

## CHAPTER 7: MOTIVATION AND EMOTION • LECTURE NOTES

### Chapter 7: Motivation and Emotion

- Motivation
  - Why we do what we do
    - Motivation refers to the dynamics of behavior.
    - The ways in which our actions are initiated, sustained, directed, terminated.
- Model of Motivation
  - Many motivated actions begin with a **NEED**, or internal deficiency
  - Needs cause a **DRIVE**, an energized motivational state, to develop
  - Drives activate a **RESPONSE**, action, designed to attain a **GOAL**
    - When your goal is attained, your need is temporarily reduced
- Push Versus Pull
  - Behaviors can be motivated by internal “pushes” or needs that we need to fulfill for survival
  - Behaviors can also be motivated by outside “pulls”
- Incentive value
  - \_\_\_\_\_
- Three Major Types of Motives
  - Primary Motives
    - Based on biological needs that must be met for survival; innate
      - Innate
  - Stimulus Motives
    - Need for stimulation and information
      - May be innate but not necessary for survival
  - Secondary Motives
    - Based on learned needs, drives, and goals.
- Primary Motives
  - Homeostasis
    - Bodily Equilibrium
    - Literally means “Standing Steady”
      - Normal levels exist for body temperature, food intake, blood pressure...
      - When the body deviates from these ideal levels, automatic reactions begin to restore equilibrium
- Hunger

- What is hunger?
- Caused by stomach contractions?
  - Not the full story
    - Lowered levels of **glucose** in the blood
    - The liver picks up this lack of fuel and sends hunger messages to the brain which contribute to the desire to eat
- Hunger and your Brain
  - No single hunger center
  - Importance of the Hypothalamus
    - Sensitive to levels of **sugar** in the blood
    - Also receives neural messages from the **liver** and **stomach**
    - “Feeding System” that initiates eating
      - Located in **Lateral** Hypothalamus
    - Satiety System “Stop Mechanism”
      - **Ventromedial** Hypothalamus
    - Paraventricular Nucleus
      - Sensitive to **blood sugar levels** and starts or stops feeding
      - Sensitive to Neuropeptide Y
        - Present = **feeding**
      - Marijuana
    - Glucagon-like peptide 1
      - Causes eating to **stop**
- Set Point
  - Set point for the **portion of fat that is maintained**
    - The weight you maintain when you are not making an effort to gain or lose weight
  - Leptin
    - Substance released when **you have gained too much fat**
      - Tells you to eat less
      - This is only part of the puzzle
        - **65%** of adults in the US are overweight!
        - **Overfeeding a child can disrupt the set point**
- Obesity
  - Lack of **Leptin**
  - “Set Point” is very high
  - External eating cues
    - **Signs and signals linked with food**

- Emotional cues
    - Eating in response to emotions
- Diet
  - Not just a way to lose weight
  - Defined by the types and amount of food you regularly eat
- We are also sensitive to dietary content
  - Sweetness, fat, and variety tend to encourage overeating
- Dieting
  - If dieting works, why are hundreds of new ones published each year?
- Evolution
  - Prepared us to save energy when food is scarce and stock up on fat when it is plentiful
- Behavioral dieting
- Eating Disorders
  - Anorexia Nervosa
    - Self-starvation that affects mostly young women
    - Body weight below 85 percent of normal for one's height and age.
    - Refusal to maintain body weight in normal range.
    - Intense fear of becoming fat or gaining weight, even though underweight.
    - Disturbance in one's body image or perceived weight.
    - Self-evaluation is 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).
- Eating Disorders
  - Bulimia Nervosa
    - Overeating followed by purging
    - Normal or above-normal weight.
    - Recurring binge eating.
    - Eating within an hour or two an amount of food that is much larger than most people would consume.
    - Feeling a lack of control over eating.
    - Purging behavior (vomiting or misuse of laxatives or diuretics).
    - Excessive exercise to prevent weight gain.
    - Fasting to prevent weight gain.
    - Self-evaluation is unduly influenced by body weight.
- Causes
  - Intense dissatisfaction with body weight