

Personality Motivation for Successful Functioning in Today's Conditions

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ABSTRACT

Defining the essence, formation and development of personality motivation is an important prerequisite for the development of constructive behavioral strategy in today's complex conditions, as it will contribute not only to comfortable and productive activities, but also effective interaction and quality of life. The article highlights the key provisions on the psychological content of modern personality's motivation to successful life. It is noted that the formation of motivation for successful life is based on stable dominant motives of the individual, but in the process of activity motives, their hierarchy change because they either lose their significance or become transformed. The psychological mechanism of motivation for life is revealed. It involves mental reflection of external factors, their transformation into internal ones, awareness of needs, perception of value orientations, resulting in the formation, actualization of motives for activity, increases or decreases of the level of organization of the motivational sphere. Economic and non-economic methods of motivation are considered, using which all mechanisms of personality motivation can and should be used (psychophysiological, social, psychological, managerial, behavioral, moral, spiritual, etc.). The application of these mechanisms in the process of formation of personal motivation will promote the action of positive factors, the formation and actualization of motives and will minimize and neutralize the action of negative factors.

Keywords: *motivation of personality, formation of motivation, successful functioning, psychological mechanism of motivation, motivation.*

1. INTRODUCTION

Modern society causes changes in all spheres of human life, which must be able to adapt to them in both personal and professional terms. The success of functioning in the changing nowadays conditions is determined primarily by the strength and number of motives of the individual to certain actions. Their definition and formation are the important prerequisites for the development of constructive behavioral strategy in modern complicated environment, as it will contribute not only to comfortable and productive activities, but also to effective interaction and improve the quality of life.

It is known that the motive within personal development is perceived as a rather complex psychological phenomenon that has not only a multilevel structure, but also a certain integrated mechanism of

education. In addition, it forms a more complex personal structure – motivation [1]. Its researching has a long history, because the problem of motivation has always been among priorities in terms of intensifying any activity.

As a result of theoretical analysis of researchers in the field of psychology it is established that especially during the last decade research of domestic and foreign scientists in terms of studying the motivation of individuals to work, education, survival in extreme conditions, successful interaction, comfortable coexistence and leadership. and personal potential has been intensified [2-6].

Thus, motivational strategies within the effective motivation of the team were studied by R. Clark [7]. Motivation as a prerequisite for business success and prosperity in a dynamic and competitive environment has been studied by R. Gopal and R. Chowdhury [8].

M. Almansour [9] and A. Wiesenthal, J. Kalpna, T. McDowell, J. Radin [10] conducted research on the motivational aspects of personality through the prism of determining leadership styles and features of its implementation. Motivational prerequisites for the psychological eagerness of professionals to carry out educational activities were considered by Z. M. Mamajonova [11]. At the same time, N. T. T. Dung also paid attention to the development of professional motivation in the field of education [12]. F. C. Arowosafe, O.A. Tunde-Ajayi and B. D. Ojo [13].

Theoretical and empirical theses of modern researchers show that interest in the problem of motivation in modern society is being increased by identifying its new vectors and derivatives. Thus, in modern conditions of society functioning the necessity of consideration of theoretical bases of formation and development of motivation of the person to successful activity and coexistence is actual i.e. it defines the purpose of the presented scientific article.

2. RESEARCH METHODOLOGY

First of all, it should be noted that there is some conceptual ambiguity in determining the motivation of the individual in psychological science, and there are no clear methodological approaches to the study of the problem of psychological principles of motivation.

In substantiating the methodological foundations of the study of personal motivation to live as a psychological and social phenomenon, which is considered in the dynamics, should be based on general scientific logic of the study, which follows from the analysis of scientific sources on personality motivation and methodology of psychological studies of motivation. Motivation as a process is determined by numerous factors. It is the driving force of the individual, and this determines the peculiarities of his activities and interactions.

Thus, the theoretical and methodological basis of the study are the fundamental provisions of: the unity of consciousness and activity; personality as an active subject of activity; conceptual basis of motivation; features of becoming a professional in the process of activity and formation of motivation for successful interaction. The concept of formation of personality motivation is based on the general psychological theory of activity and the theory of personality motivation.

I.e. the peculiarities of motivation formation can be comprehensively considered and objectively studied using the dialectical relationship of systemic, functional-activity and anthroposocial approaches as components of the general dialectical approach.

3. RESULTS OF THE RESEARCH

The complexity and urgency of the problem of motivation activates scientists to constant search for answers to the question "What is the basis for the formation of personality motivation in modern conditions?". This interest and relevance is due to the fact that motives always change depending on the characteristics of the social environment affect to the functioning of the individual in it. Therefore, it is always necessary to understand what motivates a person to successful actions and effective work.

I.e. scientists mainly consider motivation in dynamics, because factors, motives, factors, determination of behavior are not constant categories, they also change depending on the conditions, personality development. Thus, motivation is a dynamic formation that changes depending on the influence of certain factors.

Human activity is polymotivated, i.e. it is motivated by a group of motives, which are placed in a certain hierarchy depending on their significance for it both in a specific situation and in the whole process of activity; the hierarchy of motives changes under the influence of internal and external factors that affect the actualization of existing and the formation of new motives. By actualizing certain motives, changing the hierarchy of motives, attracting additional formed motives, you can control your behavior, and if possible and necessary the behavior of another person too [14].

Therefore, we highlight the following key provisions regarding the psychological content of motivation of modern personality to successful life:

(1) the process of formation of motivation is determined by factors that affect the attitude of the individual to a particular activity; the hierarchy of motives of the individual that motivate him to continue being guided by the same behavioral strategy; needs and values;

(2) motives for a particular activity determine the nature of activity in the process of preparation and activity, as well as generate in the individual interest in the activity itself, the desire to show their abilities and become a highly qualified specialist, the desire to be a successful specialist;

(3) the development of personal motivation has its own specific patterns caused by the nature of certain activities, namely: increasing the level of motivation in the process of minimizing the factors that inhibit it; qualitative relationship between activity and motivation, i.e. its progressive nature; maintaining the existing motivation and its development as an important phenomenon in the whole socio-psychological complex of activity;

(4) improving the process of motivating the individual to successful interaction is realized through: strengthening the influence of factors that affect positively the attitude to life, and minimizing the impact of negative factors; promoting the formation and actualization of the necessary motives; meeting certain needs.

4. DISCUSSION OF RESULTS

4.1. Formation of Motivation for Activity in the Present Conditions

Due to the fact that the process of motivation is considered dynamic, i.e. it is caused by constant change of motivation based on changing needs, goals, motives, which are not constant, but change depending on the development of the individual, certain conditions, environment, etc. this process can not be finished. So, we are interested in formation of the personal motivation.

The formation of motivation for successful life is based on stable dominant motives of the individual, but in the process of activity motives, their hierarchy change because they lose their significance or are being transformed.

It is proved that the process of formation of motivation is dynamic, changeable and takes place under the influence of psychological factors, and the success of a certain activity of the individual depends on the level of formation of the motivational sphere.

The motivational sphere consists of various motivations (to a certain behavior, to activity etc.). Motivation is a process of actualization or formation of a motive, a system of motives depending on the influence of a set of factors (natural, subjective, objective). Each person has his own, individual set of motivations. Motivation is characterized by the property of plurality. Each motivation consists of motives that are hierarchized in a certain way in their significance and relevance.

Motives are constantly changing, being in dynamics, i.e. changing their meaning for the individual, relevance depending on certain conditions, circumstances, situations, as well as its intellectual development, age, experience, changes in the importance of factors, satisfaction of basic needs, changes in the hierarchy of values-goals and values-means.

Changing the hierarchy of motives, their number leads to a change in the attitude of the individual to his activity or disactivity. Some people start acting better, others – worse, the activities of the unit do not change. These are external manifestations. And what does the individual feel? He may be uncomfortable or completely satisfied. But he will not always say or show real feelings, the reasons for their actions.

Motivation changes accordingly. Some motives disappear, others ones appear or not. For example, if a person changes voluntarily the type of his activity, he has the motivation to this new type of activity, and the old one gradually disappears, leaving a "trace" in long-term memory.

The psychological mechanism of motivation for life is the mental reflection of external factors, their transformation into internal ones, awareness of needs, perception of value orientations (depending on individual characteristics, intellectual development, personality, situation and conditions, work experience), resulting in formed, actualized motives to activity; the level of organization of the motivational sphere increases or decreases, the mode of its functioning changes.

When can we say that a new motivation has emerged? Probably when there is at least one motive that does not belong to any of the existing motivations of the human.

The speed and frequency of changes that occur in the motivation of the individual depend on the influence of positive and negative factors, the leading motives. Leading motives are the most important for the individual. They are at the top rungs of the hierarchical ladder, for which secondary ones are formed. But after a while, other motives become leading, and those that were at the top move down due to the hierarchy.

Each available motivation affects a certain area of life of the individual. For example, motivation to work influences his attitude to the performance of duties, the process of expanding the range of professional knowledge, skills, acquisition of professional skills. The same motivation is influenced by: individual characteristics, conditions of activity, activity requirements for the individual, positive and negative factors that determine his attitude to the performance of professional tasks.

In addition, it has been proved that motivation for activity is interrelated with other types of motivation, namely: motivation to succeed and motivation to avoid failure. More precisely it is connected with their highest levels, which, as noted above, due to the specifics of a particular activity.

Lack of proper psychological support for the process of formation of personality motivation, untimely, incorrect use of methods of motivation and disregard for individual psychological characteristics of the individual can lead to the fact that some people:

- (1) the number of motives will gradually decrease, i.e. some motives, losing their significance, will disappear;
- (2) there will be no actualization of other necessary motives;

(3) the strength of the motivation to act will decrease or this motivation will gradually disappear, which will lead to a decrease in the efficiency of the activity or a change in the scope of activity in general.

In addition, if a person evaluates his activity as insignificant, dissatisfied with the process of self-realization, lacks independence, role uncertainty due to vague requirements for it, overload or, conversely, underload (the latter creates a feeling of uselessness), it may develop emotional syndrome of "burnout".

4.2. Motivation of the Personality to Successful Life

Let's start with the oldest in their formation, common and those that contribute to the satisfaction of lower needs, namely: economic methods. Their influence is related to the satisfaction of the material interests of the individual. Economic methods include material incentives in the form of wages, bonuses, additional payments, incentives in the form of monetary rewards, the provision of certain benefits (free travel by the public transport, discounts on utility bills etc.).

The question of methods of material incentives is still controversial. At first glance, it seems that you can achieve optimal motivation for activity (there is a certain optimal level of motivation, in which activities are performed best, and at low and very high levels of motivation efficiency is low – Jorke-Dodson's law), increasing the amount of material support, primarily wages. Indeed, this is so because in order for a person to solve social, professional and other problems of a higher order, it is necessary to satisfy his lower needs (food, housing, clothing, etc.). Dissatisfaction with the amount of wages is something that lies on the surface, which everyone can talk about. This problem is certainly important, but it is impossible to solve it completely, just partially.

Contradictory opinions about the amount of money needed to motivate the success of the individual have always existed. With a significant increase in monetary remuneration comes the moment when a person prefers to reduce labor intensity with a further increase in wages. This limit is the level of real needs of the specialist. A significant reduction in monetary remuneration leads to increased staff turnover. The most effective way is to make earnings a variable that is closely related to the end result. Therefore, with regard to the modern personality, we believe that the amount of wages should be related to the specific results and quality of work, and not just, for example, with the actual availability of the workplace.

Material methods of motivation can also include socio-economic incentives: housing, adequate level of health

care, providing discounted vouchers to sanatoriums and rest homes.

We will also consider non-economic methods of motivation, the impact of which is not related to the satisfaction of material interests of the individual.

We highlight the following methods covering the basic needs of the individual:

- physiological: timely issue of a cash allowance that will provide accommodation; provision of the working conditions (optimal temperature, lighting, noise level); prevention of exhausting, risky work; timely and if necessary providing rest, creating opportunities for recovery;

- in safety and security: to provide guarantees of stable work, medical care, benefits; pay for work above the subsistence level; clearly organize the performance of professional tasks; to ensure the protection of the individual in crisis situations; encourage optimal and considered decisions and prevent unconstructive, risky decisions; create conditions for reliable social protection; provide opportunities for training and additional education;

- social needs (communication needs): to give the individual such work that he could communicate; create the spirit of a single team; give the opportunity to express their views on certain issues; maintain and encourage friendly relations, mutual assistance; create conditions for social activity; remind individuals periodically that they and their activities are valuable;

- in respect and recognition: to offer subordinates meaningful, interesting, responsible work; treat the individual with respect; appreciate the initiative, creative approach to the case; use various forms of incentives that express the recognition of the merits of the individual; consult on identifying ways to solve certain problems, make some decisions, listen to opinions; provide opportunities for training and retraining, which will increase the level of their competence, professionalism; to provide comfortable working conditions, adequate wages;

- in self-expression: to provide individuals with the opportunity for learning and development in order to full use of their intellectual potential and abilities; to entrust the performance of such tasks that require full commitment and use of personal knowledge, skills and experience; provide more freedom in decision-making and choice of means of solving problems; to encourage and promote the development of creative abilities of the individual; to involve in work that requires ingenuity, in social work.

In general, in order to determine which needs are the most important to an individual at a particular time, it is necessary to have information about the level of

satisfaction of its needs. At the same time, it is advisable to update such information constantly, as needs change over time.

Applying methods of motivation, you can and should use all the mechanisms of motivation of the individual. Since they are all interconnected, it is impossible to try to launch only one mechanism of motivation, such as psychological. There are several approaches to the disclosure of mechanisms of motivation: psychophysiological, social, psychological, managerial, behavioral, moral, spiritual and others. For example, psychological mechanisms of personality motivation are presented as functional ways of transforming external factors into internal ones, awareness of needs, actions of value orientations, as a result of which various motives are formed and actualized; the level of organization of the motivational sphere increases or decreases, the mode of its functioning changes.

The application of these mechanisms in the process of formation of personal motivation will promote the action of positive factors, the formation and actualization of motives and will minimize and neutralize the action of negative factors. The factors themselves affect motivation. Therefore, they are the basis of the mechanism through which methods of influence and motivation affect the motivation of the individual.

5. CONCLUSIONS

Thus, as a result of the analysis of scientific research it is established that the formation and development of personality motivation in modern conditions is determined by the influence of social and personal factors, which are relevant due to socio-political and economic changes. The main structural components of the motivational sphere of personality are motivations that activate the personal potential and professional attitudes of a person depending on his preferences and sphere of life. In addition, the effective elements of each motivation are factors, needs, values and motives. The latter should also be defined as the main components of motivation, as the action of factors and needs is aimed at the formation and actualization of

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motives. Instead, the motivational sphere under the influence of dynamic social processes undergoes functional changes, as it depends on motivations and, accordingly, on motives, needs, values, factors.

Personality in a certain social environment perceiving the action of factors depending on the situation and their individual characteristics. The formation of motives and the decision to act depends on its prior values, the requirements of activity and society, on the specific conditions in which it is, on the understanding of norms, rules adopted in society, team, group.

At the same time, in order to understand the essence and content of motivation, it should be considered both as a structure and as a process. We believe that only a double definition will allow us to consider comprehensively and understand the motivation of the individual to succeed in a particular society better. Thus, motivation is a process of formation, development and actualization of motives under the influence of factors, needs and values.

In order for the motivation for successful actions to pass from the cognitive to the behavioral level, it is necessary to form an effective system of psychological support for its formation. The psychological support of the process of formation of motivation we interpret as the complex use of: information about the essence of the phenomenon of personality motivation, theoretical principles of formation and development of motivation in modern society, as well as a set of effective methods of motivating progressive personality.

It is possible to ensure psychologically the development and maintenance of a person's motivation by applying economic and non-economic methods of motivation and taking into account the psychological mechanisms of motivation. This will (1) help to maintain existing motivation, form and update motives for certain actions by meeting needs, intensify, increase the impact of positive factors and minimize negative ones, (2) prevent the occurrence of such negative consequences as: reducing the effectiveness of any activity, frustrating manifestations, destructive actions, deterioration of social interaction and quality of life.

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