

types types extrinsic: 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)

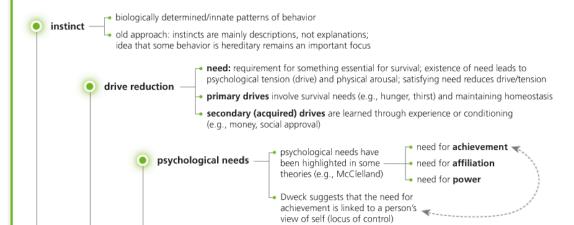
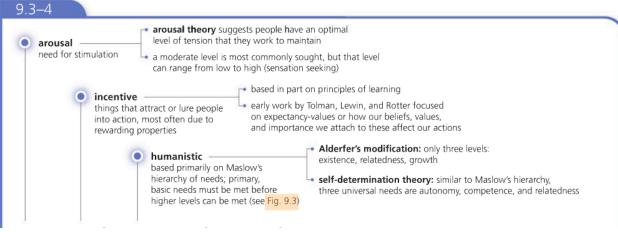


Table 9.1 Sample Items from the Zuckerman-Kuhlman Personality Questionnaire

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).	





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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 stimu- lus-response associa- tions and drive reduction	Homeostasis—the organism seeks physio- logical balance.	Largely mechanistic
	Miller	Conflict among motiva- tions	Conflicts can be cate- gorized 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 ful- fillment and feelings of self-actualization.	Humans can seek self- actualization, the high- est level of pyschological 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

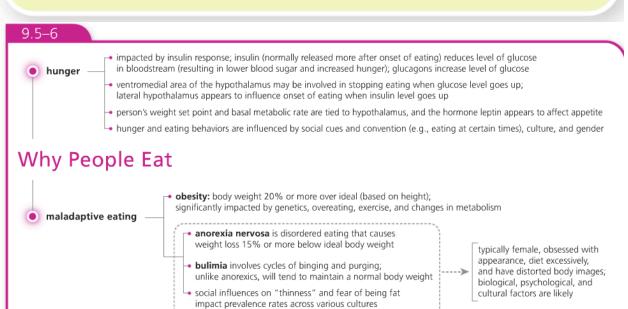
Frequent trips to the bathroom following meals

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



(continued)

