

# Core social motives

[Psychology](#)



**ASSIGN  
BUSTER**

Core social motives: Obama's Reelection The US president Barack was reelected after defeating his main competitor, who is a republican nominee Romney. The US president emerged the winner after sealing many swing states which include Virginia, Florida and Ohio as there is no republican who has ever won the presidential seat without sealing for Ohio. It has been reported that Mitt's major problem was he was opposed in issues related to social security, taxes, Medicare and other issues that are domestic. The Egyptians welcomed the news with joy as there is much expectation of receiving benefits from Obama's new tenure during the period of rule. The US president is the main individual that many are looking up to. For instance, the Americans trust Obama on various issues just like other countries who are anticipating help from this leadership (Susan et al, 2005)

### Social motives

Social motives in other terms are known to be learned or acquired motives. There are motives that are of complex forms that result majorly from interaction of humans with their social environment. The motives are referred to as social as they are learnt in a social group. These strange motives of human are looked upon be general states that end up to specific behaviors. The motives are common characteristics of individuals and as they are motives that are learned, they have different strengths in different individuals. A social motive which will make an individual active depends on the social experience of an individual. The social aspect is unique in every individual and is dependent on ones way of perception of things. Because of this reason, psychologists always find it easy to make a common agreement on social motive list as they did for biological motives case. As these motives generate from behavior, their measurement are very difficult. The kind of <https://assignbuster.com/core-social-motives/>

difficulty rises from a problem which is not known and what specific motive.

(Taylor et al, 2005)

#### Core motive

The social motives are further categorized into five core motives. The first, being the motive of belonging. This deals with the urge for stable and strong relationships. Secondly, there is the understanding motive. It deals with the urge to predict and understand human social world. Thirdly, there is the control motive. This is where by individuals try to find out how their behavior affects their outcome. Fourth is the self enhancement motive. This deals with the urge to see human as people who are worthy. Lastly is the trust motive which deals with the urge to feel that individuals are naturally good (Susan et al, 2009).

In this event the two motives that suit it are affiliation or belonging motive and the one to control. The affiliation motive is the one that will make one fight to identify with a certain group in order to get the feeling of belonging. In this event, the US president seeks for the support from many states in order to identify with them. Secondly, the control motive is also evident in this evident as there is evidence of urge for power. The president of US shows the urge for power by running for the presidential seat. His motive is driven by the power to rule.

One may use the motive to predict a rehab patient behavior. For instance, a rehabilitation patient behavior can be predicted through the need to understand him or her.

#### References

Susan T. Fiske, 2009. Social Beings: Core Motives in Social Psychology.

<https://assignbuster.com/core-social-motives/>

Shelley E. Taylor, Letitia A. and David O, 2005. Sears Social Psychology. 12th Ed.