

Unit - 3.

Acc. to David (1996) -

Motivation is a need or desire that serves to energize behaviour and to direct it towards a goal.

Acc. to Halloran

"Motivation is an internal need fulfilled by external expression"

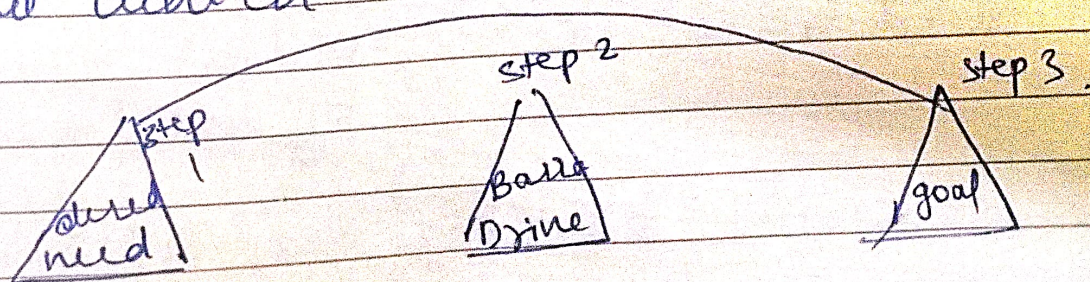
Process of Motivation.

It has 3 steps

- Need
- Drives (Barriers)
- Goals

The motivation is a process that starts with a physiological or psychological deficiency or need that activates a behaviour or drive that is aimed at a goal or incentive

The process involves needs which set drives in motion to accomplish a goal which reduces a drive.



Characteristics of Motivation

- Motivation is a psychological phenomenon
- Motivation is based on goals and needs
- Goals are motivational
- Motivation is a continuous process