

3.4_A

Model answers

Motivation is the reason why people do things.

Maslow's hierarchy of needs is one way to understand motivation. People do things because they have needs. There are basic needs, such as physical needs. And there are other needs such as self-esteem and self-actualization.

Herzberg's two-factor theory suggests that at work there are motivators and dissatisfiers. Motivators can encourage people to work better, whereas dissatisfiers make people demotivated.