

Week five:

The concept of motivation

Objective: Students will grasp the meaning of the concept of motivation in relation to learning and how it can be applied to agricultural extension work.

Description: Students will be taught the meaning of motivation and the different forms of motivation such as social, physiological and psychological motivation. Furthermore, students will be exposed to different theories of motivation such as the Maslow's hierarchy of need theory and different types of motivation such as social, economic and psychological motivation.

Study question:

1. With the use of practical examples discuss in detail the concept of motivation.
2. Explain psychological motivation in relation to teaching farmers about an innovation.

Reading list:

1. Van de Barn and Hawkins H. S. (1996). Agricultural Extension 2nd Edition
Blackwell publishers