

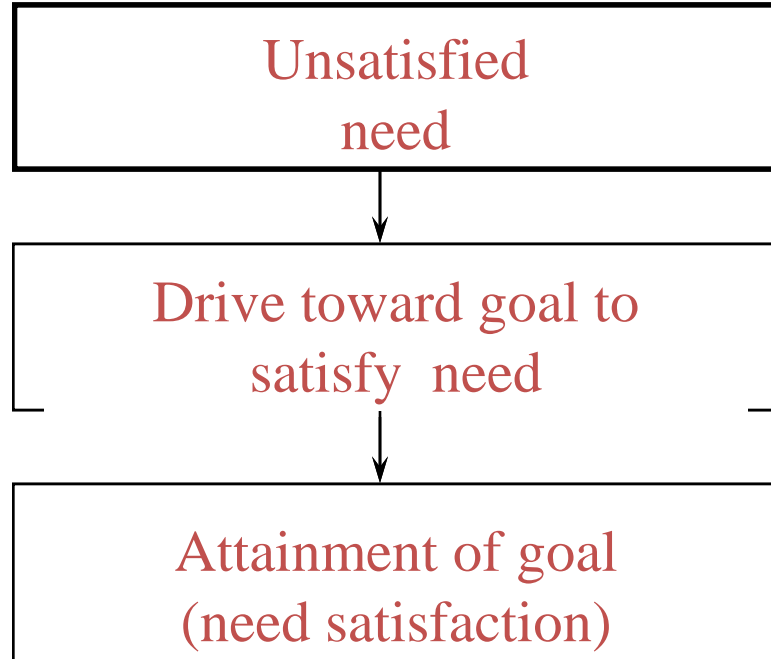
# **Motivation and process of extension education**

# Motivation

- Urge or combination of urges to include conscious purposeful activities
- Goal directed and need satisfying behaviour
- Intrinsic
- Extrinsic

# The Nature of Motivation

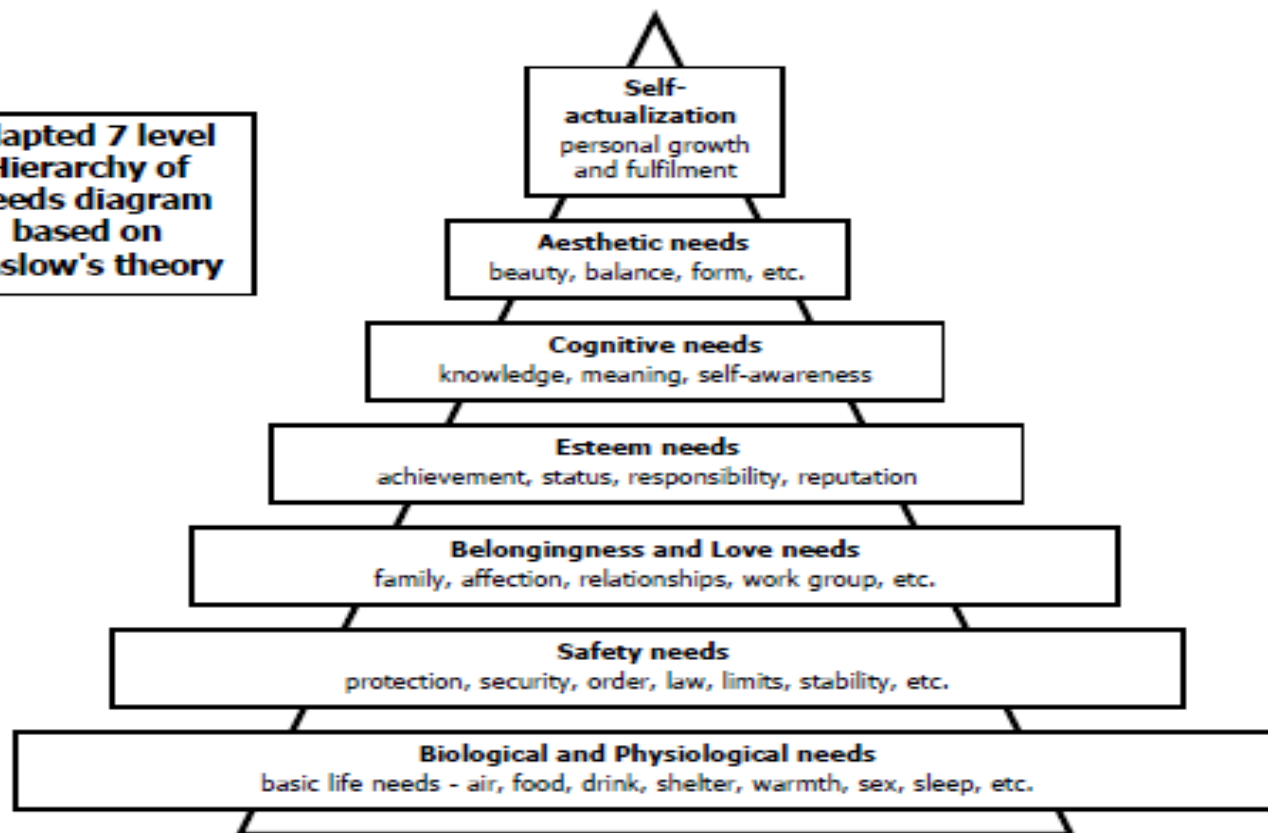
## The Basic Motivation Process



### **Motivation**

is a psychological process through which unsatisfied wants or needs lead to drives that are aimed at goals or incentives

**Adapted 7 level  
Hierarchy of  
Needs diagram  
based on  
Maslow's theory**



© design alan chapman 2001-7 - adapted by persons unknown based on [Maslow's Hierarchy of Needs](#)

Not to be sold or published. More free online training resources are at [www.businessballs.com](http://www.businessballs.com). Sole risk with user. Author accepts no liability.

# Achievement Motivation Theory

- **Need for Achievement** - desire to take on tasks and accomplish them satisfactorily
- **Need for Affiliation** - desire of individuals to belong to a social group and to participate with others and create friendships
- **Need for Power** individuals are comfortable in executive positions where they can make decisions in highly competitive situations

# Achievement Motivation Theory

## Characteristics of Higher Achievers

1. Like situations where they take personal responsibility for finding solutions to problems
2. Moderate risk-takers rather than high risk-takers
3. Want concrete feedback on their performance
4. Tend to be loners

## Ways to Develop High Achievers

1. Obtain feedback on performance
2. Emulate people who have been successful achievers
3. Develop an internal desire for success and challenge
4. Daydream in positive terms by picturing oneself as successful

# **Process of Extension Education**

**Teaching**  
(What and how to  
teach)

**Objectives**  
(What it should be)

**Evaluation**  
(What has been the result)

**EXTENSION EDUCATIONAL PROCESS**

**Situation**  
(What is now)

**Reconsideration**  
(What next to do)



# Conclusion

- Plays a key role in extension.
- Understanding motivation can strengthen extension processes
- For a planned educational effort it is necessary to understand the steps of extension process
- Experiences reveal that planning, learning and evaluation are taking place continuously throughout the phases of extension activities