

Chapter 10 Notes (Part 1)

- Motivation- the moving force that energizes behavior
- Emotion (affect)- a positive or negative feeling state that typically includes arousal, subjective experience, and behavioral expression

Perspectives on Motivation

- 2 components of motivation: what people do and how strongly they want to do it
- **Psychodynamic Perspective**
 - Drives- according to Freud, unpleasant tension states that build up until satisfied; according to behaviorist theory, an unpleasant tension state that motivates behavior; classified as either primary or secondary
 - 2 basic drives:
 - Sex- desires for love, lust, and intimacy
 - Aggression- blatantly aggressive behavior and desire to control or master others and environment
 - Changing Views of Motivation
 - Views of motivation have advanced since Freud
 - 2 new drives:
 - Need for relatedness- closeness independent of sexual desires
 - Need for self esteem
 - Also moved away from concept of drives; now have wishes and fears
 - Wishes- representation of a desired state that is associated with emotion or arousal
 - Fear- representation of an undesired state that is associated with unpleasant feelings
 - Unconscious Motivation
 - Thematic Apperception Test (TAT)- participants make up a story given a set of pictures, and researchers code stories for motivational themes
 - Participants report different answers to questions than their story showed; in long term, story proved more accurate than their answers
 - Explicit= conscious
 - Implicit= unconscious

- **Behaviorist Perspective**
 - Humans are motivated to produce behaviors that are awarded by environment and avoid behaviors that are punished
 - All organisms have need; unfulfilled needs lead to drives
 - Drives- states of arousal that motivate behavior
 - Drive-reduction theorists- proposed that motivation stems from a combination of drive and reinforcement
 - If an animal performs an action that reduces the tension, it will associate behavior with drive reduction
 - Primary drive- innate drive such as hunger, thirst, or sex
 - Secondary drive (acquired drive)- motive learned through classical conditioning or other learning mechanisms such as modeling
 - Incentive- an external motivating stimulus; ex: smelling food makes us hungry; activates rather than eliminates drives
- **Cognitive Perspective**
 - Expectancy-value theory- view motivation as a joint function of the value people place on an outcome and the extent to which they believe they can attain it (we are driven to attain goals that matter to us but that we think we can accomplish)
 - Goal-Setting Theories
 - Goals- desired outcomes established through social learning
 - Goal-setting theory- conscious goals regulate much human action, particularly performance tasks
 - Maximum job performance occurs on under these conditions:
 - Person experiences discrepancy between what they have and what they want
 - Defines specific rather than general goals
 - Receives continuing feedback that allows them to gauge their progress toward the goal
 - Believes that they have the ability to attain the goal
 - Sets a high enough goal to remain motivated
 - Have a high degree of commitment to the goal
 - Self-Determination Theory and Intrinsic Motivation
 - Intrinsic motivation- motivation to perform a behavior for its own sake rather than for some kind of external reward
 - Reward can stifle intrinsic motivation
 - Self-determination theory- people have three innate needs: competence, autonomy, and relatedness to others; intrinsic motivation flourishes when these needs are fulfilled rather than compromised
 - If person views reward as compromising self-determination, intrinsic motivation will decline

- If they perceive reward as indicator of competence, reward is likely to increase intrinsic motivation
 - Implicit Motives: A Cognitive Perspective
 - Implicit motives- can be activated and expressed outside of awareness
 - If a person frequently chooses the same goal in a certain situation, that goal will become associated with the situation; when situation arises, goal will be unconsciously activated
 - A Hierarchy of Needs
 - Maslow's theory that needs are arranged hierarchically, from psychological needs, safety needs, belongingness needs, and esteem needs though self-actualization needs
 - Lower level needs must be fulfilled before higher level needs
 - Self-actualization needs- needs to express oneself, grow, and actualize or attain one's potential; at highest level
 - They are not deficiency needs; not generated by lack of something, but rather by motives to expand one's skills and abilities (growth needs)
 - Many behaviors reflect multiple needs
 - ERG theory- condenses Maslow's theory to three levels of need: existence, relatedness, and growth
- **Evolutionary Perspective**
 - Instincts- relatively fixed patterns of behavior that animals produce without learning
 - Many psychologists abandoned instinct theory because instinct can vary across cultures; now argue that learning, not instinct, motivates behavior in humans
 - Maximizing Inclusive Fitness
 - Motivational systems have been selected by nature for ability to maximize reproductive success
 - Pheromones- chemical mechanisms similar to hormones that allow cell to cell communication between organisms; allow them to recognize their kin
 - Multiple Motivational Systems
- Applying the Perspectives on Motivation

Eating

- Metabolism- process by which the body transforms food into energy