

Fundamentals of Organizational Communication

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Motivation, according to the textbook (Fundamentals of Organizational Communication), is a term to describe interpersonal experiences that influence behavior. Motivation can also be described as unseen internal reactions with which have influenced behavior. This means that we don't see the actual motivation; it is the behavior that we see. With high [motivation](#), individuals are more likely to complete certain tasks with a positive outcome. It is the driving force that we rely on to help us achieve goals.

Who can be labeled a motivator? Anyone, including oneself.

Our book mentions a number of social scientists that have studied the concept of motivation for behavior and have developed theories, one of those being American professor of [psychology](#), Abraham Maslow. He is widely known for his Hierarchy of Needs Theory which suggests that human behavior seeks either to increase or to avoid a decrease in need satisfaction. [Maslow's Hierarchy of Needs](#) is often portrayed in the shape of a pyramid, with the basic (physiological) levels of needs at the bottom, followed by safety and security needs, love and social belonging, esteem and prestige, and the need for self-actualization at the top. Physiological needs include the need to sleep, eat, have sex, and survive. These needs are essential because, according to Maslow, in order for an

individual to focus their behavior on the higher-level goals, these needs must be satisfied. Having the basic needs fulfilled allows individuals to direct their attention to satisfying their safety and security needs. This tier in Maslow's Hierarchy of Needs makes the point that we all desire the need to be free from physical harm and have security (job, family, health). Love and social belonging needs ar...

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... person at a given time. This theory proposes three reasons for particular attitudes or needs: The individual's perception of the job or task characteristics, information the social environment provides to the individual about what attitudes are appropriate, and the individual's perception of the reasons for his or her past behavior. Salancik and Pfeffer also pinpoint four ways in which attitudes are influenced by social information: Overt, evaluative statements of coworkers directly shaping individual worker attitudes, frequent talking among coworkers about certain dimensions of the job and focusing attention on what is considered to be important in the work setting, information about from coworkers helping an individual assign meaning to cues and events in a work environment, and social information influencing the way individuals interpret their specific needs.

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