MOTIVATION
MOTIVATION

• Feelings or ideas that cause us to act towards a goal
• Three Motivators
  • Food
  • Sex
  • Achievement
THEORIES OF MOTIVATION
Instinct theories’ roots are in Darwin's theory of evolution. An **instinct** is an **unlearned behavior** that is passed down generation to generation.

Example

- Every year salmon travel hundreds of miles upstream, lay some eggs and sperm, then die.
- Their dead carcasses help feed their young when they hatch.
- Do you think the salmon learn this complex set of behaviors?
DRIVE REDUCTION THEORY

• we are driven by basic biological needs
  • Ex. food, water, shelter
• Needs drive our behavior to seek homeostasis (balance) in our bodies.
• These drives can either be...
  • **Primary Drives**
    • biological needs like hunger
  • **Secondary Drives**
    • learned needs like money

The closest I'll get to winning the Hunger Games is when I spot the last donut in the office kitchen.
Drive reduction theory cannot explain all of our motivations. Sometimes we are motivated to perform behaviors that do not seem connected with any need or drive, primary or secondary.

- Examples
  - My brother has always been obsessed with speed and excitement.
  - My friend David enjoys bungee jumping (FYI the video is a fake...no one was eaten by a crocodile)
  - George Bush Sr. loves skydiving.
AROUSAL THEORY

• we seek an optimum level of excitement or arousal.
• People with high optimum levels of arousal will be drawn to high excitement behaviors
  • Ex. Joining the army to fight on the front lines
  • Ex. being on The Price is Right
• The rest of us are satisfied with less exciting and less risky activities.
AROUSAL THEORY

• In general, most of us perform best with an optimum level of arousal.
  • This varies with different activities

• High levels of arousal can...
  • Help us perform well at an easy task
    • Jordan Vs. Wilkens
  • Prevent us from performing well on a difficult task
    • “It’s time for the Birdman to fly”

• This concept is called the Yerkes-Dodson law.
AROUSAL THEORY

- **Opponent-Process Theory**
  - People are usually at a normal (baseline) state
  - We might do something that moves us from the baseline state
    - Ex. Smoking a cigarette
    - Ex. Run a mile
  - After moving from our baseline, we will eventually feel an opponent process
    - Motivation to return to baseline state
  - When we use physically addictive substances, withdrawal symptoms make us uncomfortable.
    - Our baseline then is us with the substance
INCENTIVE THEORY

- **Incentives**
  - stimuli that we are drawn to due to learning.
  - We learn to associate some stimuli with rewards and others with punishment
    - We are motivated to seek the rewards.
    - Ex. How can a parent get their shy kid to go to a classmate’s birthday party?
According to Abraham Maslow, not all needs are created equal. What needs motivate us more than others? In other words, what needs must we satisfy before we even consider other needs?
MASLOW'S HIERARCHY OF NEEDS

Physiological
- breathing, food, water, sex, sleep, homeostasis, excretion

Safety
- security of body, of employment, of resources, of morality, of the family, of health, of property

Love/Belonging
- friendship, family, sexual intimacy

Esteem
- self-esteem, confidence, achievement, respect of others, respect by others

Self-actualization
- morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
HUNGER

MOTIVATION
• When your stomach feels stuffed, you probably do not feel hungry.
• When your stomach is empty, you probably get that take me to Taco Bell feeling.
• Researchers used to believe that the feeling of hunger comes from our stomach.
• To test the theory out, they made a guy swallow a balloon and inflated the balloon inside his stomach. After a period of time, he felt hungry again...meaning hunger is not just stomach-related.
BIOLOGICAL BASIS OF HUNGER

• Most of the biological feeling of hunger comes from the brain, not the stomach. Which part of brain?
  • The **Hypothalamus**
    • There are two areas on the hypothalamus that control hunger...
      • **Lateral Hypothalamus**
        • when stimulated, causes you to feel hunger.
        • If damaged, you would NEVER again feel hungry from a physical perspective.
      • **Ventromedial Hypothalamus**
        • when stimulated, makes you feel full.
        • If damaged, you would never feel full again
BIOLOGICAL BASIS OF HUNGER

• **Set-Point Theory**
  - Describes how the hypothalamus decides what impulse to send.
  - States that the hypothalamus wants to maintain a certain optimum body weight.
    - When we drop below that weight, the hypothalamus tells us...
      - we should eat and lowers our **metabolic rate**
        - how quickly our body uses energy.
    - When our set point is reached, the hypothalamus tells us...
      - to stop eating and raises our metabolic rate to burn any excess food.
Sometimes we get hungry and it has little to do with our brain and body chemistry.

You are an external if you are motivated to eat by external cues, such as...
- stress, smell, or just the fact that food is in front of you.

You are an internal if you are more motivated to eat by internal cues, such as...
- empty stomach, feelings of hunger.
PSYCHOLOGICAL FACTORS IN HUNGER MOTIVATION

• The **Garcia Effect** can drastically affect what foods make us hungry
  • If we get nauseous after eating a particular food, that food will be unappetizing to us in the future
    • even if the food wasn’t what made us sick in the first place.
  • AKA learned **taste aversion**.

• Culture and background also effect our food preferences.
  • Sheep’s Head (Iceland)
  • Baby Mice Wine (Korea)
EATING DISORDERS

• Different cultures have drastically different rates of eating disorders.
  • Possibly due to the emphasis of a “proper” body weight
  • Rates are highest in the USA
• Family history (genetics) has also been identified in research as increasing the risk of a person to develop an eating disorder.
EATING DISORDERS

• **Bulimia Nervosa**
  - Bulimics eat large amounts of food in a short period of time (binging) and then get rid of the food (purging) by vomiting, excessive exercise or the use of laxatives.
  - Bulimics are obsessed with food and their body weight.
  - The majority of bulimics are women.
EATING DISORDERS

• **Anorexia Nervosa**
  - Anorexics starve themselves to below 85% of their normal body weight
  - Anorexics refuse to eat due to their obsession with weight.
  - The vast majority of anorexics are women.
EATING DISORDERS

• **Obesity**
  • People with diagnosed obesity are severely overweight, often over 100 pounds, and the excess weight threatens their health.
  • Obese people typically have unhealthy eating habits rather than the food obsessions of the other two disorders.
  • Some people may also be genetically predisposed to obesity.
    • Different number of fat cells
    • Different set point
    • Different metabolism
SEXUAL MOTIVATION
SEXUAL MOTIVATION

• Some scientists say that sexual motivation is one of the most important aspects of humanity.
• If we were not motivated to have sex, then we probably would not procreate (have babies) and the human species would end.
• Although we have been having sex since the dawn of humans, we have only began serious scientific study of sex in the USA 60 years ago (Alfred Kinsey – University of Indiana).
MASTERS AND JOHNSON STUDIES

• In the late 1950's and early 1960's a husband wife team of William Masters and Virginia Johnson brought sex into their lab.
  • 100s of volunteers came to their lab to be observed having various types of sex.
  • They used tools to measure penile length and blood flow and vaginal expansion and lubrication.
  • They performed thousands of trials and their results over a twenty year period were extensive.
  • They even tried to "cure" homosexuality and claimed a 30% failure rate.
SEXUAL RESPONSE CYCLE

- The highlight of their research was the physiological breakdown of the sexual act called the **sexual response cycle** (four stages)
  - **Initial excitement**
    - Genital areas become engorged with blood, penis becomes erect, clitoris swells, respiration and heart rate increases.
  - **Plateau phase**
    - Respiration and heart rate continue at an elevated level, genitals secrete fluids in preparation for orgasm.
SEXUAL RESPONSE CYCLE

- **Orgasm**
  - Rhythmic genital contractions that may help conception. Respiration and heart rate increase further, males ejaculate (there is evidence of female ejaculation as well), often accompanied by a pleasurable euphoria.

- **Resolution phase**
  - Respiration and heart rate return to normal resting states. Men experience a refractory period
    - a time period that must elapse before another orgasm.
  - Women do not have a similar refractory period and can repeat the cycle immediately.
PSYCHOLOGICAL FACTORS IN SEXUAL MOTIVATION

• Unlike many animals, our sexual desire is not motivated strictly by hormones.
  • Many studies reveal that sexual motivation is controlled largely by psychological rather than biological sources.

• Sexual desire can be present even when the capacity to have sex is lost.
  • Accident victims who lose the ability to have sex still have sexual desires.

• Erotic material can inspire sexual feelings and physiological responses in men and women, including elevated levels of hormones.
SEXUAL ORIENTATION

• Studies have shown that homosexuality is NOT related to
  • traumatic childhood experiences
  • parenting styles
  • the quality of relationships with parents
  • masculinity or femininity
  • whether we are raised by heterosexual or homosexual parents.

• Although researchers believe that environmental influences probably affect sexual orientation, these factors have NOT yet been identified.
SEXUAL ORIENTATION

• Researchers have identified possible biological influences.
• Scientist Simon LeVay discovered that certain brain structures are different in homosexual and heterosexual males.
  • But that does not mean than genetics caused the brain differences
  • One can argue that environmental influences change neural structures
• Twin studies indicate a genetic influence on sexual orientation since a twin is much more likely to be homosexual if his or her identical twin is.
ACHIEVEMENT

when you achieve the impossible, your boss will add it to your regular duties

MOTIVATION

GOALS

If you can see it, you can reach it... except for that tree... you'll never reach it.
ACHIEVEMENT MOTIVATION

• Achievement motivation seems to vary from person to person.
• Some people have high achievement motivation in school, while others in bowling, while others in nothing at all. Why?
• What motivates us to strive for one goal over another?
  • **Extrinsic Motivators**
    • Rewards that we get for accomplishments from outside ourselves
  • **Intrinsic Motivators**
    • Rewards we get internally
MANAGEMENT THEORY

• Organizational psychologists
  • Psychologists of the business world.
  • Spend the most time studying motivations and how we can use these ideas to increase employee performance in the workplace.
  • Spend a lot of time looking at managers (bosses) in the workplace and how they treat the people under them.
  • They divide managers into two different styles...
**MANAGEMENT THEORY**

- **Theory X**
  - Managers believe that employees will work only if rewarded with benefits or threatened with punishment.

- **Theory Y**
  - Managers believe that employees are internally motivated to do good work and policies should encourage this internal motive.
WHEN MOTIVES CONFLICT

• Sometimes what you want to do in a situation is clear to you
  • Ex. Your parents want to take you to the Bahamas. Do you want to go?
• Other times you find yourself conflicted about what choice to make.
• Psychologists discuss four types of motivational conflicts...

Until I develop conflict-resolution skills, here's a vague, passive-aggressive message I've 'liked'.

Feel the bum!
WHEN MOTIVES CONFLICT

• **Approach-Approach Conflict**
  - occurs when you must choose between two desirable outcomes.
  - Ex. On Friday night, should you go to the movies with your best friend or dinner with that really cute guy/girl from history class.

• **Avoidance-Avoidance Conflict**
  - occurs when you must choose between two unattractive outcomes.
  - Ex. If your parents tell you to clean your room or rake leaves
WHEN MOTIVES CONFLICT

• **Approach-Avoidance**
  • exists when ONE event or goal has both attractive and unattractive features.
  • Ex. You love cotton candy but the sugar gives you gas.

• **Multiple Approach-Avoidance Conflicts**
  • here you must choose between two or more things, each of which has both desirable and undesirable features.
  • Ex. Choosing a college that you want to go to.
    • Obviously you are deciding between schools like Harvard, Yale, and A&M.