

Chapter 9: Motivation and Emotion

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.

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.

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.

Preview of Chapter Nine

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

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

Needs and Drive

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

Theories of Motivation: Which Why is Which?

Evolutionary Perspective

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

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

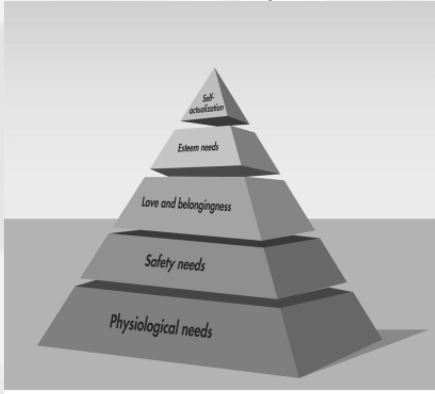
Search for Stimulation

- 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

Humanistic Theory

- Abraham Maslow
 - Motivated by a conscious desire for personal growth
 - Humans uniquely have a capacity for self-actualization
 - Hierarchy of Needs

Maslow's Hierarchy of Needs



Hunger: Do You Go by "Tummy-Time"?

Influences on Hunger

- Chewing and Swallowing
- Hunger pangs
- Blood sugar

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

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

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

Origins of Obesity

- Biological Factors
 - Heredity, Fat Cells, Metabolism
- Psychological Factors
 - Observational learning, stress emotional states

Life Connections: The Skinny on Weight Control

- Most effective weight control programs involve
 - Improving nutritional knowledge
 - Decreasing calorie intake
 - Exercising
 - Changing eating habits

Eating Disorders

- Characterized by persistent, gross distortions in eating patterns
- Anorexia Nervosa
- Bulimia Nervosa

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

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?

Anorexia Nervosa



PLAY VIDEO

Bulimia Nervosa

- Repeated cycles of binge eating and purging
- Tends to afflict women during adolescence and young adulthood

Origins of Eating Disorders

- Family dynamics
 - Role of eating and dieting
 - Child abuse
- Sociocultural climate
 - Idealization of thin females
- Role of Genetics

Sexual Motivation: Attitudes and Behavior

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)

Sexual Response

- Characterized by vasocongestion and myotonia
 - Swelling of genital tissues with blood
 - Muscle tension
- Four phases of sexual cycle
 - Excitement
 - Plateau
 - Orgasm
 - Resolution

Sexual Behavior in the United States

- Surveys of sexual behavior
 - Kinsey reports
 - National Health and Social Life Survey

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

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

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

Aggression: The Dark Side of Motivation

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

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

Psychological Perspectives on Aggression

- Learning Theories
 - Aggressive behavior that is reinforced occur more often
- Social Cognitive Theory
 - Choice plays a key role in aggression

Environmental Factors and Aggression

- Bad smelling pollutants heighten aggression
- Noise extremes can trigger violence
- High temperatures are connected to aggression

Achievement Motivation: “Just Do It”?

Achievement Motivation

- Performance goals
 - Extrinsic rewards – praise, income
- Learning goals
 - Intrinsic rewards – self-satisfaction

Emotion: Adding Color to Life

Emotions

- Feeling states with physiological, cognitive, and behavioral components.
 - Physiological
 - Cognitive
 - Behavioral

Expressions of Emotions

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

Positive Psychology

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

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

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?

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?

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

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
