UNIT 9: NEEDS, MOTIVATION, PERSONALITY AND EMOTION

UNIT STRUCTURE

9.1 Learning Objectives

9.2 Introduction

9.3 Need

9.4 Drive

9.5 Incentive

9.6 Motivation

9.7 Personality

- 9.7.1 Personality Traits
- 9.7.2 Personality Determinants
- 9.7.3 Components of Personality
- 9.7.4 Development of Personality and Socialization
- 9.7.5 Assessment of Personality

9.8 Emotions and Feelings

- 9.8.1 Emotional Intelligence and its Importance

9.9 Let Us Sum Up

9.10 Further Reading

9.11 Answers to Check Your Progress

9.12 Model Questions

9.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- identify the needs that influence our behaviour
- identify the drives that motivate an individual to behave in a certain manner
- describe what is personality
- explain the components and different types of personality
- discuss what is emotion and feelings

9.2 INTRODUCTION

As seen in the previous unit, the foundation of knowledge on psychology is very crucial for social work profession. We discussed the significance of psychology to the criminal justice system, health and pro-social behaviour; concept of social psychology and developmental psychology. This unit aims to give an understanding of human need, drive, motivation and the nature of some important human motives. It aims to give us a clear picture of the reasons for acting or behaving in a particular way. Needs give rise to drives, then incentives and motives determine our behaviour. A number of internal and external factors determine our behaviour. Thus, in this unit we will discuss about the distinct traits that characterize a person. It also helps us understand how every individual is different from each other because of their unique personality. Based on the interpretation of various events, thoughts and circumstances, emotions and feelings generates in people which sometimes drive their behaviour. Emotions are an integral part of human personality. Therefore, let us start by discussing on the concepts of need.

9.3 NEED

The basic level requirements of an individual which help an individual to survive in this world are called the needs. A need is basically arises due to a lack or insufficiency of some necessity. For an organism to live a healthy life, a need is something that is necessary. Needs can be divided into-objective and physical.



Need is the basic level requirement of an individual to survive.

Example of objective need is the need for food. On the other hand, subjective and psychological need can be the need for self-esteem. Psychologist Abraham Maslow proposed the most widely known academic model of needs that says human beings have a hierarchy of psychological needs that are arranged in a hierarchical model ranging from security to self-actualization, i.e the highest level. For example, food, shelter, clothing, sex are the basic needs of an individual.

9.4 DRIVE

Drive propels an individual to attain their goals or satisfy their needs. The condition of need leads to drive. A drive is a state of tension or arousal produced by a need. It instigates random activities for its fulfilment. When one of the random activities leads to a goal, it reduces the drive and the organism stops being active and a balanced state is achieved. For example, if one is thirsty, he feels the need for water and it drives him searching for a water tap nearby.

9.5 INCENTIVE

Anything that can satisfy a need or decrease the intensity of a drive is called incentive. Incentives are those stimuli in the environment which motivate our behavior. They can be both positive and negative. These are objects or things that pull us to behave in a certain way. For example, a thirsty man by drinking water satisfies his thirst and stops looking for water anymore. Here water is the incentive.

9.6 MOTIVATION

Motivation is generally the drive which makes an individual put his or her effort to attain the desired goals or satisfy the needs. The concept of motivation focuses on explaining what "moves" behaviour. It has been derived from the Latin word 'movere' referring to movement of activity.

Most of our everyday explanation of behaviour is given in terms of motives. Motives help make predictions of behaviour. Broadly there are three different kinds of motives viz., Primary Motives, Secondary Motives and General Motives.

Primary Motives are not learned and are based on physiological needs. These motives are basically guided by the physiological mechanisms of the body. These motives focus on the innate, biological causes of motivation like hormones, neurotransmitters, brain structures, etc. For example, hunger, thirst and sleep.

Secondary Motives are learned or acquired by an individual over time.

These motives are based on psychological, social as well as environmental factors and how they work together to produce motivation. In acquiring these motives, social groups such as family, friends, neighbourhood and relatives do contribute immensely. For example, when an individual attains maturity, he or she feels the need to get recognition in the society, the need to become powerful or successful.

General Motives are complex as they are not learned and do not arise due to physiological need. For example, motives like curiosity, manipulation and activity. These kinds of motives are often observed in children who are generally active, highly curious and eager to explore.

9.7 PERSONALITY

Personality of a person describes the person's growth and development of his or her psyche. The word ***Personality*** has been derived from the Latin word "Persona". At first this word was used to mean the mask worn by the actors in the Roman theatre in ancient times. In psychology, personality refers to the distinctive and relatively stable qualities that define a person. It includes the behaviour patterns of an individual across different situations and over a period of time, i.e, across time and space.



Personality is the distinctive and relatively stable qualities that define a person.

9 .7.1 PERSONALITY TRAITS

Researches indicate that there are basically 16 personality traits that form the basis of an individual's personality. These traits are formed from the permutation and combination of dichotomies (i.e. bipolar dimensions where each pole represents a different preference) representing 4 areas of an individual's preference or attitude. **They are also known as Myers-Briggs Type Indicator (MBTI).**

The 4 dichotomies are :

1. **Extraversion(E)-Introversion(I) :** The terms Extravert and Introvert are used to demarcate the different sources viz. outer and inner , from where extraverts and introverts draw their energy. This is an innate characteristic an individual possess which mainly determines his /her dominant function..A person high on

extraversion always seek other peoples' company. They are highly sociable, talkative and friendly. Likewise, a person who is low on extraversion i.e. an introvert always prefer to be alone and avoid social relationships.

2) **Sensing(S)-Intuition(N) :** The source of information gathering also plays a major part in determining personality. A person who gathers information from the real world happenings and develops his/her perception on that subject is categorized as a person of high degree of sensing. On the other hand intuition means that a person mainly believes in information he receives from his imaginary world.

3) **Thinking(T)-Feeling(F) :** This has a high connotation to the decision making ability of an individual. Thinking means that a person makes a decision mainly through logic. Feeling means that, he or she makes a decision based on emotion, i.e. based on what they feel they should do. Therefore Thinking and Feeling characteristic help one to make rational choices based on the information received from his/her preferable sources.

4) **Judging(J)-Perceiving(P) :** The final dichotomy, added by Myers & Briggs, describes the external lifestyle we prefer to lead. Myers & Briggs termed this function as the 'extraverted' function. Building on the work of Jung, Myers & Briggs suggested that in our daily lives, we also have a preference for using either our 'perceiving' function S or N (gathering new information) or for our 'Judging' function T or F (decision making and closure). Being an extraverted function, we demonstrate this preference in our relationship with the outside world. Judging means that a person organizes all of his life events and, as a rule, sticks to his plans. Perceiving means that he or she is inclined to improvise and explore alternative options i.e. the individual adjusts himself or herself according to the situation.

For example, a person's personality can be described as EITP i.e. he has extraversion (E), intuition (I), thinking (T) and perceiving

(P) characteristics.

Now discussion on personality needs some emphasis on the self-concept of an individual. Personality of a person is generally judged by the others with whom the person is interacting with. They categorize that individual on the basis of what they think, evaluate and perceive his or her behaviour towards them. On the other hand, self-concept refers to how an individual thinks about, evaluates or perceives himself or herself. To be aware of oneself, one has to have a concept of oneself.

There are 2 different aspects of Self viz. The Existential Self and the Categorical Self.

The Existential Self makes one realize that he or she is separate and distinct from others. For example, the existential self begins from two to three months age and develops in part as the child interacts with the outer world. For example, the child smiles and someone smiles back, or the child touches a toy and sees it move.

The Categorical Self is the realization that one in this world is an object and has properties that can be experienced. For example, "I am 3 years old", "I am a girl" etc. reflects categorical self.

Self -Image reflects what you see in yourself. It may not reflect the reality. For example, a fat person may see himself or herself as a slim individual.



CHECK YOUR PROGRESS

Q 1: Explain Need-Drive-Incentive model. What are the different types of motives?

.....

.....

Q 2: What are Meyers-Briggs Type Indicators to show different personality types?

.....

.....

9.7.2 PERSONALITY DETERMINANTS

Personality of a person is influenced by heredity, environment and situation.

Heredity: According to this approach, personality of a person is determined by the type of genes he or she inherits. Research conducted on 90 identical twins separated at birth and brought up at different places reveal that there are quite a few personality similarities between the twins. Personality traits like shyness and fear are inherited at the time of birth.

Environment: These factors include the culture of the society in which the individual is brought up, the values he learn from his family (parents), teachers and social groups.

Situation: Different situations bring out different aspects of an individual's personality.

For example, a person is reserve in front of his parents but once he is with his friends, he talks a lot.

9.7.3 COMPONENTS OF PERSONALITY

1. Physical appearance: It refers to the physique of an individual.

2. Character: It refers to the ethical and moral aspect of a personality which one possesses. The character of an individual is judged by the level of consistency exhibited in his behaviour

3. Temperament: It refers to the deep rooted emotional trends present in an individual. It plays an important role in one's ability to adjust in his environment.

4. Interests: It refers to a felt need.

5. Ability: It refers to a natural power to do something well, physical or mental.

6. Sociability: It refers to an ability of the individual to socialize himself in a social environment and how others perceive his presence in the group.

7. Emotionality: It refers to the ability of an individual to show mature emotional behavior in suitable situations.

9.7.4 DEVELOPMENT OF PERSONALITY AND SOCIALIZATION

The process through which the personality of a person is influenced by his interaction with others such as persons, groups and society at large is known as the socialization process. This process is continuous and is observed throughout one's life cycle.

According to Daniel Levinson's Theory of Adult Life Stages, the 4 periods of stability occur between the following ages.

A) 22 -28 years (during which an individual enters adult stage)

B) 33-40 years(during which an individual is in the process of settling down)

C) 45-50 years(during which an individual enters middle adulthood)

D) 55-60 years(a stage where middle adulthood terminates and individual approaches old age)

Chris Argyris, a famous behavioural scientist, proposed a 7-dimension immaturity-maturity model and claims that personality does not develop in stages but develops along a continuum from immaturity to maturity. This model is particularly developed to analyze behaviour of employees at workplace.

Immaturity Characteristics	Maturity Characteristics
Passive	Active
Dependent	Independent
Few behaviours	Many Behaviours
Shallow Interest	Deep Interest
Short term perspective	Long term Perspective
Subordinate position	Super-ordinate position
Little Self Awareness	More Self Awareness

9.7.5 ASSESSMENT OF PERSONALITY

- Observational Methods: These methods are used to assess overt or observable behaviour of an individual through observations. The various techniques are rating scales, interview and behavioural tests.

A rating scale may be self-rating or rating by other observers on an established scale that measures the degree or magnitude of a particular trait of personality present in a given person. For example, the statement "I am lonely" can be measured using 3 point Likert scale like "1. Always", "2. Sometimes", "3. "Never". The person or the observer can choose any one of the above options to describe the frequency of the above statement.

In an interview, personality is assessed by asking the questions orally. Generally interview is held as a part of assessment programme.

In behavioural tests, the person undergoes some simulated real life situations and then his or her response towards that situation is assessed. For example, the nurse may be asked to face an emergency situation like taking care of a severe heart attack patient. Depending upon how effectively that situation is faced by the said person, her personality will be assessed.

- Personality Inventories: Psychologists have developed many well tested questionnaires, tests, inventories to assess personality. These tests are used across the world to determine the personality of an individual. Some of the popular questionnaires/inventories are (a) Minnesota multiphasic personality inventory (MMPI), (b) Eysenck personality inventory (EPI), (c) Bell's adjustment inventory (d) Mysore personality inventory, (e) RB Cattell's 16 Personality Factors Test, etc.
- Projective Techniques: The projective tests/techniques are based on the subject's responses to some unstructured, ambiguous scenes, words or images.. The responses makes the subjects reveal their mind mainly his fears, frustrations and conflicts. Thus, the projective techniques provide us an insight into the personality of the individual. Thematic Appreciation Test (TAT) is a well-known projective technique.

9.8 EMOTION AND FEELINGS

Emotions are basically chemicals released in our brain in response to our interpretation of a specific trigger or stimulus. It takes our brains about

1/4 second to identify the trigger, and about another 1/4 second to produce the chemicals.

Feelings happen as we begin to integrate the emotion, to think about it, and start sensing it. For example, we can say we physically feel pain, but we can also emotionally feel pain too. Feelings last longer than emotions.

Moods are more generalized feelings. They're not tied to a specific incident, but a collection of inputs. Mood is heavily influenced by our environment (weather, lighting, colour, people around us), by our physiology (what we've been eating, how we've been exercising, if we have a cold or not, how well we slept), by our thinking (where we're focusing attention), and by our current emotions. Moods can last minutes, hours, probably even days.

9.8.1 EMOTIONAL INTELLIGENCE AND ITS IMPORTANCE

Emotional intelligence (EQ) is the ability to identify and manage your own emotions and the emotions of others. It is generally said to include 3 skills:

1. Emotional awareness: the ability to identify your own emotions and those of others;
2. Emotional Integration: the ability to make a synergy between emotions and apply them to tasks like thinking and problems solving;
3. Emotional Control: the ability to manage emotions, including the ability to regulate your own emotions and others' emotions. For example, stay calm when somebody abuses you, cheer up others when they are sad etc.



Emotional Intelligence is the ability to identify and manage one's own emotions and the emotions of others

Emotional regulation proves beneficial in case of managing stress and maintaining good health. High EQ means high positive attitude and happier outlook towards life. It also helps to build up long sustaining relationships with others.



CHECK YOUR PROGRESS

Q 3: What are the main personality determinants? How personality is developed?

.....

.....

Q 4: What are the methods to assess the personality of an individual?

.....

.....

Q 5: What is the difference between emotions, feelings and moods? Why Emotional Intelligence is considered as an important characteristic of an individual?

.....

.....



ACTIVITY

1. List down the personality traits (E or I, S or P etc) you have according to MBTI technique of determining personality. Describe the factors you think are responsible for having such a personality.

.....

.....

.....

2. Apart from TAT (Thematic Appreciation Test) find out other projective techniques.

.....

.....

.....

3. Compare Emotional Intelligence (EQ) with Intelligence Quotient (IQ).

.....

.....

.....



9.9 LET US SUM UP

- Motivation is generally the drive which makes an individual put his or her effort to attain the desired goals or satisfy the needs.
- Primary Motives are not learned and are based on physiological needs. Secondary Motives are learned or acquired by an individual over time. General Motives are complex as they are not learned and do not arise due to physiological need.
- Personality of a person describes the person's growth and development of his or her psyche.
- The concept of Self is important to judge one's own personality. The Existential Self makes one realize that he or she is separate and distinct from others. The Categorical Self is the realization that one in this world is an object and has properties that can be experienced. Self -Image reflects what you see in yourself. It may not reflect the reality.
- Personality of a person is influenced by heredity, environment and situation
- The process through which the personality of a person is influenced by his interaction with others such as persons, groups and society at large is known as the socialization process.
- Personality can be accessed through Observational Methods, Personality Inventories and Projective Techniques
- Emotions trigger feelings. Moods are more generalized feelings. They're not tied to a specific incident.

- Emotional intelligence (EQ) is the ability to identify and manage your own emotions and the emotions of others.
- Emotional regulation proves beneficial in case of managing stress and maintaining good health.



9.10 FURTHER READING

1. Baron, R. A. (2001). Psychology. Allyn & Bacon.
2. Luthans, F. (209). Organizational behavior: An evidence-based approach. McGraw-Hill Irwin.
3. Psychology Today. Emotional Intelligence. Retrieved from https://www.psychologytoday.com/basics/emotional-intelligence

9.11 ANSWERS TO 'CHECK YOUR PROGRESS'

Ans to Q No. 1: Needs trigger the Drive in an individual to meet the deficiency or gap. Incentive is the reward the individual seeks. It can be the need or anything which actually drives him to put his effort in satisfying the deficiency or gap. Incentives satisfy a need or decrease the intensity of a drive.

Primary motives, Secondary Motives and general Motives are 3 different kinds of motives.

Ans to Q No. 2: Extraversion (E), Introversion (I), Sensing(S), Intuition (N), Thinking (T), Feeling(F), Judging(J) and Perceiving(P).

Ans to Q No 3: The main personality determinants are 1. Heredity 2. Environment and 3. Situation. The personality is mainly developed through socialization process. Some model of personality development depicts development of personality as a stage-wise development process while other model depicts personality as a degree an individual varies in immaturity-maturity characteristics continuum.

Ans to Q No 4: Observational, Personal Inventories and Projective Techniques.

Ans to Q No 5: Emotions trigger feelings. Moods are more generalized feelings. They're not tied to a specific incident. Emotional Intelligence is basically an art of emotional regulation which proves beneficial in case of managing stress and maintaining good health.



9.12 MODEL QUESTIONS

Q 1: Define motivation and need

Q 2: Discuss the various factors that affect the personality of an individual

Q 3: Explain in brief the types of motivation.

Q 4: Describe the concept of 'self'.

Q 5: Explain the 4 dichotomies of personality types.