



DESIGNING LIFE 3: WHAT MOTIVATES HUMANS?



Filosofian Akatemia

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Founder, Filosofian Akatemia Oy

WHAT DO HUMANS ULTIMATELY STRIVE FOR IN LIFE?

21C03000 DESIGNING LIFE: LECTURE TOPICS

- 9.1: Introduction. Practicalities. The future of work.
- 16.1: Who are you and what do you value?
 - Guest lecturer Juha Äkräs (Aalto / Hintsa)
- 23.1: What motivates human beings?
- 30.1: How to find your own path?
 - Guest lecturer Tiina Alahuhta-Kasko (Marimekko)
- 6.2: Guest lecture: Iida Mäkikallio: What gets in the way of living a fulfilling life? - And what we can do about it
- 13.2: How to design your future?

WHY DO ANIMALS BEHAVE?

HOMEOSTASIS

**A RECEPTOR
A CONTROL CENTRE
AN EFFECTOR**

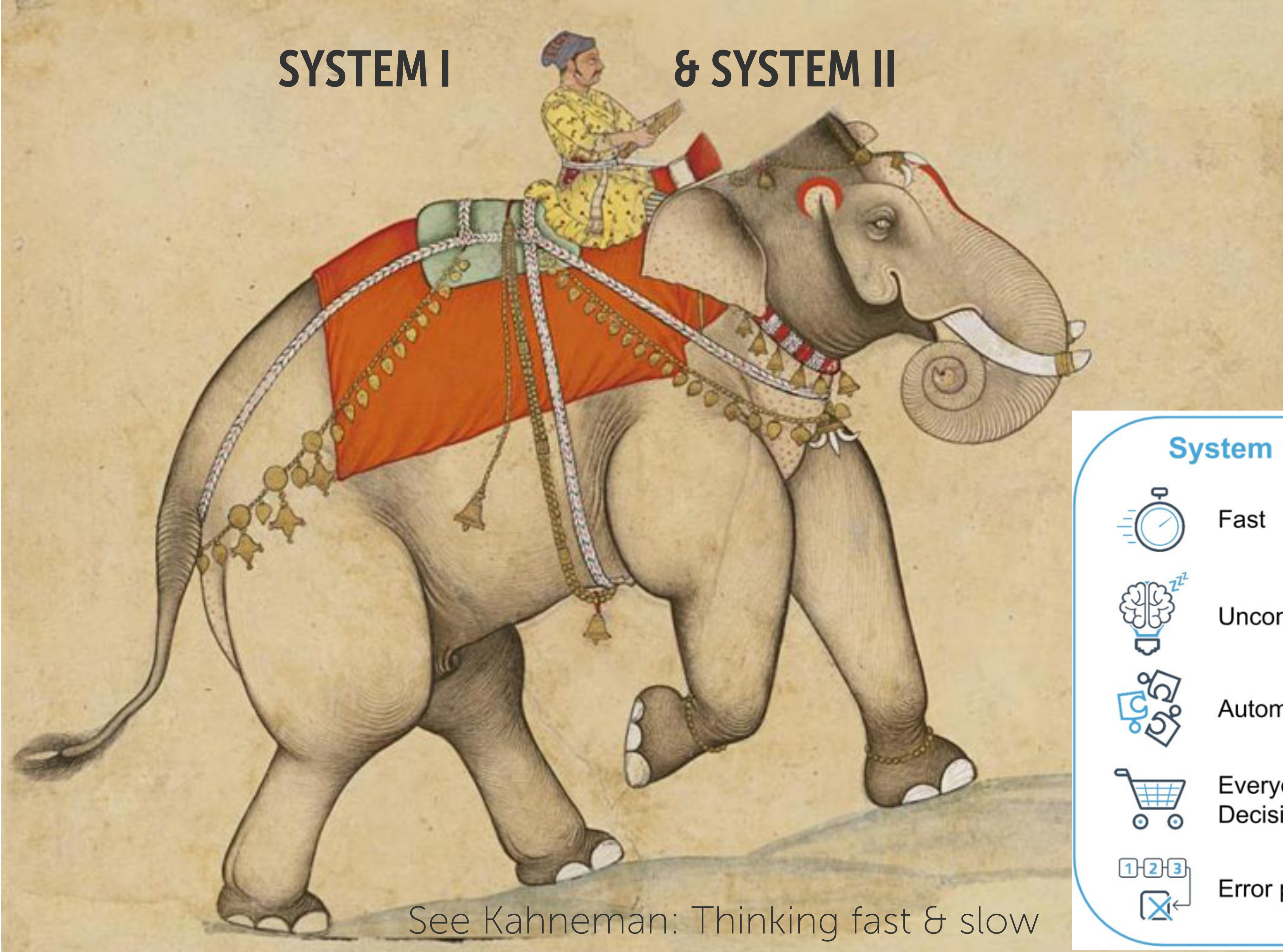
**HUMAN BODY HAS REGULATORS THAT KEEP THE COMPOSITION OF THE
EXTRACELLULAR FLUID CONSTANT, AS REGARDS**

- **TEMPERATURE**
- **PH**
- **OSMOLALITY**
- **OXYGEN**
- **SODIUM, POTASSIUM, GLUCOSE, CARBON DIOXIDE, ETC.**

WHY DO HUMANS BEHAVE?

SYSTEM I

& SYSTEM II



See Kahneman: Thinking fast & slow

System 1



Fast



Unconscious



Automatic



Everyday
Decisions



Error prone

System 2



Slow



Conscious



Effortful



Complex
Decisions



Reliable

WHAT IS THE POINT OF POSITIVE EMOTIONS?

BROADEN-AND-BUILD THEORY OF POSITIVE EMOTIONS

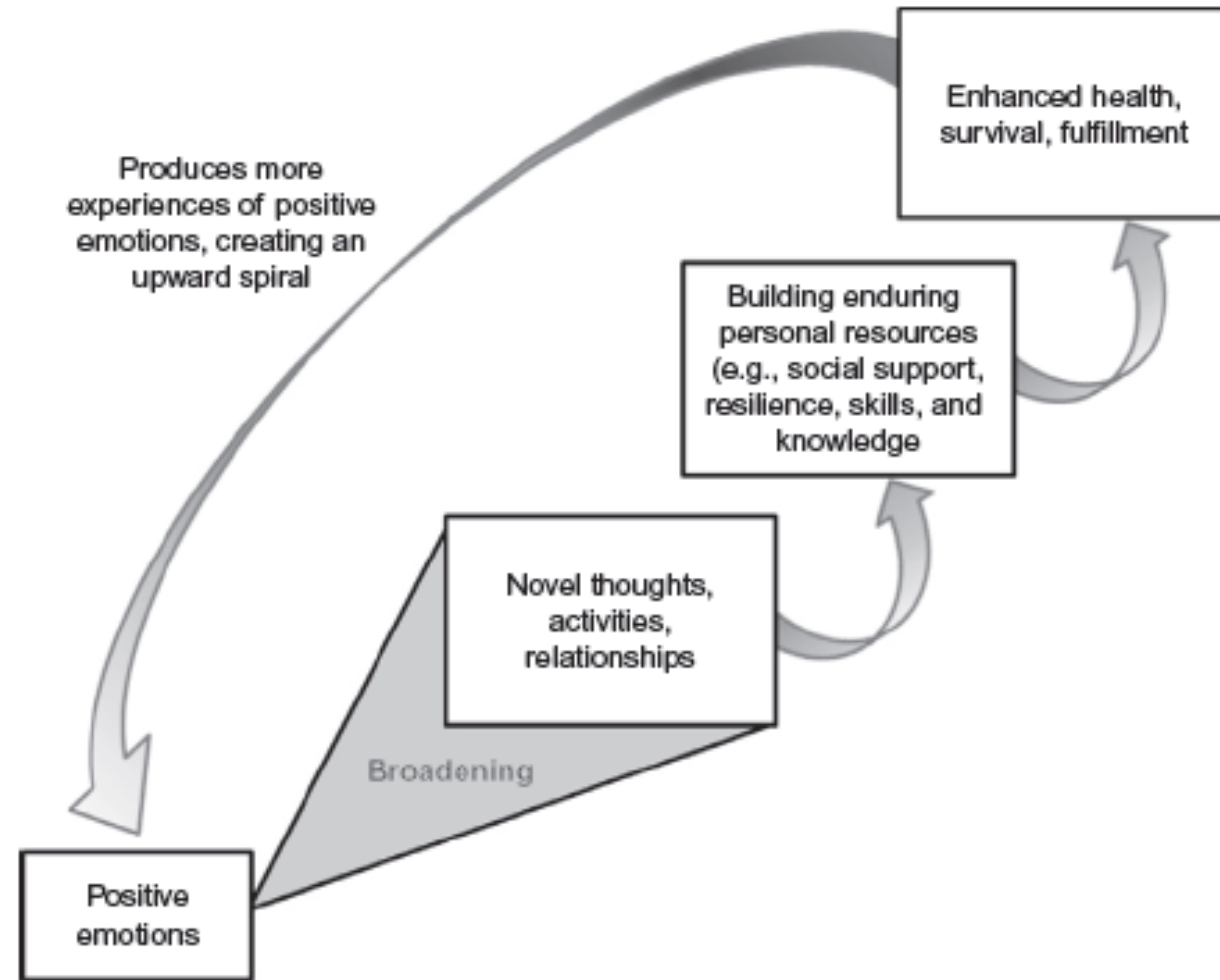


Figure 1.1 The broaden-and-build theory of positive emotions. *Adapted from Fredrickson and Cohn (2008, Fig. 48.1)*

Source: Fredrickson, B. L. (2013). Positive Emotions Broaden and Build. In E. A. Plant & P. G. Devine (Eds.), *Advances in Experimental Social Psychology*, Vol. 47 (pp. 1–53). San Diego, Ca.: Academic Press.

"MOTIVATION IS WANTING"

**MOTIVATION = THOSE INTERNAL PROCESSES THAT GIVE BEHAVIOR
ITS ENERGY, DIRECTION, AND PERSISTENCE**

-REEVE 2018

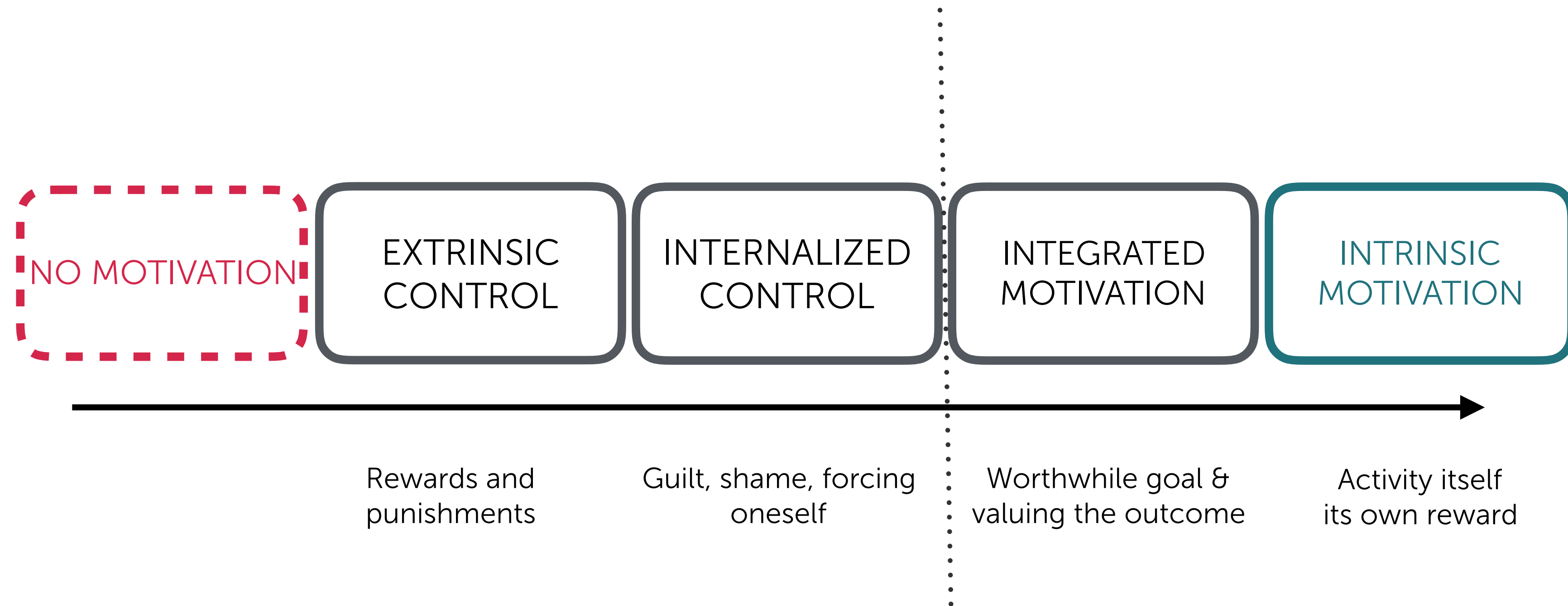
TWO TYPES OF MOTIVATION: AUTONOMOUS AND CONTROLLED

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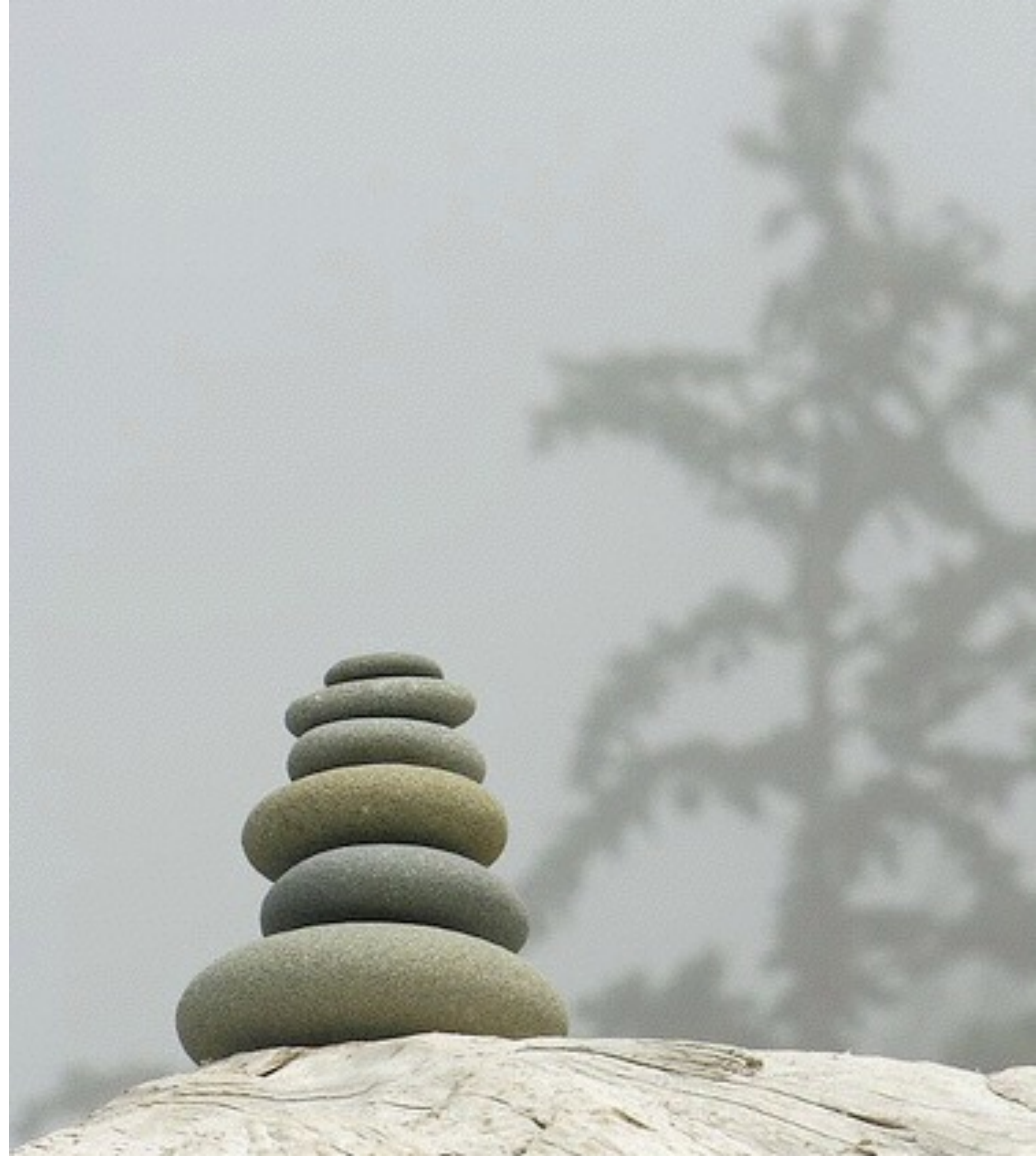
THE MOTIVATION CONTINUUM

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MOTIVATION MAPPING

“It isn't real work unless you
would rather be doing
something else.
–J.M. Barrie



MASLOW'S HIERARCHY OF NEEDS

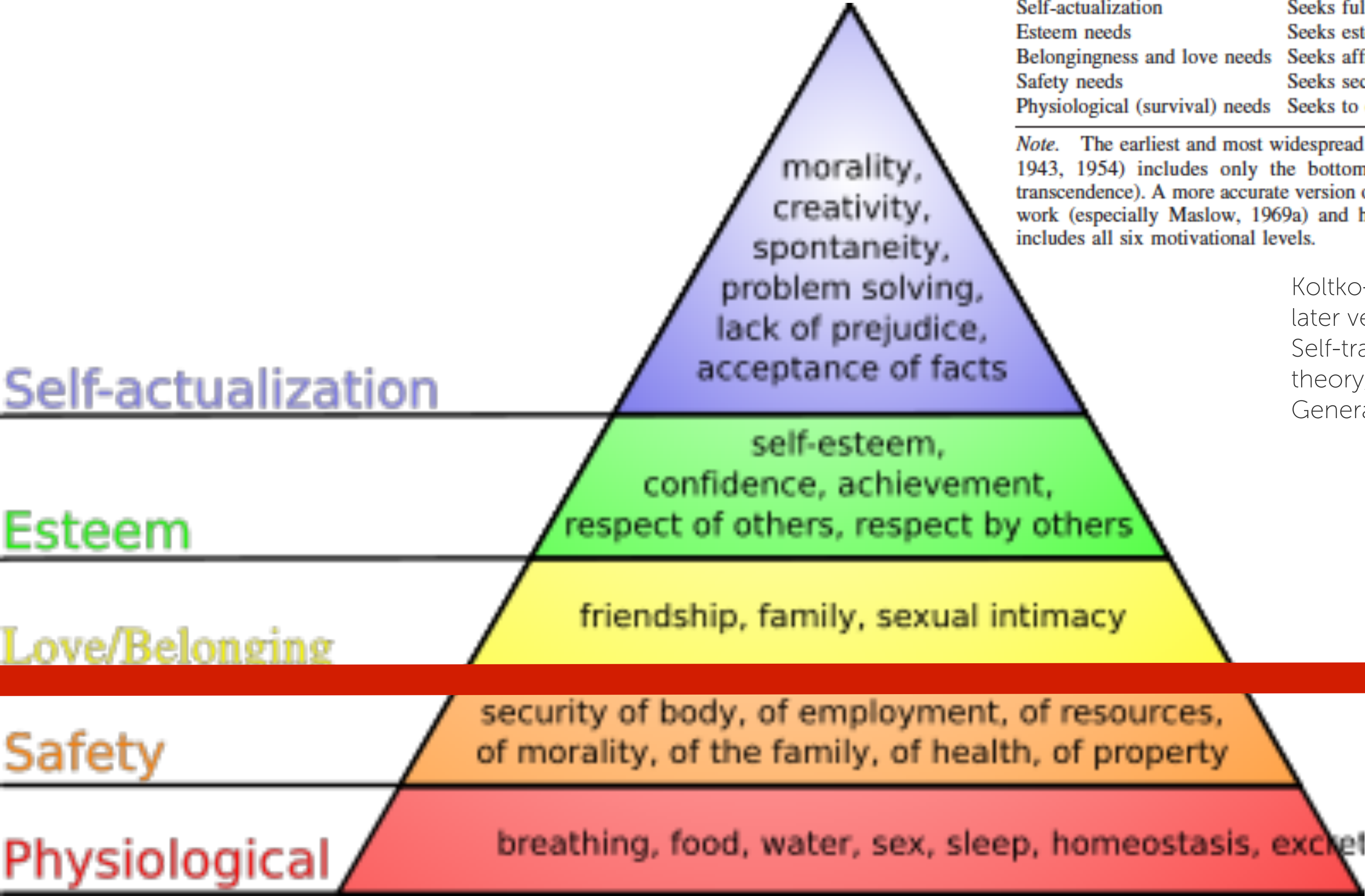
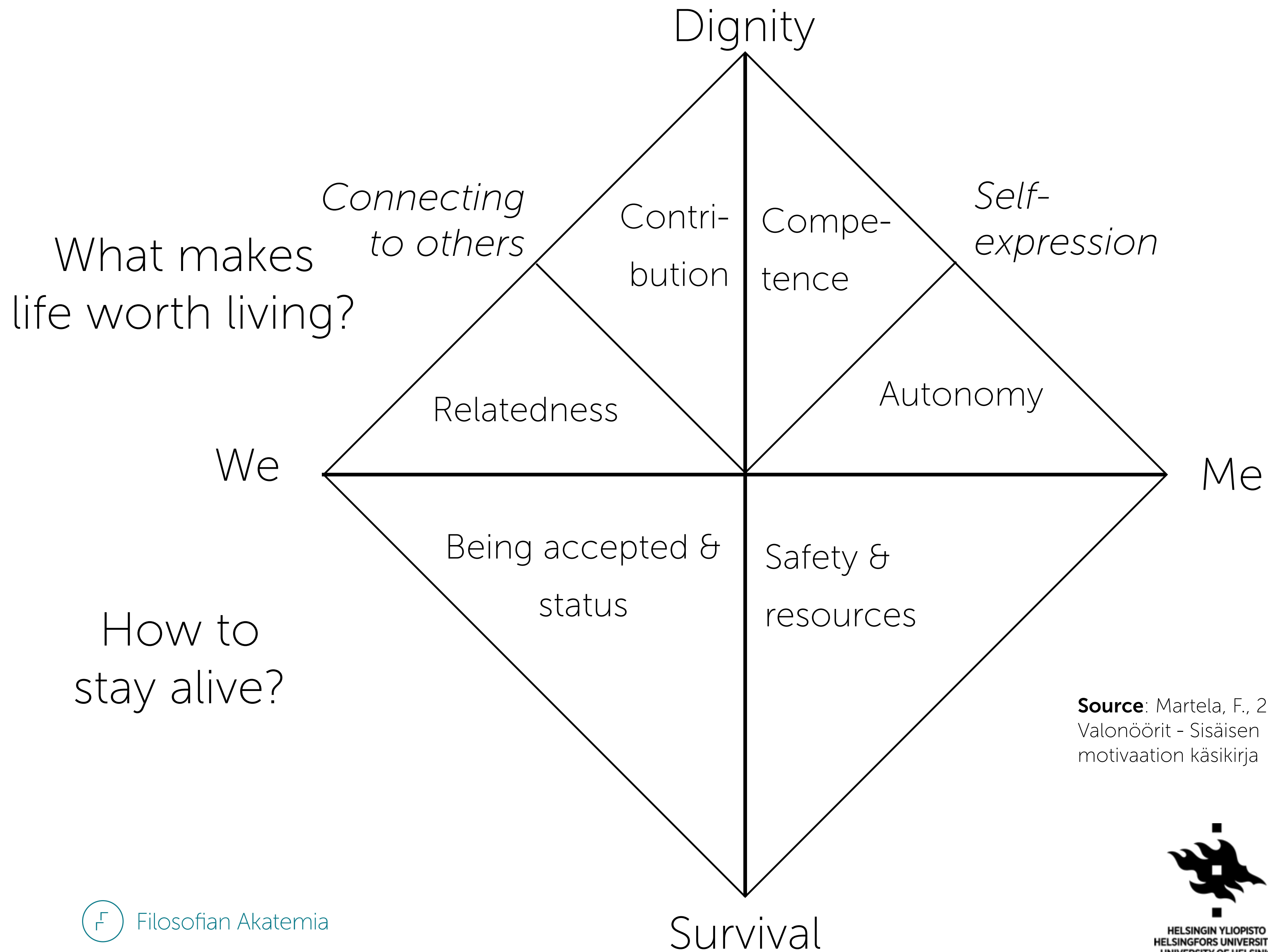


Table 1
A Rectified Version of Maslow's Hierarchy of Needs

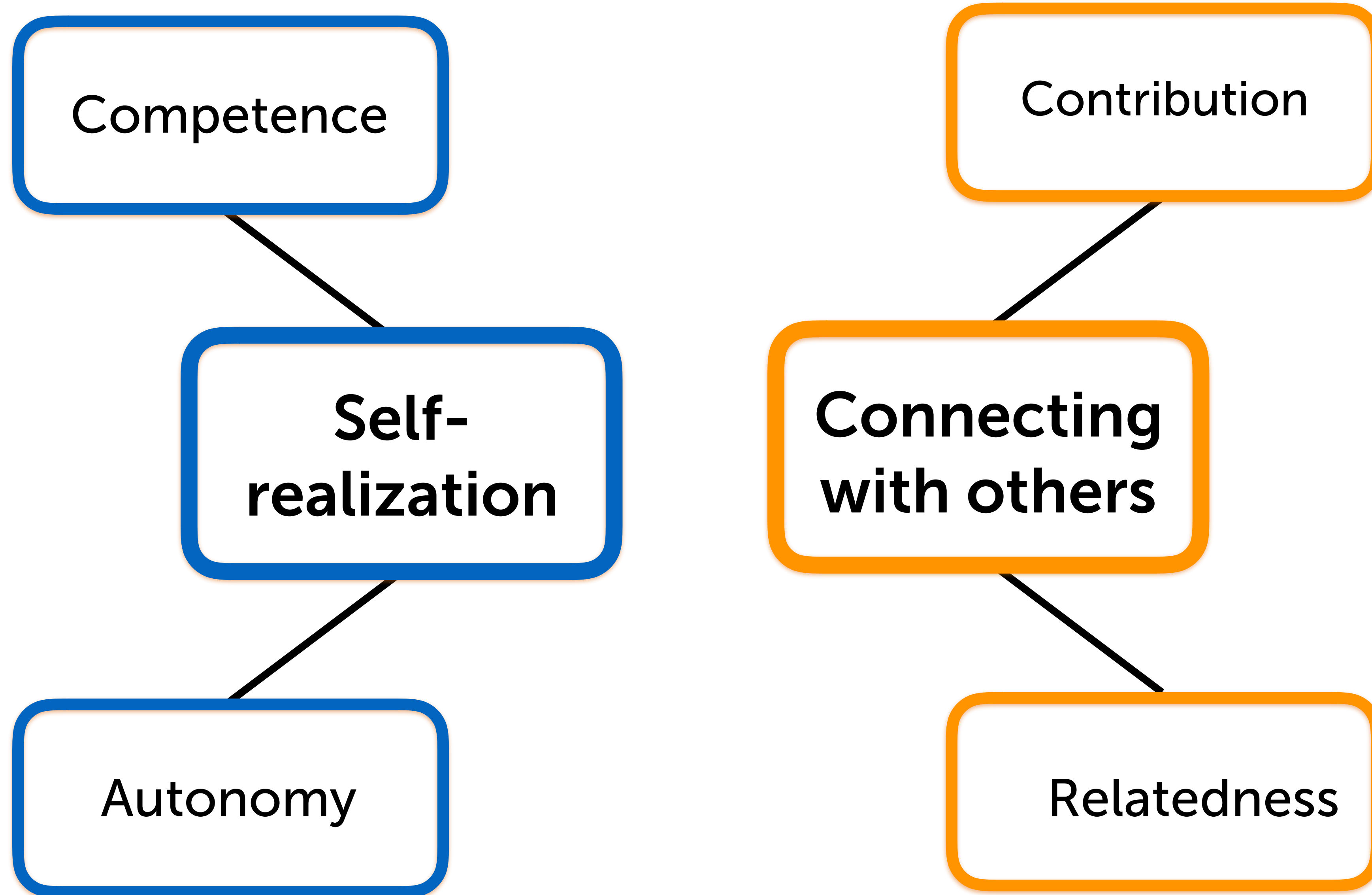
Motivational level	Description of person at this level
Self-transcendence	Seeks to further a cause beyond the self ^a and to experience a communion beyond the boundaries of the self through peak experience. ^b
Self-actualization	Seeks fulfillment of personal potential.
Esteem needs	Seeks esteem through recognition or achievement.
Belongingness and love needs	Seeks affiliation with a group.
Safety needs	Seeks security through order and law.
Physiological (survival) needs	Seeks to obtain the basic necessities of life.

Note. The earliest and most widespread version of Maslow's hierarchy (based on Maslow, 1943, 1954) includes only the bottom five motivational levels (thus excluding self-transcendence). A more accurate version of the hierarchy, taking into account Maslow's later work (especially Maslow, 1969a) and his private journal entries (Maslow, 1979, 1982), includes all six motivational levels.

Koltko-Rivera, M. E. (2006). Rediscovering the later version of Maslow's hierarchy of needs: Self-transcendence and opportunities for theory, research, and unification. *Review of General Psychology*, 10(4), 302–317.




Source: Martela, F., 2015:
Valonöörin - Sisäisen
motivaation käsikirja



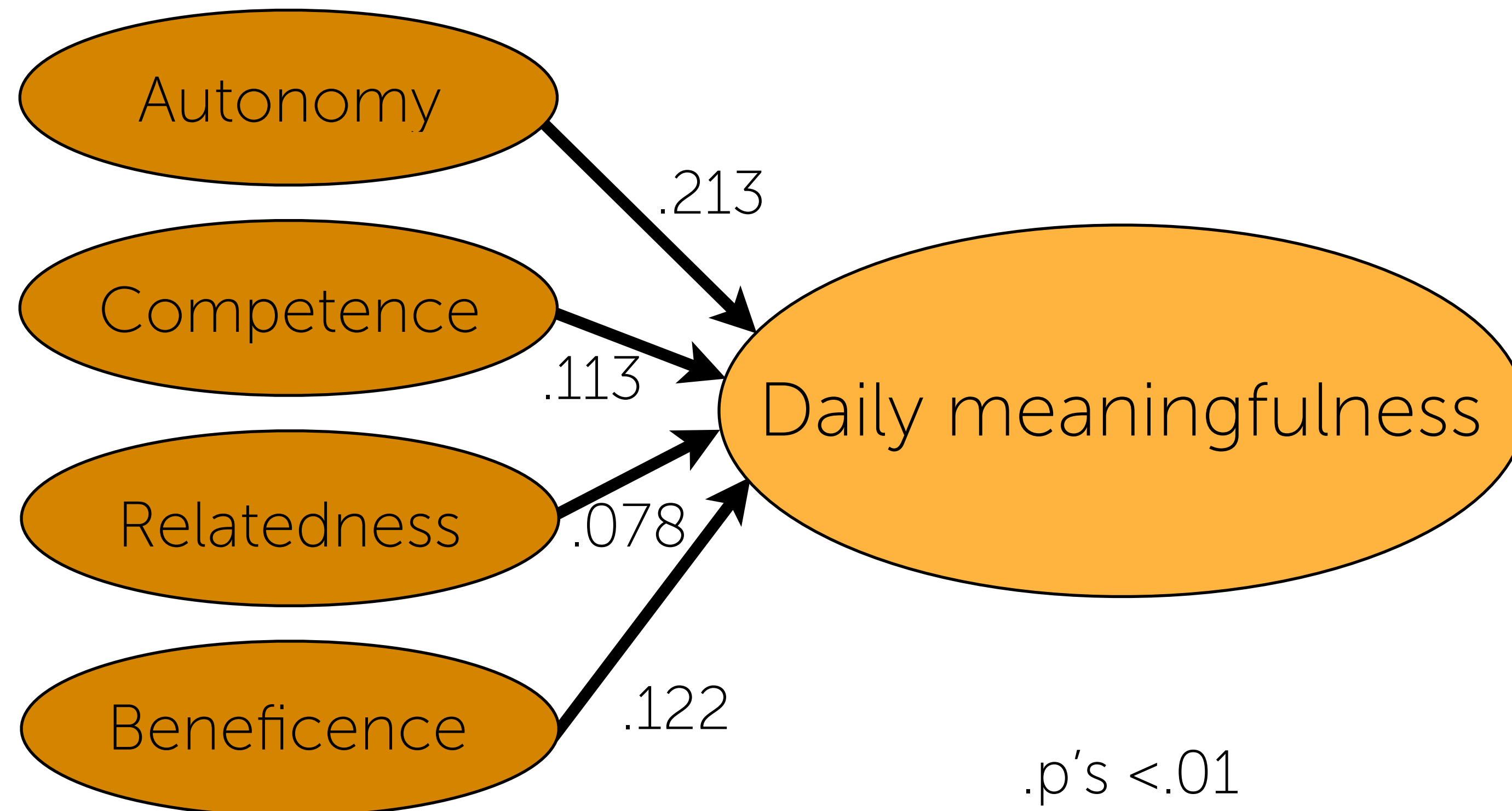
Lähde: Source, F., Ryan, R. M., & Steger, M. F. (2017).
Meaningfulness as satisfaction of autonomy,
competence, relatedness, and beneficence. Journal of
Happiness Studies

RESEARCH PAPER

Meaningfulness as Satisfaction of Autonomy, Competence, Relatedness, and Beneficence: Comparing the Four Satisfactions and Positive Affect as Predictors of Meaning in Life

Frank Martela¹  • Richard M. Ryan^{2,3} • Michael F. Steger^{4,5}

- 85 university students
- Daily survey on 10 consecutive evenings: 'Today, I felt...'
- Controlling for gender, weekend, trait-level need satisfaction

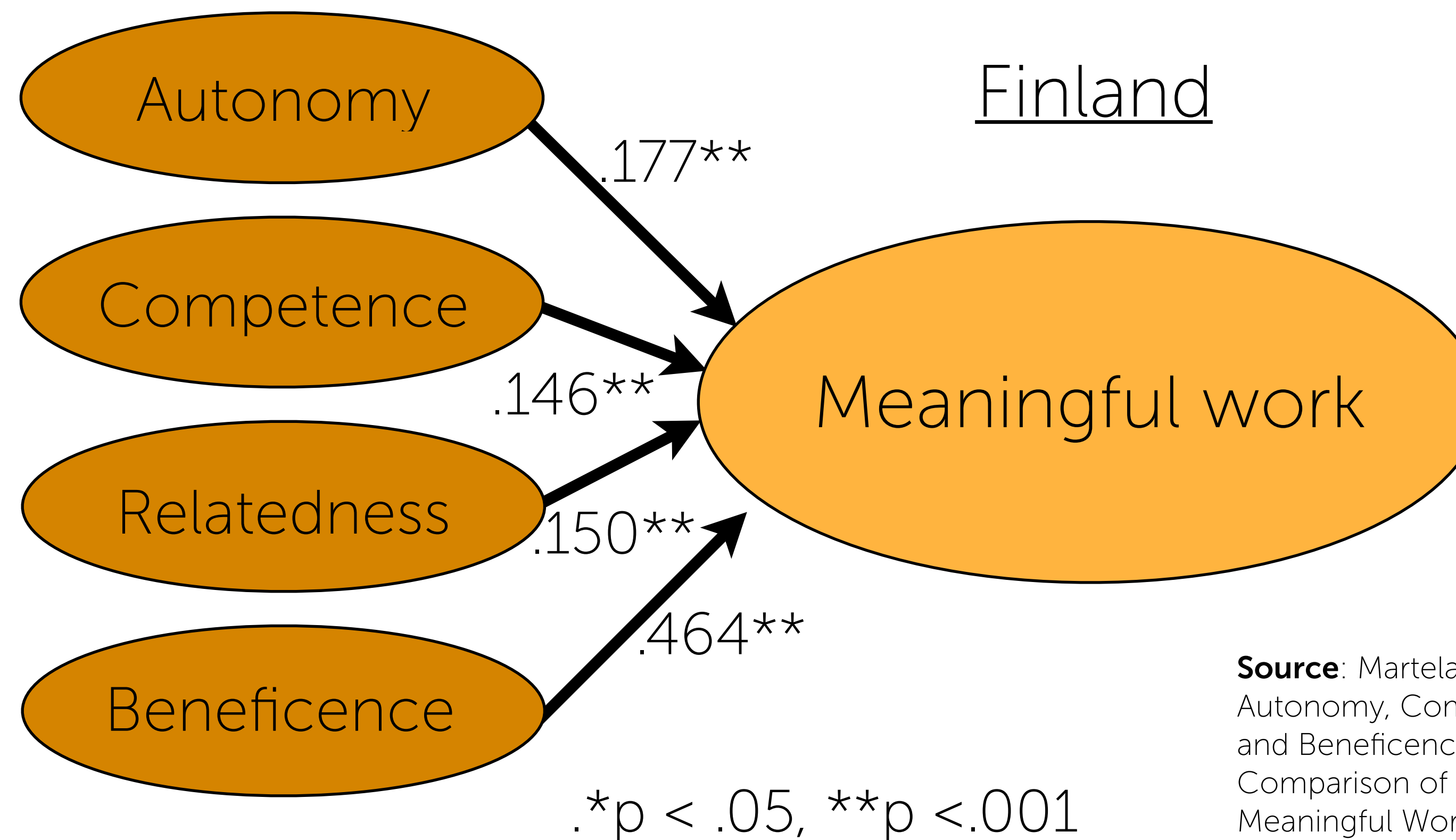


Autonomy, Competence, Relatedness, and Beneficence: A Multicultural Comparison of the Four Pathways to Meaningful Work

Frank Martela^{1*} and Tapani J. J. Riekk²

¹ School of Business/Department of Industrial Engineering and Management, Aalto University, Helsinki, Finland, ² Filosofian Akatemia, Helsinki, Finland

- Three cross-sectional samples from Finland (n = 594), India (n = 342) and USA (n = 373)
- Mediation analysis using PROCESS (Hayes, 2013)
- Betas displayed for India



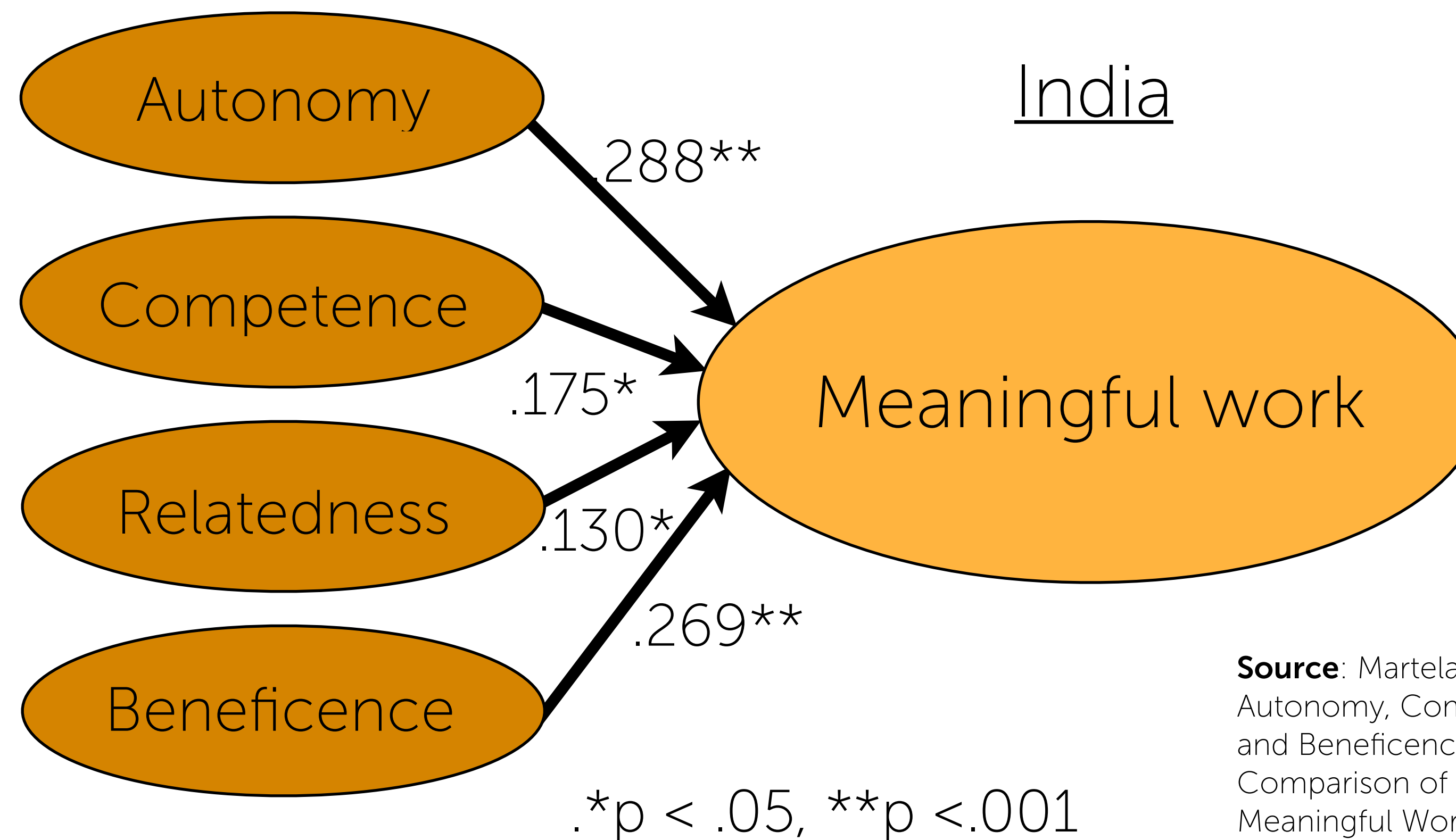
Source: Martela & Riekk (2018):
Autonomy, Competence, Relatedness,
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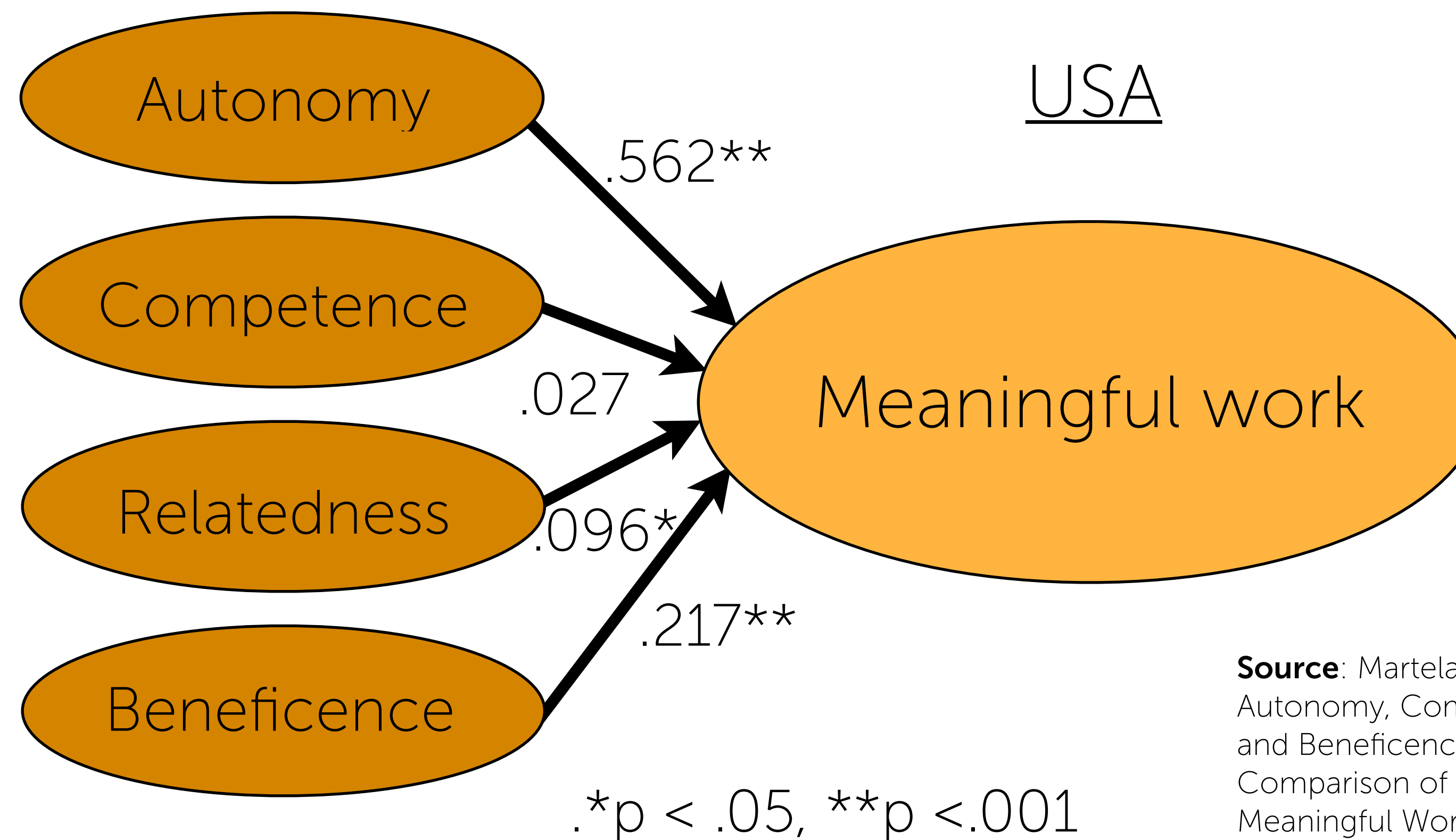
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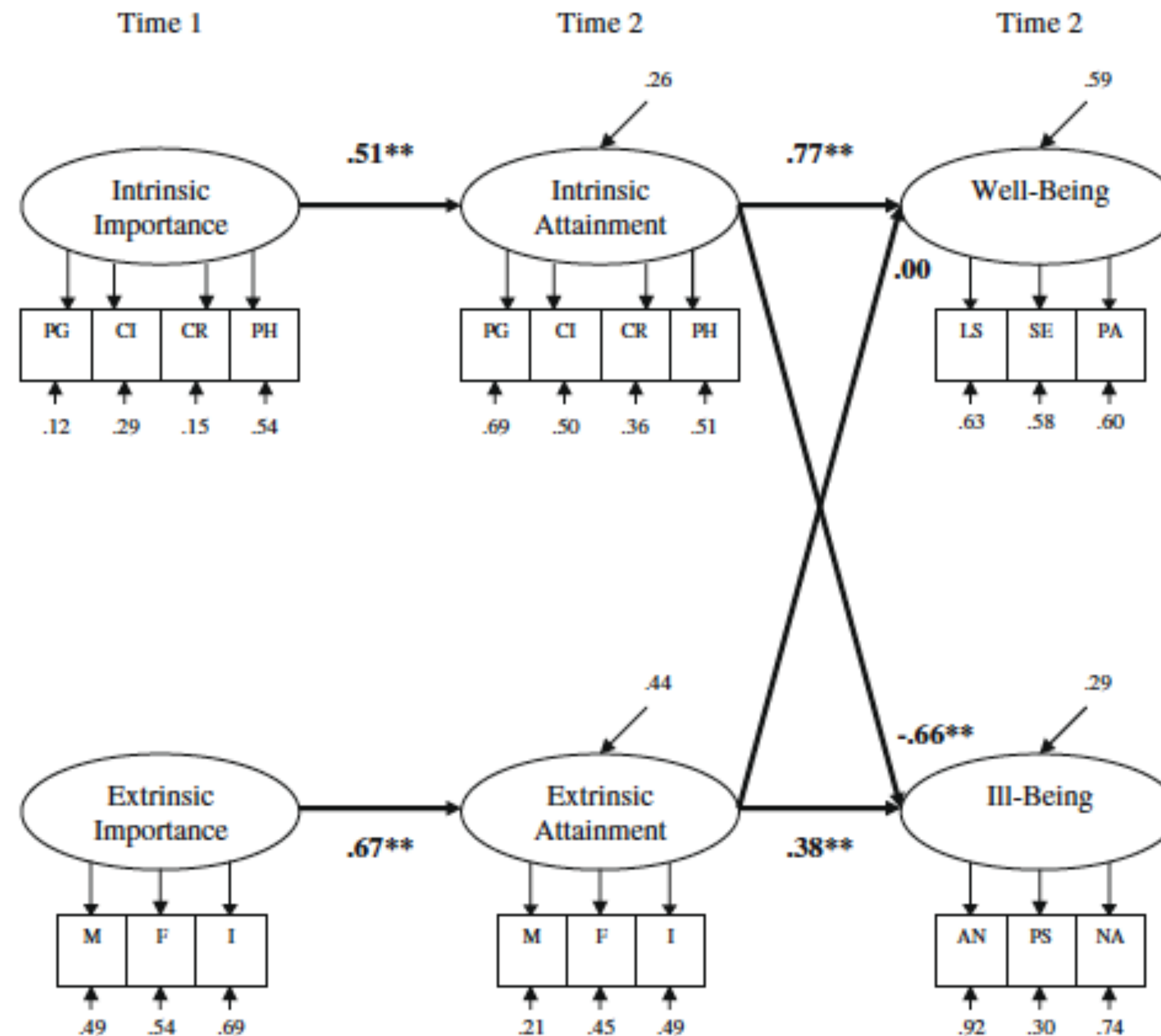
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Source: Martela & Riekk (2018):
Autonomy, Competence, Relatedness,
and Beneficence: A Multicultural
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Meaningful Work. *Frontiers in Psychology*

INTRINSIC VS. EXTRINSIC GOALS

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Source: Niemiec, Ryan & Deci 2009: The Path Taken: Consequences of Attaining Intrinsic and Extrinsic Aspirations. *Journal of Research in Personality* 43, 291-306



THANK YOU!

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