOTIVES:

- Affiliation
- Social approval
- Status and power and prestige
- Security and achievement



MOTIVATION

MEANING:

- Motivation is a need or desire that energizes and direct behaviour. It means inspiring other to do work for the accomplishment of the objectives of the organization.

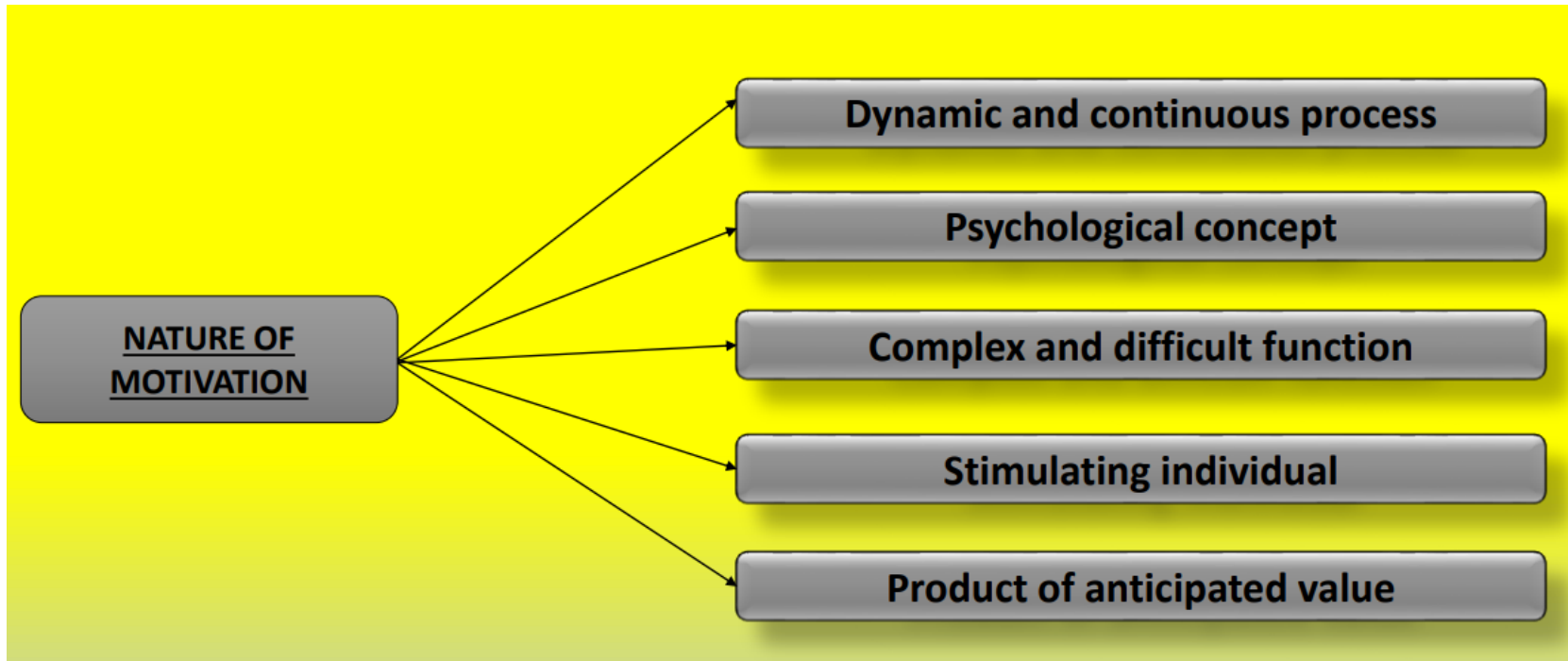


DEFINITIONS OF MOTIVATION

- “Motivation is the process of arousing the action, sustaining the activity in process and regulating the pattern of activity”. YOUNG
- “Motivation refers to the states within a person or animal that drives behaviour toward some goals”. MORGAN AND KING

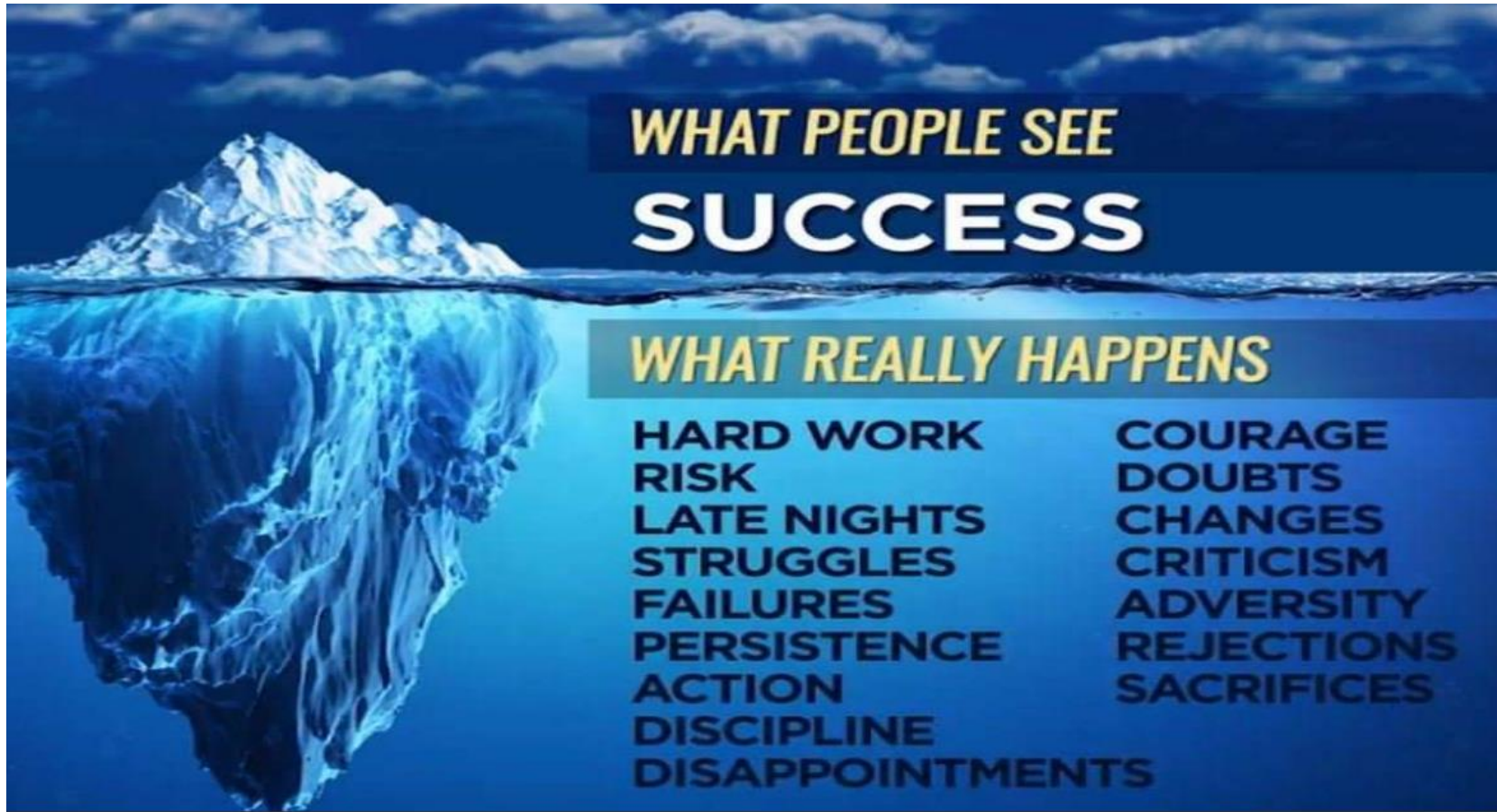


NATURE OF MOTIVATION





Nature of Motivation





COMPONENT OF MOTIVATION

DIRECTION

in the direction we give direction/ guideline to employee.

EFFORT

How much effort put by us it depends upon.

PERSISTENCE

We can persist in on point.



IMPORTANT OF MOTIVATION

- Employees are motivated to perform allotted task, look for better ways.
- Motivated employee-more quality oriented.
- Highly motivated- more productive than adaptive workers
- Creative, spontaneous and innovative behaviours at work.
- Comprehensive understanding of the way in which organisation functions.
- Developing employees as future resource.
- Reduced labour turnover.
- Decreased absenteeism.
- Maximum utilization of production factors.
- Workers co-operation.



SOURCES OF MOTIVATION

I) INTERNAL OR PUSH FORCES:

- **Needs:**
 - For security and come out from fear.
 - For self-esteem / self-respect.
 - From achievement/ strong will power.
- **Attitude:**
 - About self/ positive attitude toward self.
 - About job/ positive attitude toward job.
 - Good supervisor.
 - Organization positive attitude towards the organization.
- **Goals:**
 - Achieve the task.
 - Performance level/ evaluation.
 - Career advancement/ career opportunity



SOURCES OF MOTIVATION:

- II) EXTERNAL OR PULL FORCE

- **Characteristic of the job:**

- Evaluate according to the task or the workload, and the employee,
- How to job/ responsibilities is performed.
- How much time spend on it.

- **Characteristic of the work satisfaction:**

- Immediate social environment: Co-ordination between the work group members and under supervision by supervision.

- **Organizational actions:**

- Should provide reward/ compensation to the employee.
- It is availability of training



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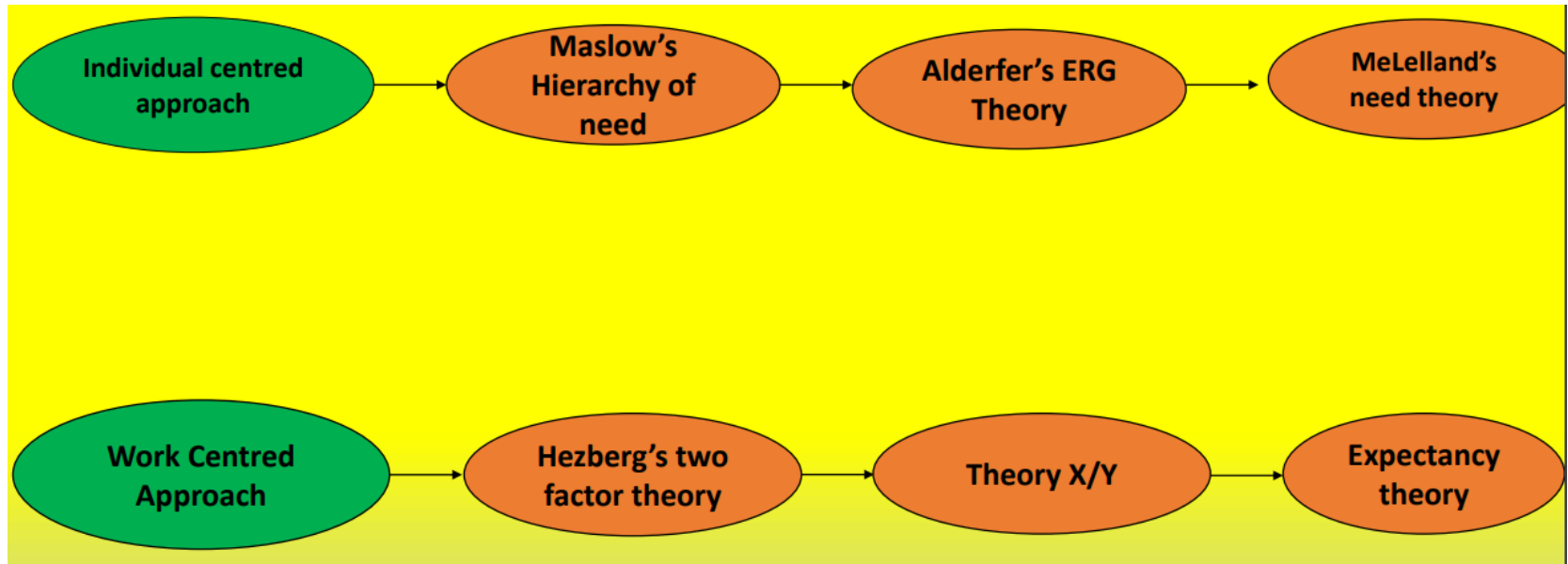
MOTIVATION

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THEORIES OF MOTIVATION





MASLOW'S OF HIERARCHY:





HERTZBERG'S TWO FACTOR THEORY:

- According to Herzberg, there are **ten factors** called **maintenance factors** and **five factors** called **motivational factor**.
- The absence of maintenance factor causes of dissatisfaction in the employees, but their presence may not produce motivation.



FRIST FACTOR or MAINTENANCE FACTOR: (10)

1. Policy.
2. Supervision.
3. Good I.P.R with supervisor.
4. Good I.P.R with subordinate.
5. Fair salary.
6. Job security.
7. Personal life.
8. Good working condition.
9. Status.
10. Management.



SECOND FACTOR or MOTIVATIONAL FACTOR: (5)

1. Achievement.
2. Recognition.
3. Work itself.
4. Advancement.
5. Responsibility.



Social Contact Concepts, determinants, and measurements.

- The Structure of Social Interaction:
- Social interaction: Involves people communicating face to face or via computer and acting and reacting in relation to other people
- Is structured around **statuses, roles, and norms**



The Structure of Social Interaction

- Status: Refers to a recognized social position an individual can occupy (each person occupies many statuses)
- There are two types of status:
 - Achieved status: Is a voluntary status
 - Ascribed status: Is an involuntary status



FixationThe Structure of Social Interaction

- Status set: Entire ensemble of statuses occupied by an individual
- Master status: A person's overriding public identity, and the status that is most influential in shaping that person's life at a given time



Examples of Psychological Fixations For Social Interaction to occur: Humans must be Socialized

- **Socialization** is a central process in social life.
- **Its importance** has been noted by sociologists for a long time, but their image of it has shifted over the last hundred years.
- In the early years of American sociology, socialization was **equated with civilization**.
- The issue was one of **taming fierce individualists** so they would willingly cooperate with others on common endeavours.



T. Parsons

- **Socialization** came to be seen more and more as *the end result*-- that is, as internalization.
- **Internalization** means taking social norms, roles, and values into one's own mind.
- **Society** was seen as the primary factor responsible for how individuals learned to think and behave.



T. Parsons

- If people **failed to play their expected roles** or behaved strangely...
- functionalists explained this in terms of incomplete or **inadequate socialization**.
- Such people were said to be "**unsocialized**"--they had not yet learned what was expected of them.
- The trouble is, they might very well know what was expected but simply be rejecting



Gender Socialization

- IS CRITICAL
- IS SOCIETAL
- IS CONSTRUCTED
- IS NEGOTIATED
- IS A KEY SOCIETAL PROCESS



Social Interaction

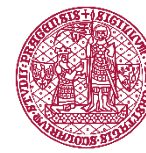
Four Principles

- Pleasure
- Rationality
- Reciprocity
- Personality



FOUR PRINCIPLES of SOCIAL INTERACTION

- **Pleasure vs Pain**-we seek out those who make us feel good.
- **Reciprocity**-the most familiar principle of interaction, if every time I pay the bill, and you don't, the behaviour will be stopped. We have the principle of fairness, rules should apply equally. E.g. Laws of supply and demand??
- **Personality**-We value civility, fairness; Fairness- understanding...
- **Rationality**-People change their behaviour based upon reward. Will they be better off or worse off if I enter in interaction. Cost/Benefits, needs for satisfaction.



Interaction as Symbolic

- Symbolic interactionists regard people as **active, creative, and self-reflective**
- According to Blumer (1969) symbolic interactionism is based upon three principles



The Three principles

- “Human beings **act toward things** on the basis of the meaning which these things have for them”
- “**The meaning of a thing**” emerges from the process of social interaction”
- “The use of meanings by the actors occurs through a **process of interpretation**”



Ethnomethodology

- Is study of methods that ordinary people use - often unconsciously - to make sense of what others do and say
- Stresses that **everyday interactions** could not occur without pre-existing shared norms and understandings
- **Example:** Awareness that “How are you?” is a greeting, and not a question (Garfinkel [1966] experiment)
- Demonstrates that social interaction requires tacit agreement between actors about what is normal and expected



Groups & Social Institutions

- **Groups** - People Who Regularly and Consciously Interact
- **Social Institutions** - Means Developed by Societies to Meet Basic Needs



Groups & Social Institutions

Figure 4.2 Social Institutions in Industrial and Postindustrial Societies

Social Institution	Basic Needs	Some Groups or Organizations	Some Statuses	Some Values	Some Norms
Family	Regulate reproduction, socialize and protect children	Relatives, kinship groups	Daughter, son, father, mother, brother, sister, aunt, uncle, grandparent	Sexual fidelity, providing for your family, keeping a clean house, respect for parents	Have only as many children as you can afford, be faithful to your spouse
Religion	Concerns about life after death, the meaning of suffering and loss; desire to connect with the Creator	Congregation, synagogue, mosque, denomination, charity	Priest, minister, rabbi, imam, worshipper, teacher, disciple, missionary, prophet, convert	Reading and adhering to holy texts such as the Bible, the Koran, and the Torah; honoring God	Attend worship services, contribute money, follow the teachings
Education	Transmit knowledge and skills across generations	School, college, student senate, sports team, PTA, teachers' union	Teacher, student, dean, principal, football player, cheerleader	Academic honesty, good grades, being "cool"	Do homework, prepare lectures, don't snitch on classmates
Economy	Produce and distribute goods and services	Credit unions, banks, credit card companies, buying clubs	Worker, boss, buyer, seller, creditor, debtor, advertiser	Making money, paying bills on time, producing efficiently	Maximize profits, "the customer is always right," work hard
Medicine	Heal the sick and injured, care for the dying	AMA, hospitals, pharmacies, insurance companies, HMOs	Doctor, nurse, patient, pharmacist, medical insurer	Hippocratic oath, staying in good health, following doctor's orders	Don't exploit patients, give best medical care available



Groups & Social Institutions

Figure 4.2 Social Institutions in Industrial and Postindustrial Societies Pt.2

Politics	Allocate power, determine authority, prevent chaos	Political party, congress, parliament, monarchy	President, senator, lobbyist, voter, candidate, spin doctor	Majority rule, the right to vote as a sacred trust	One vote per person, voting as a privilege and a right
Law	Maintain social order	Police, courts, prisons	Judge, police officer, lawyer, defendant, prison guard	Trial by one's peers, innocence until proven guilty	Give true testimony, follow the rules of evidence
Science	Master the environment	Local, state, regional, national, and international associations	Scientist, researcher, technician, administrator, journal editor	Unbiased research, open dissemination of research findings, originality	Follow scientific method, be objective, disclose findings, don't plagiarize
Military	Protection from enemies, support of national interests	Army, navy, air force, marines, coast guard, national guard	Soldier, recruit, enlisted person, officer, prisoner, spy	To die for one's country is an honor, obedience unto death	Be ready to go to war, obey superiors, don't question orders
Mass Media (an emerging institution)	Disseminate information, mold public opinion, report events	TV networks, radio stations, publishers, association of bloggers	Journalist, newscaster, author, editor, publisher, blogger	Timeliness, accuracy, large audiences, freedom of the press	Be accurate, fair, timely, and profitable



Social Exchange

- (Blau & Homans)
 - portrays interaction as a more or less straightforward & rationally calculated series of mutually beneficial transactions.
 - Functionalist view human interactions involves little more than people acting out roles (parent, child, worker) based on social script, much as theatrical actors take their lines from a play.



CHARLES UNIVERSITY
Pharmaceutical faculty
in Hradec Kralove



Thank you for attention