Motivation: The “Whys” of Behavior

What drives your behavior?
What is motivation?
Motivation refers to factors that activate, _________, and sustain goal-directed behavior.

Motives are the “whys” of behavior - the needs or wants that drive behavior and explain why we do what we do. What’s your motive for seeking a higher education???

Biological sources of Motivation: Oxygen to breathe, food for __________, water to drink, and protection from the elements are all basic biological needs that motivates much of our behavior. Biological needs are inborn.
Instincts and Drives

- Biological sources of motivation also includes instincts and drives, which are inborn mechanisms for satisfying basic survival needs.
- Instinctive behaviors are genetically programmed, innate patterns of response that are specific to members of a particular species.
- Drive theory is the belief that behavior is motivated by drives that arise from biological needs that demand satisfaction.
A *Need* - Is a state of deprivation or deficiency. A *Drive* is a state of bodily tension, such as hunger or thirst, that arises from an ____________ need. The satisfaction of a drive is called *drive reduction*. Drive theory is based on the principle of *homeostasis*, the tendency of the body to maintain a steady internal state.

- Primary drives are innate drives, such as hunger, thirst, and sexual desire, that arise from basic biological needs; something you are born with. Secondary drives are drives that are learned or acquired through experience, such as the drive to achieve monetary wealth.
Stimulus motives are internal states that prompt inquisitive, stimulation-seeking, and exploratory behavior.

Arousal theory states that whenever the level of stimulation dips below an organism’s optimal level, the organism seeks out stimulation.

The relationship between arousal and performance generally takes the form of an inverted U-shaped curve. This relationship is known as the Yerkes-Dodson Law which states that people perform best under conditions of ____________ arousal.
Psychological Sources of Motivation

- Psychological factors that are included in motivation includes: incentives, cognitive dissonance, and psychosocial needs.

- Incentive theory has the belief that our attraction to particular goals or objects motivates much of our behavior.

- Incentives are rewards or other stimuli that motivate us to act; that pulls us to our goal. Is your goal pulling you or are you pulling it???
Cognitive Dissonance

- Cognitive dissonance is a state of internal tension brought about by conflicting attitudes and behavior.
- Cognitive dissonance theory is the belief that people are motivated to resolve discrepancies between their behavior and their attitudes or beliefs by making them more compatible.
- Effort justification is the tendency to place greater value on goals that are difficult to achieve in order to justify the effort expended in attaining them. Meaning the harder we have to work to attain a goal, the more highly we tend to value it.
Psychosocial Needs

- Psychosocial needs are needs that reflect interpersonal aspects of motivation, such as the need for friendship or achievement.
- Need for achievement refers to the need to excel in one’s endeavors. Persons with a low need for achievement are motivated by a desire to avoid failure. Persons with a high need for achievement seek challenging but realistic goals. The need for achievement is driven by extrinsic, intrinsic motivations or both.
Extrinsic motivation is a means to an end whereas intrinsic motivation is an end in itself. In achievement situations, there are two kinds of motives: achievement motivation – the desire to achieve success and avoidance motivation – the desire to avoid failure.

Hierarchy of needs are Maslow’s concept that there is an order to human needs, which starts with basic biological/physiological needs (hunger, thirst, elimination) and progresses to self-actualization (fulfillment of individual potential).
Abraham Maslow’s Hierarchy of Needs

(1) Physiological: Hunger, thirst, avoidance of pain, sexual gratification, elimination.

(2) Safety: Safe and secure housing, protection from crime and harsh weather.

(3) Love and Belongingness: Emotional intimacy, friendships, social connections.

(4) Esteem: Achievement, respect, prestige, status, approval.

(5) Self-Actualization: Fulfillment of individual potential.
Hunger and Eating

- Hunger occurs when our blood sugar level drops and fat is released from fat cells to provide fuel that cells use until we are able to eat again.

- Lateral hypothalamus is apart of the hypothalamus involved in initiating, or turning on eating. Stimulating the lateral hypothalamus causes a laboratory animal to start eating even if it has just consumed a full meal. Or if it is surgically removed, the animal will stop eating and starve to death.

- Ventromedial hypothalamus, acts as an off-switch that signals when it is time to stop eating. When this area is destroyed, animals will overeat and eventually become severely obese.
Also, there is a mixture of chemicals in our bodies, including neurotransmitters and hormones that play an important role in regulating hunger. One of these chemicals, is the neurotransmitter neuropeptide Y, which works on the hypothalamus to stimulate appetite and eating. There are other brain chemicals that work to curb appetite and eating such as leptin. Leptin helps to put the brakes on hunger by acting upon the hypothalamus when we have had enough to eat.
Dopamine and endorphins, appear to be responsible for the feelings of pleasure associated with eating. Whereas, serotonin appears to play a role in regulating our feelings of satiety, the sensations associated with having had enough to eat.

Obesity is a state of excess body fat. These persons are at risk for developing life-threatening diseases including heart disease, hypertension, severe respiratory disorders, stroke, and diabetes. It is believed that obesity is on the rise due to two main factors: too many calories consumed and too little exercise.
Body Mass Index is a standard measure of obesity based on body weight adjusted for height. See p. 308 fig. 8.5.

Obesity occurs when energy intake in the form of calories exceeds energy output (calories expended through bodily processes and physical activity). Obese people may have a genetic predisposition to gain weight more readily than lean people. Body weight is influenced by _________________________, the rate at which the body burns calories while at rest.

Set Point Theory states that the brain mechanisms regulate body weight around a genetically predetermined “set point.”
Factors that contribute to Obesity:

1. Early behavioral dietary patterns, e.g., rewarded with sweets;
2. Environmental factors, e.g., TV commercials displaying tempting foods;
3. Emotional states, e.g., anger, fear, and depression can prompt excessive eating.
4. Genetics
Eating Disorders

- Anorexia Nervosa – Is a form of __________________ that results in an unhealthy and potentially dangerously low body weight. It is characterized by both an intense fear of becoming fat and a distorted body image.
- Bulimia Nervosa – Is disorder in which episodes of binge eating are followed by purging.
- Eating disorders are far less common, even rare, in non-Western countries.
Emotions

- Emotions infuse our lives with color. Researchers say that emotions are more than just feelings; they have physiological (bodily arousal/nervous system activation), cognitive (subjective experience of the feeling, as well as the thoughts or judgments we have about the people or situations that evoke the feelings), and behavioral components (outward expression of the emotion).
Cross-cultural studies show that people from many different cultures can accurately identify six basic emotions from facial expressions: anger, fear, disgust, sadness, happiness, and surprise.

Psychologist Robert Plutchik acknowledged the six basic emotions but adds two more: anticipation and acceptance. He argued that complex emotions, e.g., disappointment, love, are formed by the combination of the basic emotions. See p. 318, fig. 8.9.

Display rules govern cultural customs and norms that govern the display of emotional expressions, e.g., Asian cultures tend to frown on the public display of emotions.
- Facial-feedback hypothesis is the belief that mimicking facial movements associated with a particular emotion will produce the corresponding emotional state.
- Duchenne smile is a genuine smile that involves contraction of a particular set of facial muscles.
- The Limbic System which includes the amygdala and the hippocampus acts as an internal alarm system that signals the presence of threat or danger.
The cerebral cortex: 1) evaluates the meaning of emotionally arousing stimuli and then plans and directs how to respond to them; 2) It determines whether we should approach stimuli (as a love interest) or avoid (as in the case of a threat); and 3) It processes the felt experience of emotions and controls the facial expression of emotions.
James-Lange Theory holds the belief that emotions occur after people become aware of their physiological responses to the triggering stimuli. You run then you are fearful.

Cannon-Bard Theory argues that emotional and physiological reactions to triggering stimuli occur almost simultaneously.

Two-Factor Model states that emotions involve two factors: a state of general arousal and a cognitive interpretation/reasoning of the causes of the arousal.
Dual-pathway model of fear – Joseph LeDoux put forth that the brain uses two pathways to process fear messages. One pathway he called the high road. This pathway leads to the cerebral cortex, where it can be processed more carefully. The other pathway is the low road which leads directly to the amygdala where information can be acted upon more quickly, thus allowing a faster response to danger cues.
Happiness - What makes You Happy?

- **Physiological Factors** – Psychologist Richard Davidson and others found that positive emotions, are associated with increased activity in the prefrontal cortex of the left cerebral hemisphere, whereas negative emotions, such as disgust, are associated with increased activity in the right prefrontal cortex.

- **Psychological Factors** – are what you think is more important than what you have.
Positive Psychology

- Martin Seligman lists a number of suggestions to help people increase their personal happiness:
  1) **Gratitude visits** - do something for someone else;
  2) **Three Blessings** – every night, think of three things that went well during the day and reflect on them.
  3) **Savoring** – Plan a perfect day and share it with someone.
- **Happiness is not so much a function of what you’ve got as what you make of it.**
- Romantic love – Love involving strong erotic attraction and desire for intimacy.
- Triangular model of love – Sternberg’s concept of love as a triangle with three components: intimacy (the close bond and feeling of attachment between two people), passion (an intense sexual desire for the other person), and decision/commitment (the recognition that one loves the other person and is committed to maintaining the relationship through good times and bad).
Emotional Intelligence is the ability to recognize emotions in oneself and others and to manage one’s own emotions effectively.

Anger and Aggression – Steps to identifying and curtailing an angry response: 1) become aware of your emotional reactions in anger-provoking situations; 2) Review the evidence; 3) Practice more adaptive thinking- say to self, I can handle this; 4) Engage in competing responses – go for a walk; 5) Don’t get steamed; 6) Oppose anger with empathy; 7) Congratulate yourself for responding assertively rather than aggressively;
8) Scale back your expectation of others;
9) Modulate verbal responses;
10) Learn to express positive feelings.

The End

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