

# Motivation and Emotion



# Motivation

A need or desire that energizes behavior and directs it toward a goal.

- Instinct / evolutionary perspective
- Drive-reduction theory
- Arousal theory
- Abraham Maslow's hierarchy of needs

- **Instinct Theory:** we are motivated by our inborn automated behaviors.
- But instincts only explain why we do a small fraction of our behaviors.

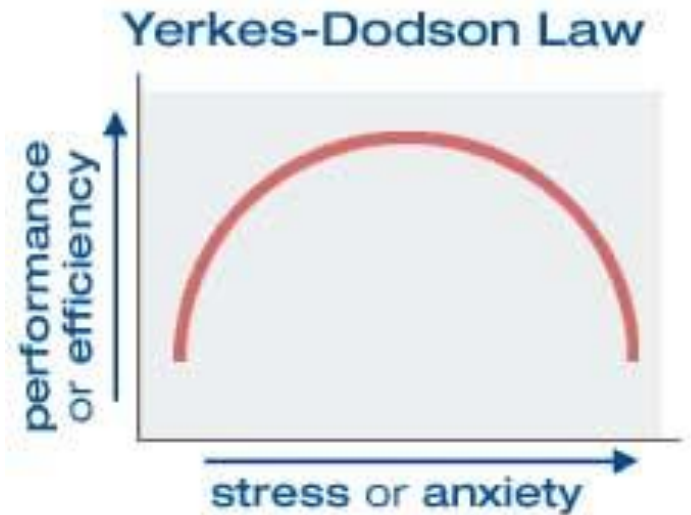
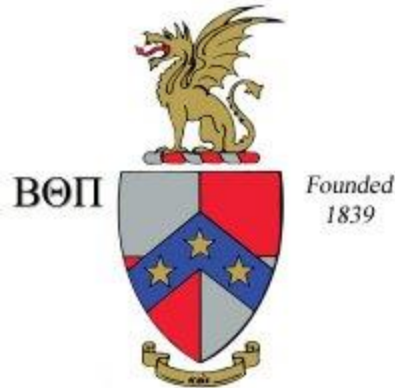
# Drive Reduction Theory



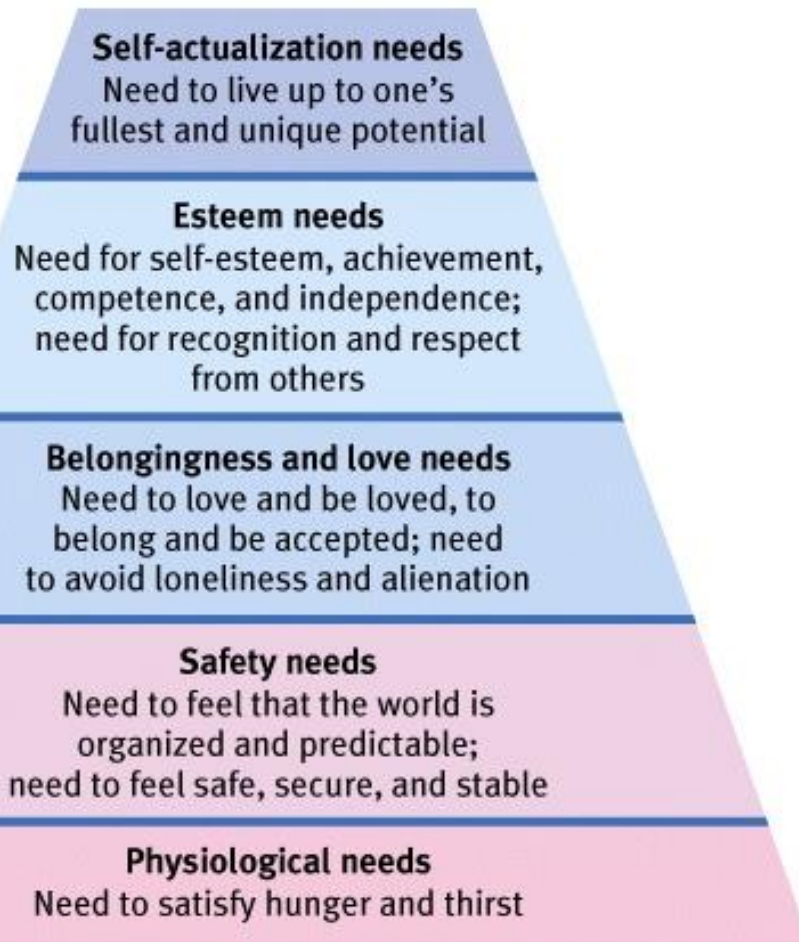
- Our behavior is motivated by **BIOLOGICAL NEEDS**.
- Wants to maintain homeostasis.
- When we are not, we have a need that creates a drive.
- Primary versus Secondary drives

# Arousal Theory

- We are motivated to seek an optimum level of arousal.
- Yerkes-Dodson Law



# Maslow's Hierarchy of Needs



Abraham Maslow said we are motivated by needs, and all needs are not created equal. We are driven to satisfy the lower level needs first.

# Biological Basis of Hunger

Hunger does NOT come from  
our stomach.

What part of the brain?

The Hypothalamus



# Hypothalamus

## Lateral Hypothalamus

- When stimulated it makes you hungry.
- When lesioned (destroyed) you will never be hungry again.



## Ventromedial Hypothalamus

- When stimulated you feel full.
- When lesioned you will never feel full again.





# Sexual Motivation



- Sex is natural.
- Without sex, none of us would be here.
- How do scientists (or you) find out about sex?

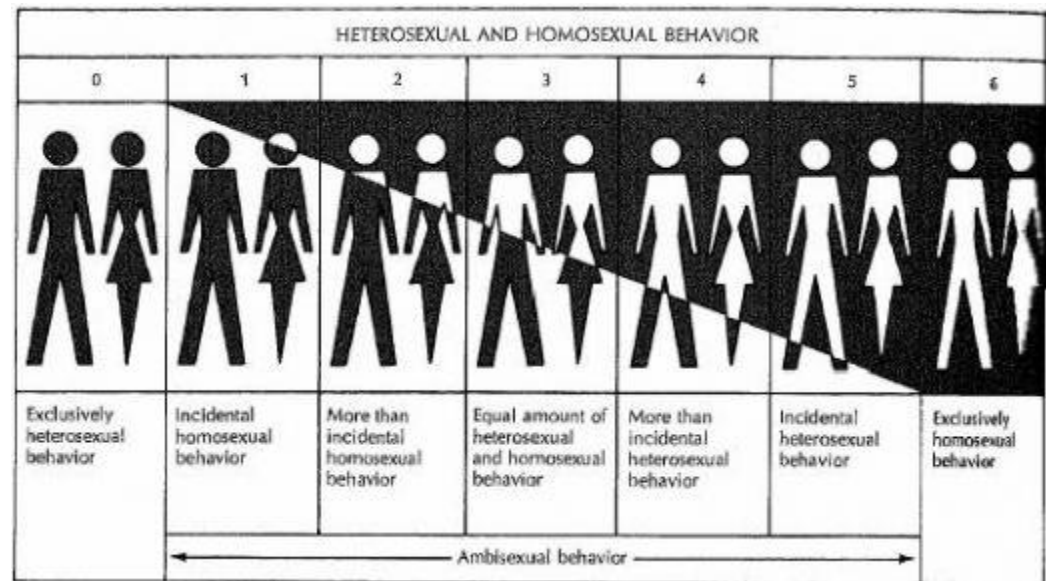


YOU ASK!!!!!!

# Kinsey's Studies



- Confidential interviews with 18,000 people (in early 1950's).
- ***Sexual Behavior in the Human Male*** and ***Sexual Behavior in the Human Female***
- Scale of sexuality....0 to 6 where 0 is exclusively heterosexual and 6 homosexual and 7 is asexual.



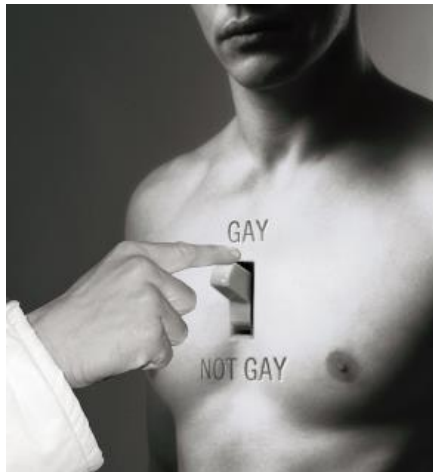
# Masters and Johnson Study

Click on Masters and Johnson to see a more detailed explanation of their research.

- In the 1960's William Masters and Virginia Johnson set out to explore the physiology of sex.
- 382 females and 312 males.



After their research was done they ran an institute that claimed to turn gay people straight.



# Mapped out the Sexual Response Cycle

- Initial Excitement
- Plateau Phase
- Orgasm
- Resolution Phase (with refractory period).



# How is Sexual Orientation Determined

- There has been NO evidence that sexuality is socially determined.
- This it is likely biologically determined.
- Simon LeVay discovered that there is a cluster of cells in the hypothalamus that is larger in heterosexual men than in heterosexual women or homosexual men.
- Current research seems to point to the hormonal levels in the prenatal environment.

# Achievement Motivation

## What motivates us to work?

(School, job, sports, video games, relationships etc..)

### Intrinsic Motivators

- Rewards we get internally, such as enjoyment or satisfaction.



### Extrinsic Motivators

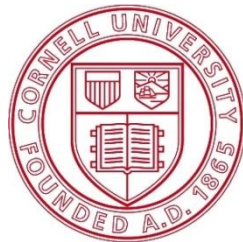
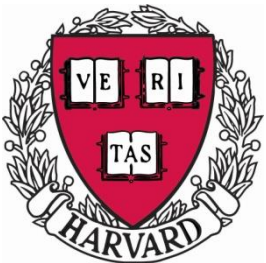
- Reward that we get for accomplishments from outside ourselves (grades or money or etc..)
- Work great in the short run.





# When Motives Conflict

- approach-approach conflict
- avoidance-avoidance conflict
- approach-avoidance conflict
- Multiple approach-avoidance conflicts





# Emotion

- Willam James and Carl Lange came up with the **James-Lange Theory of Emotion**.
- We feel emotion because of biological changes caused by stress.
- The body changes and our mind recognizes the feeling.



# Cannon-Bard Theory of Emotion

- Say James-Lange theory is full of crap.
- How can that be true if similar physiological changes correspond with drastically different emotional states.
- The physiological change and cognitive awareness must occur simultaneously.
- They believed it was the thalamus that helped this happen.



# Two-Factor Theory of Emotion



- Stanley Schachter explains emotions more completely than the other two theories.
- They happen at the same time but...
- People who are already physiologically aroused experience more intense emotions than unaroused people when both groups are exposed to the same stimuli.
- **Biology and Cognition interact with each other to increase the experience.**

# Stress

- Social readjustment rating scale (SRRS)
- Life Changing Units (LCUs)- marriage, change job, etc...
- The more LCUs you have the higher your score is on the SRRS.
- Those who score higher are more likely to have stress related disease.



# Seyle's General Adaptation Syndrome



- Describes our response to a stressful event.
- Three stages
  1. Alarm
  2. Resistance
  3. Exhaustion

