Content of Lectures on Discipline **“Labor Motivation and Attitudes”** for 2-nd Year Mastership Students Studying by Specialty “Personality and Organizational Psychology

**Thematic block \*\* I – Motivation and Attitudes as Issues of Labor Psychology**

Lecture 1 **Theoretical approaches towards study of motivation in psychology.** Motivation is the core for human being’s aspirations and achievements. Motivation is the force that encourages individuals to face all the tough and challenged circumstances. Motivation is a theoretical concept utilized to clarify human behavior. Motivation can be defined as one's route lead to behavior, or to the construct that trigger someone to desire to replicate behavior and vice – versa.

Lecture 2 **Motives as psychical states in connection with initial needs and emotions.** Motivation provides the motive for the human beings to react and fulfil their needs.Motivation is initiated by the presence of person’s unsatisfied need when there is a person's awareness of dominant needs in any particular moment of time, which prompts him the choice of this or that behavior to satisfy this need. Motives are defined as the process to make a start, guides, and maintains goal-oriented behaviors. Basically, they lead individuals to take action to achieve a goal or to fulfil a need or expectation. Motives in the system of psychical statesare tightly connected with emotions and feelings.

Lecture 3  **Studying human motives in labor psychology.** The study of labor motivation is a complex task, addressed by researchers at different levels and from different theoretical and methodological positions. Labor behavior is determined by the combined influence of external and internal motivating forces. The effective management of labor motivation of the organization depends on a mechanism to satisfy these motivations. If this mechanism works, then the consequence is a desire for professional growth, high labor productivity, formed in the individual.

**Thematic block \*\* II – Attitudes and Motives of Labor Activity**

Lecture 4  **Attitudes as psychological phenomena.** In psychology attitudes are defined as a learned tendency to evaluate things in a certain way. This can include evaluations of people, issues, objects, or events. Such evaluations are often positive or negative, but they can also be uncertain at times.Cognitive, affective and behavioral (conative)components of attitude. Explicit and implicit attitudes. Explicit attitudes are those that we are consciously aware of and that clearly influence our behaviors and beliefs. Implicit attitudes are unconscious but still have an effect on our beliefs and behaviors.

Lecture 5 **Interconnections of attitudes towards work and labor motivation.** Attitudes form directly as a result of experience. They may emerge due to direct personal experience, due to work and labor motivation or they may result from observation. Social roles and social norms can have a strong influence on attitudes. Social roles relate to how people are expected to behave in a particular role or context. Social norms involve society's rules for what behaviors are considered appropriate.

Lecture 6 **Diversity of motives in the spheres of training, education and labor.** Concept of labor motivation cycles (S.A. Shapiro). Dominant needs of the employee are satisfied at different stages of the life cycle of a person and periodically are actualized. Employee’s motivation is undergoing cycle inherent to the individual’s needs in its development. By this concept six groups of needs are allocated: need for information, need for material wealth need to achieve social status, need of the presence of marital status, need of vertical or horizontal growth need of self-preservation (A – the preservation of achieved results, B – the provision of security, permanent employment, good health). Concept of motivational complex of labor, reflecting a set of interrelated and interacting motives of labor activity (A.A. Litvinyuk). Five main groups of motives affecting the staff: 1 – acquisition as motives associated with getting by a person a fee for the work performed (both material and moral encouragement); 2 - motives of safety based on human desire to avoid any unwanted sanctions, punishments as a result of the activities; 3 – motives of energy saving, based on the human desire to carry out labor activity, requiring the least energy expenditure and psychological stress, which is determined by biological factors. 4 – motives of subordination, based on the human desire to participate in the labor acting according to rules, accepted in the organization to meet future needs of the employee (activities within the group more profitable, safer and less energy intensive); 5 – motives of satisfaction, based on the fact that the person chooses such employment, which causes positive emotions, either in the process of work itself, or in the achievement of results of labor activity.

Lecture 7 **Intrinsic and extrinsic motivation as an issue of psychology of personality.** Intrinsic motivation represents the most self-determined or autonomous behavior regulation by inherent interest, enjoyment and satisfaction. Three types of intrinsic motivation: 1 – motivation toward knowledge is observed if an activity is performed for the pleasure or satisfaction of learning or understanding something; 2 – motivation toward accomplishment is defined as engaging in an activity for the pleasure of accomplishing or creating something; 3 – motivation toward stimulation occurs when an activity is performed to obtain stimulating experiences. Extrinsic motivation as a continuum of behavioral regulations reflecting the degree to which the behavior has been integrated into the individual’s sense of self. The continuum includes: 1 – external regulation, where behavior is controlled by external incentives such as praise, rewards, and punishment avoidance; 2 – introjected regulation, when the external contingencies have been internalized and the individual acts to facilitate self-esteem (e.g. exhibit ability) or lessen guilt and avoid demonstration of failure; 3 – identified regulation, where the behavior is explicitly recognized and valued by the individual; 4 – integrated regulation which is then the most autonomous kind of extrinsic motivation and appears when the behavior is fully integrated into personal values and beliefs.

Lecture 8 **Diversity of personality theories of motivation in modern psychology.** Individual differences in motivation and performance. Two dimensions of personality discussed by Broadbent (1958) as important sources of variation in performance were introversion-extraversion and stability-neuroticism. Extraversion was associated with decrements in performance over time and neuroticism was associated with greater decrements following stress. Motivational states: affective valence and intensity. Motivational states can be categorized in several different ways. They are distinguished between the affective direction and the energetic intensity of motivation (Humphreys and Revelle, 1984) and subdivided into positive and negative components (Watson and Tellegen, 1985) and that intensity should be considered in terms of energetic and tense arousal (Thayer, 1989). Affective states are considered in four uni-polar dimensions that are grouped into two higher order constructs of energetic and tense arousal. Motivation reflects sensitivity to cues for reward and that avoidance behavior reflects a sensitivity to cues for punishment Thayer (1989). Energetic arousal as a non-directional component of motivation and a hypothetical construct used to organize the common behavioral effects of exercise, stimulant drugs, sleep deprivation (negatively), time of day, time on task and impulsivity (Anderson, 1990). Personality, motivation and performance. Personality, vigilance and continuous performance. Personality and non vigilance increments and decrements.

Lecture 9 **Economic and social-psychological benefits of integrating motives and attitudes into personnel and organizations.** Positive outcomes and results of implying studying organizations within various spheres of economy, industry and business. Social-psychological benefits of studying different social organizations and structures. Significance of joint sociological and psychological surveys in research of social groups, social processes and personality career.

The concept of motivation in psychology of management. Theoretical and methodological approaches to the problem of labor activity motivation. Motivation theories and their characteristics. Substantial (theories of A. Maslow, D. McCleland, F. Herzberg, F. Taylor, D. McGregor, Ouchi); Procedural (V. Vroom's theory of expectation, the theory of justice). Forms, types and levels of motivation. Labor motivation management. A system of methods for improving employee motivation and increasing labor productivity. Motivation and self-motivation. Motivational strategies and techniques. Motivational personality profile.

Lecture 10 Individual and team attitudes from the point of view of social psychology.

**Thematic block\*\* III – Main Research Practices in the Sphere of Attitudes and Motives of Labor Activity**

Lecture 11 **Evaluation and assessments of attitudes and motives of labor activity.** Role of motivation and attitude in team. Group effects oni attitudes toward social responsibility. Group engagement increases individual attitudes toward social responsibility. We also found that individuals with *low* attitudes toward social responsibility are *more* likely to change their opinions when group members show more positive attitudes toward social responsibility. Individuals with *high* attitudes do not change much, independent of group characteristics. To better analyze the effect of group dynamics, the study proposes to split social responsibility into *relative* and *absolute* components. Methods of diagnostic attitudes and motives of through working processes and labor activity, profession-graphing, profiling, social and personality questionnaires.

Lecture 12 **Main issues of motivation and attitudes within diversity of professions and specialties.** Concepts of the world and the space of professions. Inclinations towards different activities reflected in interconnections person – nature, person – society, person – technique, person – person, person – sign system. Improving chosen profession by subjecting needs to motives and throughout different specialties, applied capacities and abilities, skills and gifts.

Lecture 13 **Cultural roots and cross-cultural features of human motivation and attitudes in modern conditions.** Inter-cultural communication in society, education, industry and business. Features of national business cultures: individualism-collectivism, power distance, masculinity-femininity, avoidance of uncertainty (G. Triandis). Cultural pre-determines and cross-cultural features of human motivation and attitudes. Cross-cultural management (G. Hofstede). National and international motives and attitudes within social and labor relations. The factor of cultural affiliation in the situation of international business communication. Culture shock and cultural adaptation. Interaction of cultures and languages ​​in a modern conditions. Inter-cultural business meetings, negotiations, press conferences, meetings: rules for preparation and conduct. International Protocol. Ways to resolve inter-cultural conflicts in the business sphere.

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