



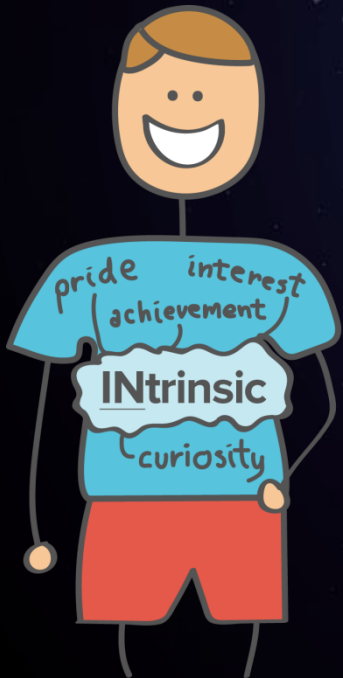
Emotion & Motivation

MOTIVATION

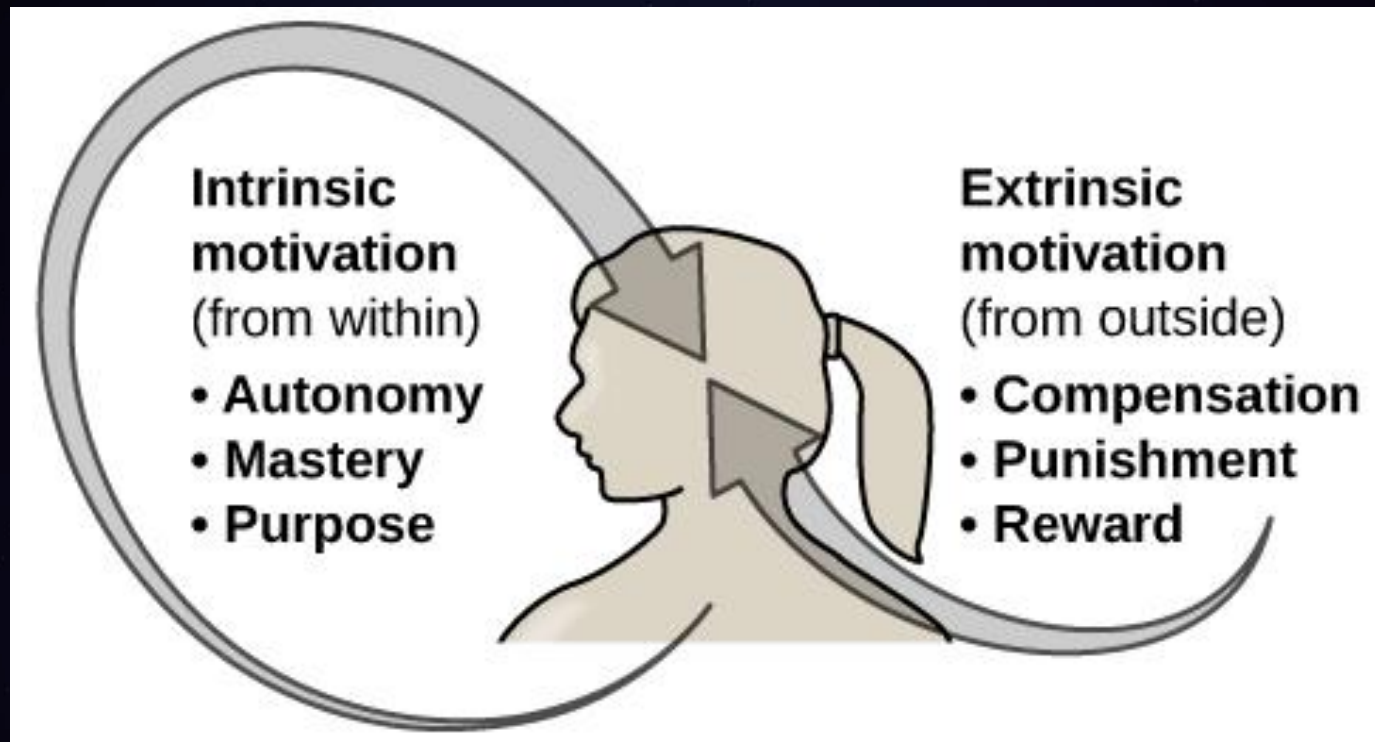
the process by which activities are started, directed, and continued so that physical or psychological needs or wants are met.



Extrinsic motivation - type of motivation in which a person performs an action because it leads to an outcome that is separate from or external to the person.



Intrinsic motivation - type of motivation in which a person performs an action because the act itself is rewarding or satisfying in some internal manner.



- Intrinsic motivation comes from within the individual, while extrinsic motivation comes from outside the individual.

Instinct Approaches to Motivation

Instincts

the biologically determined and innate patterns of behavior that exist in both people and animals; behavior patterns that are not learned

Instinct approach

approach to motivation that assumes people are governed by instincts similar to those of animals

Motivation of a baby to search for mother's breast for milk.

Drive Reduction Theory of Motivation

- Drive - a psychological tension and physical arousal arising when there is a need that motivates the organism to act in order to fulfill the need and reduce the tension

- Need

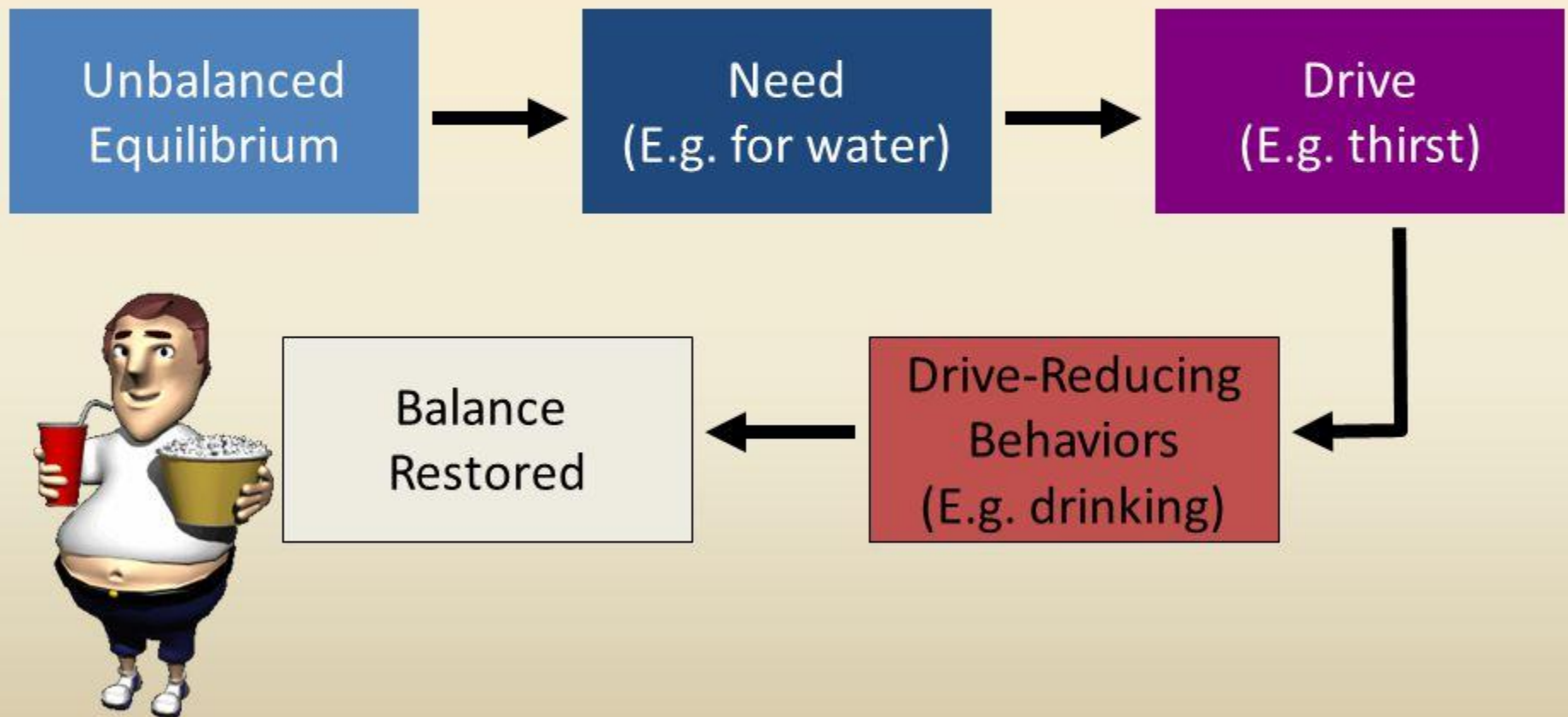
a requirement of some material (such as food or water) that is essential for survival of the organism

- Drive Reduction Theory (drive theory)

approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal

E.g., Dry mouth induces a physiological need and an internal drive (thirst) leading one to seek water.

Drive Reduction Theory



Drive Reduction Theory of Motivation

Continued

- Primary drives - those drives that involve needs of the body such as hunger and thirst



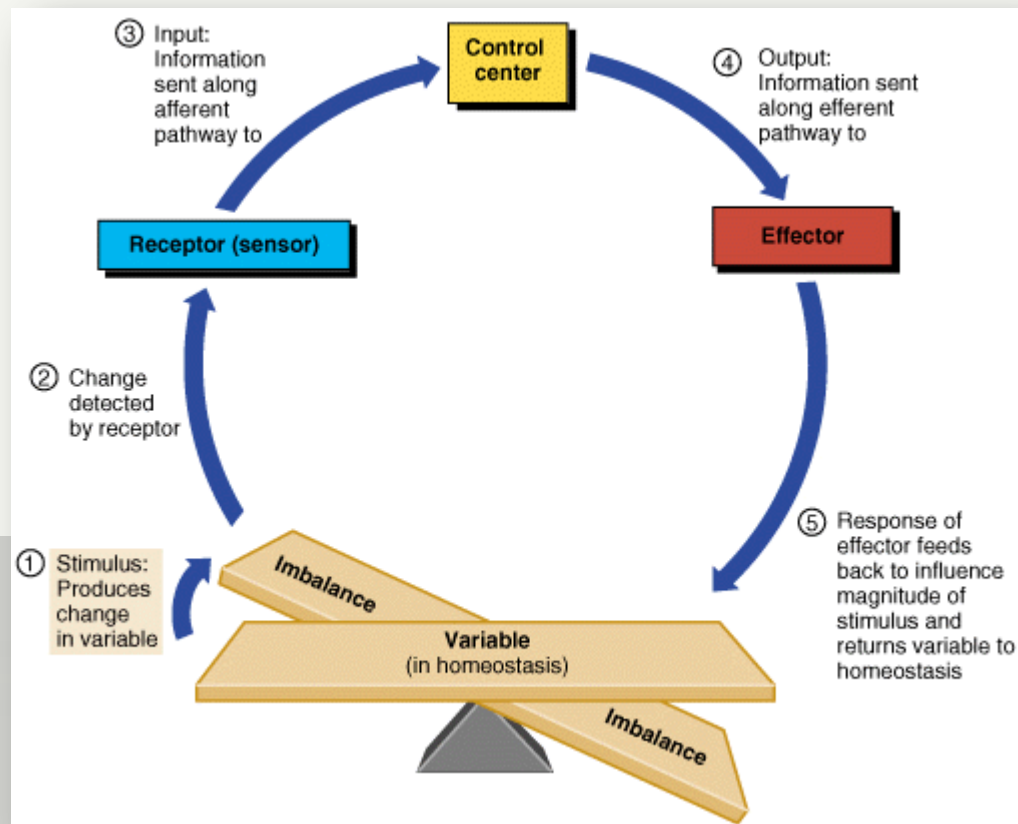
- Acquired (secondary) drives - those drives that are learned through experience or conditioning, such as the need for money or social approval

Drive Reduction Theory of Motivation

Continued

- Homeostasis

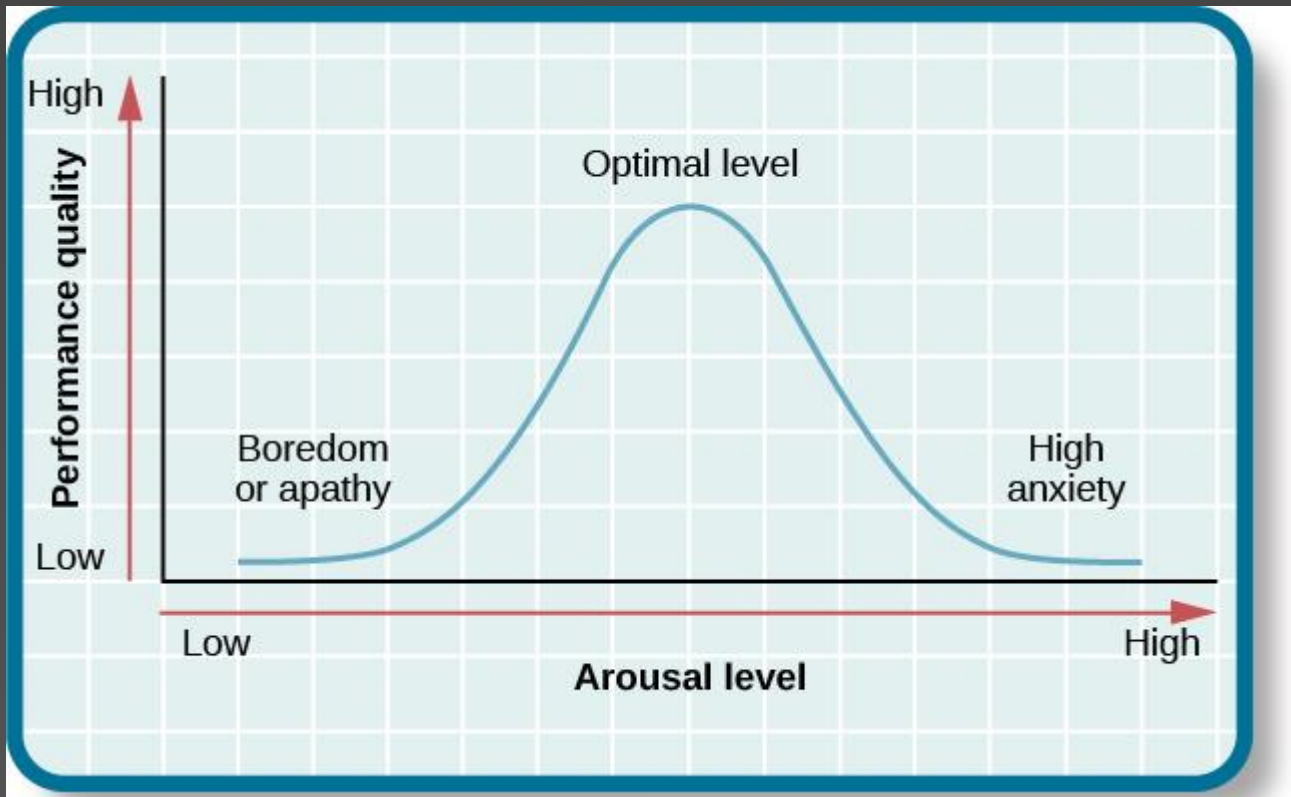
the tendency of the body to maintain a steady state—balance (e.g., One might adjust the heat in the room when cold to achieve temperature balance.)



Arousal Approach to Motivation

Arousal Theory

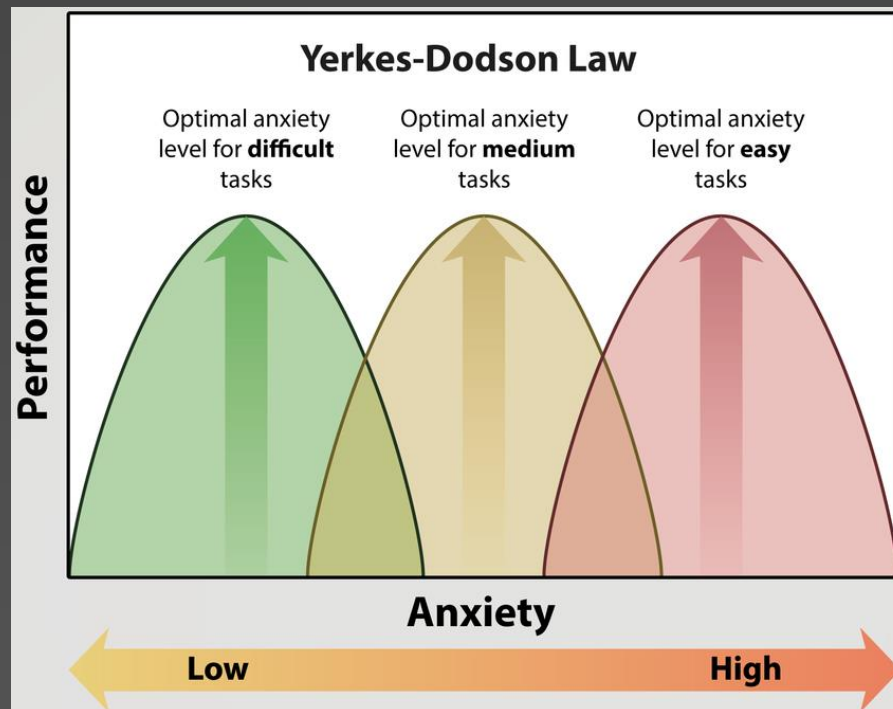
- theory of motivation in which people are said to have an optimal (best or ideal) level of tension that they seek to maintain by increasing or decreasing stimulation



Arousal Approach to Motivation

Yerkes-Dodson law

- law stating performance is related to arousal; moderate levels of arousal lead to better performance than do levels of arousal that are too low or too high.
- This effect varies with the difficulty of the task: easy tasks require a high-moderate level while more difficult tasks require a low-moderate level.



Arousal Approach to Motivation cont.

Sensation Seeker

Sensation seeker - someone who needs more arousal than the average person



Four types of Needs – “Social Motives”

Need for Achievement

a need that involves a strong desire to succeed in attaining goals, not only realistic ones but also challenging ones

Need for Affiliation

the need for friendly social interactions and relationships with others

Need for Intimacy

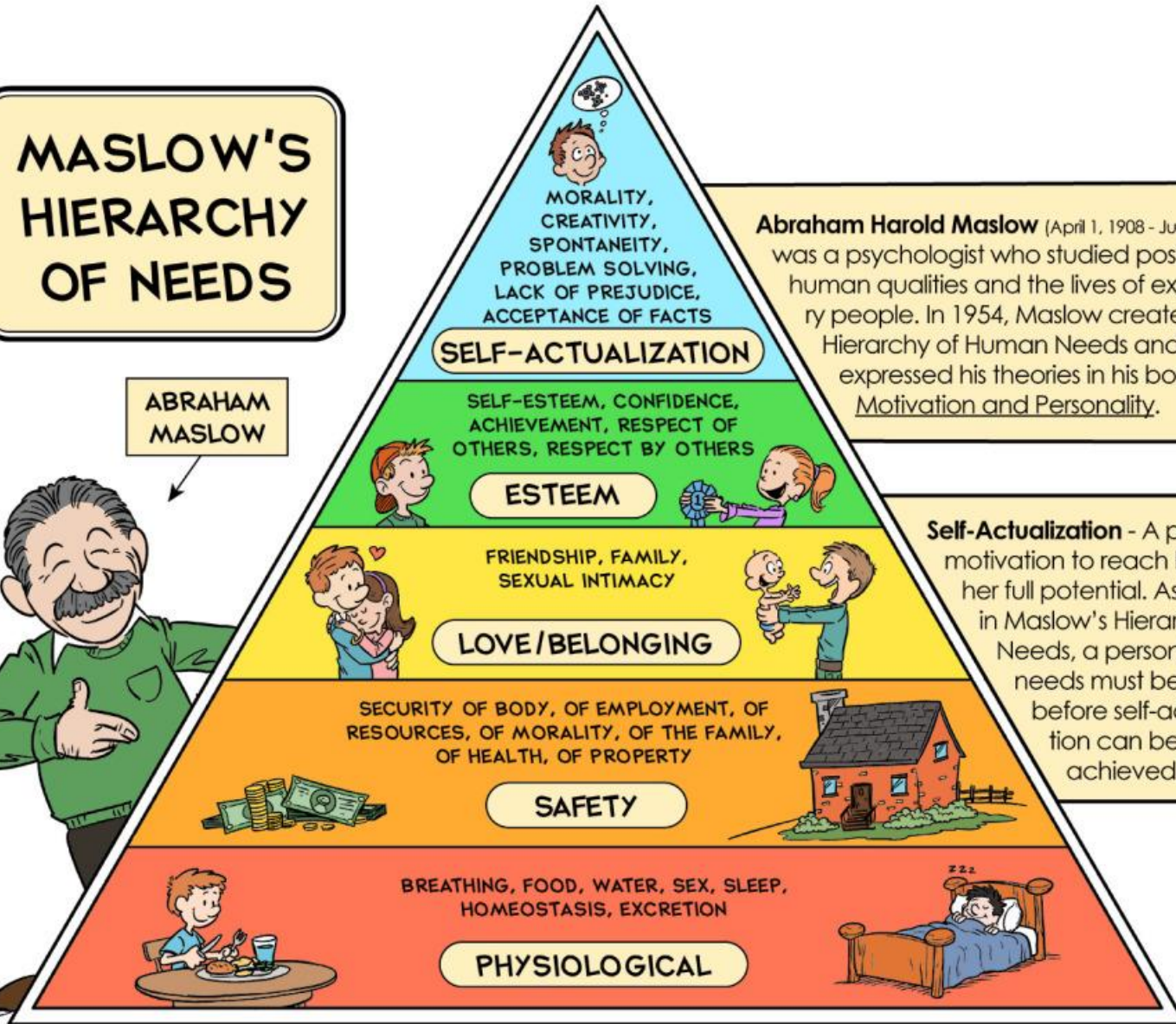
the need to seek deep, meaningful relationships

Need for Power

the need to have control or influence over others

MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW



Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, *Motivation and Personality*.

Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.


Incentives Approach to Motivation



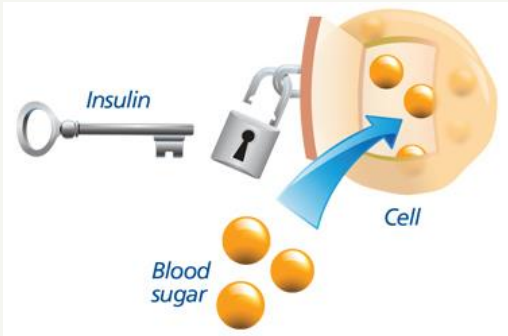
Incentives - things that attract or lure people into action

Incentive approaches - theories of motivation in which behavior is explained as a response to the external stimulus and its rewarding properties

Being motivated to work extra for extra pay (the incentive).



What Motivates Us to Eat or Stop Eating?

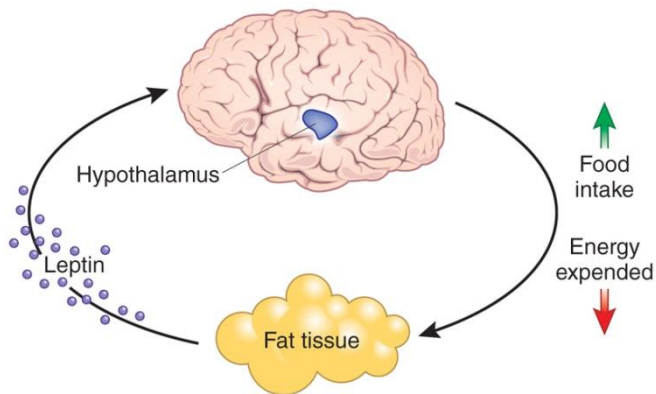
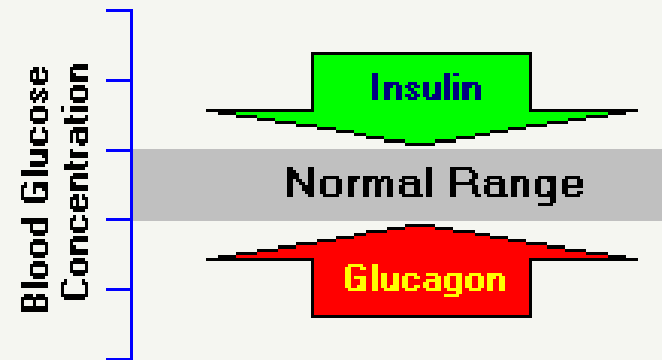


• Insulin

hormone secreted by the pancreas to control the levels of fats, proteins, and carbohydrates in the body by reducing the level of glucose (sugar) in the bloodstream—when we eat, the body increases the level of insulin it produces which in turn lowers the level of glucose, or sugar, in the body

• Glucagon

hormones that are secreted by the pancreas to control the levels of fats, proteins, and carbohydrates in the body by increasing the level of glucose in the bloodstream; released when blood sugar is too low



• Leptin

a hormone that, when released into the bloodstream by fat cells, signals the hypothalamus that the body has had enough food and reduces the appetite while increasing the feeling of being full

EATING PROBLEMS

Obesity

a condition in which the body weight of a person is 20 percent or more over the ideal body weight for that person's height (actual percent's vary across definitions)



Anorexia Nervosa

a condition in which a person reduces eating to the point that a weight loss of 15 percent below the ideal body weight or more occurs.



Bulimia Nervosa

condition in which a person develops a cycle of "binging" or overeating enormous amounts of food at one sitting, and "purging" or deliberately vomiting after eating



TABLE 9.3 POSSIBLE SIGNS OF EATING DISORDERS

Dramatic weight loss in a relatively short period of time

Obsession with calories and fat content of food

Hiding food in strange places

Hair loss, pale appearance to the skin

Bruised or callused knuckles, bloodshot eyes with light bruising under the eyes

Frequent trips to the bathroom following meals

Obsession with continuous exercise

Wearing baggy clothes to hide body shape or weight loss

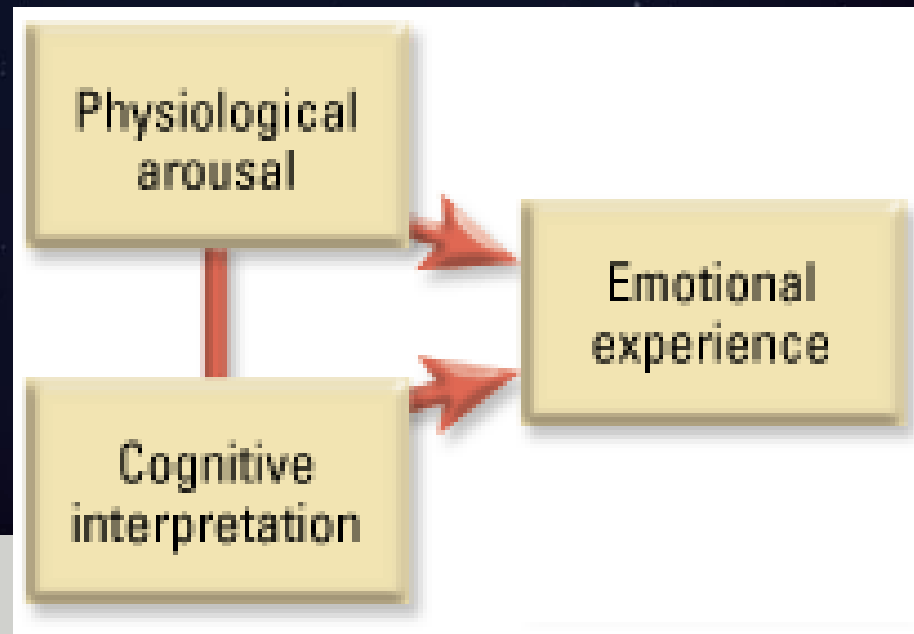
Reading books about weight loss and eating disorders

Complaints of often feeling cold

Elements of Emotion

Emotion –

a subjective, affective state that is relatively intense and that occurs in response to something we experience

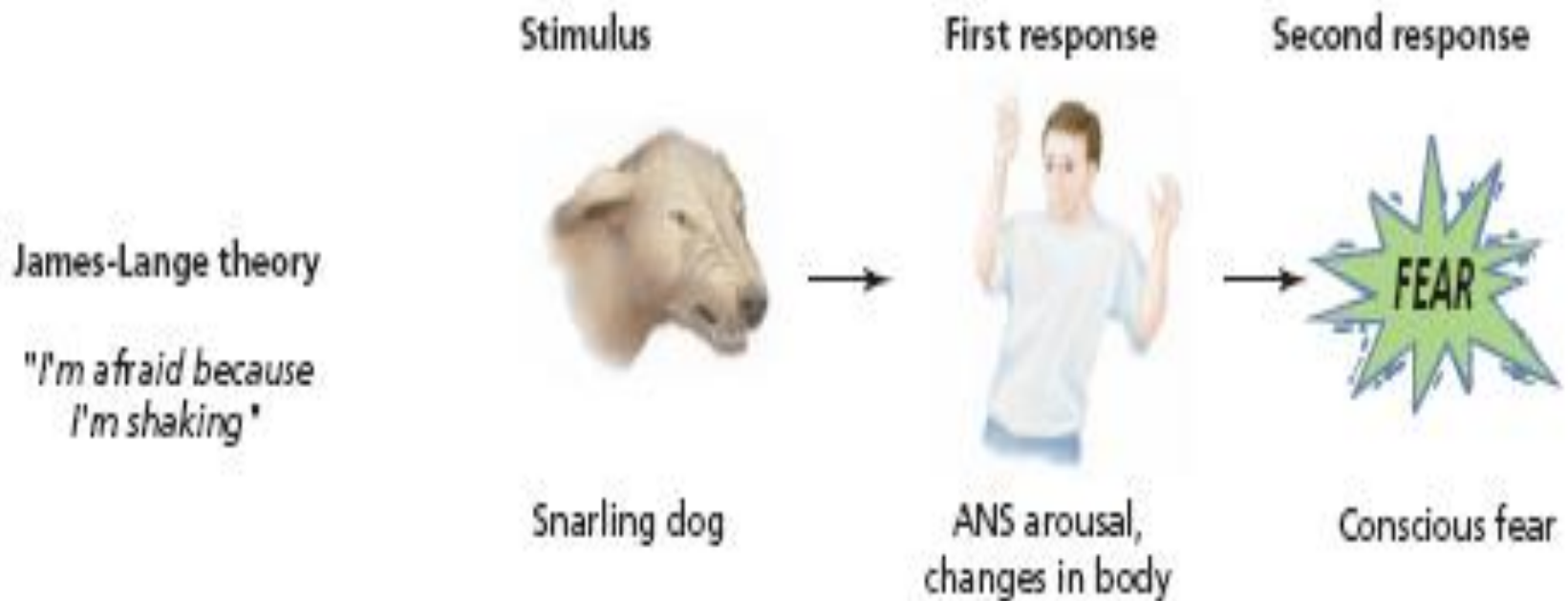


Theories of Emotion

FIGURE 9.7 James-Lange Theory of Emotion In the James-Lange theory of emotion, a stimulus leads to bodily arousal first, which is then interpreted as an emotion.

JAMES-LANGE

- theory in which a physiological reaction leads to the labeling of an emotion.

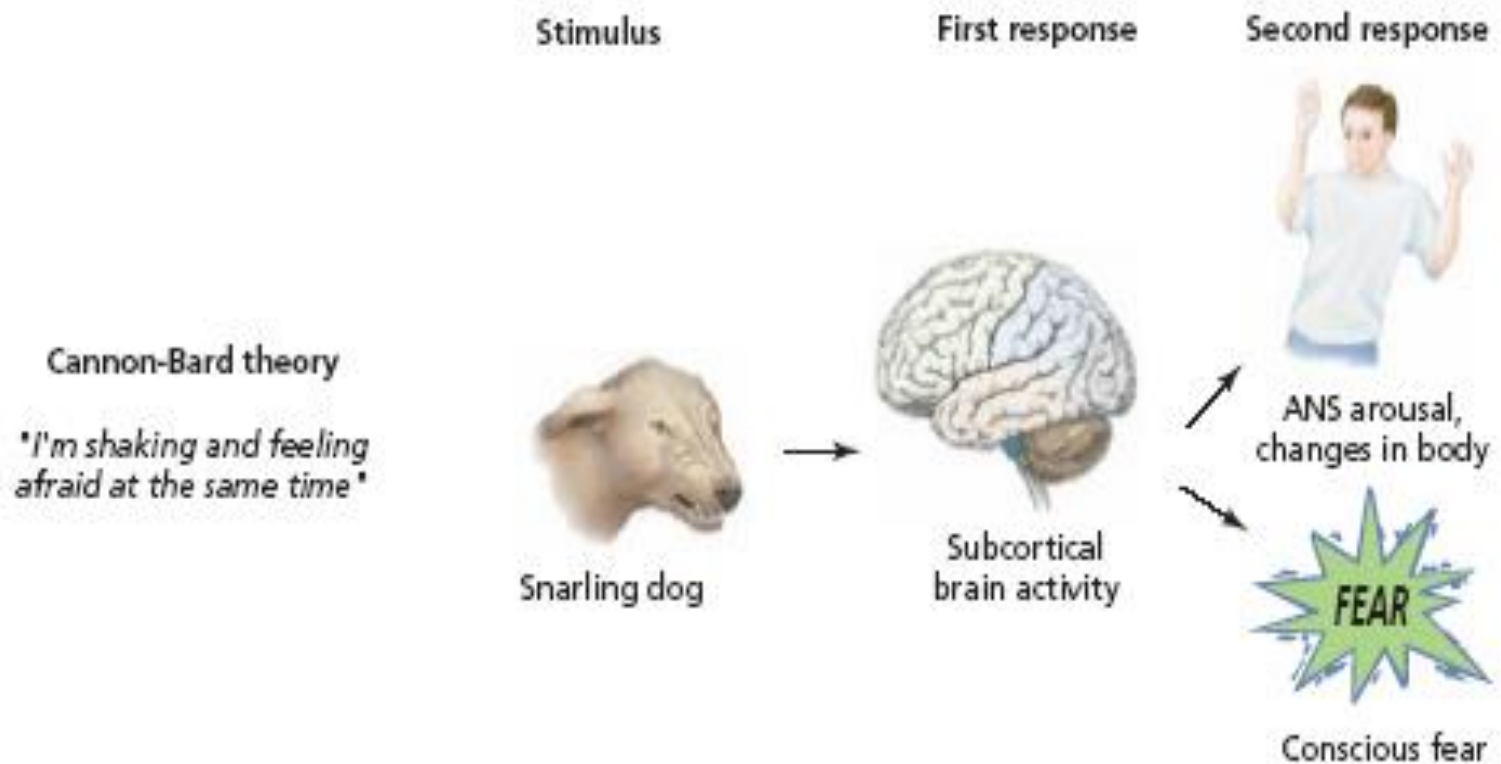


Theories of Emotion

FIGURE 9.8 Cannon-Bard Theory of Emotion In the Cannon-Bard theory of emotion, a stimulus leads to activity in the brain, which then sends signals to arouse the body and interpret the emotion at the same time.

CANNON-BARD

theory in which the physiological reaction and the emotion are assumed to occur at the same time.



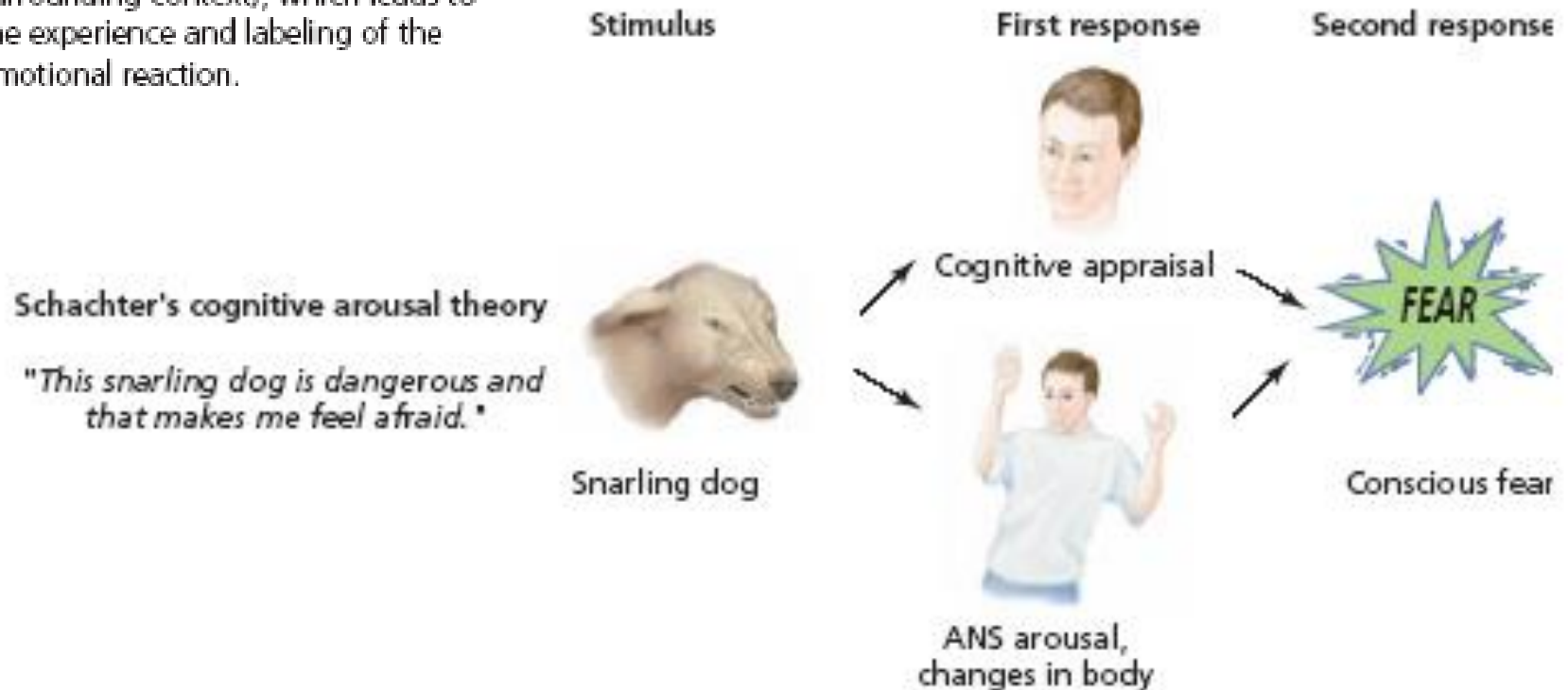
Cognitive Arousal Theory of Emotion

FIGURE 9.9 Schachter's Cognitive Arousal Theory of Emotion

Schachter's cognitive arousal theory is similar to the James-Lange theory, but adds the element of cognitive labeling of the arousal. In this theory, a stimulus leads to both bodily arousal and the labeling of that arousal (based on the surrounding context), which leads to the experience and labeling of the emotional reaction.

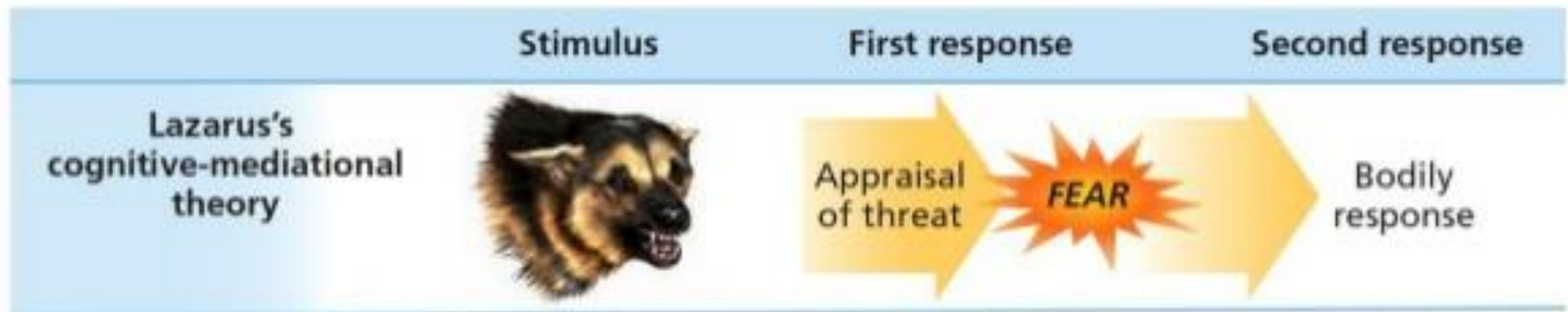
SATCHER & SINGER

- theory of emotion in which both the physical arousal and the labeling of that arousal based on cues from the environment must occur before the emotion is experienced



Lazarus's Cognitive-Mediational Theory of Emotion

- appraisal of a stimulus leads to an emotion



Facial Feedback Hypothesis

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assumes that facial expressions provide feedback to the brain concerning the emotion being expressed, which in turn causes and intensifies the emotion—e.g., smiling can make you feel happier.

