

PSY 402

Theories of Learning
Chapter 9 – Motivation

Hull's Response

- Spence modified Hull's drive theory to include findings of incentive motivation.
 - K was added to account for incentive.
 - Behavior strength = $D \times H \times K$
- Drive is innate and internal, incentive is learned and external.
- Drive pushes behavior, incentive pulls it.

Fractional Anticipatory Goal Reactions

- The idea of a motive seemed mentalistic – how can a behavioristic theory explain expectations and goals?
- r_G - s_G mechanism -- Intermediate states between the initial behavior and the goal are chained together by associations (classical conditioning).
 - R_G = goal reaction or response (capital R)
 - r_G = association of goal box with goal reaction (small r)
 - s_G = similarity between start and goal box evoked r_G & salivation, which becomes a stimulus motivating response