Motivation & Emotion

Unit Theme:
Our behavior is energized and directed by motives and emotions
Motivation & Emotion Unit Outline

Motivation
- What is motivation?
- Theories of Motivation
- Hunger Motivation
- Sexual Motivation
- Social Motivation
- Motivational Conflicts

Emotion
- What is emotion?
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- Non-Verbal Expressions of Emotion
- Stress
**Motivation** refers to dynamics of behavior

- Ways our actions started, maintained directed, and/or ended
- Why people do the things they do
- For example, what is motivating this guy to do this?

Motives can be divided into three major categories…
What is motivation? (cont.)

**Biological motives** are innate, based on getting things that you need to survive

- Things like hunger, thirst, pain avoidance, air, sleep, waste elimination, body temperature regulation

**Stimulus motives** also innate, but based on getting stimulation and information

- Things like activity, curiosity, exploration, manipulation, and physical contact
- NOT necessary for survival

**Learned motives** not innate, but develop with exposure to our environment

- Things like power, being with others, approval, status, security, achievement
- Fear and aggression are associated with learning

So, now what do you think motivated that guy to dance like that?

Of course, theories of motivation have evolved over the years…
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Theories of Motivation

Drive Reduction Theory

- Early theory – generally associated with biological motives
- Our body wants to achieve **homeostasis**, or a balanced internal state
- Let’s consider what happens when you pull an all-nighter…

**Need**
- Internal deficiency that may energize behavior
  - Ex. Sleep debt

**Drive**
- The psychological expression of internal needs/valued goals
  - Ex. Sleepiness

**Response**
- Any action, glandular activity, or identifiable behavior
  - Ex. Sleep

**Goal**
- The target or objective of motivated behavior
  - Ex. Rested

**Need reduction**

Another all-nighter!
Arousal Theory

Some motivations that biological theories cannot explain can be explained by our desire for an optimum level of stimulation, excitement, or arousal

- Homeostasis applies here too

This optimal level differs by individual

- Some people are “sensation seekers”…
- …while others aren’t
- Most of us fall in the middle. Where are you?
Furthermore, the *Yerkes-Dodson Law* states there are optimum levels of arousal for peak performance:

- Most perform best when arousal is moderate
  - Think about taking a test. When do you do best?
    - When you are so wound up you are freaking out about it?
    - When you are nervous but only enough to keep you focused?
    - When you don’t care at all how you do?
The Yerkes-Dodson Law also states the optimal level for arousal is higher for a simple task than a complex task.

Why do you think that is?
What does this tell you about excessive arousal during a test?
How can you calm yourself down and overcome test anxiety (high levels of arousal that seriously impair test performance)?

- Most students suffer test anxiety when they think (rightly or wrongly) they don’t know the material. Therefore…
  1. **Overprepare** by studying/learning the material days before the test and use the night before for review
  2. **Relax** – meditation techniques work great!
  3. **Rehearse** how you will deal with panic during the test
  4. **Restructure your thoughts** by answering irrational fears with rational coping statements

There is a great discussion of this on p.335-336 of Coon

- Read it, live it!
Another theory associated with arousal is **opponent-process theory**

- Not to be confused with the same term regarding vision we learned during the Sensation & Perception Unit
- We usually are at a normal, or baseline, state
- If, for whatever reason, we do something to deviate from that baseline, eventually we will want to return to that baseline
  - This is “opponent process”, or the motivation to return to our baseline
- This helps explain addiction
  - Uncomfortable withdrawal symptoms change our baseline and makes us ingest more chemicals just to feel “normal”
Incentive Theory

- Related to learned motives
- Sometimes, behavior is not pushed by a need, but pulled by a desire
- We learn to associate some stimuli with reinforcement and others with punishment (sound familiar?)
Theories of Motivation (cont.)

Most well known incentive theory is Maslow’s Hierarchy of Needs

- Not all needs are created equal
- Five tiers, usually displayed in in a triangle or pyramid
- We are motivated to meet “basic” needs first before focusing on meeting other needs
- Doesn’t explain why sometimes we ignore the lower needs for higher
Theories of Motivation (cont.)

**Need for Achievement (nAch)**

- We have different levels of desire to meet a standard of excellence
- Those who have a higher nAch are moderate risk takers, while those with low nAch are more risk averse. Which describes you better?

**nAch Scale Procedure**

1. Read and follow the directions on the handout. It should take 10 minutes or less to complete.
2. Total your ratings to get a score.
3. Hand it in. I will analyze the responses and scores and use them as a basis to kick start our conversation next time.
Briefly describe the relationship between the following terms:

- Biological motives…Stimulus motives…Learned motives
- Drive reduction theory…homeostasis
- Need…Drive…Response…Goal…Need reduction
- Arousal theory…Yerkes-Dodson Law…test anxiety
- Arousal theory…Opponent-Process
- Incentive theory…Maslow’s Hierarchy of Needs…nAch
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We are motivated to eat for multiple reasons – biological, psychological, and social

- Biological
  - Multiple internal cues
    - Empty stomach (to a certain extent)
    - Signals from parts of the digestive system
    - Hypothalamus monitors/controls ratio of glucose to insulin in blood; also gets signals from different parts of body
      - Activated lateral hypothalamus causes animal to eat
      - Activated ventromedial hypothalamus causes animal to stop eating
    - Normally work in tandem to start/stop eating
    - Damage affects ability to start/stop eating
What is *set point* theory?

- The proportion of body fat that you tend to have – body wants to stay there
  - Another example of homeostasis – when we drop below that level, we get hungry (and vice versa)
- Partially genetic
- Have you ever dieted, lost a few pounds easily, then found it really hard to take off more?
  - That’s your set point at work
  - But if you only slightly decrease the amount of calories you take in/don’t burn off and lose weight gradually, your set point could adjust
Psychological Bases for Hunger

- Learned external cues
  - Availability (we just see food and we want to eat it)
  - Taste
  - Emotions
  - Cultural factors

Cues can be weakened

- Don’t multitask & eat
- Eat only in one spot
- Taste aversion
**Eating Disorders**

- Harmful eating patterns
  - *Bulimia*
    - Binge/purge
  - *Anorexia nervosa*
    - Don’t eat
    - Anorexic self-image is “fat”, even though they are get to 85% of their normal body weight or lower
- *Obesity*
  - Severely overweight; health threatened
  - Due more to unhealthy habits than food obsessions like the other two

- All caused by a complex set of factors, including genetics & culture – not merely a lack of willpower about food
  - Different cultures have different rates of eating disorders -- USA #1
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Sexual Motivation

Yes, the **biological** motivation for sex is to propagate the species

- Driven by hormones (primarily *estrogen* and *androgens*)

In the late 1940s/early 1950s, Alfred Kinsey conducted the first scientific study about human sexuality

In the 1960s, William Masters and Virginia Johnson studied, in detail, the *sexual response cycle*
Sexual Motivation (cont.)

- Even though there are biological reasons, it is a *non-homeostatic* drive
  - Relatively independent of bodily need states
  - That doesn’t mean it’s a weak drive

Compared to biological reasons, humans are actually more motivated to have sex for *psychological* reasons…

- Intimacy/expression of love
- Self-esteem
- Recreation
- Any others?

…and *social* reasons

- Status
- Peer pressure
- Power/subjugation
- Any others? (I’ve been trying to come up with positive social reasons and am drawing a blank right now)
Sexual Motivation (cont.)

“Sexual Orientation and Homosexuality” reading

• **Sexual orientation**
  - An enduring pattern of emotional, romantic, and/or sexual attractions to men, women, or both sexes
  - Be prepared to discuss each question in the subheadings the next time we meet
    • What is “sexual orientation?”
    • How do people know if they are lesbian, gay, or bisexual?
    • What causes a person to have a particular sexual orientation?
    • What role do prejudice and discrimination play in the lives of lesbian, gay, and bisexual people?
    • What is the psychological impact of prejudice and discrimination?
    • Is homosexuality a mental disorder?

• What about therapy intended to change sexual orientation from gay to straight?
• What is “coming out” and why is it important?
• What about sexual orientation and coming out during adolescence?
• At what age should lesbian, gay, or bisexual youth come out?
• What is the nature of same-sex relationships?
• Can lesbians and gay men be good parents?
• What can people do to diminish prejudice and discrimination against lesbian, gay, and bisexual people?
• Where can I find more information about homosexuality?
There is a difference between sexual orientation and...

- **Biological sex**
  - Anatomical/physiological/genetic characteristics associated with being male or female

- **Gender identity**
  - Psychologically identifying being male or female

- **Social gender role**
  - Behaving in ways that are considered “masculine” or “feminine”, as defined by cultural norms

There is a GREAT article in the March 18, 2013 issue of *The New Yorker* that covers this difference well. It also does a good job explaining the pressures that those whose aspects of their sexuality don’t conform to our expectations face.
Term Review

Briefly describe the relationship between the following terms. Weave in mentions of the terms biological motives, stimulus motives, and/or learned motives in your responses as appropriate.

- Lateral hypothalamus… ventromedial hypothalamus… eating
- Set point… weight… homeostasis
- Alfred Kinsey… biological sexual motivation… androgen… estrogen
- Masters & Johnson… sexual response cycle
- Biological sex… gender identity… social gender role… sexual orientation
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A Demonstration

Complete “The Motivation Behind Following Directions” worksheet I am about to give you. Remain absolutely quiet once you are done.

What motivates us to follow directions from an authority figure? Why did some of you still do what I asked even though I’m sure you started thinking that my requests sounded pointless?

• Our society TEACHES it is a good thing to obey authority figures
• But why didn’t many follow all the directions?
• All this relates to social motivation
Social Motivation

What motivates behaviors that are more complicated than eating or sex?

• Social motivators
  • Attitudes/goals we have, society in general, and the people that surround us
The Need for Achievement (nAch) is driven by a lot by social factors:

- You have an idea about your nAch from before
- Describe the role your attitudes/goals, society in general, and the people around you have in shaping your nAch
Extrinsic Motivation and Intrinsic Motivation

- Extrinsic – rewards we get for things outside ourselves
  - Ex. Grades, paycheck, etc.
    - More related to bottom of Maslow’s hierarchy
- Intrinsic – rewards we get for things inside ourselves
  - Ex. Enjoyment, satisfaction, etc.
    - More related to top of Maslow’s hierarchy

Why did you take this course? What are your extrinsic motivations? Your intrinsic motivations?

- Can I ever convince you to take a class just for intrinsic reasons? 😊
Management Theory

- You will likely either work for someone at some point, have someone for you, or both
- Understanding the influence of extrinsic and intrinsic motivation help employers figure out the best way to motivate employees
- **Theory X** – employees work best when rewarded with benefits or threatened with punishment
- **Theory Y** – employees are internally motivated to do good work and policies should encourage this

<table>
<thead>
<tr>
<th>Management beliefs about the workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theory X</strong></td>
</tr>
<tr>
<td>• people dislike work</td>
</tr>
<tr>
<td>• they need control and discipline</td>
</tr>
<tr>
<td>• they do not want responsibility</td>
</tr>
</tbody>
</table>

- Which theory sounds more plausible to you? Why?
  - Cross-cultural studies show using Theory Y leads to more productive employees
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Motivational Conflicts

Can different motivations conflict with each other? Yes…

Give examples of each of the following:

**Approach-approach conflict**
- Choose between two desirable outcomes; can do only one

**Avoidance-avoidance conflict**
- Choose between two unattractive outcomes; have to do one

**Approach-avoidance conflict**
- Choice has both attractive and unattractive qualities

**Multiple approach-avoidance conflict**
- Choose between two things; have to do one; both have attractive and unattractive qualities
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What is emotion?

**Emotion**

- A state of physiological arousal that influences thought/behavior
  - Automatic
  - Transitory (come and go)
  - Powerful motivators

How many emotions are there?

- Only eight *primary emotions*, arranged in opposite pairs
  - Joy vs. Sadness; Trust vs. Disgust; Fear vs. Anger; Surprise vs. Anticipation
  - Primary emotions are biologically primitive and have high survival value
    - Ex. Fear inspires fight or flight
- Seems like there are more emotions than that, but that’s only because the primary emotions can…
  1. Vary in intensity
  2. Act in combination
What is emotion? (cont.)

Plutchik illustrated his theory as a wheel of sorts, referred to by some as “Plutchik’s Flower”

- Variations in color intensity correspond to variations in emotional intensity

Things we may consider primary emotions

- Ex. Love = Joy + Trust

Also note the two-dimensional flower can fold into a spinning top shape

- Tip of the top and the center of the flower is the point of emotional zero
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Theories of Emotion

What causes emotions to form?

An early theory from the 1880s is the *James-Lange Theory*

- Physiological changes caused by stress brings on the emotion
  - See Nazis marching down Champs-Élysées -> tears well up -> despair
  - See bear when hiking -> heart races -> Feel afraid
  - See attractive person in class -> heart races -> “I’m in love!”

How does this explain that similar psychological changes correspond to different emotional states (see above)?
In 1930s Walter Cannon and Philip Bard stated James-Lange had it wrong

**Cannon-Bard Theory**

- Said physiological arousal and emotional feeling happen **simultaneously**
- Believed external stimuli first activated the thalamus, which then, at the same time…
  - Activates ANS arousal
  - Initiates behavior (fight or flight)
  - Prompts emotion (fear)

According to Cannon-Bard Theory, what happens if you are driving in the winter, hit a patch of ice, and start fishtailing?
James-Lange and Cannon-Bard are based solely on physical responses. Stanley Schachter realized that cognition is involved in shaping emotions as well.

**Schachter’s Two-Factor Theory (aka Schachter’s Cognitive Theory)**

- Arousal alone does not produce emotion
- In our minds we also label or interpret what is causing the arousal
- The combination of both (two factors) is what determines the emotion we feel

This theory helps explain why we experience different emotions if our heart races because we saw a bear vs. sitting next to someone attractive in class
Furthermore, Schachter found that if you are already physiologically aroused, the same stimuli will help generate stronger emotions in you

- If you get a sudden surprise, you will more frightened if its right after a workout than if you have been relaxing

News you can use!

You find you have an opportunity to spend some time with someone you like A LOT. Based on Schachter’s theory, what is the best course of action?

Say “Hey, lets go chill somewhere.”

OR

Say “Hey, let’s go to Lake Compounce.”

Say “Let’s hang out on the beach and work on our tans.”

OR

Say “Let’s rent a jetski.”

So, would Schachter have said that James-Lange Theory was entirely wrong?
What is emotion? (cont.)

Humans can communicate emotions through facial expressions

- Automatic, the same across most cultures, innate
- What emotion does each column of facial expressions represent?
Paul Ekman found facial expressions also can shape emotions

- Making faces affects the ANS
  - Leads to changes in heart rate and skin temperature
- Ex. Smile and your mood improves
More recent research shows that emotional appraisal also affects your emotions:

- Evaluating the personal meaning of a stimulus or situation
- What emotion is “normal” based on what is happening right now?

All the elements discussed today have lead to the current contemporary model of emotion formation:

- Still a work in progress

**Summary:** Appraisal gives rise to arousal, behavior, facial/postural expressions, and emotional feelings. Arousal, behavior, and expressions add to emotional feelings. Emotional feelings influence appraisal, which further affects arousal, behavior, expressions, and feelings.