

1  **Chapter 9: Motivation and Emotion**

2  **Truth or Fiction?**

Siamese fighting fish who have been reared without ever seeing another fish assume stereotypical threatening stances and attack other males when they are introduced into their tanks.

Getting away from it all by going on a vacation from all sensory input for a few hours is relaxing.

3  **Truth or Fiction?**

People feel hunger due to contractions (“pangs”) in the stomach.

You can never be too rich or too thin.

Fashion magazines can contribute to eating disorders among women.

4  **Truth or Fiction?**

Males behave more aggressively than females do.

Money can't buy you happiness.

You may be able to fool a lie detector by squiggling your toes.

5  **Preview of Chapter Nine**

- The Psychology of Motivation
- Theories of Motivation
- Hunger
- Sexual Motivation
- Aggression
- Achievement Motivation
- Emotion

6  **Motives and Incentives**

- Motives
  - Hypothetical states that activate behavior toward a goal
- Incentives
  - Object, person, or situation viewed as capable of satisfying a need, or desirable for its own sake

7  **Needs and Drive**

- Needs
  - State of deprivation
  - Physical or Psychological
- Drives
  - Arousal associated with a need
  - Physical or Psychological

8  **Theories of Motivation:  
Which Why is Which?**

9  **Evolutionary Perspective**

- Species-specific behaviors
  - Instincts or fixed-action patterns
  - Inborn behavior patterns

10  **Drive-Reductionism and Homeostasis**

- Primary drives activate behavior
  - Hunger, thirst, pain
- Acquired drives gained through experience
  - Drive for money, social approval, affiliation
- Homeostasis
  - Tendency of the body to maintain a steady state

- 11  **Search for Stimulation**
- Stimulus motives
    - Seek to increase stimulation
    - Lower animals and humans seek novel stimulation
    - Provide evolutionary advantage
      - Active animals who manipulate their environment more likely to survive
- 12  **Humanistic Theory**
- Abraham Maslow
    - Motivated by a conscious desire for personal growth
    - Humans uniquely have a capacity for self-actualization
    - Hierarchy of Needs
- 13  **Maslow’s Hierarchy of Needs**
- 14  **Hunger: Do You Go by “Tummy-Time”?**
- 15  **Influences on Hunger**
- Chewing and Swallowing
  - Hunger pangs
  - Blood sugar
- 16  **Influences on Hunger**
- Hypothalamus
    - Ventromedial nucleus (VMN) functions as a “stop- eating” center
      - Hyperphagic
    - Lateral hypothalamus functions as a “start-eating” center
      - Aphagic
  - Psychological Influences
- 17  **Obesity**
- More than 3 out of 10 adults in US are obese
  - More than half of women in US aged 40 or above are obese
  - Americans eat more than a total of 800 billion calories of food each day
- 18  **Obesity**
- About 300,000 Americans die each year due to obesity-related health problems
  - Severely obese young adults live shorter lives than people who are normal weight
  - Weight control is elusive for most people
- 19  **Origins of Obesity**
- Biological Factors
    - Heredity, Fat Cells, Metabolism
  - Psychological Factors
    - Observational learning, stress emotional states
- 20  **Life Connections:**
- The Skinny on Weight Control**
- Most effective weight control programs involve
    - Improving nutritional knowledge
    - Decreasing calorie intake
    - Exercising
    - Changing eating habits
- 21  **Eating Disorders**
- Characterized by persistent, gross distortions in eating patterns
  - Anorexia Nervosa
  - Bulimia Nervosa

- 22  **Anorexia Nervosa**
- Life-threatening eating disorder characterized by
    - extreme fear of being too heavy
    - dramatic weight loss
    - distorted body image
    - resistance to eating enough to reach or maintain a healthy weight
  - Most common in women during adolescence and young adulthood
- 23  **Video Connections: Anorexia Nervosa**
- What pressures do you observe in society and in the media that motivate people to be slender?
  - What does it mean to have a distorted body image? How does the woman in the video view herself?
  - Why does the woman in the video eat, even though she would prefer not to?
- 24
- 25  **Bulimia Nervosa**
- Repeated cycles of binge eating and purging
  - Tends to afflict women during adolescence and young adulthood
- 26  **Origins of Eating Disorders**
- Family dynamics
    - Role of eating and dieting
    - Child abuse
  - Sociocultural climate
    - Idealization of thin females
  - Role of Genetics
- 27  **Sexual Motivation:  
Attitudes and Behavior**
- 28  **Hormones and Sexual Motivation**
- Activating effects
    - Testosterone increases the sex drive
    - Many female animals are receptive to males only during estrus
  - Organizing effects
    - Predispose lower animals toward stereotypical mating patterns (masculine or feminine)
- 29  **Sexual Response**
- Characterized by vasocongestion and myotonia
    - Swelling of genital tissues with blood
    - Muscle tension
  - Four phases of sexual cycle
    - Excitement
    - Plateau
    - Orgasm
    - Resolution
- 30  **Sexual Behavior in the United States**
- Surveys of sexual behavior
    - Kinsey reports
    - National Health and Social Life Survey
- 31  **Sexual Behavior in the United States**
- Sexual behavior
    - Is influenced by religious beliefs and traditions
    - Males masturbate, engage in premarital sex and have multiple sex partners more often than females
    - Education has a liberating influence
    - Religious beliefs have a restraining effect

- 32  **Sexual Orientation**
- Heterosexual orientation
    - Sexually attracted to and interested in people of the opposite sex
  - Homosexual orientation
    - Sexually attracted to and interested in people of their own sex
  - Bisexual
    - Attracted to both females and males
- 33  **Origins of Sexual Orientation**
- Learning theories
    - Reinforcement and observational learning
  - Genetic factors
    - Twin studies – comparison of MZ and DZ twins
  - Hormones
    - Presence of testosterone may regulate sexual motivation
- 34  **Aggression:  
The Dark Side of Motivation**
- 35  **Biology, Chemistry, and Aggression**
- Hypothalamus triggers aggression in nonhumans
    - In humans prefrontal cortex moderates aggressive impulses
  - Testosterone affects tendencies to control and dominate other people
- 36  **Psychological Perspectives on Aggression**
- Psychodynamic Theory
    - Freud believed frustrations triggered aggression
  - Cognitive Psychology
    - Values, interpretations of situations and personal choice influence behaviors
    - Distortion of other’s motives may evoke aggression
- 37  **Psychological Perspectives on Aggression**
- Learning Theories
    - Aggressive behavior that is reinforced occur more often
  - Social Cognitive Theory
    - Choice plays a key role in aggression
- 38  **Environmental Factors and Aggression**
- Bad smelling pollutants heighten aggression
  - Noise extremes can trigger violence
  - High temperatures are connected to aggression
- 39  **Achievement Motivation:  
“Just Do It”?**
- 40  **Achievement Motivation**
- Performance goals
    - Extrinsic rewards – praise, income
  - Learning goals
    - Intrinsic rewards – self-satisfaction
- 41  **Emotion: Adding Color to Life**
- 42  **Emotions**
- Feeling states with physiological, cognitive, and behavioral components.
    - Physiological
    - Cognitive

– Behavioral

43

### **Expressions of Emotions**

- Universal facial expression of some emotions
  - Smiling – friendliness and approval
  - Baring teeth - anger

44

### **Positive Psychology**

- Contributing factors to happiness
  - Genetics
  - Positive events
  - Affluence
  - Social relationships
  - Optimism
  - Self-esteem

45

### **Facial Feedback Hypothesis**

- Facial expressions can affect our emotional state
  - Smile, report more positive feelings
  - Pain, rate shocks as more painful
- Links between facial feedback and emotion
  - Contraction of facial muscles causes arousal
  - Arousal boosts emotional response

46

### **James-Lange Theory of Emotion**

- External stimuli instinctively trigger specific patterns of arousal and action
  - Emotions are produced by bodily changes
- Criticism of James-Lange
  - Does each emotion have a distinct physiological correlate?

47

### **Cannon-Bard Theory of Emotion**

- Processing an event simultaneously triggers bodily responses and the experience of emotion
  - Autonomic and muscular activity *and* cognitive activity together
  - Emotions accompany bodily responses
- Criticism of Cannon-Bard
  - Does the bodily response and emotion become stimulated simultaneously?

48

### **Cognitive Appraisal Theory of Emotion**

- Emotions reflect arousal and appraisal of the situation (Schachter and Singer)
  - The way we label our emotions depends on our appraisal of the situation

49

### **Polygraph – Lie Detectors**

- Monitor indicators of sympathetic arousal during an interrogation
  - Heart rate, blood pressure, respiration rate, sweating
- Generally polygraphs are considered unreliable
  - In many courts polygraphs are no longer admitted as evidence