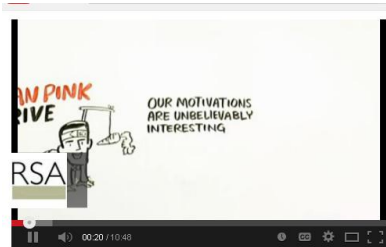


Motivation & Reinforcement

Monday, May 9, 2016

What motivates us?



RSA Animate - Drive: The surprising truth about what motivates us

<http://www.youtube.com/watch?v=u6XAPnuFJlc>

Motivation and Rewards

- ↳ Motivation is anything that increases our level of work, direction and persistence to expend energy at work.
- ↳ There are two types of rewards that exist:
 - **Intrinsic** –
 - Goal setting (Management by Objectives)
 - **Extrinsic** –
 - Acquired Needs Theory
 - Two Factor Theory
 - Satisfier factors
 - Hygiene factors

What role does reinforcement play in motivation?

- Reinforcement theory focuses on the impact of external environmental consequences on behavior.
- **Law of effect**

Operant conditioning:

- Developed by B.F. Skinner.
- .

What role does reinforcement play in motivation?

Operant conditioning strategies:

1. Positive reinforcement

☞ .

2. Negative reinforcement

☞ .

What role does reinforcement play in motivation?

3. Punishment

☞ .

4. Extinction

☞ .

Contingent vs. Immediate Re-inforcement

Law of contingent re-inforcement

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Law of immediate re-inforcement

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Guidelines for using positive reinforcement:

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Guidelines for using punishment as reinforcement:

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Ethical issues in reinforcement

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