



Peculiarities of motivational structure of professional activity

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Abstract

Motivation as a stimulating and regulating force of person's character influences the result of all kinds of activities. There are many research works devoted to the connections of motivation and activities in psychological literature. Research works about motivation are characterised by counter theoretical concepts, various methodical directions and multi meaning of research objects. Thus, absence of the definite system in the research works makes motivational research one of the current problems. The peculiarity of professional activity is related to emergence of motives, their structural level and interaction (Sorochan, 2005; Grigorieva, 2006; Sobchik, 2002; Hekhaizen, 2010). Therefore, the novelty of research of the motivational structure peculiarities of professional activity greatly influences increase of effects of professional activity, improvement of employees skills, activeness and interests.

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1. Novelty of research topic

Motivation as a stimulating and regulating force of person's character influences the result of all kinds of activities. There are many research works devoted to the connections of motivation and activities in psychological literature. Research works about motivation are characterised by counter theoretical concepts, various methodical directions and multi meaning of research objects. Thus, absence of the definite system in the research works makes motivational research one of the current problems. Lack of thoughts and theories regarding to this problem is caused by absence of systematic direction in the process of motivation. Consequently, emergency of interest and any factor which can impact to make decisions are considered to be motives. According to different psychological schools psychologists connect motives with various psychological peculiarities. (orientation, communication) (Aseev, 2006; Aseev, 2004; Ilyin, 2008) However, the main peculiarity of research of motive is consideration of its connection with activity. The importance of activity motivation takes its place in the sphere of professional activity (Hekhauzen, 2010; Hekhauzen, 2003). Research connected with professional activity is characterised firstly by factors influenced the professional activity results effectiveness. Among these factors motivation takes a special place. In order to achieve effective and successful results it is important to take into consideration the personal qualities. Motivation that is on the basis of these qualities influences the effectiveness of professional activity. Each kind of professional activities of a person consists of multivalued motives. The peculiarity of professional activity is related to emergence of motives, their structural level and interaction (Sorochan, 2005; Grigorieva, 2006; Sobchik, 2002; Hekhauzen, 2010). Therefore, the novelty of research of the motivational structure peculiarities of professional activity greatly influences increase of effects of professional activity, improvement of employees skills, activeness and interests.

2. Research goals

To define the motivational structure and main directions of professional activity.

3. Research methods

The research confidence will be proved by qualitative and quantitative analysis of defined results. Mathematical statistics methods have been used in order to define motivational peculiarities of employees. "Diagnostics of motivational structure of a person" by V.E.Millman, V.Smeikal and M.Kucher's "Personal orientation", methods of question and answer devoted to research of main motives of professional activity, "Motivational structure of labor activity" by K.Zamfir, T. Ehlers methods devoted to define motivations of prevention of bad luck and need for achievement "Methods of defining of approval motivation" by D.Marlow and D. Crown, "MAC" methods of questions and answers by M.Kubishkina, "Diagnostics of satisfaction of main needs" methods and "Diagnostics of motive structure of labor activity" by T.L.Bodalev (Ilyin, 2008; 2006; Sorochan, 2005; Grigorieva, 2006).

Two big groups of motivation that evokes interest or impacts negatively to labor can be distinguished: 1) external motivation; 2) internal motivation (K.Zamfir). The author belongs employee's personal motives to external motivation: strive to activity, to earn a lot of money, to be afraid of being criticised and etc. Concepts emerged in person's cognition through labor process can be belonged to internal motivation: to understand the social importance of labor, labor results, satisfaction with labor, motives related to his or her business.

In order to define the motivational peculiarities of professional activity and to get the comparative results of research 1) teachers profession; 2) lawyers profession; 3) doctors profession and 4) economists profession as employees were chosen. In order to define motivational bases of professional activity professionals of 4 different spheres were chosen as a research object. 400 employees participated in research. (100 employees from each profession) Research participants were chosen according to the following peculiarities: they were 30-45

years old; all of them have higher education. Mentioned above peculiarities have the reasons, first, employees of chosen age have peculiarities related to their professional activity in character, their personal qualities have improved and formed at this age of life, their personal motivation regarding to professional activity has stabilised. Secondly, motivation of professional activity can be related to person's place and work position in professional activity. Thus, employees we have chosen had higher and vocational education in order to get true and exact results we included in our research only people with higher education. V.E.Millman's "Diagnostics of motivational structure of a person" methods consist of 7 scales: providing life conditions, comfort, social status, general activity, creative activity and social usefulness. On the second stage of research work percentage indices of external motivation of respondents were defined. They were defined by 7 motivational scales and devoted to respondents' orientation to work: general activity, creative activity and social usefulness motives and their general life motivations. Lawyers profession took the first place on person's general life orientation in the percentage index. Their general life orientation is - 78,5% (they are on the first place on providing life conditions, comfort, social status and communication motives). Economists profession is on the second place on general life orientation. Their general life orientation is - 59,4%. Teachers are on the third place -39,5% and doctors are on the fourth place -39,1%. Teachers profesion takes the first place in the work orientation motives. By the results percentage indices of the motives (general activity, creative activity and social usefulness) teachers work orientation is 82%; doctors work orientation is 75,5%; lawyers work orientation is 55,9%, economists work orientation is 49%. Lawyers profession is on the first place in providing life conditions, comfort, social status motoives. Economists are on the first place in providing life conditions, comfort and social status, but they are on the fouth place in communication motives. Doctors are on the third place in providing life conditions, comfort and communication motives, but they are on the fourth place in social status. Teachers are on the fourth place in in providing life conditions, comfort motives, but they are on the second place in communication and on the third place social status. By the results given above motivational figures of each professional activity have been created. /1,2,3,4,- figures/.The vertical axe shows percentage indices and the horizontal axe indicates motoves:

1. general activity;
2. creative activity;
3. social usefulness;
4. providing life conditions;
5. comfort;
6. social status;
7. communication

Figure 1. Teachers professional activity motivation



Figure 2. Doctors professional activity motivation

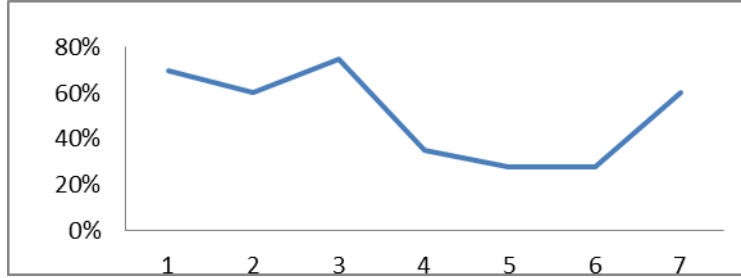


Figure 3. Lawyers professional activity motivation

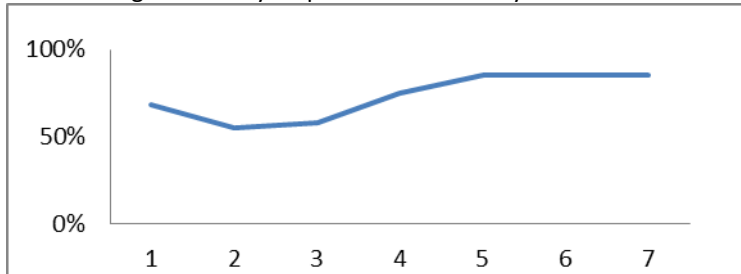
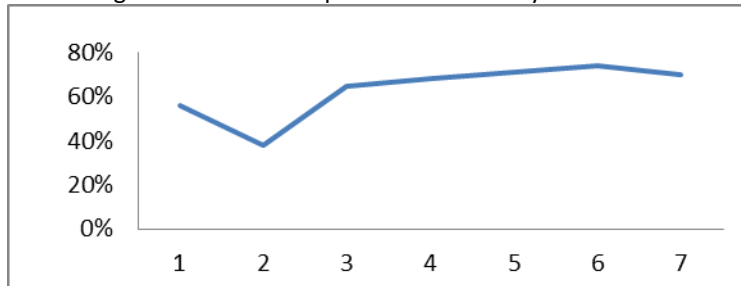


Figure 4. Economists professional activity motivation



Analysing these indices we can make following conclusions:

1) lawyers providing life conditions, comfort, social status and communication motives show high indices, lawyers general life orientation is dominant (than work orientation). 2) economists life orientation indices are higher than life work orientation motives (they are on the second place comparing with lawyers). 3) teachers and doctors are on the third and fourth places in life orientation, providing life conditions, comfort, social status and communication motives (teachers - 78,1%, economists - 77,5%). 4) in person's work orientation motives teachers get the first place, they show the highest indices in general activity, creative activity and social usefulness motives. 5) in these motives doctors take the second place, their work orientation and general life orientation is higher. 6) lawyers and economists are on the third and fourth place in these motives (lawyers - 51,1% and economists - 64,5%), their work orientation is lower than their general life orientation. To conclude, teachers and doctors work orientation (creative activity, general activity and social usefulness motives) is high, and lawyers and economists general orientation motives (providing life conditions, comfort and social status) are high. Teachers and doctors internal motivation and lawyers and economists external motivation is high.

V.Smeikal and M.Kucher's "Personal orientation" methods gave us an opportunity to give following results: Personal orientation: 1.Lawyers - 80,1% 2. Economists - 79,1% 3.Teachers - 48,5% 4.Doctors - 31,5%2. Person's intercommunication orientation: Lawyers - 57,6%, Teachers - 86,6%, Doctors - 52%, .Economists - 38,6%3. Person's business orientation:Doctors - 86,3%, Teachers - 85,3%, Lawyers - 60,3%, Economists - 64,5%. Analysing indices givenabove we can

make conclusions: 1) personal orientation (indifference to work, needs or specific character of other people, busy with their personal needs and ambitious people) of lawyers are on the first place. Their index is 80,1%, on the second place economists with 79,1% teachers and doctors are on the third and fourth places, teachers - 48,5% and doctors - 31,5%. 2, in intercommunication orientation (strive to have good communication with other people) lawyers and teachers take the first place, lawyers - 57,6%, teachers - 86,6%), doctors are on the third place (52%); economists show the lowest index. (38,6%). In person's business orientation (people's level of task implementation, altitude to work, ability to solve problems) doctors and teachers show the highest point, doctors - (86,3%) and teachers - (85,3%); lawyers are on the third place (60,3%) and economists are on the last place (64,5%). In conclusion, we can observe, that indices of "Personal orientation" methods coincide to the indices of "Diagnostics of motivational structure of a person" methods. If lawyers and economists show high indices in general life orientation by "Person's motivational structure" methods (providing life conditions, comfort, social status and communication motives), so high indices of personal orientation by "Personal orientation" methods coincide them. Teachers and doctors show the lowest level in above mentioned motives. Teachers and doctors are better in work orientation (creative activity, general activity and social usefulness) and in person's business orientation. Lawyers and teachers show the highest indices in intercommunication orientation and communication motives. Thus, lawyers and economists have more external motivation in this method, teachers and doctors show high internal motivation.

Questions and answers are devoted to the main motives of professional activity. One can distinguish 4 main groups:

1 – motives related to personal matters, 2 – social importance motives of labor, 3 – self development motives in labor, 4 – professional skills motives. Having conducted "The main motives of professional activity" questions and answers method following conclusions have been made:

- 1) motives related to personal matters: 1.Doctors - 53,3% 2.Teachers - 52,2% 3.Economists - 33,3% 4.Lawyers - 21,1%
- 2) social importance motives of labor: 1.Teachers-35,5%, 2.Teachers - 33,8% 3.Lawyers - 27,7% 4.Economists - 20,5%
- 3) self development motives in labor: 1.Lawyers - 48,3% 2.Economists - 44,4% 3.Teachers - 22,7% 4.Doctors - 48,3%
- 4) professional skills motives:1.Teachers - 52,7% 2.Doctors - 42,7% 3.Lawyers - 22,2% 4.Economists - 18,8%. The order of motives in "The main motives of professional activity" gives us following conclusions:

Teachers and doctors show high indices in motives related to personal matters. This motive is observed in teachers and doctors getting high indices in work orientation by "Diagnostics of motivational structure of a person" method and business orientation by "Personal orientation" method. In social importance of labor teachers and doctors are on the first and second places and this high motive shows that teachers and doctors are useful in the society. Lawyers (48,3%) are on the first and economists (44,4%) are on the second places in self development in labor. In "MAC" method strive to purpose motive is high in lawyers and economists, but teachers and doctors motives show lowest results in both methods. Teachers show the highest percentage index in professional skills (79%), doctors are on the second place (42,7%). The reasons of high motive is having high creative activity, general activity and social usefulness motives and high work orientation of a person. Business orientation motive in "Personal orientation" method according to the results of the methods is high in teachers and doctors, lawyers and economists give low index. So this method proves conclusions of previous ones, therefore teachers and doctors have high level of internal motivation and lawyers and economists show high level of external motivation. In research of motives of labor activity structures Romanian scholar K.Zamfir put forward his proposals. The author divided three types of professional activity

motivation: internal motivation, external positive motivation and external negative motivation. "Motivational structure of labor activity" showed following results:

1) Internal motivation (to satisfy with labor performed well, social importance of labor):

1. Doctors - 95,5% 2. Teachers - 91,1% 3. Economists - 62% 4. Lawyers - 41%

2) External positive motivation (salary, to achieve high level at work, to be respected at work:

1. Lawyers - 60,7% 2. Doctors - 57% 3. Teachers - 56% 4. Economists - 57%

3) External positive motivation (avoid criticism of the boss and colleagues, avoid unfavourable conditions, conflicts and punishments):

1. Teachers - 51% 2. Doctors - 40,7% 3. Economists - 33% 4. Lawyers - 29%

1) Teachers and doctors showed high index in internal motivation (to satisfy with labor performed well, social importance of labor). It is observed in high motive of social usefulness by "Diagnostics of motivational structure of a person" and social importance of labor by "The main motives in professional activity"

2) Lawyers are on the first (60,7%), doctors 57%, teachers 56% and economists 54,8% are on the second place in external positive motivation (salary, to get high level in work, to be respected), it means that doctors, teachers and economists are on the same place. Having high motives is because of lawyers' high index in general life orientation (comfort, providing life conditions, social status, communication motives) by "Diagnostics of motivational structure of a person", in high level of orientation to himself by "Personal orientation" and in high level of motivation to professional development by "The main motives of professional activity".

3) Teachers show the highest index (51%) in external negative motivation (to avoid criticism of their boss, colleagues, unfavourable conditions and punishments), doctors are on the second (40,7%), economists (33%) and lawyers (29%) are on the third and fourth places. Having high index of teachers and doctors in preventing bad luck motivation coincides with above mentioned motive. In order to get opportunity to define professional activity motives and to prove conducted before research methods conclusions "MAC" questions and answers method was chosen. "MAC" questions and answers method is developed by M.Kubishkina and it defines person's goals achievement motivation (M), strive to competitiveness (or danger) (A) and strive to social prestige (C). Teachers, lawyers, economists and doctors professional activity is described by following results:

1) Social authority: 1. Lawyers - 67,7% 2. Economists - 60% 3. Doctors - 46,1% 4. Teachers - 26,6% 2) Strive to competitiveness: 1. Economists - 72,2% 2. Lawyers - 36,6% 3. Teachers - 35,5% 4. Doctors - 26,6% 3) Strive to goals 1. Lawyers - 66% 2. Economists - 63,3% 3. Doctors - 51,6% 4. Teachers - 30,5%

Analysing these indices we came to conclusion:

1) Lawyers and economists show high index in social authority. Thus lawyers and economists are on the first and second place in social motive status by "Diagnostics of motivational structure of a person" method, (70,7% - lawyers; 64,2% - economists). But doctors and teachers show low indices by these two methods.

2) Economists showed the highest index in strive to competitiveness motive (72,2%); lawyers and teachers are on the second and third places (36,6% - lawyers and teachers - 35,5%); doctors are on the last place. (26,6%). Lawyers and economists are on the first (lawyers - 66%) and second (economists - 63,3%) places in strive to goals motive. Doctors (51,6%) and teachers (30,5%) are on the third and fourth places. D.Marlow and D.Crown's approval motivation method in addition to above mentioned methods defines person's attitude to social environment, orientation of society to people's opinions and their attention. Approval motivation pays attention to the person, people's agreement to their matters, it means they pay attention to approval, and people's opinions. Their character and behaviour depend on people's agreement in society. However, low level of approval motivation shows indifference to the events in

society, to people's opinions and neglecting of other people's opinions. Approval motivation plays a role of stimulating power, major motivation in professional activity. The highest indices of this method are connected with positive evaluation of person's character and behaviour to people's activities and their business. Teachers and doctors show high indices. Lawyers and economists show low indices, so the people whose indices are low, don't pay attention to society opinion, they are very confident and their opinions are always on the top. Having high indices in teachers and doctors by "Diagnostics of motivational structure of a person" method coincides with having high level in social usefulness motives and having high indices by "The main motives of professional activity" method coincides with high level of social importance of labor. Moreover teachers and doctors professional activity depends on society opinions and paying attention to people's opinions, but lawyers and economists profession is described as not paying attention to people's opinions and putting their opinion on the first place. In order to give a full description to professional activity motivation and in order to check hypothesis of research that the feature of motivation in professional activity is connected with the feature of profession we had to define the main kinds of motivation which are met often in person's character and can describe professional activity and person's general activity. For this purpose we had to define two different types strive to success and bad luck prevention that are met often in person's activity on the base of theoretical review. Theoretical review (developed theory of D. Atkinson, D. Mackelend and German scholar H. Hekhausen's strive to success and bad luck prevention motivation) states that these two different types of motivation influenced the person's destiny and situation in society (Atkinson, 2006; 10,11]. In professional activity these two motives are described as their effectiveness and resultativeness. People oriented in success evaluate their opportunities, success and bad luck and choose professions that coincide to their knowledge and skills. People who are oriented to bad luck are not able to evaluate their professional activity, they chose the easiest or the most difficult profession. Those who are oriented to success believe to success in performing any job, but the person who is oriented to bad luck does not believe in success and they are not satisfied with results of his or her job. So we can conclude the higher is strive to success motivation, the higher is professional activity effectiveness. If bad luck prevention is higher it will bring obstacles in labor results. In order to define two different motivation we have used T. Ehlers strive to success and bad luck prevention motivation methods. "Bad luck prevention motivation" method:

Preventing bad luck motivation: 1. Doctors - 73,3% 2. Teachers - 62% 3. Lawyers - 42% 4. Economists - 37,3%

Strive to success motivation: 1. Lawyers - 78,7% 2. Economists - 75,6% 3. Teachers - 57,5% 2. Doctors - 45,6%

Preventing bad luck motivation is showed in teachers and doctors, they are activated by not strive to success motivation, they are activated by preventing bad luck motive in their professional activity. Lawyers and economists show high index of strive to success motive, and this motive is met in people who are confident, ambitious and indifferent to other peoples opinions. Having high results of preventing bad luck motivation is connected with teachers and doctors' professional activity peculiarities. For example, teachers' professional activity is connected with preventing bad luck motivation. This motivation makes it possible to observe following peculiarities in professional activity of our respondents. A) strive to success motivation is observed in lawyers and economists professions, it means those professions where external motivation is more. B) teachers and doctors professions show high level of preventing bad luck motivation in professional activity.

Theoretical and experimental research made it possible to come to following results::

1. External motivation (providing life conditions, social status, comfort, communication, salary, social authority and strive to competitiveness) is more in lawyers and economists professional activity.

2. Internal motivation (general activity, creative competitiveness, social importance of labor, person's orientation to business, professional skill and satisfaction with work performed well motives) is more in teachers and doctors professional activity.

According to research results one can propose following recommendations: collection of question and answer methods used in research in order to define motivation of professional activity, research results concerning motivation can be applied by researchers engaged with development of effectiveness of professional activity; one can consider that taking into account of internal and external motivation as a factor of increase of employees' professional activity level in the future; taking into consideration research results one can conclude that in the future it might be possible to research other professions motivation except (teachers, doctors, lawyers and economists), to define other factors influencing effectiveness of professional activity and to extend research sphere. Research may be used in the sphere of person's general activity and real professional activity.

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