Motivation and Emotion

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PSYCH FOR YOUR LIFE: Turning Your Goals into Reality
Motivation

Motivation: The biological, emotional, cognitive or social forces that activate and direct behavior (page 292).

Emotions are a primary source of motivation. Theories of motivation have three characteristics (page 292).

(1) They activate behavior.
(2) There is a level of persistence to achieve a particular goal.
(3) There is intensity in the vigor of the behavior.
Achievement: Intrinsic vs. Extrinsic Motivation

**Intrinsic motivation:** Being motivated to take actions that are themselves rewarding.
We engage in activities because we find them rewarding.
- Neil Peart plays the drums and composes lyrics to songs because he finds it rewarding.
- TV shows that try to produce a good show.
- We help others because it makes us feel good.
People tend to work harder when they are intrinsically motivated, they enjoy what they do more, and they do it more creatively.

**Extrinsic motivation:** Being motivated to take actions that themselves are not rewarding, but lead to a reward.
- Sam plays in a band because it makes him money.
- TV shows that try to produce a show to get high ratings.
- We help others because it gives us fame and a promotion at work.
Extrinsic Motivation and
Reinforcement and Punishments
Motivation

Do our motives or our reasons for engaging in a behavior make a difference?

In the research on prejudice:
- People who attend church with extrinsic motives (meet people, socialize, etc.) rate higher on prejudicial attitudes.
- People who attend church for intrinsic motives (search for knowledge and understanding, way of living, etc.) and atheists rate the lowest on prejudicial attitudes.

In the research on creativity:
- People who are intrinsically motivated, tend to be more creative.
  - And much more likely to achieve more
  - And more likely to develop expertise in an area
- People who are extrinsically motivated (reinforcements are external to the individual—money), tend to be less are less creative.

The research on achievement motivation
- Those who strive to learn as much as they can are more likely to succeed in college than those who are motivated to avoid looking bad.
**Motivation: Theories of Motivation**

**Motivation:** The biological, emotional, cognitive or social forces that activate and direct behavior *(page 292)*.

**Theories of Motivation**

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<th>Instinct Theories</th>
<th>Drive Theories</th>
<th>Incentive Theories</th>
<th>Arousal Theories</th>
<th>Humanistic Theories</th>
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<tbody>
<tr>
<td><img src="image1" alt="Instinct Theories" /></td>
<td><img src="image2" alt="Drive Theories" /></td>
<td><img src="image3" alt="Incentive Theories" /></td>
<td><img src="image4" alt="Arousal Theories" /></td>
<td><img src="image5" alt="Humanistic Theories" /></td>
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Instinct Theories

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

Instinct theories say that people are motivated to engage in certain behaviors because of evolutionary programming.

<table>
<thead>
<tr>
<th>Examples of Instincts Proposed by Instinct Theorists</th>
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<tr>
<td><strong>Table 8.1</strong></td>
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<tr>
<td><strong>James's List of Instincts</strong></td>
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<tr>
<td>Attachment</td>
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<td>Fear</td>
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<td>Disgust</td>
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<td>Play</td>
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<td>Shame</td>
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<td>Anger</td>
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- 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” ones behavior, but it rarely does.
Drive Theories: Homeostasis

Drive theories: The view that behavior is motivated by the desire to reduce internal tensions caused by unmet biological needs (page 293).

Our body’s biological systems are delicately balanced to ensure survival. 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.
Drive Theories

Physiological disruptions in homeostasis produce drives. These drives are states of internal tension that motivate an organism to reduce this tension. Behavior is motivated by the desire to reduce internal tension caused by unmet biological needs, such as hunger and thirst.

These unmet biological needs “drive” us to behave in certain ways to ensure survival. Drives such as hunger and thirst arise from tissue deficits.
• When we are hungry, there is physiological arousal, we are driven to eat.
• When we are thirsty, there is physiological arousal, we are driven to drink.
Drive Theories

When a particular behavior reduces a drive, the behavior becomes negatively reinforced when the same need state arises again.

Drive theories have a hard time explaining behavior that increase tension such as gambling, running a marathon, playing in competitive events, why we engage in risky behavior, or watch suspenseful movies. In addition, drive theories have difficulties explaining why we eat when we are not hungry.
Incentive Theories

Behavior is motivated by the “pull” of external goals and rewards such as rewards, money or recognition.

$\text{“You’ll get your fair share. Not no sad 7%”}\

This approach is based heavily on operant learning theory (behavior is based on the expectation of consequences such as reinforcements or punishments, \textit{Chapter 5}), and hence testable.

\begin{align*}
\text{Reinforcements} & \quad \underline{\text{______________}} \quad \text{behavior} \\
\text{Punishments} & \quad \underline{\text{______________}} \quad \text{behavior}
\end{align*}
• If we think we will be reinforced for the behavior, we are motivated to engage in that behavior.
• If we think we will be punished for the behavior, we are motivated to avoid that behavior.

Incentives are good for motivating behavior,
• but incentives are not that good for promoting creativity (see chapter 9).
• In addition, beyond a certain level increasing pay does not increase job satisfaction.

We are also reinforced for avoiding things that hurt or make us feel bad. This could be a good thing if keeps us safe in the long run such as avoiding cliffs and tigers, but could be a bad thing if keeps us from avoiding anxiety provoking situations (discussing politics or religion) or helps us in the long run (visiting a dentist).
Arousal Theories

Arousal theories are based on the observation that people find both very high levels of arousal and very low levels of arousal quite unpleasant.

- When arousal is too low, we become motivated to increase arousal by seeking stimulating experiences.
- When arousal is too high, we become motivated to reduce arousal by seeking a less stimulating environment.

People are motivated to maintain an optimal level of arousal—one which is neither too high nor too low.
General Psychology 203: Personality Introversion and Extraversion

In general, extraverts have a less sensitive nervous system than introverts.

Since extravert’s nervous system is less, sensitive, they need more stimulation than introverts to be at their optimal level. This can mean surrounding themselves and interacting with more people.

In addition, on the average, extraverts have the approach motivation (motivated by reinforcements). Introverts have an avoidance motivation (avoiding punishments and/or negative consequences).
Arousal Theories

Arousal and Task Complexity
For easy tasks that are more automatic and well practiced, arousal and stress enhances performance, while for difficult tasks that require conscious effort, arousal and stress impair performance.
US Airways pilot Chesley “Sulley” Sullenberg, Feb 2009
Arousal Theory, Social Perception and the Workplace

I was at Burger King the other day around noon. The person taking lunch orders appeared to be very "stressed out", made several mistakes and was having a hard time dealing with the mistakes. I’m glad I managed to get my order in so I don’t have to wait in line like all those other people. She said, "I normally do not take the orders, but work in the back." I quickly thought to myself, “What incompetent person—she’s messing everything up. It's a good thing I am not that incompetent. Even if I make mistakes, it is because someone isn’t doing their job”.

- Where is the example of arousal theory?
- What are the implications for training regarding arousal theory?
Humanistic Theories

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 concept of self-actualization is hard to define, test and give too little weight to incentives.
Humanistic Theories

Generally, when people talk about safety needs, they talk about safe from physical harm and not afraid of physical harm. However, if you look at safety needs as being free from fear, fear can arise from many sources that keep us from becoming self-actualized.

For example,

- Fear of not belonging
- Fear of reduced self-esteem (e.g. losing your job). This is especially problematic if your self-esteem is based on a limit number of areas.
  - Fear your culture will change
# Humanistic Theories

## Maslow’s Characteristics of Self-Actualized People

<table>
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<tr>
<th>Characteristic</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Realism and acceptance</strong></td>
<td>Self-actualized people have accurate perceptions of themselves, others, and external reality. They easily accept themselves and others as they are.</td>
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<tr>
<td><strong>Spontaneity</strong></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><strong>Autonomy</strong></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>
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<tr>
<td><strong>Continued freshness of appreciation</strong></td>
<td>Self-actualized people continue to appreciate the simple pleasures of appreciation of life with awe and wonder.</td>
</tr>
<tr>
<td><strong>Peak experiences</strong></td>
<td>Self-actualized people common have <em>peak experiences</em>, 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>
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