

Chapter 4 - Motivation and Emotion

Motives - biologically based urge, often innate
Specific Goals - learned thru environment

Projective measure - Thematic Test - ambiguous stimulus - TAT

TAT - 3 Broad Groups

n achievement, n power, n affiliation

Self Judgement Test

Forced - Choice - has to choose btwn two alternatives of similar social desirability

Ekman - universality of **facial** expressions, Heider tried to disprove unsuccessfully

Maslow - hierarchy of Needs

Self Actualization

Esteem Needs (respect, status)

Love & Belonging Needs (membership, caring, intimacy)

Safety Needs (protection, order, security)

Physiological Needs

Personal Strivings - describe the class of things that a person does to attain her or her goals

emotions can amplify related motives

state - momentary mood affect - longer than mood trait - longer term

affect intensity - how intensely emotions are experienced

Nowlis pleasant/aroused scale- STATES:

pleasant-unpleasant mood (affect) factor, activated-deactivated mood (affect) factor

Eysenck Personality Inventory - neuroticism/**stability**, introversion/**extraversion** TRAITS

overlaps:

sanguine - stable, extraverted - talkative, easy going

choleric - unstable, extraverted - restless, aggressive

melancholic - unstable, introverted - rigid, sober

phlegmatic - stable, extraverted - thoughtful, reliable

VOCABULARY

Study of Motivation: The investigation of the reasons that people behave the way they do.

Motives or Needs: Basic motives and urges involve a mostly innate part of personality that directs the individual toward a specific source of satisfaction.

Thematic (or Projective) Test: A test that uses ambiguous stimuli as its items. The test-taker must respond to each item by completing a sentence, or telling a story, or otherwise supplying a response.

Thematic Apperception Test (TAT): A projective test developed by Henry Murray and Christiana Morgan consisting of pictures. The respondent must tell a story with a beginning, a middle, and an end to a given picture.

Need for Achievement: A broad need characterized by the desire to meet standards of excellence.

Need for Power: A broad need characterized by the desire to exert control over others.

Need for Affiliation: A broad need characterized by the desire to be friendly and cordial with other people.

Self-Judgment (or Self-Report) Items: Test items in which a person is asked a direct question about themselves. E.g. "Do you like parties?"

Factor (in Factor Analysis): A factor is a hypothetical variable that can be used to summarize two or more specific, observed variables. Sometimes the factor is said to "underlie" (i.e. cause) the observed variables.

Social Desirability (of a test item): The social desirability of a test item concerns the degree to which endorsing the item would be viewed as good in society.

Forced-Choice Items: Test items in which a person is forced to choose between two items that are paired such that they are equivalent in social desirability. That is, the two items might both be highly desirable, or highly undesirable. The item type is believed to force the participant to express a motive or preference independent of social pressure.

Need for Intimacy: The need to share inner urges, feelings, and thoughts with others.

Personal Strivings: Activities people engage in so as to meet their goals. Many types of striving may be necessary in order to meet a single goal.

Facial Affect Coding System (FACS): A method developed for coding emotions in the face according to the position of muscles in the face and facial features.

Cultural Display Rules: The rules that people in a culture employ when expressing emotions. E.g. in

some Western cultures, men are taught that they should not show fear.

Emotion Related Traits: A type of personality trait (e.g. long term psychological quality) that describes a person's overall emotional quality (e.g. happy-go-lucky, sad)

State-Trait Scales: Scales that measure parts of personality, such as anxiety, in two different ways: once as a momentary state, and once as a trait.

States: Momentary feelings or internal qualities or activities.

Traits: Relatively long-term characteristics of the person, typically composed of thematically related features.

Pleasant-Unpleasant Mood (or Affect) Factor: One member of a pair of two basic dimensions for describing the interrelation of specific emotions. The other pair-member is Activation-Deactivation. Each dimension is obtained through factor analysis of mood scales. Other factor solutions yield a second pair of dimensions.

Affect: A term used to encompass both moods and other related states such as alertness and tiredness.

Activated-Deactivated Mood (or Affect) Factor: One of a pair of two basic dimensions for describing the interrelation of specific emotions, based on how much the emotion conveys energy or action. The other pair member is Pleasant-Unpleasant Mood. This dimension is obtained through factor analysis of mood scales. Other factor solutions yield a second pair of dimensions.

Positive Mood or Affect versus Tired Mood or Affect Factor: One of a pair of two basic dimensions for describing the interrelation of specific emotions. The other pair member is Negative-Relaxed Affect. This dimension is obtained through factor analysis of mood scales. Other factor solutions yield a second pair of dimensions.

Negative Mood or Affect versus Relaxed Mood or Affect: One of a pair of two basic dimensions for describing the interrelation of how much the emotion conveys energy or action. The other pair member is Positive-tired Affect. This dimension is obtained through factor analysis of mood scales. Other factor solutions yield a second pair of dimensions.

Affect Intensity: A dimension indicating how intensely one experiences pleasant and unpleasant emotions.

Neuroticism-Stability or Emotionality-Stability: A personality dimension (obtained through factor analysis) describing highly emotional individuals on the neurotic/emotional side, and people who are relatively emotionally stable on the stable end.

Introversion-Extraversion: A personality dimension (obtained through factor analysis and simple observations) describing people who like to keep to themselves on the introverted end, and those