Ambition as a motive of social behavior

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Introduction.

Interest to the problem of the motivation of social behavior of personality appears at the end of 19th century and still remains relevant.

Social behavior is a person's activity in the social space. Knowledge of the motives of social behavior is necessary for prediction and management of human behavior. Human social behavior is polymotivated. The study of the motives of social behavior begins at the end of the 19th century and continues to this day. An example of one of the first and purposeful research is the concept of the instincts of social behavior by W. McDougall.

One of the motives, the inner determinant of social behavior, is ambition. Traditionally, ambition is a matter of ethics. Until recently, ambition as a separate phenomenon has not been studied in psychology. Ambition was considered in the context of various problems of general psychology, psychology of personality and social psychology.

Methods.

Theoretical analysis of scientific sources devoted to the problem of ambition in psychology.

Results.

The social behavior is studied in social philosophy, sociology, cultural science and psychology. The social behavior of the person is any manifestation of activity of the person in society. The social behavior is the behavior of the person in the presence of other person, other people. The social behavior is realization of the person's potential in the interpersonal relations.

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The social behavior is regulated by standards of morality and the law.

There are various approaches to the classification of social behavior. Mark out, for example, pro-social and asocial behavior. Or, other option, family behavior, professional behavior, etc.

Basic quality of forms and types of social behavior of the personality is the normativity. It is considered that all types of social behavior are kinds of regulatory behavior. However, social behavior can be normative in one and non-normative in another social group.

The social behavior of the person is caused by internal (psychological) and external (social) determinants. One of the motives of social behavior is ambition.

Ambition is a motivation psychic formation. Ambition is the desire of a person to become a significant person for other people for real achievements. This is one of the most common definitions of ambition in the psychological literature.

Some definitions of ambition

First definition.

Ambition is the socio-psychological trait of a person, expressed in the desire to make actions in order to achieve leadership in a team, a group (public life, science, culture, etc.). Ambition can act as a steady positive motive that encourages a person to socially significant activities. If the ambition is egoistical and leads to the infringement of the rights, freedoms and merits of others – it should be estimated as the negative phenomenon. Moral positive assessment of ambition contributes to the development of leadership qualities of the personality. In this definition, ambition is a motive that has its subject and directs a person to make certain acts and actions. It is also noted that ambition can be both positive and negative motive.

Next definition.

Ambition – strongly expressed such motives as to achieve the championship, to achieve the fame and glory, to receive awards, to get the honorable position in a certain area of activity, the sphere of public life. The hypertrophied ambition is reinforced by vanity - an arrogant attitude towards others. Ambition as a desire for public recognition can play a relatively positive role, stimulating increased social activity of a person. But, being individualistic in character, it impedes the education of the individual in a collectivist spirit, the need for a reasonable combination of social and personal interests.

As a motivational formation, ambition directs human activity to socially significant achievements:

- success in life and social "top";
- professional and career advancements;
- fame;
- leadership positions and power, etc., which provides as a result the recognition of the personality of an ambitious man.

As a motivation of achievement ambition includes strong desire for:

- self-actualization and self-development;
- striving to achieve more than parents;
- striving to be better than others;
- low daydreaming;
- aspiration to win;
- motivational tension.

Ambition is not associated with the availability of inclinations and abilities, with human intelligence and knowledge, etc. It is a kind of «energy center» that makes a person strive for achievements in the chosen field.