General Psychology 201
Motivation and Emotion

Motivation
• Perspectives on motivation
  • Evolution, instincts and genes
  • Homeostasis and drives
  • Incentives and expectancies
  • Psychodynamic and Humanistic views
• What do you think? Is Maslow’s need hierarchy valid?
• Hunger and weight regulation
  • Physiology of hunger
  • Psychological aspects of hunger
  • Environmental and cultural factors
• Sexual motivation
• What do you think? Fraternal birth order and male homosexuality
• Desire to affiliate
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Emotion
• The nature of emotions
  • Eliciting stimuli, the cognitive component, physiological component, and behavioral component
• Beneath the surface: The lie detector controversy
• Theories of emotion
• Positive psychology and the pursuit of happiness
• Applying psychological science: Being happy: Guidelines from psychological research
• A concluding thought
Motivation

Motivation: A process that influences the direction, persistence, and vigor of goal-directed behavior.

Perspectives on Motivation
• Evolution, Instincts, and Genes
• Homeostasis and Drives
• Incentives and Expectancies
• Psychodynamic views (Freud) and
• Humanistic views (Maslow and Rogers)
Evolution, Instincts and Genes

Just as animals display instinctive behavioral patterns, such as migration or mating behaviors, human behavior is thought be motivated by innate instincts or genetic programming.

An instinct (also called a fixed action pattern) is an inherited characteristic, common to all members of a species, that automatically produces a particular response when the organism is exposed to a particular stimulus.

- Instinct theory describes and labels behavior and relies on circular reasoning.
- While instinct theories seem logical, these labels and descriptions do not explain behavior. In addition, we don’t have enough genes to account for every behavior and motivation. People try to use instincts to “explain” one’s behavior, but it rarely does.

Examples of Instincts Proposed by Instinct Theorists

<table>
<thead>
<tr>
<th>Instinct</th>
<th>Proposed Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>rivalry</td>
<td>combativeness</td>
</tr>
<tr>
<td>sympathy</td>
<td>hunting</td>
</tr>
<tr>
<td>fear</td>
<td>acquisitiveness</td>
</tr>
<tr>
<td>constructiveness</td>
<td>play</td>
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<tr>
<td>curiosity</td>
<td>sociability</td>
</tr>
<tr>
<td>shyness</td>
<td>secretiveness</td>
</tr>
<tr>
<td>cleanliness</td>
<td>modesty</td>
</tr>
<tr>
<td>jealousy</td>
<td>parental love</td>
</tr>
<tr>
<td>self-assertion</td>
<td>submission</td>
</tr>
<tr>
<td>food-seeking</td>
<td>repulsion</td>
</tr>
<tr>
<td>escape</td>
<td>mating</td>
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</tbody>
</table>
Homeostasis and Drives

Our bodies biological systems are delicately balanced to ensure survival (page 327). Homeostasis is a state of internal physiological equilibrium that the body strives to maintain.

For example,
- when you are hot, your body automatically tries to cool itself by perspiring.
- when you are cold, your body generates warmth by shivering.

Physiological disruptions in homeostasis produce drives—states of internal tension that motivate an organism to reduce this tension.

Drives such as hunger and thirst arise from tissue deficits--when we are hungry, we are driven to eat. When we are thirsty, we are driven to drink.
Incentive and Expectancies

Behavior is motivated by the “pull” of external goals and rewards. This approach is based heavily on operant learning theory (behavior is based on the expectation of consequences such as reinforcements or punishments, Chapter 6), and hence testable.

Motivations are also determined jointly by expectancies and incentive value the individual places on that goal.

Motivation = expectancy x incentive value.
### Psychodynamic and Humanistic Views

Freud proposed that energy from unconscious motives—especially sexual and aggressive instincts—is often disguised and expressed through socially acceptable behaviors. Although very little research supports Freud’s perspective, people have investigated the effects of other unconscious forces such as self-esteem and social belonging.

Abraham Maslow, a humanistic theorist, proposed a broad motivational model. He proposed that psychology’s other perspectives ignored a key human motive—the desire to strive for personal growth.

![Maslow's Hierarchy of Needs Diagram](Image)
<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Realism and acceptance</td>
<td>Self-actualized people have accurate perceptions of themselves, others, and external reality. They easily accept themselves and others as they are.</td>
</tr>
<tr>
<td>Spontaneity</td>
<td>Self-actualized people are spontaneous, natural and open in their behavior and thoughts. However, they can easily conform to conventional rules and expectations when situations demand such behavior.</td>
</tr>
<tr>
<td>Problem centered</td>
<td>Self-actualized people focus on problems outside themselves. They often dedicate themselves to a larger purpose in life, which is based on ethics or sense of personal responsibility.</td>
</tr>
<tr>
<td>Autonomy</td>
<td>Although they accept and enjoy other people, self-actualized individuals have a strong need for privacy and independence. They focus on their own potential and development rather than on the opinions of others.</td>
</tr>
<tr>
<td>Continued freshness of appreciation</td>
<td>Self-actualized people continue to appreciate the simple pleasures of appreciation of life with awe and wonder.</td>
</tr>
<tr>
<td>Peak experiences</td>
<td>Self-actualized people common have peak experiences, or moments of intense ecstasy, wonder and awe during which their sense of self is lost or transcended. The self-actualized person may feel transformed and strengthened by these peak experiences.</td>
</tr>
</tbody>
</table>
Hunger and Weight Regulation

Many Americans are obsessed with achieving, or at least getting closer to, the socially desirable goal of thinness. Approximately one-third of all American women and one-fifth of all American males are trying to lose weight, and the weight-loss industry is a $30 billion a year enterprise.
Hunger and Weight Regulation

• Based on what you have read in your text, what advice would you give to a friend who is trying to lose weight?
• A recent finding indicates that 1/4 of all Americans are overweight. Based on what you have learned on intelligence, explain why this gain in weight is not a genetic change in the American population, but most likely an environmental change?
• Thirty million Americans are obese (obesity is defined as 20% over the optimal weight for their gender, age, and body type—BMI=30). What factors lead a person to become overweight and obese?
Hunger and Weight Regulation

With an obsession with losing weight, consumers are easier to become persuaded by easy remedies such as:

- Weight-loss products such as “Slimming Insoles” that supposedly help you lose weight with every step
- The Svelt-Patch that “melts away fat as you sleep”
- Absorb-it-ALL Plus supplements promise you will lose three inches from your thighs.
- A book, Dr. Hirsch’s Guide to Scentsational Weight Loss, claims that inhaling certain odors will reduce hunger; a one-month supply of aroma “pens” (banana, green apple, and peppermint) sells for $45.
- Subliminal tapes to decrease the motivation to eat.

What motivates us to eat?
Hunger and Weight Regulation

Food intake: Does energy in = energy out?

Energy Balance

Weight

Gain (+)  Loss (−)

Energy intake

Fat
Carb.
Protein

Energy expenditure

Digestion

Physical activity and exercise

BMR

There are many biological, psychological and environmental factors that regulate our food intake.
The physiology of hunger

There are several biological mechanisms that keep your body in energy homeostasis by regulating how much you eat.

Hunger and satiation (the sense of no longer feeling hungry) are influenced by many factors,

- including energy levels,
- amount of food and
- variety of food.
Many researchers believe that there is a set point—a biologically determined “standard” around which body weight (fat mass) is regulated.

For example,

• As you eat fewer calories, your BMR decreases
• As you eat more calories, your BMR increases
The physiology of hunger

**Metabolism:** The body’s rate of energy (or caloric) utilization.

- **Age:** BMR slows down with increased age, especially during the first two decades of life.
- **Gender:** Males tend to have higher metabolic rates than women.
- **Body size:** Heavy people tend to have a higher metabolic rate than slender people.*
- **Genetics:** Evidence strongly suggests that the BMR is influenced by heredity.
- **Diet:** Restricted food intake lowers BMR; excess food intake increases BMR.
Signals that Start and Terminate a Meal

Not only do contractions in the stomach lead to feelings of hunger, but other factors the feeling of hunger.

- Glucose
- Cholecystokinin (CCK)

**Glucose**
A simple sugar that is the body’s major source of immediate usable fuel. When blood glucose levels slightly decrease, stored nutrients are used to restore blood glucose levels and may stimulate the desire to eat.

**CCK**
A peptide (a type of hormone) that helps produce feelings of satiation. As food arrives in the small intestine, CCK is released into the bloodstream that travel to the brain and stimulate the brain to decrease food intake.
Signals that Regulate General Appetite and Weight

Leptin:
A hormone secreted by fat cells and released into the bloodstream.

As fat stores increase, leptin increases and eating decreases. When leptin reaches the brain, it decreases appetite and increases energy use.

Hypothalamus:
Ventromedial hypothalamus (“hunger off”)—When the ventromedial hypothalamus (VMH) is damaged, rats will eat until they become obese— but only if the food is appetizing.
**Psychological Aspects of Hunger**

Attitudes, habits, and psychological needs regulate food intake.

- “Don’t leave food on your plate” attitude increases the likelihood that we will finish what is on our plate despite feeling full
- “autopilot snacking” while watching TV may lead us to eat even when we don’t feel hungry
- Social expectations—especially for women pressure women to conform to an idealized norm.
Environmental and Cultural Factors

Food availability
- Too little
- Too much

Food taste and food variety
- Good tasting food increases consumption
- Food variety increases consumption (eg. buffets)
Factors the Influence Eating Behavior

**Biological**
- Basil Metabolic Rate (BMR)
- CCK—a hormone that helps produce feelings of satiation (released by small intestines when food arrives)
- Glucose levels (low levels associated with hunger)
- Leptin (secreted by fat cells)
- Abnormal hypothalamus activity

**Psychological**
- Attitudes
- Habits (automatic eating when watching TV)
- Social expectations for women

**Environmental factors**
- Food availability
  - Too little
  - Too much
- Food taste and food variety
  - Good tasting food increases consumption
  - Food variety increases consumption (eg. buffets)