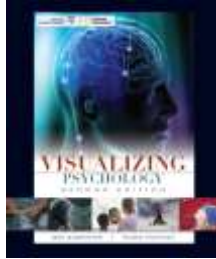




CHAPTER 11

Motivation & Emotion



© 2012 Cengage Learning



Lecture Overview

- Theories & Concepts of Motivation
- Motivation & Behavior
- Theories & Components of Emotion

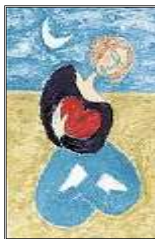


© 2012 Cengage Learning



Theories & Concepts of Motivation: Important Definitions

- **Motivation:** set of factors that activate, direct, & maintain behavior, usually toward a goal
- **Emotion:** subjective feeling including arousal, cognitions, & expressions



© 2012 Cengage Learning



Six Major Theories of Motivation

Theory	View
<i>Biological Theories</i>	
<i>Psychosocial Theories</i>	
<i>Biopsychosocial Theory</i>	



Major Theories of Motivation: Biological Theories

- **Instinct:** behavioral patterns that are unlearned, always expressed in the same way, & universal in a species
- **Drive-Reduction:** unmet biological needs create tension (drive), which the organism is motivated to reduce
- **Arousal:** organisms are motivated toward to achieve & maintain an optimal level of arousal





Biological Theories of Motivation: Instinct Theory

- **Instinct:** behavioral patterns that unlearned, always expressed in the same way, & universal in a species





Biological Theories of Motivation: Drive-Reduction Theory

Drive-Reduction: unmet biological needs create tension (drive), which the organism is motivated to reduce

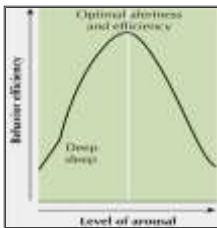
Homeostasis: a body's tendency to maintain relatively stable state



Push



Biological Theories of Motivation: Arousal Theory



- People seek an optimal level of arousal that maximizes their performance.





Major Theories of Motivation: Psychosocial Theories

- **Incentive:** external stimuli motivate organism to obtain desirable goals or to avoid undesirable events



Pull

- **Cognitive:** motivation affected by *attributions & expectations*





Major Theories of Motivation: Biopsychosocial Theories

- **Maslow's Hierarchy of Needs:** lower motives (physiological & safety) must be met before higher needs (belonging, self-esteem); interaction of biological, psychological, & social needs





Maslow's Hierarchy of Needs





Pause & Reflect: Assessment

1. Eating to reduce hunger is a good example of the drive-reduction theory of motivation.
2. The incentive theory of motivation explains why we might eat a slice of pumpkin pie after consuming a heavy holiday dinner.





Motivation & Behavior: Hunger & Eating

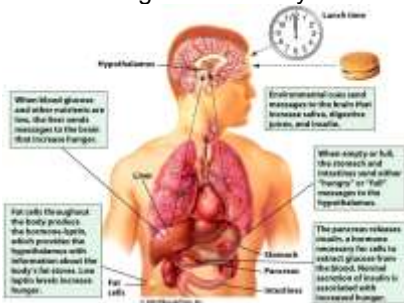
The Stomach:

The sense of hunger is very complicated





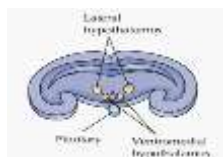
Motivation & Behavior: Biochemistry Hunger and Satiety.





Motivation & Behavior: Hunger & Eating The Brain

- Note the size difference in these rats. The rat on the left had the ventromedial area of its hypothalamus destroyed.





Motivation & Behavior: Hunger & Eating

- **Psychosocial factors:** visual cues, cultural conditioning
- Obesity is more common in Pima Indians living in U.S., but not for those in nearby Mexico with traditional diet.





Hunger & Eating: Eating Disorders

- **Obesity** appears to result from numerous biological & psychosocial factors.
- **Anorexia nervosa & bulimia nervosa** are both characterized by an overwhelming fear of becoming obese & explained by multiple biological & psychosocial factors.





Anorexia Nervosa

Symptoms of Anorexia Nervosa

- Body weight below 85% of normal for male height and age
- Intense fear of becoming fat or gaining weight, even though underweight
- Disturbance in male body image or perceived weight
- Self-evaluation unduly influenced by body weight
- Denial of seriousness of abnormally low body weight
- Absence of menstrual periods
- Purging behavior (vomiting or misuse of laxatives or diuretics)

Leads to:

- Emaciation
- Osteoporosis
- Bone fractures
- Interruption of menstruation
- Loss of brain tissue
- Death



Bulimia Nervosa

Symptoms of Bulimia Nervosa

- Normal or above-normal weight
- Recurrent binge eating
- Eating an amount of food that is much larger than most people would consume
- Feeling a lack of control over eating
- Purging behavior (vomiting or abuse of laxatives or diuretics)
- Excessive exercise to prevent weight gain
- Fasting to prevent weight gain
- Self-evaluation unduly influenced by body weight

Vomiting causes:

- dental damage
- severe damage to the throat & stomach
- Cardiac arrhythmias
- Metabolic deficiencies
- Serious digestive disorders



Causes?

Theories:

- Physical:
 - hypothalamus
 - neurotransmitters
- Psychosocial:
 - perfection
 - control
 - teased
 - depression
 - body image
 - family
 - sexual abuse.

-Cultural:

- perceptions
- stereotypes





Pause & Reflect: Critical Thinking

- Now that you have a better understanding of the motivational factors behind hunger & eating, how can this information be helpful in maintaining a healthy weight?



Motivation & Behavior: Achievement

- Characteristics of a high need for achievement (nAch):
 - Preference for moderately difficult tasks
 - Competitiveness
 - Preference for clear goals with competent feedback
 - Responsibility
 - Persistence
 - More accomplished





Pause & Reflect: Assessment

1. Briefly explain how anorexia nervosa differs from bulimia nervosa.
2. What are the chief identifying characteristics of people with a high need for achievement (nAch)?



Motivation & Behavior: Sexuality

- **Sexual Behavior:** reproduction and needs
- **Sexual Orientation:** primary erotic attraction toward members of the same sex (homosexual, gay, lesbian), both sexes (bisexual), or the other sex (heterosexual)
- **Sexual Prejudice:** negative attitudes toward an individual because of her or his sexual orientation





Motivation & Behavior

- **Extrinsic Motivation:**
Motivation based on obvious external rewards or threats of punishment
- **Intrinsic Motivation:**
Motivation resulting from personal enjoyment of a task or activity

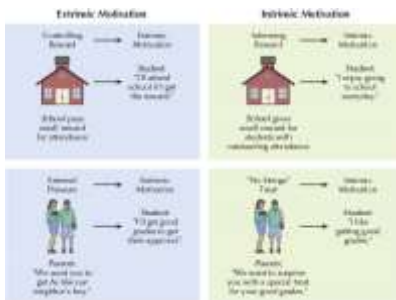




Motivation & Behavior



- **Intrinsic versus extrinsic motivation:** extrinsic rewards may lower interest & motivation.





Pause & Reflect: Psychology & Life

- An understanding of **intrinsic** versus **extrinsic motivation** can help restructure our homes, family, work, & college environments to maximize intrinsic rewards, which will increase our enjoyment & persistence in important tasks.

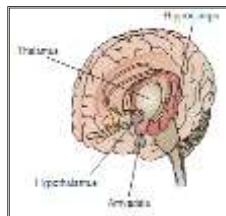
video





Theories & Concepts of Emotion

- Three Components of Emotions
- 1. **Biological**-- arousal comes from brain (particularly the cortex & limbic system) & autonomic nervous system (ANS)





Emotion and the Autonomic Nervous System



Sympathetic		Parasympathetic
Pupil dilated	Fast	Pupil constricted
Dry	Attack	Relaxing
Coarse focus, constricted	Male	No gas exchange
Respiration increased	Lungs	Respiration normal
Increased rate	Heart	Decreased rate
Increased sympathetic and sympathetic	Adrenal glands	Decreased sympathetic and adrenal glands
Decreased rate	Digestion	Increased activity



Theories & Concepts of Emotion

- Three Components of Emotions (Cont.)
- 2. **Cognitive**-- thoughts, values, & expectations
- 3. **Behavioral**--expressions, gestures, & body positions





Pause & Reflect: Psychology & Life

- Can you identify the social smile vs. the genuine, "**Duchenne**" smile? Real smiles involve muscles around both the eyes & cheeks.





Theories & Concepts of Emotion: Four Theories of Emotion

1. **James-Lange**: emotions depend on feedback from arousal & behavioral response
2. **Cannon-Bard**: cognitive arousal, ANS arousal, & emotions occur simultaneously
3. **Facial-Feedback**: facial changes elicit arousal & specific emotions
4. **Schachter's Two-Factor**: ANS arousal & cognitive label produce emotion



Study Organizer 11.2: Comparing Three Major Theories of Emotion

James-Lange Theory
 Perception of an environmental stimulus (smell) triggers physiological arousal, which we experience as a felt emotion (fear).

Cannon-Bard Theory
 Perception of an environmental stimulus (smell) triggers the thalamus to send a simultaneous message that activates a physiological arousal at the same time as the felt emotion (fear).

Schachter and Singer's Two-Factor Theory
 Perception of an environmental stimulus (smell) triggers physiological arousal, which we cognitively appraise and label ("I'm afraid"). Then, the appraised label is felt as the emotion (fear).



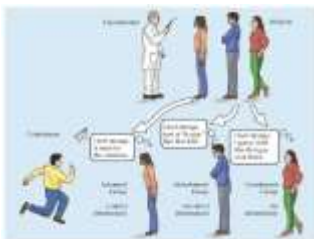
**Pause & Reflect:
Assessment**

- Can you explain why pleasant feelings tend to increase when teeth show?





**Pause & Reflect:
Assessment**



- What theory of emotion is being portrayed in this figure?



Culture, Evolution, & Emotion

- *Cultural similarities & differences:* 7 to 10 culturally universal emotions
- *Role of evolution:* strong biological, evolutionary basis for emotional expression & decoding
- *Display Rules*





The Basic Human Emotions

Carroll Izard	Paul Ekman and Wallace Friesen	Robert Plutchik	Silvan Tomkins
Fear	Fear	Fear	Fear
Anger	Anger	Anger	Anger
Disgust	Disgust	Disgust	Disgust
Surprise	Surprise	Surprise	Surprise
Joy	Happy	Joy	Enjoyment
Shame	—	—	Shame
Contempt	Contempt	—	Contempt
Sadness	Sadness	Sadness	—
Intense	—	Intensification	Intense
Subtle	—	—	—
—	—	Acceptance	—
—	—	—	Bliss



Plutchik's Wheel of Emotions





Polygraph Testing

- **Polygraph:** measures changes in sympathetic arousal, which in turn supposedly reflects lying versus truthfulness

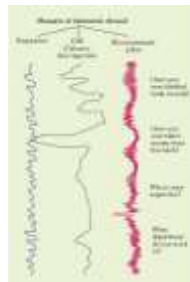


© 2012 Cengage



Polygraph Testing

- Note how the subject's response on the GSR does rise in response to the second question. But remember that error rates on the polygraph range from 25% to 75%.



© 2012 Cengage



Pause & Reflect: Assessment



1. List the three basic components of emotion.
Physiological, Cognitive, Behavioral
2. According to the ~~James-Lange~~ **James-Lange** theory of emotions, we see a bear, our hearts race, & we run for cover. Then we feel afraid.



© 2012 Cengage



End of CHAPTER 11

Motivation & Emotion

