Chapter 11: Motivation and Work

- Motivation refers to a need or desire that energizes behavior and directs it towards a goal
- An instinct is a fixed pattern of behavior that is not acquired by learning and is likely to be rooted in genes and the body
    - Human babies show certain reflexes, but in general, our behavior is less prescribed by genetics
- Drive Reduction Theory
    - A drive is an aroused/tense state related to a physical need (hunger, thirst)
    - Drive reduction theory: humans are motivated to reduced these drives; this restores homeostasis
    - Example: need (food, water)→drive (hunger, thirst)→drive-reducing behaviors (eating, drinking)
- Drives and Incentives
    - Drives "push" from inside of us
    - Incentives are external stimuli that can "pull" us in our actions
- Seeking Optimum Arousal
    - Some behavior is not directly linked to a biological need
    - Human motivation aims not to eliminate arousal but to seek optimum levels of arousal
- Maslow's Hierarchy of Needs
    - Abraham Maslow proposed that humans strive to ensure that basic needs are satisfied before they find motivation to pursue goals that are higher on this hierarchy
        - Physiological needs
        - Safety needs
        - Belongingness and love needs
        - Esteem needs
        - Self-actualization needs
        - Self-transcendence needs
- Hunger
    - Research studies semi starvation show that when we are hungry, thoughts about food dominate our consciousness
    - Physiology of hunger
        - Stomach contractions when hungry (Washburn)
        - Receptors throughout the digestive system monitor levels of glucose and send signals to the hypothalamus in the brain
            - The hypothalamus can send out appetite-stimulating or appetite-suppressing hormones (to increase or decrease appetite)
    - Regulating weight
        - Most mammals have a stable weight to which they keep returning—their set point
        - When a person's weight drops or increases, the body adjusts hunger and energy use
        - Basal metabolic rate: the rate of energy expenditure when the body is at rest
    - How much do we eat?
        - Depends in part on situational influences
        - Unit bias: we may eat only one serving/unit of food, but will eat more if the serving size is larger
        - Buffet effect: we eat more if more options are available
    - Obesity & Weight Control

- Glucose-short term energy source
- Body fat-long term energy source
- The biological tendency to store fat can be dysfunctional when food is abundantly available and can lead to obesity
    - Physiology of Obesity
        - Once we become overweight, we require less food to maintain our weight than we did to attain it
        - Eating less slows metabolism—this prevents weight loss and ensures weight gain when returning to a normal diet
        - Even if weight loss succeeds, a formerly obese person will have to eat less than an average person just to prevent weight gain
    - Social Psychology of Obesity
        - Weight discrimination is stronger than race and gender discrimination
        - People who are obese are more likely to be depressed or isolated
    - Genetics & Obesity
        - Weight resembles biological parents
        - Identical twins (even when raised apart) are more similar in weight than fraternal twins
        - Many genes involved:
            - Some genes might influence when our intestines signal "full"
            - Some genes dictate how efficiently we burn calories or convert extra calories to fat
            - Some genes might prompt up to either fidget or sit still
    - Lifestyle Factors & Obesity
        - Restlessness, fidgeting
        - Inadequate sleep affects appetite hormones
        - Having an obese friend makes you more likely to be obese
        - Sedentary lifestyles (not getting enough exercise)
        - Fast food

- Motivations
    - Sexual Motivation
        - Sexual motivation enables our species' survival
        - Sexual arousal depends on the interplay of internal and external stimuli
        - Hormones & Sexual Behavior
            - Sexual desire and response is not as tied to hormone levels in humans as it is in animals
                - During ovulation, women show a rise in estrogen & testosterone
                - As this happens, sexual desire rises in women and the men around them (whose testosterone level rises)
                - Low levels of testosterone can reduce sexual motivation
                - Increase in sexual arousal ←→ Increase in testosterone
        - The Psychology of Sex (Effects of External Stimuli)
            - The brain is our most significant sex organ

- All effects of external stimuli on sexual behavior are more common in men than in women
- Men and women become aroused when they see, hear, or read erotic material
- Psychological and social-cultural factors play a bigger role in sexual motivation than biological factors
- Sexuality in media (TV, internet, magazines, etc.)
    - Extremely stereotypical in portrayal of the sexes, especially females
    - Women as sexual objects
    - With repeated exposure to any erotic stimulus, response lessens (habituates)

- Sexual Orientation
    - "Identity" as either heterosexual, bisexual, or exclusively homosexual usually emerges in puberty
    - 40 years ago, homosexuality was considered a psychological disorder
    - Having a homosexual orientation in today's society puts one at risk for anxiety and mood disorders because of the stress of discrimination and isolation, and the difficulty in finding satisfying and loving relationships
    - Statistics of homosexual men and women
        - 3% of men
        - 1-2% of women
    - Origins of Sexual Orientation
        - Theories suggesting that sexual preference is related to parenting behaviors or childhood abuse are not supported by evidence
        - Misconceptions of the causes of homosexuality—these factors have no influence:
            - Domineering mother or absent father
            - Fear or hatred of other sex
            - Molested or sexually victimized by an adult homosexual
        - Differences appear to begin at birth—this could be genetic, or it could be caused by exposure to hormones or antigens in the womb
        - The fraternal birth order effect: being born after a brother increases the likelihood of being gay
    - Brain Differences in Sexual Orientation
        - Heterosexual men have a certain cell cluster in the hypothalamus that, on average, is larger in gay men and in women
        - Differences appear prenatally or during puberty
    - Biological and Behavioral Differences Associated w/ Sexual Preferences
        - Gay-Straight trait differences (chart-pg. 432)
        - Brain differences
            - One hypothalamic cell cluster is smaller in women and gay men than in straight men
            - Gay men's hypothalamus reacts as do straight women's to the smell of sex-related hormones
        - Genetic influences