UNIT 3

PSYCHOLOGY OF HUMAN BEHAVIOR

- **BEHAVIOR**:
  - the range of actions and mannerisms (***way of speaking and behaving***) made by individuals, organisms, systems in conjunction with themselves or their environment.
  - It is the response of the system of organism to various stimuli or inputs, whether internal or external, conscious or sub conscious, voluntary or involuntary.
  - External reaction to its environment.

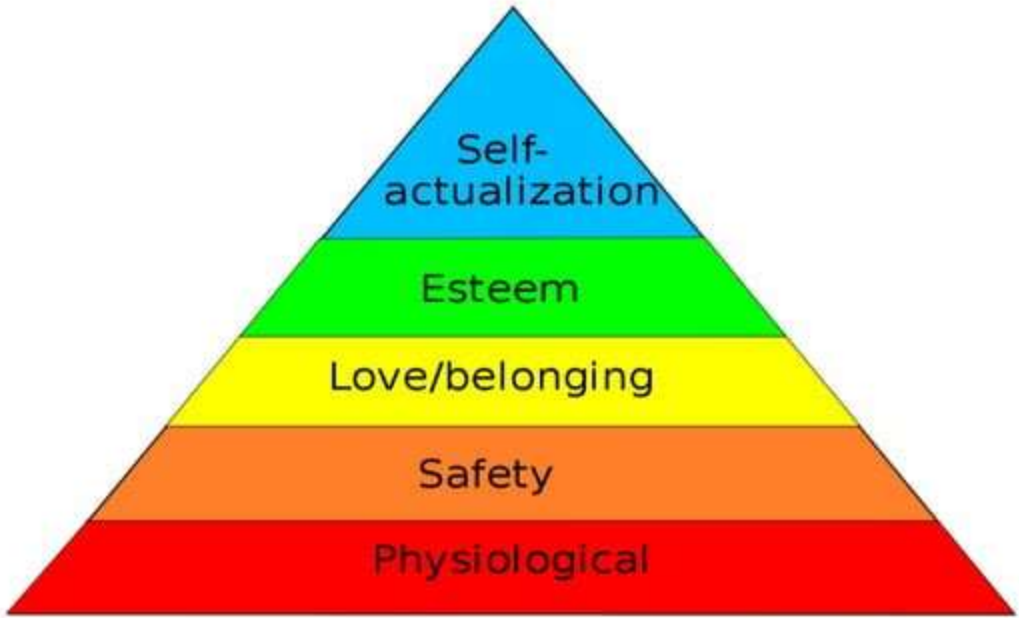
- In this unit we are going to discuss about
  - WHY
  - WHEN
  - HOW
  - WHAT
  - WHERE

  Of the human behavior

BASIC HUMAN NEEDS

- **Needs**:
  - Require something because it is essential or very important rather than just desirable.

MASLOW'S HIERARCHY OF NEEDS



PHYSIOLOGICAL NEEDS

- It is the biological requirements for human survival e.g ***Air, food drink, shelter, clothing , warmth, sex , sleep***

- If these needs are not satisfied the human body cannot function optimally

- Maslow considered physiological needs to the ***most important***

SAFETY NEEDS

- Safety needs means ***need for protection from elements, security , order, law, stability, freedom from fear***

- Safety and security need are about ***keeping us safe from harm***

- If a person does not feel safe in an environment, they will seek to find before they attempt to meet any higher level needs

LOVE AND BELONGINGNESS NEED

- Belongingness is a ***quality or state of being an essential or important*** part of something particularly to a group

- Feelings of belongingness. The need for interpersonal relationships motivations behavior e.g ***friendship, intimacy , trust , acceptance, receiving and giving affection***

- ***Being a part*** of a group (family friend) work etc.

ESTEEM NEEDS

- Esteem means ***respect*** or admiration
- Esteem needs are for a ***higher position within a group*** and act to fosters pride in their work and in themselves.
- These needs include ***respect, achievement, confident, recognition, and accomplishment***
- Maslow categorized it into 2:
  - Esteem of ***one self - achievement,*** mastery, independent
  - ***Reputation or prestige***

SELF ACTUALIZATION

- Self actualization means realizaton of potential
- Self fulfillment
- Seeking personal growth and experience

- It is the ***highest level*** of Maslow's hierarchy
- "What a man can be he must be". Is the basis of self actualization
- Desire to ***become everything*** that one is capable of becoming

DYNAMICS OF HUMAN BEHAVIOR

- **HUMAN BEHAVIOR**: is anything we do which can be ***observed*** in someway
- **Dynamics** :
  - ***forces*** or factors that ***produce movement*** or ***change***
  - A ***force*** that ***stimulate change*** or progress within a system or process
- **Behavior includes**:
  - physical actions
  - Verbal behavior
  - Facial expressions or bodily gestures

- **Dynamics of human behavior**:
  - –These are the ***factors*** that stimulate a ***change*** in human behavior
  - –Are underlying ***causes of change*** or determinants of human behavior

–Human behavior can change due to:

- New experience
- Learning
- Socio-cultural variation
- Biological and psychological process

CATEGORIES OF HUMAN BEHAVIOR

–Biological/physiological dynamics

–Socio-cultural dynamics

–Psychological dynamics

- **Biological / physiological dynamics of human behavior:**
  - –Genetic make – up
  - –Sex difference
  - –Physical growth
  - –Nutrition
  - –Illness and inborn disabilities

- **Psychological dynamics of human behavior**:
  - **Cognition**: mental action or process of acquiring knowledge and understanding through thought experience, and the sense
  - **Perception**: the ability to see, hear, or become aware of something through the senses

Cont…

- **Emotions:** a strong feeling deriving from one's circumstances, mood or relationship with others
- **Attitudes**: way of thinking, point of view,
- **Memory**
- **Psychological needs and illnesses**

- **Social dynamics of human behavior**
  - **Social norms and values**: standards and importance
  - **Standard of life of a person**: a level of material comfort in terms of goods and services available to someone
  - **Social status of a person**: position reputation in society
  - **impact of technological advancements**

Cont…

- **Pattern of social activities in a society**
  - Playing sports in an organized competitive association
  - Participating in outdoor activities
- **Religious belief of a person:**
  - believing the spiritual aspects of a religion
  - E.g God, supernatural powers
- **Education status f a person**
- **Economic status of a person**

- **Impacts of modernization**
- **Impact of urbanization**
- **Social preferences towards dresses and food**
- **Gender expectations:**
  - Responsibility of a male
  - Responsibility of a female

- **Cultural dynamics of human behavior**
  - **Traditions**:
    - A ***custom or belief*** that existed for a long time.
  - **Customs:**
    - Something you ***do usually, practices***
    - A ***usage or practice*** common to many or to particular place or class or habitual with an individual

Cont…

- Changes in language
- Cultural ceremonies
- **Ethnocentrism**:
  - Act of judging another culture based on preconceptions that are found in values and standards of one's own culture
- **Xenocentrism** :
  - Preference of the products, styles, or ideas of someone else's culture rather than of one's own.

Cont...

- **Changes in culture** (***the ideas, customs and social behavior of a particular people or society)*** across societies

- **Material culture:**
  - Physical aspects of culture in the objects and architecture that surround people
  - Things that are created by human : ***cars, building, clothing, and tools***

- **Non-materialistic culture**
  - The ***abstract ideas and ways of thinking*** that make up a culture
  - Traffic laws, words, dress codes etc

Cont…

- **Cultural response towards social innovations**:
  - Social innovations are new strategies, concepts, ideas and organizations that aim to meet social needs resulting from working conditions, education, community development, and health

- Cultural norms ***(standards)*** and values ***(the importance or usefulness of something)***

Motivation and drives

- Why does an individual in the way he does?
- What force is behind his behavior?
- What arouses or directs his reactions?
- Why does a child get into temper?

- Why do some of us take pleasure in bossing over others?
- Why do we dress well in a party?
- Why do you want to sleep or to rest?
- What drives a person to steal and to tell lies?

- **Answer……**

–MOTIVES

- **What is motive?**
  - A force that determines the activity of an individual.
  - It is an inner force which moves a person to certain action.
  - Motives arouse TENSION
  - In broad sense – it includes: needs, basic drives, interests, likes and dislikes, desires and attitudes because all these move us to some action or the other.

- Example:
  - My hand has touched a hot stove. It has been slightly burnt and in paining. I see a pail of water and as soon as I see it, I plunge my hand into it because I was seeking and escape from pain. This was my MOTIVE

- Motivation :
  - Derived from the Latin word MOVERE means to move or to activate
  - A process which arouses energy or drive in the individual to proceed in an activity

- DRIVE:
  - An aroused state of psychological tension that typically arises from a need.
  - A drive such as hunger or thirst, motivates the organism to act in ways that will reduce the tension.
  - When you become hungry (tension caused by the need for food) you are motivated to eat (method of reducing the tension).

- Nature of motivation:
  - Based on motives
  - Goal directed
  - Related to satisfaction
  - Person is motivated in totality
  - Complex process

- **Classification of motives:**
  - –Physiological drives or motives
  - –Social motives
  - –Personal motives
  - –Unconscious motives

- Another classification includes:
  - Innate motive or unlearned motive
  - Acquired or learned motives

- Physiological motives:
  - Hunger
  - Thirst
  - Desire for sex

- Personal motives;
  - –Life's goals
  - –Vocational ambitions
  - –Level of aspiration
  - –Specialized interest
  - –Need for curiosity
  - –Need for self-actualization

- Social motives:
  - Need for achievement
  - Need for affiliation
  - Need for power

- **Unconscious motive:**
  - –Outcomes of repressed drives
  - –If affects the behavior by means of frustration, short temper or unusual behavior