

Motivation-the preconditions

1. Motivation
 - a. Entices you to do something
 - b. Can be extrinsic or intrinsic
 - c. Our genes evolved to motivate our bodies to get the things we need
 - d. Expected benefits - expected costs
 - e. Perceived gain must be $>$ perceived give + transaction costs
2. Exchange Theory
 - a. Behaviors are exchanges
 - b. We are motivated when what we get $>$ what we give
3. Profit/Reward/Benefit is the satisfaction of
 - a. Preconditions
 - b. Deficiency needs
 - c. Neurotic needs
 - d. Growth needs
 - e. Subconscious needs
4. Abraham Maslow
 - a. Godfather of motivation
 - b. Studied monkeys deprived of affections
 - i. Discovered we have a basic need of affection
 - c. Studied humanistic psychology
 - i. People with good psychological health
 - ii. Holistic approach
 - iii. The best parts of being human
5. Neuroses
 - a. Mild psychological disorder that nearly everyone has
6. The five preconditions
 - a. Striving
 - b. Freedom
 - c. Curiosity
 - d. Need to know
 - e. Self expression
7. Goal of motivation
 - a. Functional autonomy
 - i. Satisfy all needs by yourself
 - ii. Requires an accurate internal model
8. The hierarchy of needs
 - a. Growth
 - b. Self esteem
 - c. Social esteem
 - d. Love
 - e. Belongingness

- f. Security
 - g. Safety
 - h. Physiological
 - i. Sensory pleasure
 - j. Preconditions
 - i. Pre-potent
9. Needs
- a. Universal human necessities
10. Desires
- a. Means to satisfy needs
11. Striving cycle
- a. Little rest after we achieve a goal/satisfy a need
 - b. Multiple needs present, so as soon as one is satisfied you move on to the next one
12. Deficiency needs
- a. Universal human tendencies that cause physical illness if unsatisfied
13. Growth needs
- a. Metamotive, higher needs
 - b. Less needed for survival
 - c. Spiritual illness if not satisfied
14. Purpose of the preconditions
- a. Facilitate satisfaction
15. Striving
- a. Fight for needs
 - b. Satisfaction is short lived
 - c. Identify with people who work hard; love underdogs
 - d. MARKETING-people who suffered for something are happier with it
16. Freedom of choice
- a. Striving requires freedom
 - b. React strongly to threats to freedom
 - i. Reactance effect
 - 1. Threats to freedom produce attempts to establish or demonstrate freedom
 - ii. Marketing appeals to scarcity or time limitations
17. Curiosity
- a. Different ways to satisfy needs
 - b. Variety/novelty
 - c. Consumer promiscuity
 - i. Switching brands or categories
18. Need to know/understand
- a. Directs curiosity
 - b. Info seeking
 - c. If we don't have knowledge we feel uncomfortable
19. Self expression
- a. Performed for intrinsic motives
 - b. Express true thoughts and feelings

- c. Inability to express prevents need satisfaction and esteem
- 20. Expressive behavior
 - a. True thoughts and "who we are"
 - b. Primary source of pleasure
- 21. Coping behaviors
 - a. Stuff we're doing for rewards
 - b. External rewards

Deficiency Needs

- 22. Physiological needs
 - a. Hunger, sleep
 - b. At the bottom of the pyramid
 - c. Includes sensory pleasure and homeostatic needs
- 23. Sensory pleasure
 - a. We pay attention to pleasure
 - b. Discount factor:
 - i. Pleasure now > pleasure later
 - c. Procrastination
 - i. Put off extrinsic behaviors for intrinsic behaviors
 - d. Psychological hedonism
 - i. Motivated by pleasure and avoid pain
 - e. Ethical hedonism
 - i. Moral obligation is to maximize pleasure or happiness
 - f. Epicurus thoughts on happiness
 - i. Greatest good is to seek pleasure and avoid pain
 - ii. Simple pleasures are best
 - iii. Best pleasure is knowledge and friendships, virtue
- 24. Homeostatic pleasure
 - a. Body's chemical equilibrium
 - b. Physical/psychological harmony
 - c. Hunger, sex, sleep
- 25. Drive states
 - a. Internal tension from lacking homeostatic pleasures
 - b. Action impulses
- 26. Drive objects
 - a. Objects needed to fully satisfy need
- 27. Substitute drive objects
 - a. Object that partly satisfies drive state
- 28. Safety needs
 - a. Fight or flight responses
 - b. Conflict internally with choice between safety/comfort and growth
 - c. Physical safety
 - i. Stability, protections, order
 - d. Security
 - i. Freedom from fear, chaos, cognitive consistency
- 29. Belongingness needs
 - a. Desire for social contact with others