B.A.I
PSYCHOLOGY ( PAPER – A)
MOTIVATION – PHYSIOLOGICAL MOTIVES

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PHYSIOLOGICAL MOTIVES: CONCEPT

• These are basic, inborn, biological drives present in all beings.

• They are called primary needs because they are vital to life and are necessary for survival.
  • These motives are deeply rooted in biological processes and functioning.
  • The body tends to maintain a state of equilibrium called homeostasis in many internal physiological processes.
  • The automatic physiological mechanisms that maintain homeostasis are supplemented by motivated behaviour. Motivated behaviour, driven by homeostatic imbalances, helps to restore the balanced condition.
1. Hunger: The body is always using up materials in growth for the repair of tissues and for the storage of reserve supplies. Body needs energy and the source of energy is food. Hunger drive is caused by:

a) Contractions of the Stomach.
b) The reduction of sugar in the blood.
c) Important factor in hunger drive is neural, the information of stomach contractions and rate of sugar in blood reaches hypothalamus and cortex, the hunger drive takes place.
d) The eating and hunger are also affected by the smell and taste of food.

e) The sight of foods is another important factor that affects hunger drive and eating.

f) In the context of different preferences and culture of the individuals, the thought of any food item may induce hunger pangs.

Although hunger does stem from biological needs, it is strongly influenced by learning, experience and cognitive factors. It is a complex need which sometimes causes eating disorders.
2. Thirst: Water is another necessary item for survival as food. It is an essential item in body’s use of food and it is constantly being lost through skin, kidneys. Thirst drive is caused by:

- Dryness of throat i.e. we drink to wet a dry throat.
- Loss of water from cells causes dehydration.
- Reduction in the volume of blood causes the drive to drink.
- Driven by the above causes, we tend to drink more than the body needs, but it is easy for the kidneys to get rid of the excess fluid.
3. Need for respiration: Respiration refers to the intake of oxygen and release of carbon dioxide. The need for respiration is a necessary motive for survival. The process goes on automatically. Need for oxygen can be the strongest physiological motive in some circumstances such as, accidents, mountaineering, in space, deep oceans and for breathing problems.
4. Sleep and rest: Sleep is an important need of the body, a need that must be satisfied at periodic intervals. Fatigue arises after work which is reduced by sleep. Primary need for sleep often becomes closely associated with such accompanying factors as darkness, a certain kind of bed, stress etc. Lack of required amount of sleep affects our cognitions, moods, energy, interests and thus our performance at work.
5. Regulation of temperature: It is the biological need to avoid extremes of heat or cold. There is a need to maintain and regulate normal body temperature. Whenever the body temperature dips down, the normal body shivers so as to produce heat; and when body temperature shoots up, we perspire a lot producing sweat which on evaporation causes coldness i.e. lowering of body temperature, and hence homeostasis is maintained.
6. Sexual Motivation: It is the motivation to engage in sexual activity. It is necessary for the survival of the species. Sexual motivation is not aroused by any deficit in the body, it depends on the sex hormones. Sexual motivation is physiological in nature but also provides the basis for social groupings.
7. Need to avoid pain: The drive to avoid pain is one of the strongest need for human beings and all other animals. There is a need to run for safety, to avoid any injury and consequently pain.

8. Maternal love: It is necessary in the development of the child. This is due to maternal instinct which is full of love, care and understanding of the child’s needs. Human maternal behaviour is both learned and physiological in nature.
9. Need to eliminate waste products from the body: This is another basic physiological need. Energy is consumed and rest is turned into waste products.

The physiological/biological motives thus have their origin in the physiological state of the body. These motives are triggered by departures from the balanced physiological conditions of the body, as well as by sensory stimuli. This balance is crucial for life.