



Motivation and Emotion

- I. What is Motivation
- II. How Does Motivation Affect Behavior?
- III. What is Emotion?
- IV. How Does Emotion Affect Behavior?

I. What is Motivation?

A. Definition of Motivation

- Internal
- Inferred from external behaviors
- Motivates, activates, or maintains behavior
- Generates goal-directed behavior

I. What is Motivation?

B. Theories of Motivation

1. Evolutionary Theories

- Behavior motivated by instincts
- Motivation/emotion are inseparable
- Universal motivations and emotions

B. Theories of Motivation

2. Drive Theory

- Clark Hull (1884-1952)
- **Drive** = internal aroused condition
 - Directs organism to satisfy **need**
 - Ultimate goal = **homeostasis**
- Behaviors that reduce biological needs are reinforced
- Goal that satisfies need is an **incentive**

2. Drive Theory

- When drives motivate two or more competing behaviors, **conflict** results
- Three types (Miller, 1944, 1959)
 - a. Approach–Approach
 - b. Avoidance–Avoidance
 - c. Approach–Avoidance

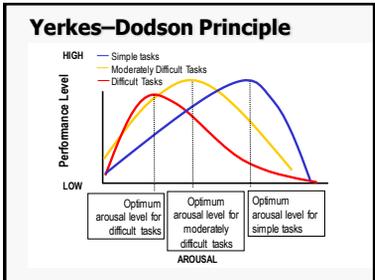
2. Drive Theory

- Problems with drive theory
 - Cannot account for all behavior
 - Important concepts differ from person to person (e.g., need, hunger)
 - Too mechanistic

B. Theories of Motivation

3. Arousal Theory

- Drive theory evolved into arousal theory
 - Deprivation or conflict not needed for motivation
 - Sometimes organisms simply seek novel stimulation
 - Attempt to maintain an **optimal level of arousal**
- Attempts to explain link between behavior and arousal



B. Theories of Motivation

4. Cognitive Theories

- **Expectancy theories**
 - Thoughts and expectations guide behavior
 - Expectations are based on experience
- **Extrinsic motivation**
- **Intrinsic motivation**
 - When intrinsically motivated behaviors are externally rewarded, motivation decreases
 - Overjustification effect

B. Theories of Motivation

5. Humanistic Theory

- Emphasizes entirety of life, rather than individual components of behavior
- Focuses on human dignity, individual choice, self-worth
- Abraham Maslow (1908 – 1970)
 - People naturally motivated toward self-actualization

Maslow's Hierarchy of Needs



1. Biological Factors

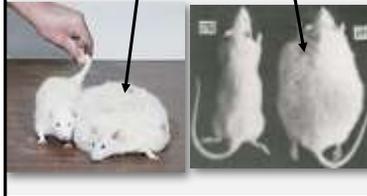
A. The Stomach

- Contractions can produce feelings of hunger

B. Hypothalamus

- Damage to ventromedial hypothalamus → overeating
- Damage to lateral hypothalamus → undereating

- In each picture, the rat on the right has had its ventromedial hypothalamus damaged, which led to overeating

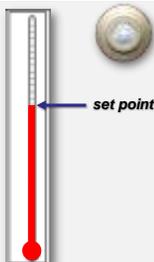


C. Set Point Theory

- Why is repeated dieting so unsuccessful for long-term changes?
- **Set point**
 - the weight a person maintains when not trying to lose/gain

C. Set Point Theory

- Like "thermostat" for fat levels



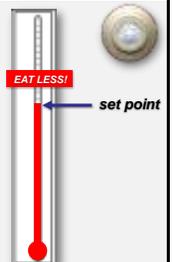
C. Set Point Theory

- Like "thermostat" for fat levels
- When weight drops below set point, result is **hunger** and weight gain



C. Set Point Theory

- When weight is at or above set point, (i.e., fat levels OK), **leptin** is released, which gives signal to **eat less**
- Some people are resistant to leptin

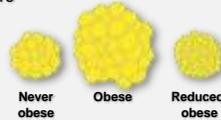


C. Set Point Theory

- Set point is determined by:
 - genetics
 - early eating patterns
- Physical activity may help lower set-point
- Overweight children often become adults with more and larger fat cells

How Fat Cells Work

- Fat cells are like balloons that hold fat
- Number determined by late adolescence
- Overeating in childhood probably creates more



How Fat Cells Work

- Losing weight causes fat cells to shrink, not vanish



Defining Overweight & Obesity

- **Body Mass Index (BMI)** =
(weight in pounds / height in inches²) x 703
- For most people, BMI is related to body fat
- BMI may not work for some athletes

Defining Overweight & Obesity

- For adults
 - Overweight** = BMI between 25 and 29.9
 - Obese** = BMI of 30 or higher
- For children & adolescents
 - Overweight** = BMI at 85th percentile
 - Obese** = BMI at 95th percentile

Obesity

- In US, about 33% of adults and 17% of children and adolescents are obese
- No long-term data on obese children
- Obesity-related conditions
 - heart disease, stroke, type 2 diabetes, certain cancers

Eating often has nothing to do with being hungry.

2. Environmental/Cultural Influences

- Culture teaches us what foods are preferable
- Food preference is guided by:
 - inherited factors
 - family, peers, and advertising

Factors That Can Lead to Overeating

- Being around other people



Factors That Can Lead to Overeating

- Food availability



Factors That Can Lead to Overeating

- Portion sizes



Factors That Can Lead to Overeating

- Fat content of food



Factors That Can Lead to Overeating

- Lack of exercise



Factors That Can Lead to Overeating

- Price
- Appearance



II. How Does Motivation Affect Behavior?

- B. Sexual Behavior: Physiology Plus Thought
 - Sex is NOT a physiological need
 - Physiology controls sexual behavior less in humans than in other animals

II. How Does Motivation Affect Behavior?

C. Social Needs

1. The Need for Achievement and Mastery
 - David C. McClelland (1917 - 1998)
 - Achievement motivation is learned in early childhood



1. The Need for Achievement

- Culture's influence on need for achievement
 - Need for achievement exists in all cultures
 - Related to different things in different cultures
 - In Asian culture, need for achievement is related to the need for affiliation
 - In Western cultures, need for achievement is more related to factors emphasizing the individual

1. The Need for Achievement

- Measuring Achievement Motivation
 - Analyze the thought content of imaginative stories
 - E.g., Thematic Apperception Test (TAT)
- Practice improves performance for those high in need for achievement

1. The Need for Achievement

- Those high in need for achievement also tend to be high in **self-efficacy**
 - The belief one can successfully perform a behavior
- Positive psychology emphasized mastery over success

C. Social Needs

2. The Need for Affiliation and Belonging
 - Motive to seek the company of others
 - Can be traced to attachment needs in infancy
 - Themes of seeking company and deriving displeasure from isolation are evident in TAT descriptions
 - Hypothesized as a basic human need across cultures

2. The Need for Affiliation

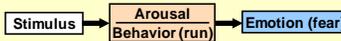
- Some people affiliate when feeling anxious or stressed
 - An effective coping strategy is seeking **social support**
- Positive psychology emphasizes understanding motives, benefits and difficulties of establishing relationships
- Need for affiliation is important across the lifespan

III. What is Emotion?

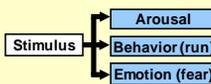
- Experience of emotion is private
 - Expression is observable
 - Governed by **display rules**
- A. Definition of Emotion
- Feeling
 - Physiological change
 - Behavior

Theories of Emotion

James-Lange Theory

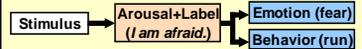


Cannon-Bard Theory



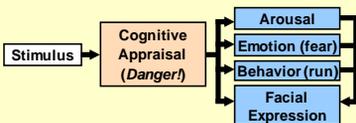
Theories of Emotion

Schacter-Singer Theory



Theories of Emotion

The Contemporary Theory



1. Physiological Theories of Emotion

- Facial Feedback Theory
 - Derives from James-Lange Theory
 - May release emotion-linked neurotransmitters
 - Facial expression not necessary for emotion

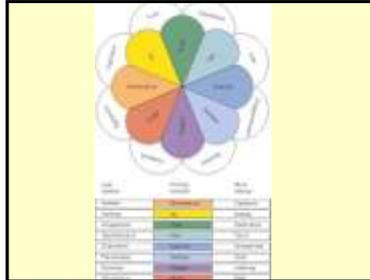


IV. How Does Emotion Affect Behavior?

- C. Can We Control Emotion?
- Depends on which component of emotions we mean
 - Physiology difficult to control
 - Feelings may be changed through cognition

Primary Emotions

- 8 primary emotions (Plutchik, 2001)
 - Fear - Anger
 - Surprise - Anticipation
 - Sadness - Joy
 - Disgust - Trust



Emotions & Facial Expressions



Emotions & Facial Expressions

- Duchenne's research
 - Mid 19th cent.



Emotions & Facial Expressions

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Emotions & Facial Expressions

- People can identify **fear** more quickly than **happiness**
- Explanation?



Emotions & Facial Expressions

- Smiles and frowns are innate, not learned



Emotions & Facial Expressions

Crying

- Not much research
- Many brain areas involved
- Might reduce stress
- Most feel better after crying



Smiles

- Social smile vs. Duchenne smile
- Duchenne smile = "real" smile
- What's the difference?

