

PSY 402

Theories of Learning
Chapter 9 – Motivation

Evidence of Motivation

- Behavior is variable.
 - Rate of responding changes even in the presence of the same stimuli (the same environment).
- Behavior is persistent.
 - Behavior continues once started, even when not rewarded immediately.
- Motivation translates knowledge into action – Tolman's distinction between learning and performance.

Early Studies of Motivation

- Deprivation leads to behavior that can be quantified (measured, counted).
 - Deprivation increases motivation.
- Specific deprivation leads to specific hungers.
 - Animals and people are more motivated to work for what they need.
- Homeostasis – behavior helps the body defend an equilibrium of nutrients.