Chapter 12 Motivation and Emotion

Sec 1: Theories of Motivation

Motivation – an internal state that activates behavior and directs it toward a goal

1. Instinct Theory
    a. Instincts – innate tendencies that determine behavior
    b. Instincts do not explain behavior , they simply label it
2. Drive-Reduction Theory – Clark Hull, based on the idea that all human motives are extensions of basic biological needs
    a. Need – biological or psychological requirement of an organism
    b. Drive – an internal condition produced by a need that motivates an organism towards a goal
    c. Biological needs drive an organism to act, and the organism strives to maintain homeostasis
    d. Homeostasis – tendency of the body to maintain a constant internal environment
    e. Harry Harlow disproved Hull's belief with his monkey and two surrogate mother experiment
3. Incentive Theory – stresses the role of the environment in motivating behavior

a. Incentive – external stimulus, reinforcer, or reward that motivates behavior

4. Cognitive Theory – seek to explain motivation by looking at forces inside and outside of us that energize us to move
    a. Extrinsic Motivation – engaging in activities that either reduce biological needs or help us obtain external incentives
    b. Intrinsic Motivation – engaging in activities because they are personally rewarding or because they fulfill our beliefs and expectations
    c. Over Justification Effect – when people are given more extrinsic motivation than necessary to perform a task their intrinsic motivation declines

Sec 2: Biological and Social Motives

Biological Motives – critical to our survival and physical well-being, must maintain homeostasis

1. Hunger – body requires food to grow, to repair itself, and to store reserves
2. Lateral Hypothalamus (LH) – when stimulated w/ electrodes, laboratory animals will eat, even if they had just finished a large meal
    a. If the LH is removed, animal will stop eating & eventually die (more active in cold temp)
    b. “GO” signal

3. Ventromedial Hypothalamus (VMH) – when stimulated, can cause one to stop eating even if it has been kept from food for a long period
    a. If removed, animal will eat everything in sight (more active in warm temp)
    b. "STOP" signal
4. Glucostatic Theory – LH fires in accordance to the amount of glucose, or ready energy, in the blood
    a. Current research suggests that environmental factors can override hormonal and neural eating controls
5. Set-point – weight at which your day-to-day weight fluctuates
6. Hypothalamus monitors glucose levels, set-point, and temperature to determine when we should eat

Psychosocial Hunger Factors – external cues that can affect eating, such as where, when, and what we eat
1. Smell and Appearance of Food
2. When other people eat, we tend to eat more
3. Social Pressures can lead to not eating
4. Boredom and Stress can cause us to eat
5. Certain Activities (watching a movie) or Time of Day (lunch)

Obesity – 30% or more above his or her ideal body weight
1. Overweight – 20% over their body weight

2. 65% of Americans are overweight and 31% are obese
3. Growing evidence that a person's weight is controlled by biological factors
4. Obese people tend to respond to external cues while normal weight people respond to internal cues
5. Insufficient exercise, # of fat cells, and metabolic rate also contribute

Social Motives – learned from our interactions w/ other people

1. Achievement Motivation – desire to set challenging goals and to persist in trying to reach those goals despite obstacles, frustrations, and setbacks
    a. Thematic Appreciation Test (TAT) – main tool used to measure achievement motivation
2. Fear of Failure
    a. Choose easy tasks offering assured success
    b. Choose impossible tasks w/ no chance of success
    c. Avoid things or quit when they become too difficult
    d. Find excuses to explain poor performances
3. Fear of Success
4. Competency Theory – too easy a task or too difficult a task means we do not learn anything about how competent we are, so we choose moderately difficult tasks where both successes and failures may be instructive

Maslow's Hierarchy of Needs

1. Abraham Maslow – pioneer in humanistic psychology
2. Placed achievement motivation in the context of a hierarchy of needs all people share
3. After we satisfy needs at the bottom, we advance up to the next level and seek to satisfy its needs
4. If we are at a higher level and our basic needs are not satisfied, we may come back down the hierarchy
5. Fundamental Needs – biological needs that must be satisfied to maintain life
6. Psychological Needs – need to belong & to receive love, and the need to acquire esteem through competence and achievement
7. Self-actualization Needs – top of Maslow's hierarchy, pursuit of knowledge and beauty or whatever else is required for the realization of one's unique potential

Sec 3: Emotions

Emotions – subjective feelings provoked by real or imagined objects or events that have high significance to the individual

1. Have 3 parts: physical, behavioral, and cognitive
2. Results from 4 occurrences:
   a. Must interpret some stimulus (cognitive)
   b. Have a subjective feeling, such as fear or happiness
   c. Experience physiological responses, such as increased heart rate (physical)

d. Display an observable behavior, such as smiling or crying (behavioral)

3. Across cultures there are universally recognized facial expressions of emotions
4. Basic facial expressions are innate (part of our biological inheritance)
5. When, where, & how we express different feelings depend in large part on learning
6. We learn to express & experience emotions in the company of other people, and we learn that emotions can serve different social functions

Physiological Theories – associate feelings with sudden increases or decreases in energy, muscle tension & relaxation, & sensations in the pits of our stomachs

1. James-Lange Theory – formed by William James & Carl Lange, emotions result from the perception of bodily changes, "gut" reactions
   - Critics argue that James had it backwards – you do not run from trouble & then feel fear, you feel fear first & then run, also leaves out the influence of cognition
2. Cannon-Baird Theory – formed by Walter Cannon & Philip Bard, emotion is the result of simultaneous activity of the brain and "gut" reactions

Cognitive Theories – what you feel depends on how you interpret your physiological arousals

1. Schachter-Singer Experiment – performed by Stanley Schacter & Jerome Singer, demonstrated that internal components of emotion (physiological arousal) affect individuals differently depending on his or her interpretation of the social situation
   - Perception and arousal interact to create emotions
   - Critics point out that you don't need to first experience physiological arousal to feel an emotion & your thoughts play a larger role in appraising your emotions

2. Opponent-Process Theory – Richard Solomon & John Corbit, states that the parasympathetic & sympathetic NS act together to regulate & manipulate our emotions
   - Proposed that the removal of a stimulus that excites one emotion causes a swing to an opposite emotion