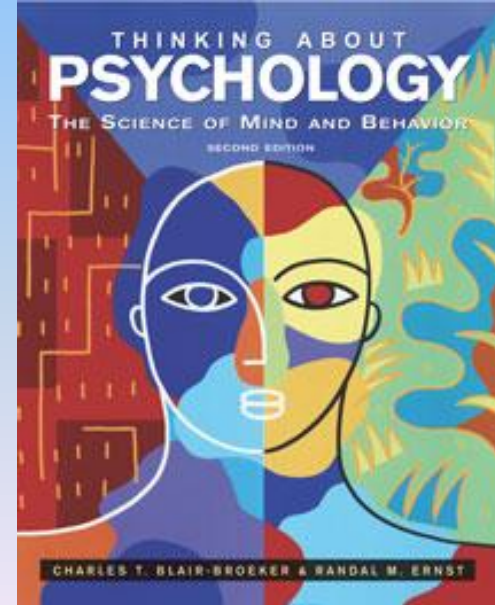


# Thinking About Psychology: The Science of Mind and Behavior 2e

Charles T. Blair-Broeker  
Randal M. Ernst



# Biopsychological Domain



# Motivation and Emotion Chapter



# Module 10

# Motivation

## Module 10: Motivation

# Introduction to Motivation

# Motivation

- A need or desire that energizes and directs behavior toward a goal

## Module 10: Motivation

# Historic Explanations: Instincts

# Instinct

- A complex, inherited, unlearned behavior that is rigidly patterned throughout a species
- William James listed 37 instincts.
- Difficulty using instincts to both label and explain behaviors



## Module 10: Motivation

# Historic Explanations: Drives

# Drives

- Aroused tension states created by imbalances
- Prompt an organism to restore the balance, typically reducing the drive
- Part of drive-reduction theory

# Drive-Reduction Theory

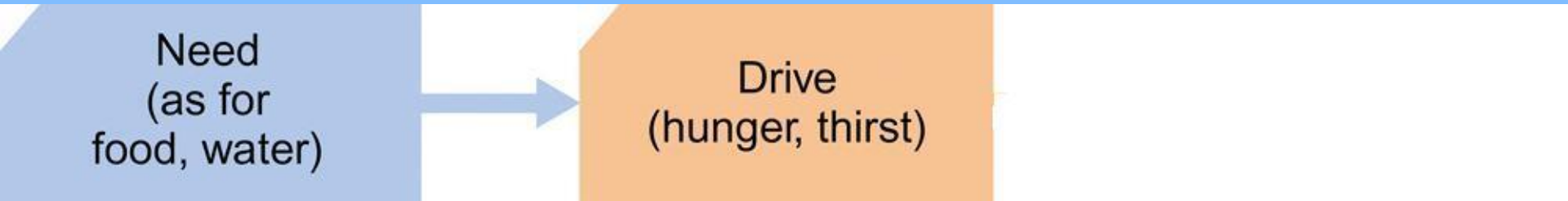
- The idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need
- Eating and drinking are examples of drive-reducing behaviors.

# Drive-Reduction Theory

Need  
(as for  
food, water)

# Drive-Reduction Theory

Need  
(as for  
food, water)

A diagram illustrating the Drive-Reduction Theory. It features a horizontal flow from left to right. On the left, a light blue trapezoidal box contains the text 'Need (as for food, water)'. A blue arrow points from this box to a light orange trapezoidal box on the right, which contains the text 'Drive (hunger, thirst)'. The background of the slide is a gradient from blue at the top to light blue at the bottom.

Drive  
(hunger, thirst)

# Drive-Reduction Theory

Need  
(as for  
food, water)



Drive  
(hunger, thirst)



Drive-reducing  
behaviors  
(eating, drinking)

## Module 10: Motivation

# Biological Explanations: Arousal Theories

# Arousal

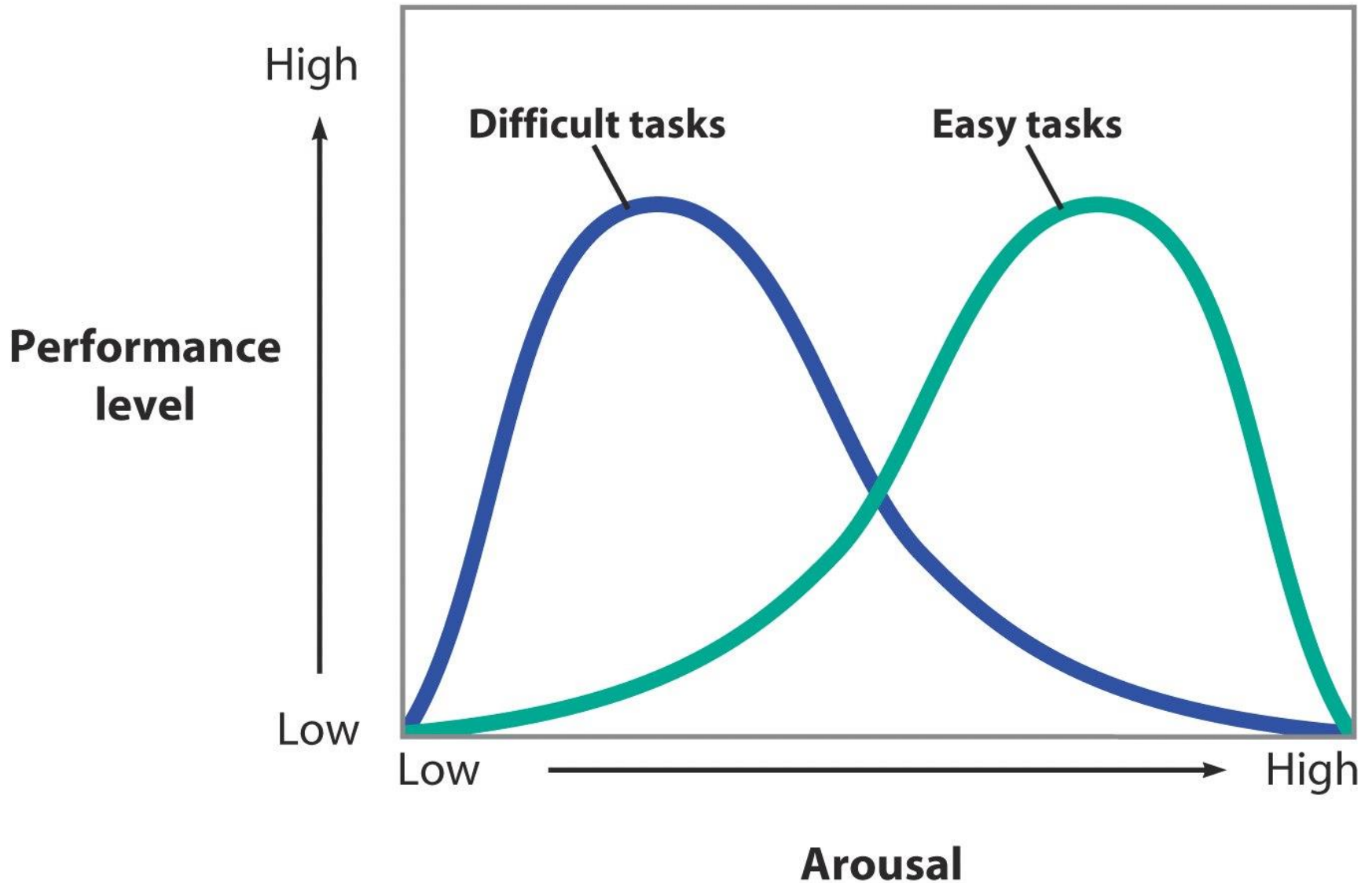
- Levels of alertness and responsiveness



# Yerkes-Dodson Law

- The theory that a degree of psychological arousal helps performance, but only to a point
- Optimum level of arousal depends on the difficulty of the task.
- Each person has an optimum level of stimulation they like to maintain.

# Yerkes-Dodson Law



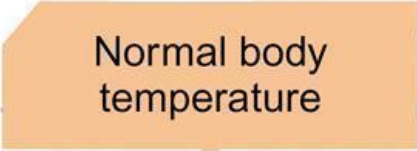
## Module 10: Motivation

# Biological Explanations: Homeostasis

# Homeostasis

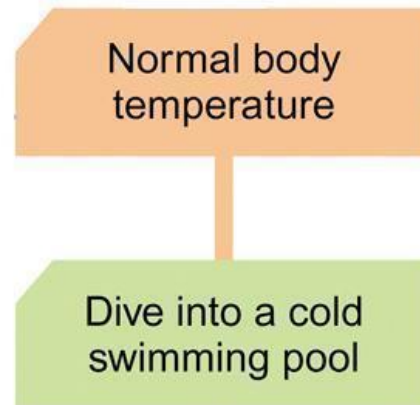
- A tendency to maintain a balanced or constant internal state
- The regulation of any aspect of body chemistry, such as blood glucose, around a particular level
- Any change in levels, up or down, results in being motivated to bring the level back to normal.

# Homeostatic Regulation

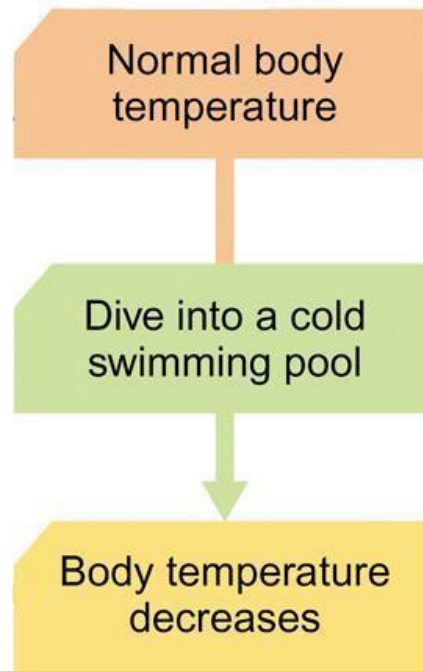


Normal body temperature

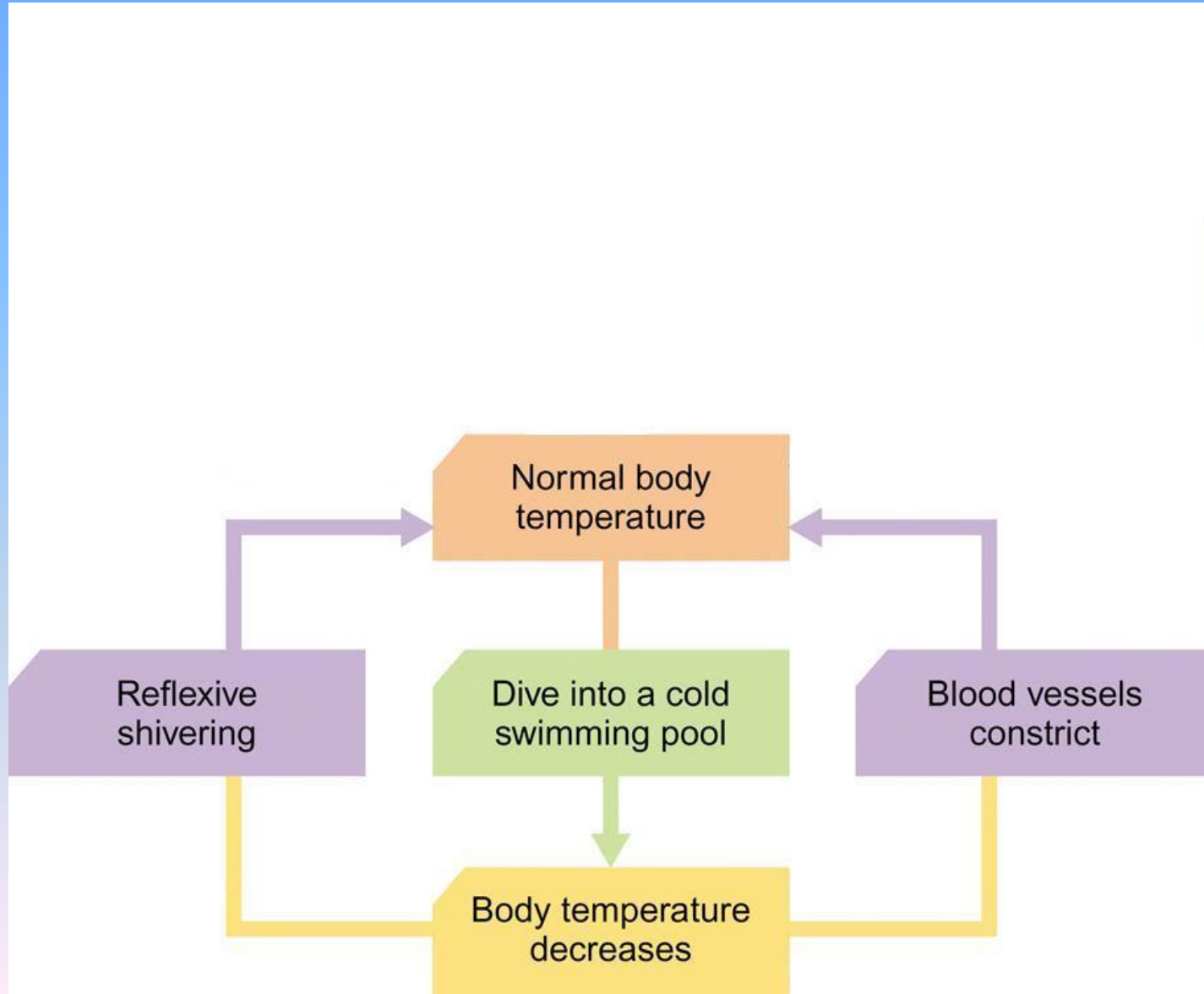
# Homeostatic Regulation



# Homeostatic Regulation

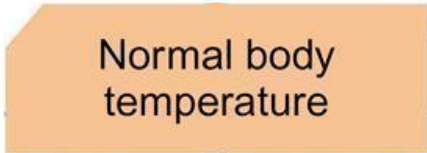


# Homeostatic Regulation



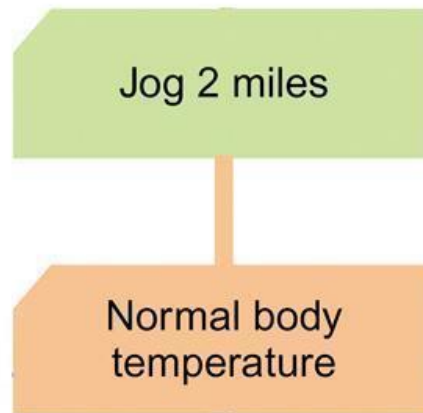


# Homeostatic Regulation



Normal body temperature

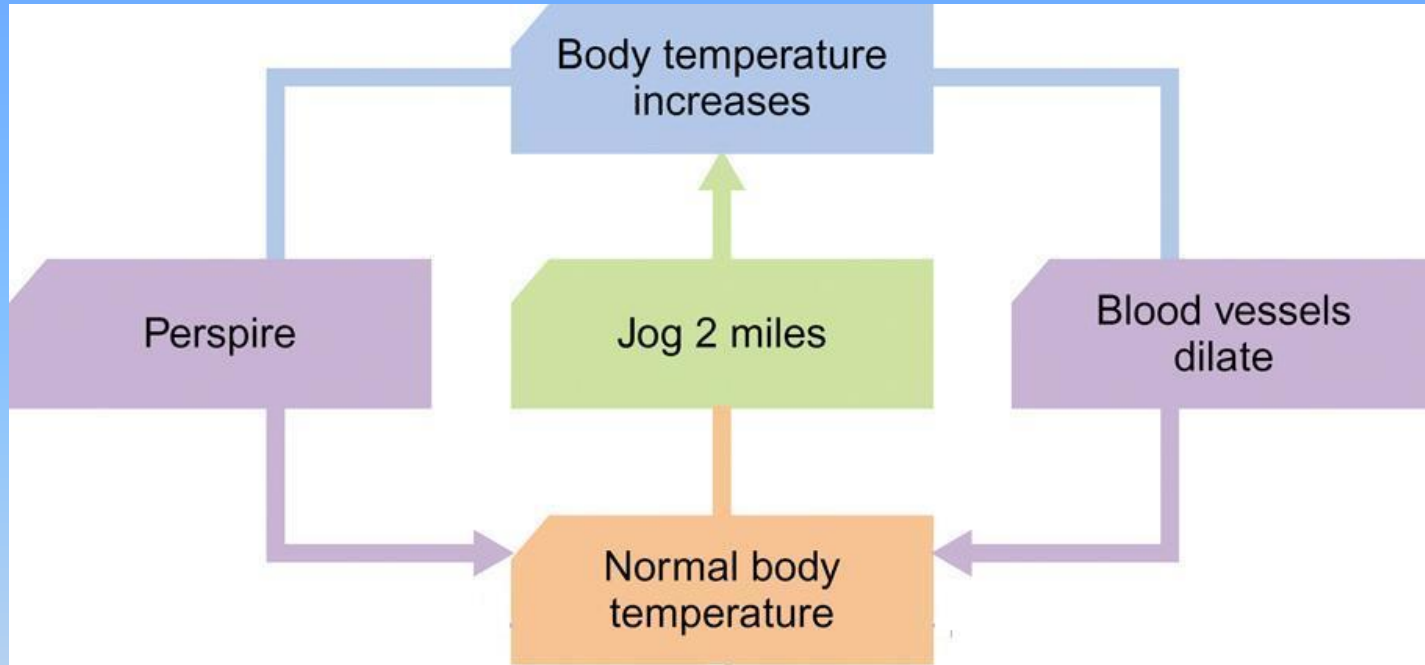
# Homeostatic Regulation



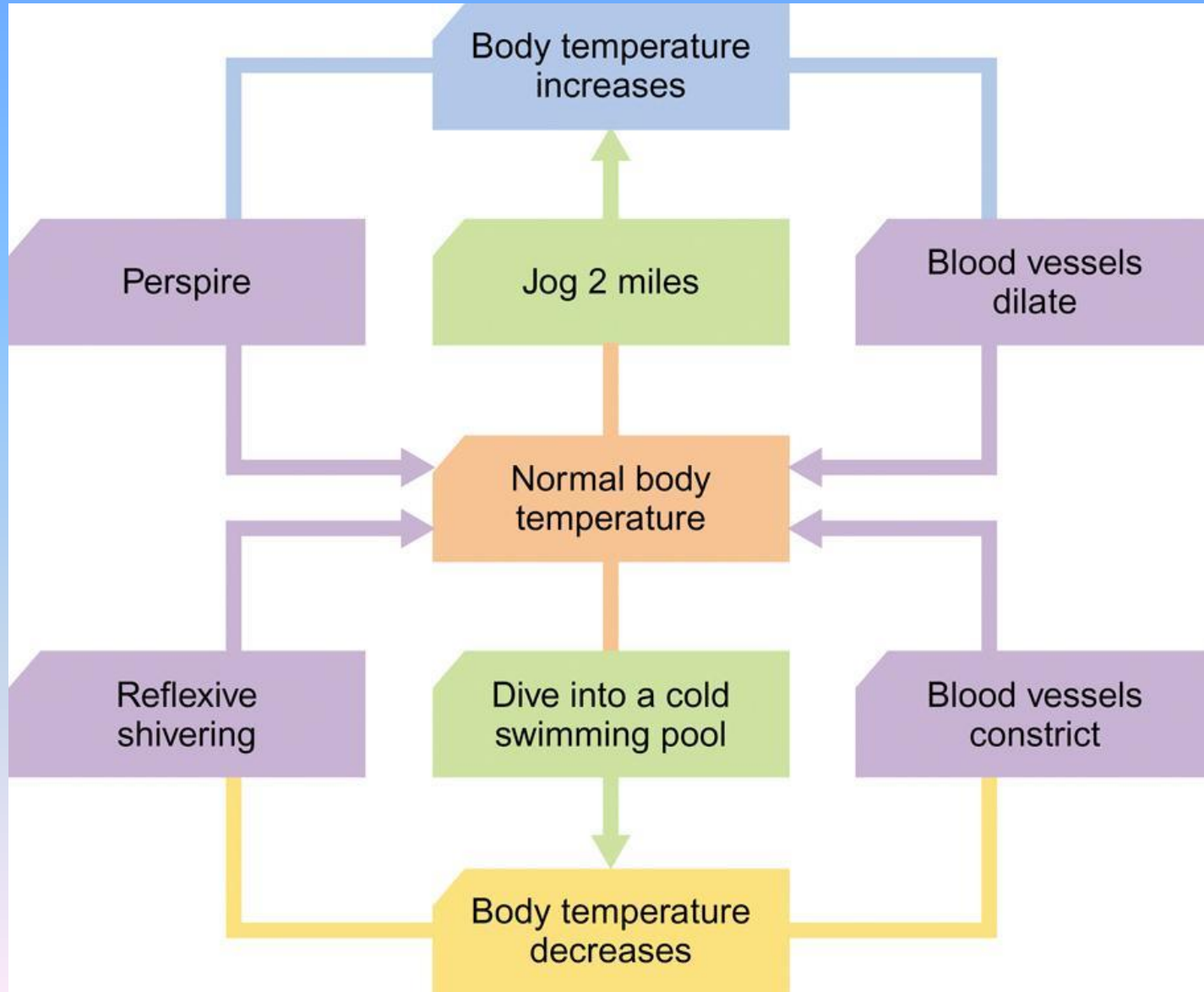
# Homeostatic Regulation



# Homeostatic Regulation



# Homeostatic Regulation



## Module 10: Motivation

# Cognitive Explanations: Intrinsic and Extrinsic Motivation

# Extrinsic Motivation

- A desire to perform a behavior because of promised rewards or threats of punishment

# Intrinsic Motivation

- A desire to perform a behavior for its own sake and to be effective



## Module 10: Motivation

# Clinical Explanations: Hierarchy of Needs

# Abraham Maslow (1908-1970)

- Humanistic psychologist who developed the hierarchy of needs



# Hierarchy of Needs

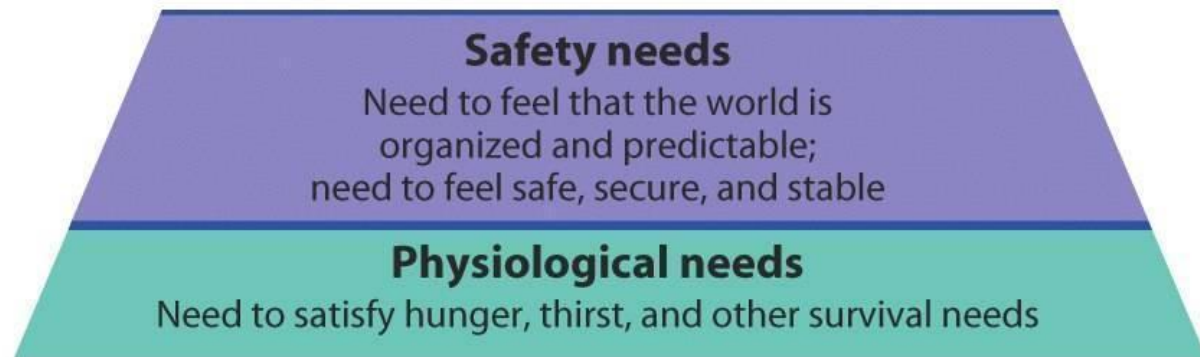
- Maslow's pyramid of human needs beginning at the base with physiological needs that must be satisfied before higher level safety needs become active.
- Continually higher-level needs won't become active until lower-level needs have been satisfied.

# Maslow's Hierarchy of Needs

## **Physiological needs**

Need to satisfy hunger, thirst, and other survival needs

# Maslow's Hierarchy of Needs



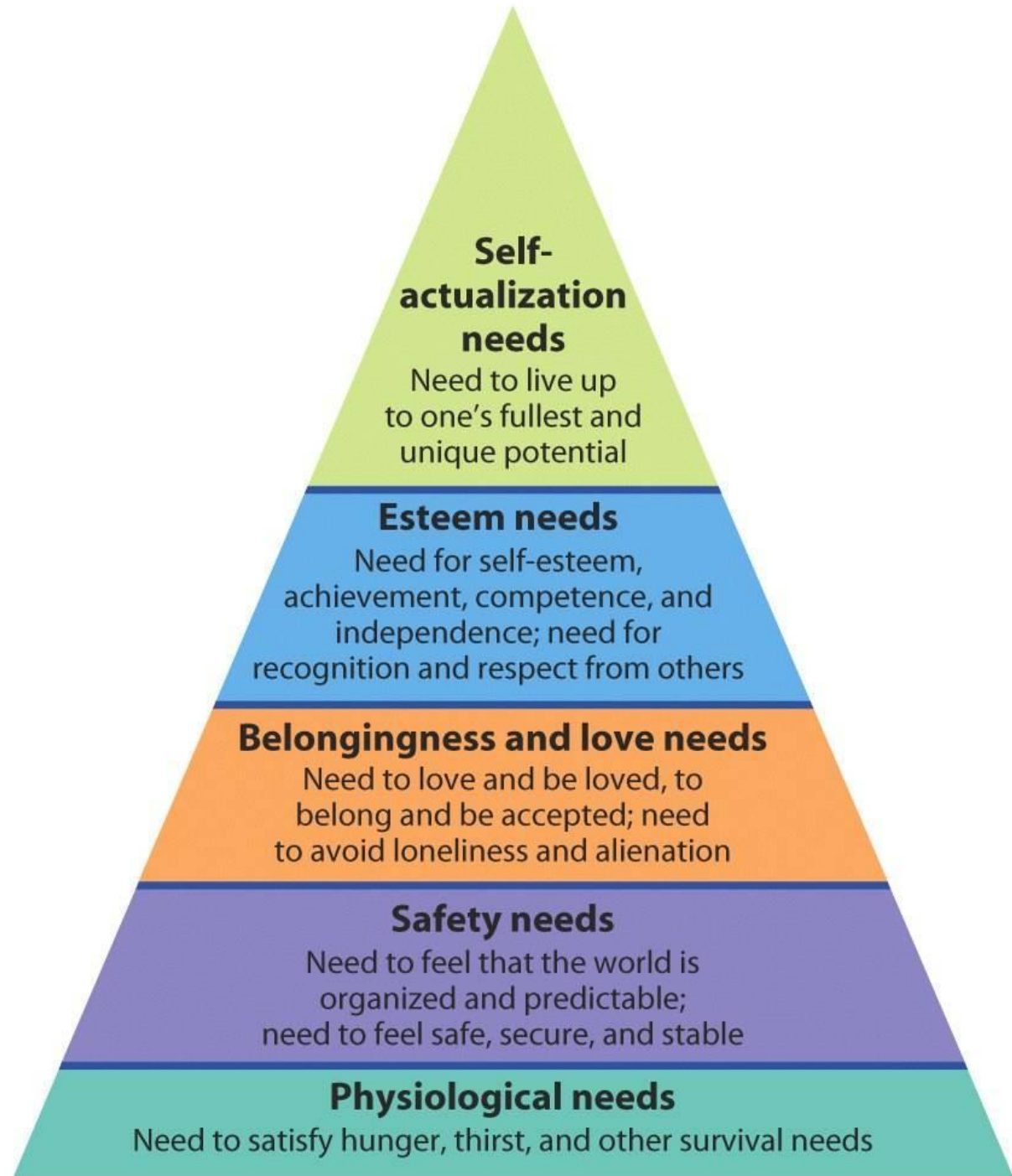
# Maslow's Hierarchy of Needs



# Maslow's Hierarchy of Needs



# Maslow's Hierarchy of Needs





# Self-Actualization

- According to Maslow, the need to realize our full and unique potential
- Characterized by autonomy, self-acceptance, acceptance of emotions and trust

## Module 10: Motivation

# Clinical Explanations: Achievement

# Henry Murray (1893-1988)

- Neo-Freudian who first established the concept of achievement motivation and developed important personality testing tools

# Achievement Motivation

- A desire for significant accomplishment
- A desire for the mastery of things, people, or ideas
- A desire for attaining a high standard

## Module 10: Motivation

# Hunger: A Closer Look

## Module 10: Motivation

# Hunger: A Closer Look

## Physiology of Hunger

# Glucose

- Form of sugar which circulates through the body
- One feels hunger when the levels become low.

# Insulin

- Hormone which allows the body to use glucose for energy or fat production
- As insulin levels increase, glucose levels decrease.



# Leptin

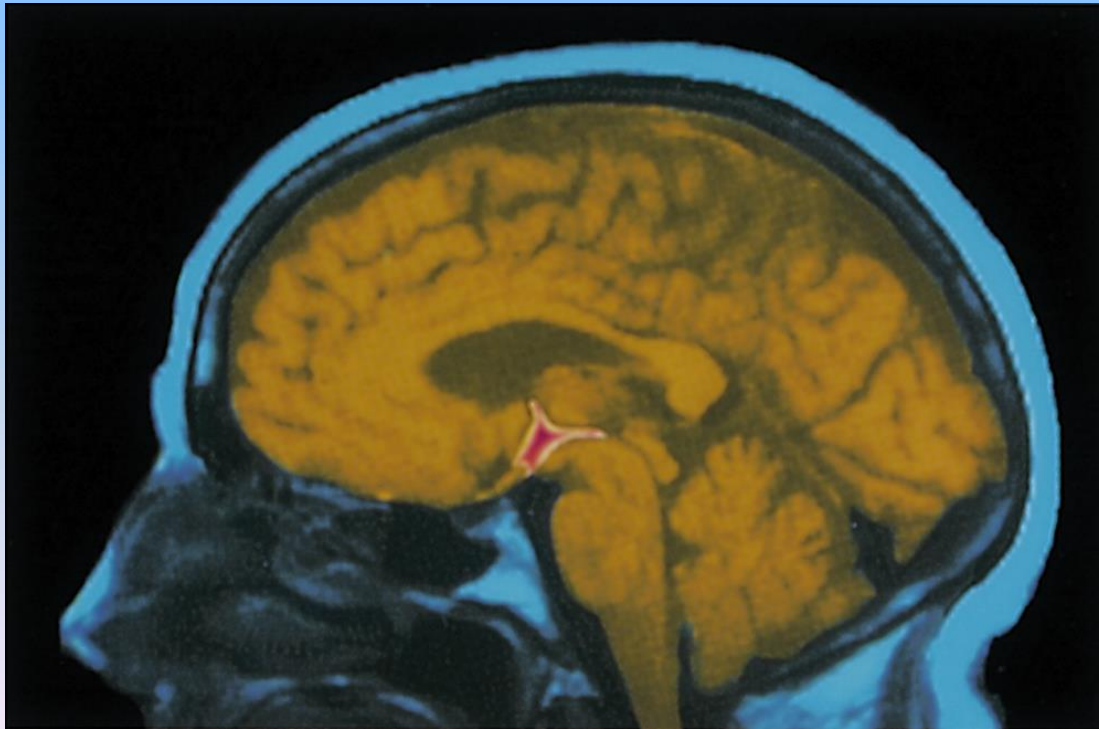
- Protein produced by bloated fat cells
- Send a message to “stop eating”

# Orexin

- Hunger-triggering hormone
- Produced by the hypothalamus
- As glucose levels drop, orexin levels increase and person feels hungry

# Hypothalamus

- Regulates appetite
- Monitors leptin levels



# Basal Metabolic Rate (BMR)

- The body's resting rate at which we burn calories for energy

# Set Point

- The point at which an individual's "weight thermostat" is supposedly set.
- When the body falls below this weight, increased hunger and a lower basal metabolic rate (BMR) may act to restore the lost weight.

Module 10: Motivation

# Hunger: A Closer Look

## Environment and Hunger

# External Incentives

- Include the sight, sound, and smell of food

# Cultural Influences on Eating

- Cultural views on obesity can vary
- Culture influences the foods we like and dislike.



## Module 10: Motivation

# Hunger: A Closer Look

## Eating Disorders

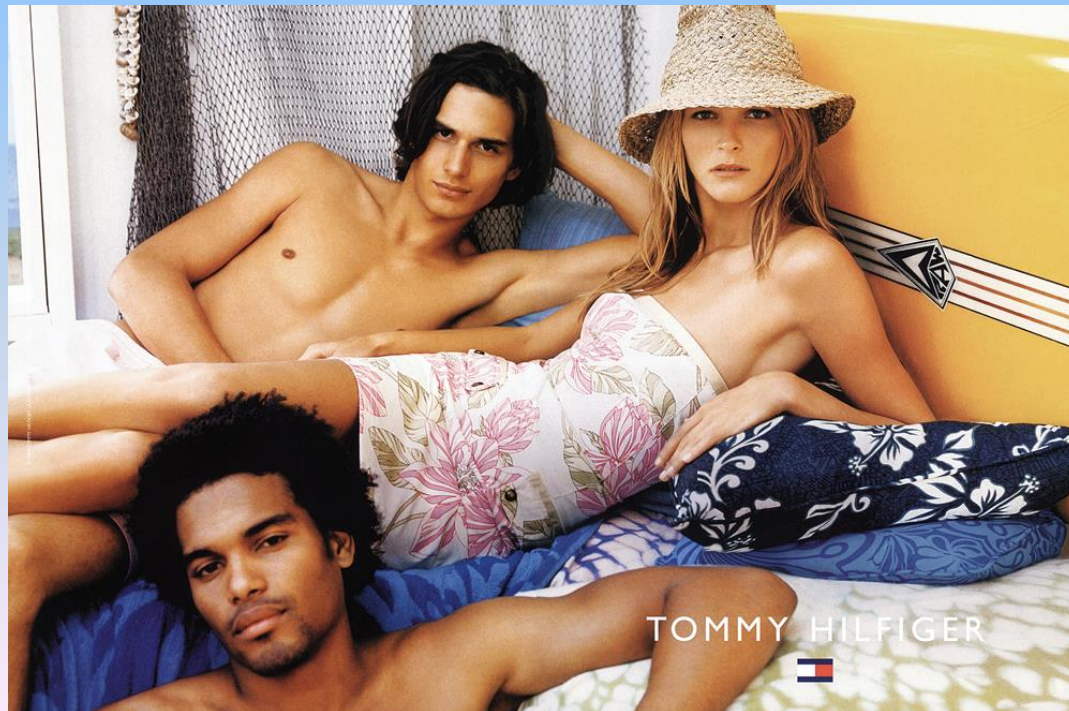
# Anorexia Nervosa

- An eating disorder in which normal weight people have a distorted self-perception of being “fat”
- Usually in adolescent females



# Anorexia Nervosa

- Anorexics put themselves on self-starvation regimens
- May become dangerously underweight (15% or more below normal)



# Bulimia Nervosa

- An eating disorder characterized by episodes of overeating
- Usually overeat high calorie foods
- Overeating is followed by vomiting, using laxatives, fasting, or excessive exercise

The End