

Chapter 12: Motivation & Emotion

Motivation: set of factors that activate, direct & maintain behavior, usually toward some goal

....Motivation energizes and directs behavior

Emotion: subjective feeling that includes arousal (heart pounding), cognitions (thoughts, values, & expectations), and expressive behaviors (smiles, frowns, & running)

....Emotion is the feeling response



Instincts

W Instincts: Unlearned, genetically programmed, fixed action pattern of complex behavior by all members of species

Name three instinctual behaviors by animals.

What instincts do humans have?

Theory of Motivation: Instinct/Evolution

- W Instinct/Evolution Theories: Explains behavior in how it supports reproduction in the organism. These behaviors are generally innate and unlearned.
- W William McDougall: 18 human instincts → (parental, submission, curiosity, escape, reproduction, repulsion, self-assertiveness, jealousy...)
- W Later turned into over 10,000
- W Critics

Theory of Motivation: Drive-Reduction

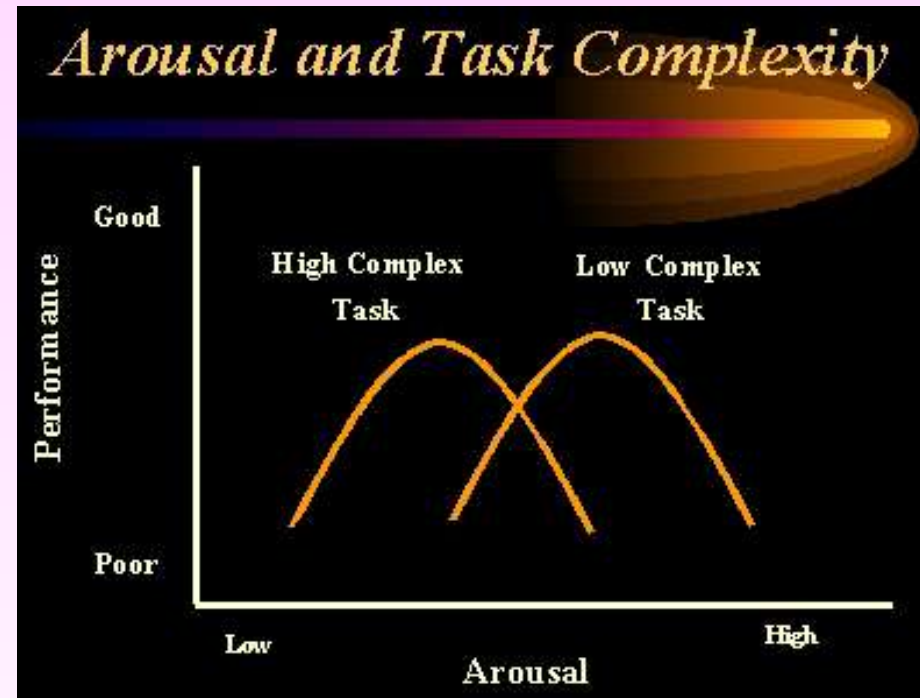
- W Drive-Reduction Theory: an organism is motivated to engage in activities that reduce an internal drive state and return to homeostasis
- W Drive: an internal state of tension that motivates an organism to reduce tension
- W Homeostasis: balanced internal state
- W Lack of homeostasis – need – drive – motivate to act – homeostasis
- W Primary and secondary drives

Theory of Motivation: Arousal

W Arousal Theory: Organisms are motivated to achieve and maintain an optimal level of arousal. Prefer environments that are more stimulating

W Yerkes-Dodson model

- Low difficulty- high arousal
- Med difficulty- med arousal
- High difficulty- low arousal



Theory of Motivation: Incentive & Cognitive

W Incentive Theory: being driven to perform a behavior because of some external payoff...externals “pull” us in a certain direction

- Environmental cause of motivation
- Goal attainment

Intrinsic: internal need for achievement

Extrinsic: external reinforcement from

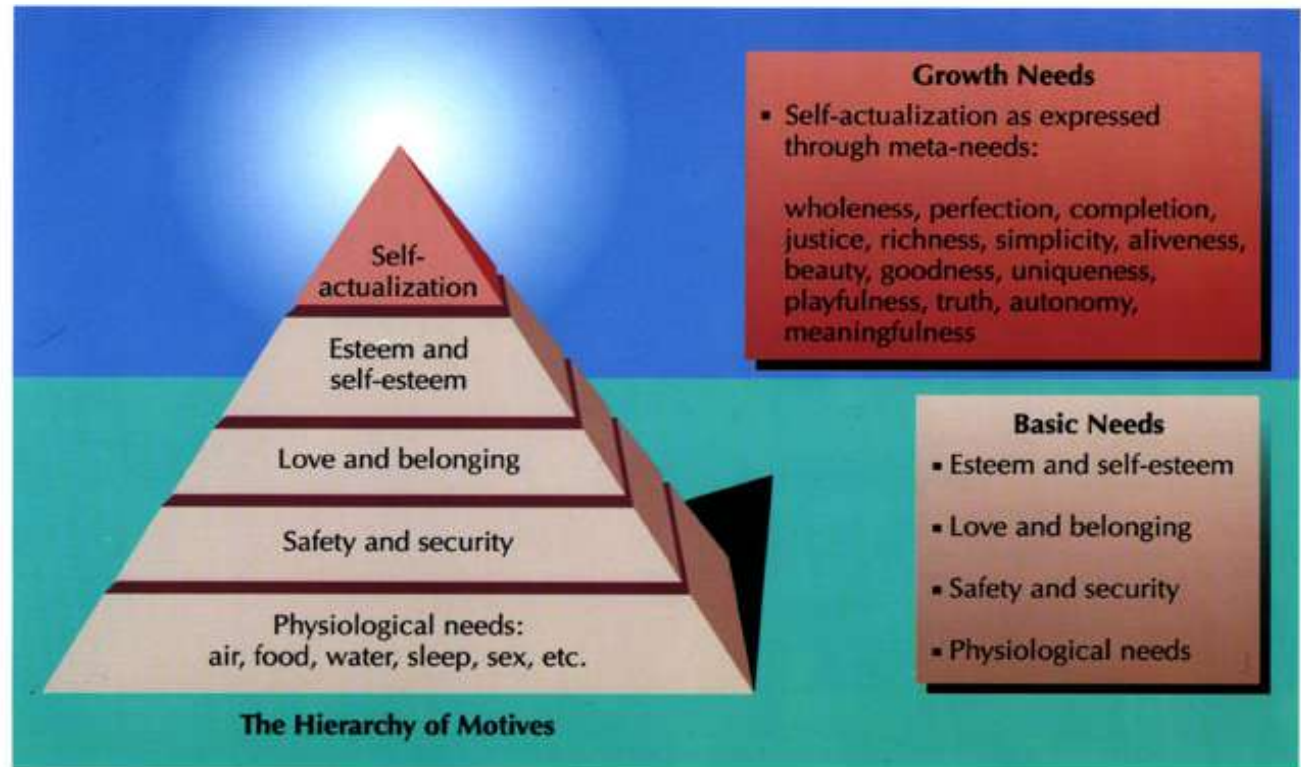
Expectancy: value

W Cognitive Theory: motivation is affected by our attributions, thoughts, expectations. Humans have the higher level thinking that may override other theories of motivation

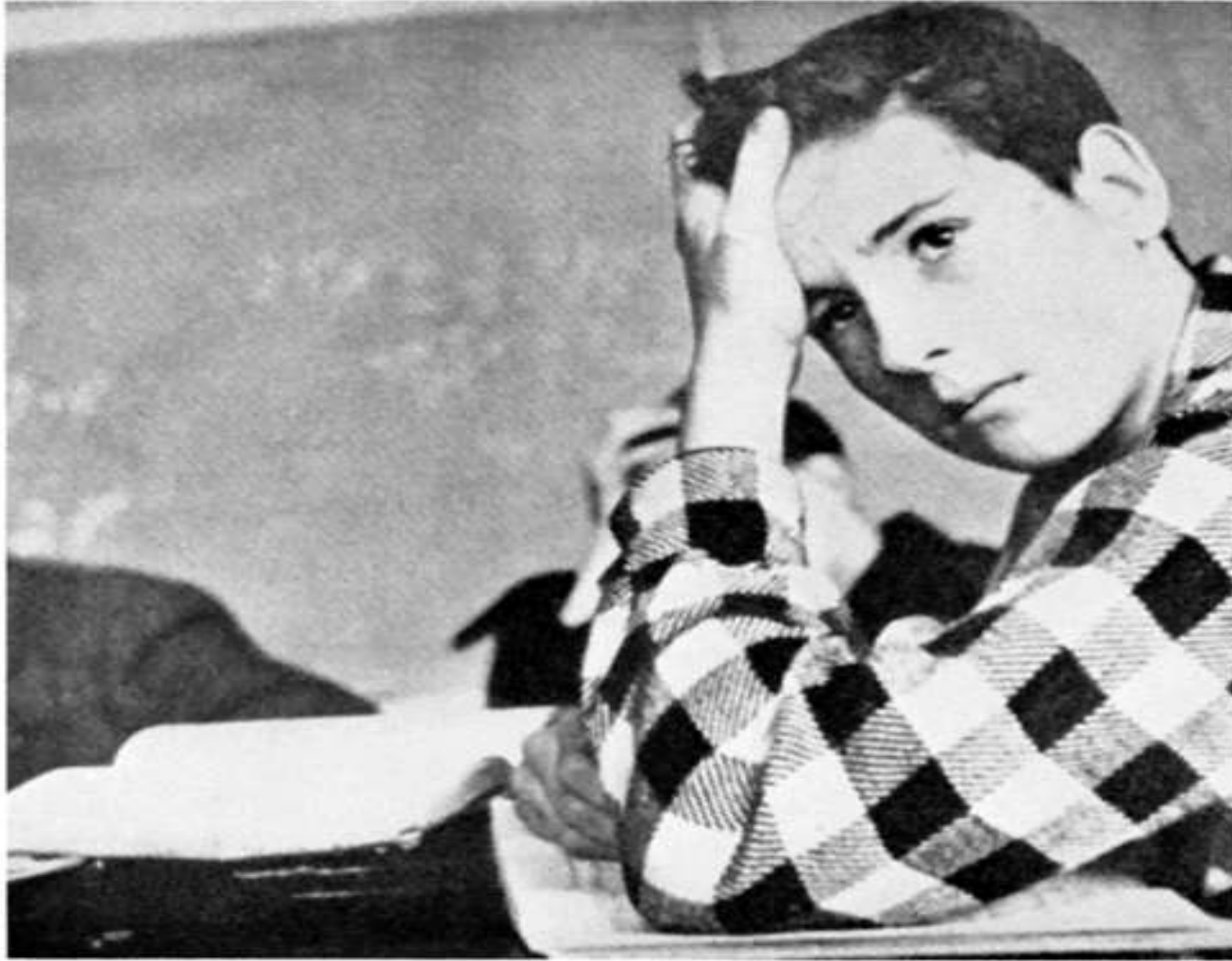
Theory of Motivation: Hierarchy of Needs

Maslow's Hierarchy of Needs: being driven by an ascending
“needs” list

Maslow's hierarchy of needs



Achievement Motivation: TAT *thematic apperception test*



- w** Write down what is happening in this picture.
- w** Write a story including details.

nAch

W Need for achievement (nAch): a social need that directs a person to constantly strive for excellence

W High nAch:

- Set challenging, but attainable goals

- - Willing to take risks

- Persist after failure

W Achievement motivation appears to be learned

W Parents- Encourage diff tasks

W Praise and give appropriate rewards for success

W Provide strategies for success

W Encourage new challenges

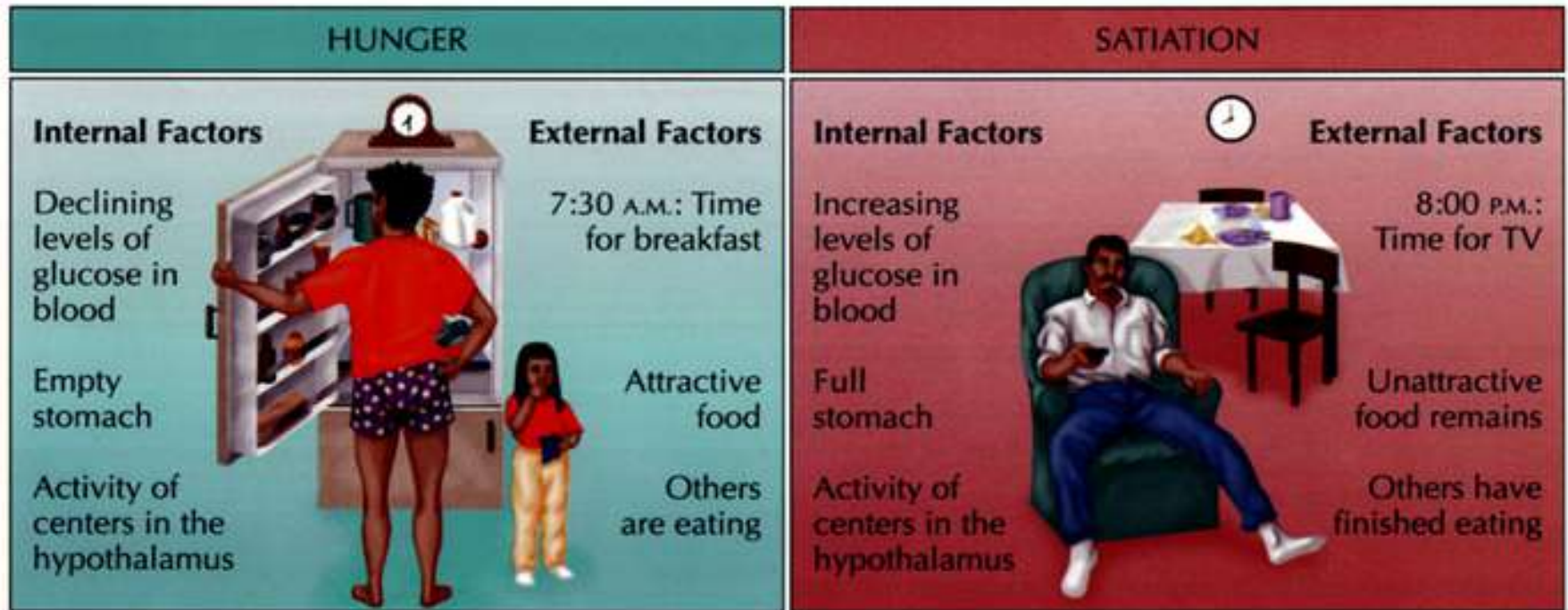
W Culture- Collectivist vs. Individualist societies

Biological Drives-Hunger

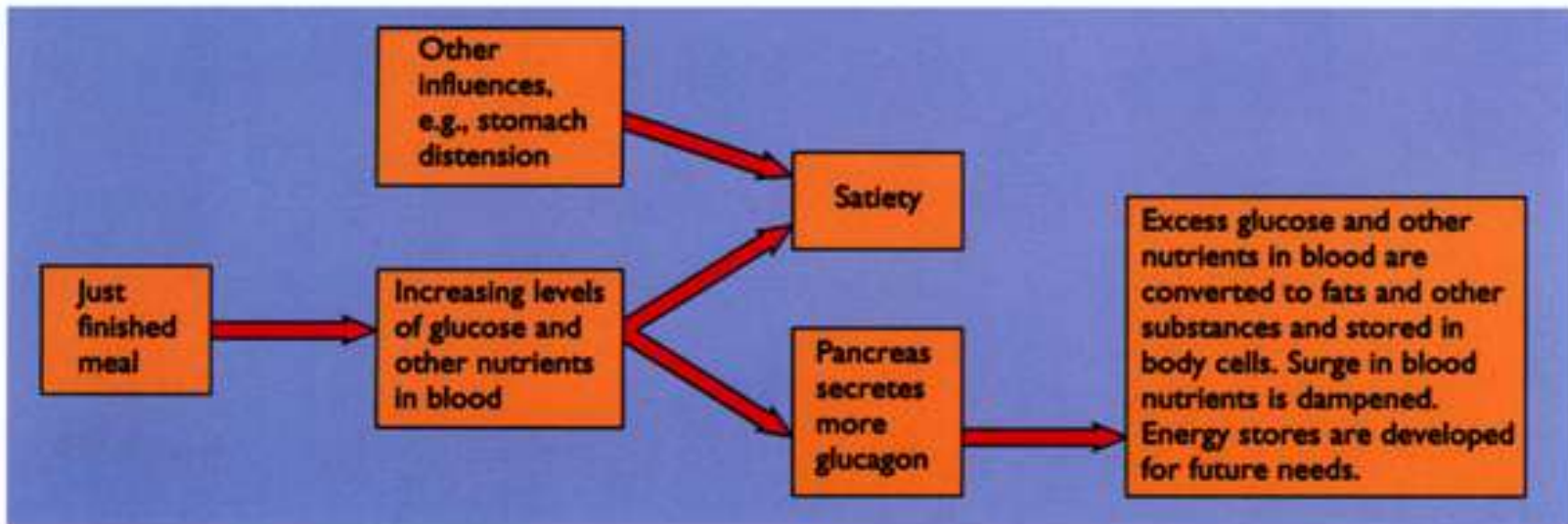
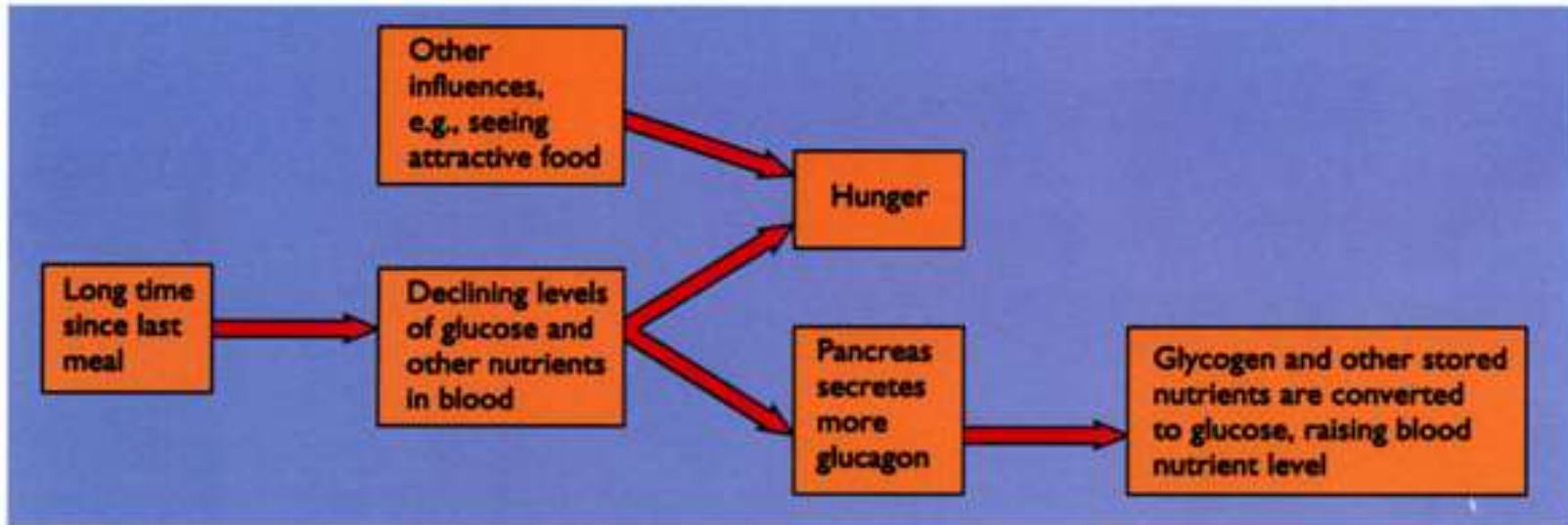
Internal Cues

- glucostatic theory of hunger-as glucose levels drop in the blood, hunger signals are initiated
- Insulin works the opposite way (high=hunger)
- set point theory of hunger and weight-the idea that the body tries to maintain a set weight
- Fat Cells- Fixed number throughout life
- Metabolism- genetic range for individuals
- brain messages
 - ventromedial hypothalamus-when stimulated, it signals satiety (fullness)
 - lateral hypothalamus-when stimulated, its signals hunger

Factors controlling hunger and satiation



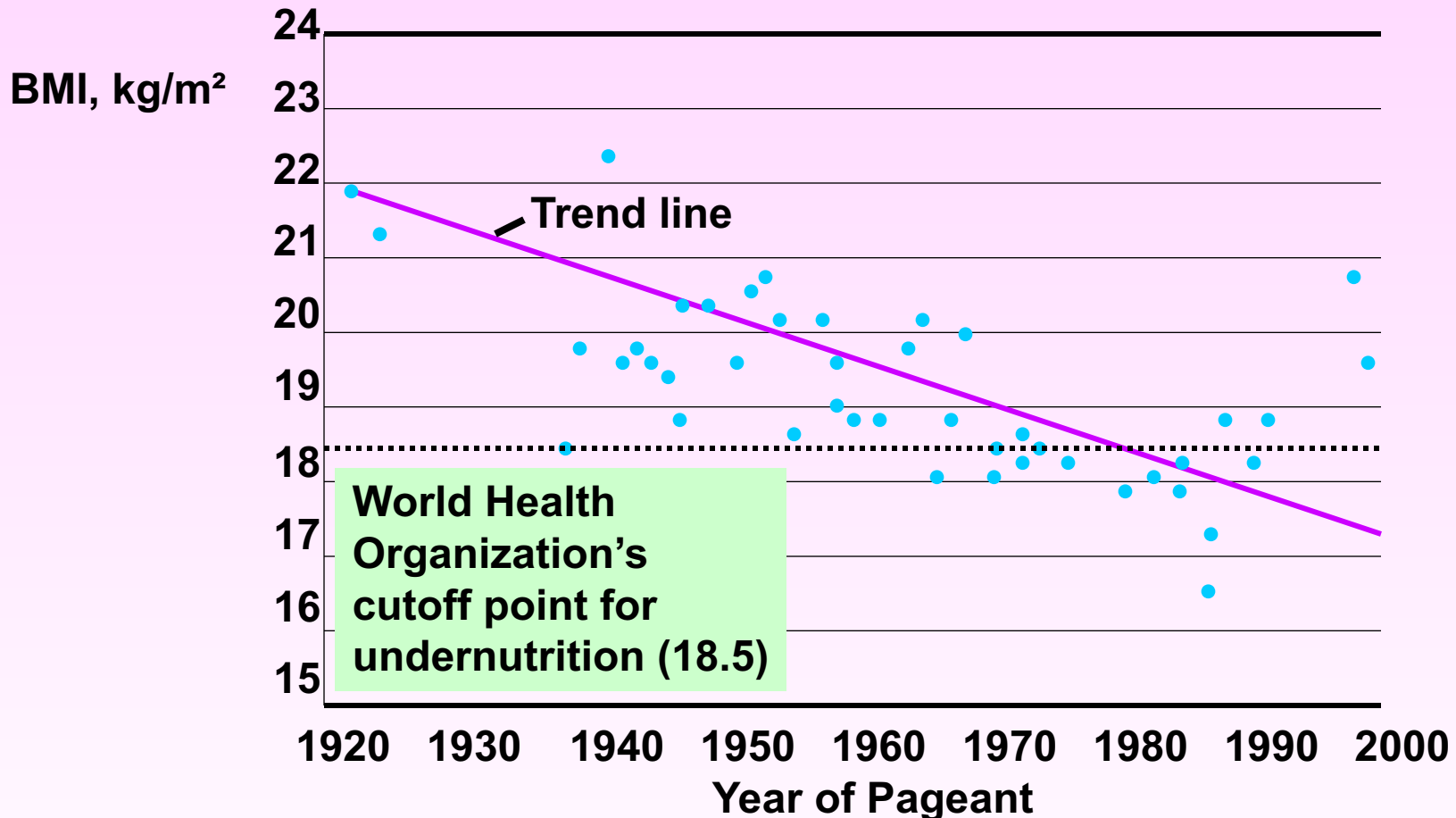
Glucose, hormones, and hunger

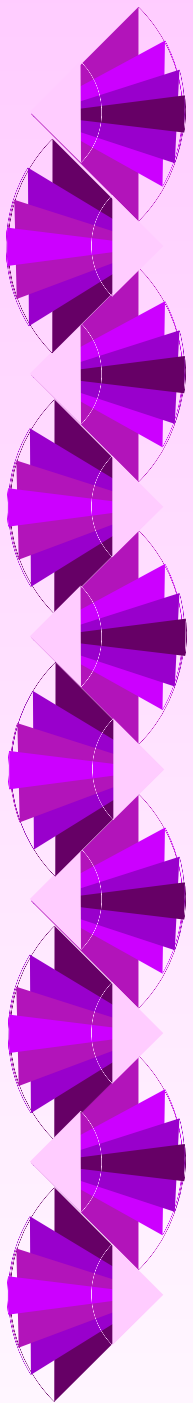


Weight Control

w The thinning of Miss America

Trend in Body Mass Index (BMI) of Miss America Pageant Winners





Biological Drives-Thirst

w Thirst

- Osmotic Thirst
 - produced when intracellular fluids are depleted
- Volemic Thirst
 - produced when extracellular fluids are depleted

Biological Drives-Sex

W Internal Factors

- Brain mechanisms: hypothalamus regulates hormone release which may play a role in sexual behavior
 - Normal Sexual Response Cycle
- Hormones
 - organize gender during gestation (ex: androgens masculinize genitals in males)
 - activate gender-specific development during puberty (ex: breast development in women)
 - their role in motivating sexual intercourse is unclear

W External Factors and Signals

- Pheromones: odors which elicit a specific response in members of the same species

Emotions

w Defined

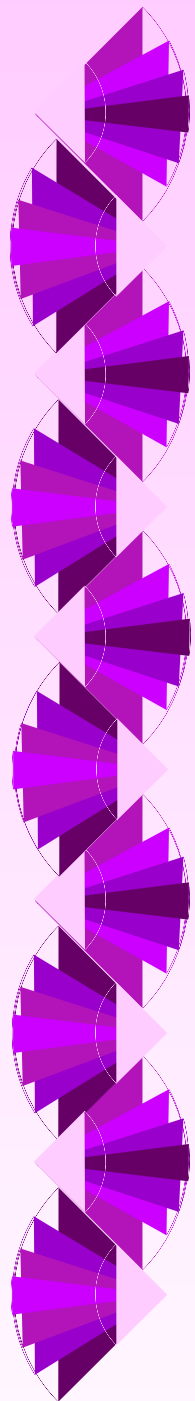
- positive or negative feelings aroused by stimuli in the environment

w Function

- enrich life
- increase readiness for fight or flight

w Basic Emotions: Acceptance, anger, anticipation, disgust, joy, fear, sadness, surprise

Basic Emotions, Similarity, Intensity



W



Experiencing Emotion

- W Facial emotions are universal: They are expressed so early and by all cultures, that theorists feel emotions are innate (inborn).
- W Facial Feedback Hypothesis: states that feedback from facial muscles affects our experienced emotion
- W Gender Differences
 - women report experiencing more emotion than men
 - women are more comfortable experiencing emotion than men

Physical Components of Emotions

W Autonomic Nervous System Activation

- Some differences in activation are noted with specific emotions
 - ex: fear shows lower blood pressure and anger shows increases cardiovascular changes

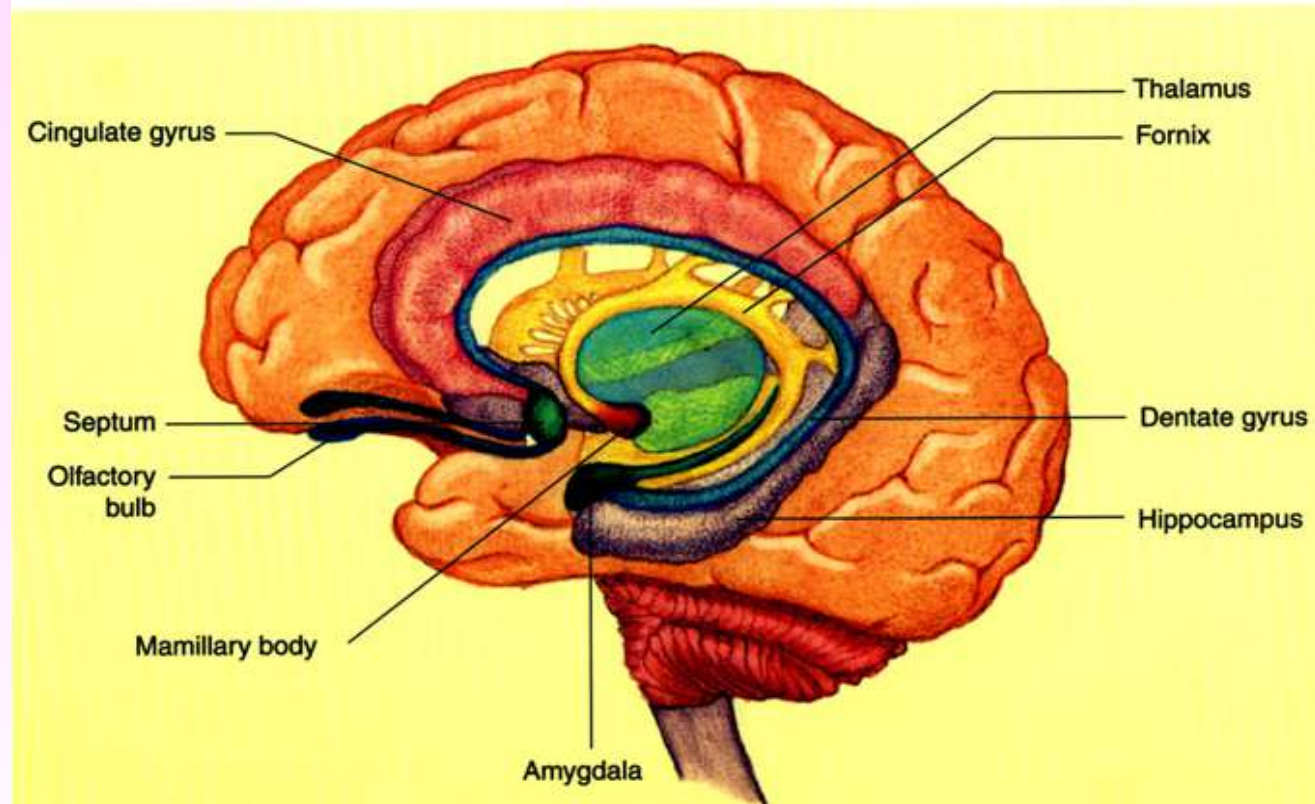
W Polygraph: an electronic device that measures physiological activation that some believe are related to deception (very unreliable)

Brain Mechanisms in Emotion



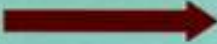









W Limbic System

- Amygdala: associated with fear, anxiety, and rage
- Hippocampus: important in the processing of memories
- Hypothalamus: begins a cascade of hormonal changes to perceived threats in the environment

The limbic system



Theories of emotion

Theory	Stimulus	Response	Report
Common sense		 Subjective experience  Body response (arousal)	"My heart is pounding because I feel afraid."
James-Lange		 Body response (arousal)  Subjective experience	"I feel afraid because my heart is pounding."
Cannon-Bard		 Body response (arousal) Subjective experience	"The dog makes me feel afraid and my heart pound."
Two-factor		 Body response (arousal)  Interpretation  Subjective experience	"My pounding heart means I'm afraid because I interpret the situation as dangerous."

Theories of Emotions

w James-Lange

- Theory that states that physiological arousal precede and cause the sensation of emotion

w Cannon-Bard

- Theory that states that physiological arousal and emotional feelings occur simultaneously

w Schacter-Singer (2 factor)

- Undifferentiated arousal that we cognitively interpret by looking at the (stimulus and the arousal)

The Expression of Emotions

- W Facial Expression: there is evidence that facial expressions of various emotions are universal (anger, disgust, happiness, fear, surprise, sadness)
- W Body Language/Movements/Gestures
 - ex: Thumbs up to indicate “A-OK”
- W Tone of Voice/Rate of Speech
 - ex: pitch of voice increases when experienced emotion increases

Display Rules

w Cultural norms which prescribe who can display what emotions

- ex: In our society, we are more accepting of men feeling anger and women feeling sadness

Theories of emotions

- w Catharsis
- w Relative deprivation
- w Adaptation model
- w Opponent process
- w Feel good, do good phenomenon

Happiness

W Sources-

- Relationship with children
- Friends
- Contributing to others' lives
- Relationship with spouse/partner
- Degree of control over your life
- Leisure time activities
- Relationship to parents
- Religious
- Holidays

Things to do to improve mood

- W Talk to someone
- W Listen to music
- W Pray/meditate
- W Help others in need
- W Take a bath
- W Play with a pet
- W Exercise
- W Go out with friends
- W Eat
- W Take a drive

8 steps to a more satisfying life

- W Count your blessings
- W Practice acts of kindness
- W Savor life's joys
- W Thank a mentor
- W Learn to forgive
- W Invest time in family/friends
- W Take care of your body
- W Develop strategies for coping with stress/hardships.