



9.1-2

- types
 - intrinsic: actions are rewarding or satisfying in and of themselves
 - extrinsic: actions are performed because they lead to some sort of reward

Motivation

(process by which activities are started, directed, and continued so that physical or psychological needs or wants are met)

- instinct
 - biologically determined/innate patterns of behavior
 - old approach: instincts are mainly descriptions, not explanations; idea that some behavior is hereditary remains an important focus
- drive reduction
 - need: requirement for something essential for survival; existence of need leads to psychological tension (drive) and physical arousal; satisfying need reduces drive/tension
 - primary drives involve survival needs (e.g., hunger, thirst) and maintaining homeostasis
 - secondary (acquired) drives are learned through experience or conditioning (e.g., money, social approval)
- psychological needs
 - psychological needs have been highlighted in some theories (e.g., McClelland)
 - need for achievement
 - need for affiliation
 - need for power
 - Dweck suggests that the need for achievement is linked to a person's view of self (locus of control)

Table 9.1 Sample Items from the Zuckerman-Kuhlman Personality Questionnaire

SCALE ITEM	SENSATION SEEKING
I sometimes do "crazy" things just for fun.	High
I prefer friends who are excitingly unpredictable.	High
I am an impulsive person.	High
Before I begin a complicated job, I make careful plans.	Low
I usually think about what I am going to do before doing it.	Low

Source: Adapted from Zuckerman, M. (2002).

- arousal** need for stimulation

 - **arousal theory** suggests people have an optimal level of tension that they work to maintain
 - a moderate level is most commonly sought, but that level can range from low to high (sensation seeking)

- incentive** things that attract or lure people into action, most often due to rewarding properties

 - based in part on principles of learning
 - early work by Tolman, Lewin, and Rotter focused on expectancy-values or how our beliefs, values, and importance we attach to these affect our actions

- humanistic** based primarily on Maslow's hierarchy of needs; primary, basic needs must be met before higher levels can be met (see Fig. 9.3)

 - **Alderfer's modification:** only three levels: existence, relatedness, growth
 - **self-determination theory:** similar to Maslow's hierarchy, three universal needs are autonomy, competence, and relatedness



Theory	Theorist	Principally Explains	Key Idea	View of Behavior
Evolutionary	Cosmides and Tooby	Motivation as instincts that benefit survival and reproductive ability	Instincts apply to humans even more than to other animals.	Strongly influenced by evolutionary history
Drive	Hull	Learning through stimulus-response associations and drive reduction	<i>Homeostasis</i> —the organism seeks physiological balance.	Largely mechanistic
	Miller	Conflict among motivations	Conflicts can be categorized as approach–approach, avoidance–avoidance, and approach–avoidance.	Largely mechanistic
Arousal	Hebb	Optimal arousal	Performance depends on level of arousal.	Determined by the level of physiological arousal
Cognitive	McClelland	Achievement Motivation	Humans learn the need to achieve.	Learned, based on expectation of outcome
	Deci	Intrinsic motivation	Intrinsic motivation is self-rewarding because it makes people feel competent.	Intrinsic motivation for interesting tasks, but extrinsic rewards can decrease it.
Humanistic	Maslow	Learned needs for fulfillment and feelings of self-actualization.	Humans can seek self-actualization, the highest level of psychological development, after basic needs for food and security are fulfilled.	Cognitive

Table 9.3 Possible Signs of Eating Disorders

Dramatic weight loss in a relatively short period of time
Obsession with calories and fat content of food
Hiding food in strange places
Hair loss, pale appearance to the skin
Bruised or callused knuckles, bloodshot eyes with light bruising under the eyes
Frequent trips to the bathroom following meals
Obsession with continuous exercise
Wearing baggy clothes to hide body shape or weight loss
Reading books about weight loss and eating disorders
Complaints of often feeling cold

9.5-6

hunger

- impacted by insulin response; insulin (normally released more after onset of eating) reduces level of glucose in bloodstream (resulting in lower blood sugar and increased hunger); glucagons increase level of glucose
- ventromedial area of the hypothalamus may be involved in stopping eating when glucose level goes up; lateral hypothalamus appears to influence onset of eating when insulin level goes up
- person's weight set point and basal metabolic rate are tied to hypothalamus, and the hormone leptin appears to affect appetite
- hunger and eating behaviors are influenced by social cues and convention (e.g., eating at certain times), culture, and gender

Why People Eat

maladaptive eating

- **obesity:** body weight 20% or more over ideal (based on height); significantly impacted by genetics, overeating, exercise, and changes in metabolism

- **anorexia nervosa** is disordered eating that causes weight loss 15% or more below ideal body weight
- **bulimia** involves cycles of bingeing and purging; unlike anorexics, will tend to maintain a normal body weight
- social influences on "thinness" and fear of being fat impact prevalence rates across various cultures

typically female, obsessed with appearance, diet excessively, and have distorted body images; biological, psychological, and cultural factors are likely

(continued)

- physiological arousal is created by the sympathetic nervous system and is associated with brain activity in specific areas (e.g., the amygdala) and right or left hemisphere activity
- emotional expressions can vary across cultures but some expressions seem to be universal; display rules also vary across cultures and according to gender
- subjective labeling of emotion is largely a learned response, influenced by both language and culture

Emotion

is "feeling" aspect of consciousness, characterized by physiological arousal, specific expressive behavior, and inner awareness of feelings

- Lazarus's **cognitive-mediational theory** places the emphasis on the cognitive appraisal and interpretation of the stimulus that causes the emotional reaction
- based on ideas from Darwin, the **facial feedback hypothesis** suggests that facial expressions (and other behaviors) provide feedback to the brain that can intensify or cause a specific emotion
- **James-Lange theory** suggests that specific stimuli result in physical arousal and leads to labeling of the emotion
- **Cannon-Bard theory** suggests that emotion and physiological arousal occur simultaneously
- **cognitive arousal theory** (Schacter and Singer) suggests that physiological arousal and the actual interpretation of that arousal based on cues from the environment must occur before the emotion itself is experienced

