

## Motivation and Emotion

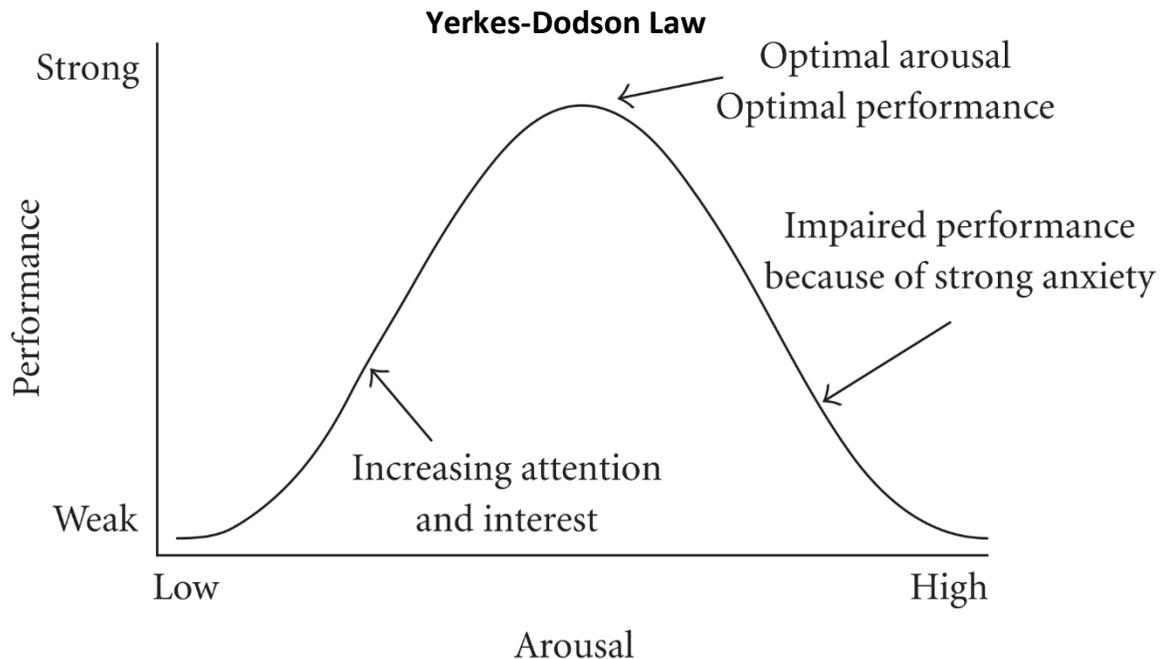
### Motivation

#### Drive Reduction Theory

- Behavior is motivated by biological needs
- Body seeks homeostasis (balanced internal state)
- Does not explain some motivations, such as risky actions
- *Primary Drives* = biological needs (thirst, hunger)
- *Secondary Drives* = learned drives (money, power)

#### Arousal Theory

- People seek an optimum level of excitement or arousal
- Some have high optimum levels of arousals, others are satisfied with less risky activities
- Low arousal gives little to no excitement or interest, while high arousal may create too much anxiety to perform well



#### Opponent-Process Theory

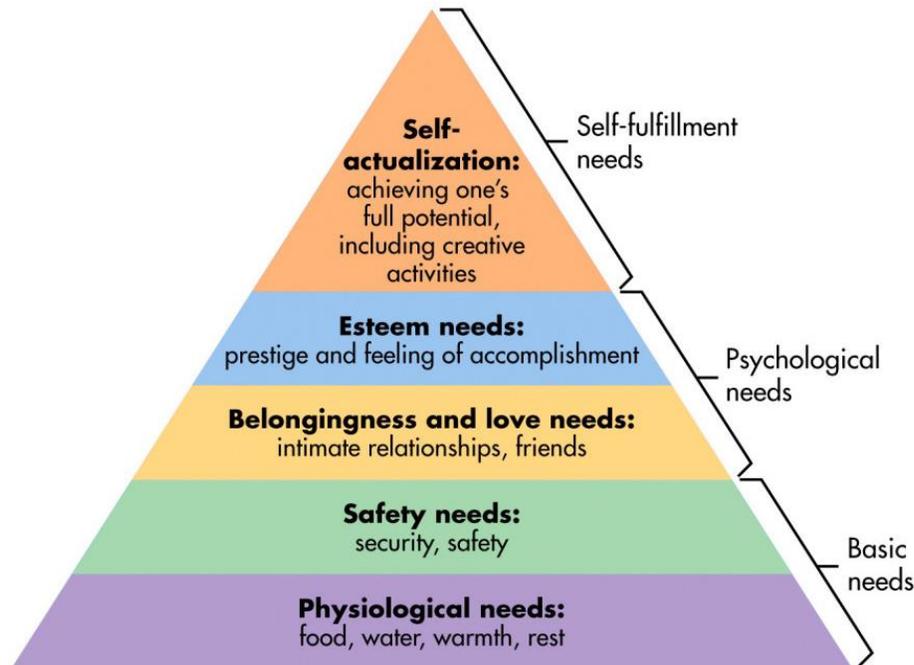
- Often used to explain addictive behaviors
- *Baseline* = people's normal states
- When one is repeatedly exposed to a stimuli that causes an emotional response, the *opponent-process* (the opposite emotion) will be triggered
- Eventually, the stimuli is sought after to avoid *withdrawal* symptoms

#### Incentive Theory

- Behavior not pushed by need, but pulled by desires
- *Incentives* = stimuli that we are drawn to due to learning

## Maslow's Hierarchy of Needs

- Basic needs need to be met before moving to next level
- Some actions and motivations violate theory tenets
- *Self-actualization* = unique potential as a person



## Hunger Motivation

### Biological Basis of Hunger

- *Lateral Hypothalamus* = hunger center, causes animal to eat when stimulated
- *Ventromedial Hypothalamus* = satiety center, causes animal to stop eating
- *Set-Point Theory* = hypothalamus sends impulse to maintain optimum body weight

### Psychological Factors in Hunger Motivation

- Internals = innate hunger cues
- Externals = food cues, such as presentation, attractiveness and availability of food
- Cues can be learned, evidenced by how culture and background affect food preferences

## Eating Disorders

*Bulimia* = bulimics eat large amounts of food in a short period of time (binging) and then get rid of the food (purging) by vomiting, excessive exercise, or using laxatives. Due to obsession with food and their weight. The majority are women.

*Anorexia Nervosa* = anorexics starve themselves below 85% of normal body weights and refuse to eat due to obsession with weight. Vast majority are women.

*Obesity* = severely overweight, often by over 50kg, which threatens their health. Obese people typically have unhealthy eating habits rather than food obsessions. Some people may be genetically predisposed to obesity.

## Sexual Motivation

### Sexual Response Cycle

*Initial Excitement* = genital areas become engorged with blood (penis becomes erect, clitoris swells), respiration and heart rate increase

*Plateau Phase* = respiration and heart rate continue at an elevated level, genitals secrete fluids in preparation for coitus

*Orgasm* = rhythmic genital contractions that help conception, respiration and heart rate increase further, males ejaculate, often accompanied by a pleasurable euphoria

*Resolution Phase* = respiration and heart rate return to normal resting states (men experience a refractory period – a time period that must pass before another orgasm, women do not have a similar refractory period and can repeat the cycle immediately)

### Psychological Factors

- Unlike animals, humans are not motivated strictly hormones
- Sexual motivation controlled more by psychological rather than biological sources
- Sexual desire can persist even when capability to have sex is lost

### Sexual Orientation

- Homosexuality not influenced by traumatic childhood experiences, parenting styles, quality of relationships with parents, masculinity or femininity, or whether the person is raised by heterosexual or homosexual parents
- Brain size may differ when comparing homosexuals to heterosexuals
- Hormones in the womb might change brain structure and influence sexual orientation
- 3-10% of the population is homosexual

## Seyle's General Adaptation Syndrome (GAS)

- Describes general response animals have to stressful event:
  - *Alarm Reaction* = heart rate increases, blood diverted away from body function to muscles needed to react. The organism readies itself to meet the challenge through activation of the sympathetic nervous system
  - *Resistance* = the body remains physiologically ready (high heart rate and respiration, etc.). Hormones are released to maintain this state of readiness. If the resistance stage lasts too long, the body can deplete its resources.
  - *Exhaustion* = the parasympathetic nervous system returns our physiological state to normal. We can be more vulnerable to disease in this stage especially if our resources were depleted by an extended resistance stage.
- Explains documented problems associated with extended periods of stress
- Excessive stress contributes to both physical diseases (ulcers and heart conditions, etc.) and emotional difficulties (depression and schizophrenia, etc.)

## **Social Motivation**

### Achievement Motivation

- Humans motivated to figure out the world and master skills
- People with high achievement motivation often feel motivated to challenge themselves

### Extrinsic/Intrinsic Motivation

*Extrinsic Motivators* = Rewards that we get accomplishments from outside ourselves (grades, salary, etc.), effective for short period of time

*Intrinsic Motivators* = Rewards we get internally, such as enjoyment or satisfaction, effective for long-term continuation of motivated behavior

### Management Theory

*Theory X* = Managers believe that employees will work only if rewarded with benefits or threatened with punishment

*Theory Y* = Managers believe that employees are internally motivated to do good work and policies should encourage this internal motive

### When Motives Conflict

*Approach-Approach Conflict* = choosing between two desirable outcomes

*Avoidance-Avoidance Conflict* = choosing between two unattractive outcomes

*Approach-Avoidance Conflict* = when a goal has both attractive and unattractive features

*Multiple Avoidance-Approach Conflict* = choosing between two or more things, each of which has both desirable and undesirable features

### Theories About Emotion

*James-Lange* = we feel emotion because of biological changes caused by stress

*Cannon-Bard* = biological change and cognitive awareness of emotional state occur together

### Two Factor Theory (Stanley Schachter)

- Physical responses and cognitive labels (mental representation) combine to cause emotional responses
- Demonstrates that emotion depends on interaction of 2 factors: biology and cognition

## **Nonverbal Expressions of Emotion**

### Stress

*Stressors* = certain life events

*Stress reactions* = how we react to stress and changes in the environment

### Measuring Stress

- Thomas Holmes and Richard Rahe's *social readjustment rating scale* (SRRS) measures *life-changing units* (LCU)
- Different changes in life are assigned different LCUs
- Those who score higher on SRRS are more likely to have stress-related diseases

### **Perceived Control**

- Perceived lack of control over events worsens harmful effects of stress
- Control over events tend to lessen stress, while the opposite makes an event more stressful