

Is unconscious
motivation important
or not consider
behaviorist and
cognitive obj...

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Importance of Unconscious motivation. Unconscious motivation is the resultant action of the body or part of the body due to stimulation of the unconscious mind. The unconscious mind controls the biologically based instincts of both human beings and animals (Campbell 49). These instincts also known as eros and thanatos are responsible for the most primitive urges for aggression and sex. Contrary to the conscious mind, no one has the idea of what information is contained in the comatose or unconscious mind.

Unconscious motivation is importance since it forms the innate ideas and desires. These are instinct behaviors out of any human control and are essential to human survival (Campbell 60).

The pre-conscious or subconscious mind handles feelings and thoughts which an individual is not aware of, but can be brought to consciousness. It forms an intermediate between the conscious and unconscious minds (Donohue 57). It forms the available memory which involves quick remembrance of something once it is mentioned. There are some mild experiences, but shocking and powerful negative emotions are subdued and hence not experience in this area. Together with the unconscious mind, the area influences our motives, decisions, and emotions through stored experiences and instinct respectively (Campbell 74).

Freud work on structuring the personality or psyche used these three systems. He coined the aspect of the superego, ego and id for the conscious, subconscious and unconscious respectively (Campbell 63). The conscious and subconscious possess cognizant, preconscious and unconscious feature, while the id is entirely unconscious. The unconscious is regarded to be the largest part just as in an iceberg. He believed that dreams and tongue slips

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are influenced by the id and ego systems. Nevertheless, behaviorists, through their scientific approach have been unable to decipher the unconscious mind since it defies independent description and it is impractical to analytically test or measure (Donohue 78-90).

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