Unit 10: Motivation & Emotion
AP Psychology
Ms. Desgroisellier

Motivation
- **Motive**: a need or a want that causes us to act
- **Motivation**: directs and maintains goal-directed behavior
- Motivational theories explain the relationship between physiological changes and emotional experiences.

Theories of Motivation
- **Imprinting**: baby animals forming attachment to the first moving object they see.
- Psychologists debate the differences between instincts and reflexes.
- **VIDEO**

Theories of Motivation
- **Instinct theory**: physical and mental instincts such as curiosity and fearfulness cause us to act.
- **Instincts**: inherited automatic species-specific behaviors.

Theories of Motivation
- **Need**: motivated state caused by physiological deficit.
- **Drive**: state of psychological tension induced by need, which motivates us.
- **Drive reduction theory**: focuses on internal states of tension that motivate us to pursue actions that reduce the tension and bring us back to homeostasis, or internal balance.
  - e.g. hunger

KEY IDEAS
- Instinct/Evolutionary Theory of Motivation
- Drive reduction theory of motivation
- Incentive theory of motivation
- Arousal theory of motivation
- Maslow’s Hierarchy of Needs
- Physiological motives – hunger, thirst, pain, sex
- Social motives – achievement, affiliation
- Social conflict situations
- James-Lange theory of emotion
- Cannon-Bard theory of emotion
- Opponent-process theory of emotion
- Schachter-Singer Two-Factor theory of emotion
- Cognitive-appraisal theory of emotion
- Stress
- Coping
- Positive psychology
Theories of Motivation

- **Incentive theory**: beyond the primary motives of food, drink, and sex which push us toward a goal, secondary motives or external stimuli such as money, approval, and grades regulate and pull us toward a goal.
  - e.g. getting a 3 or higher on the AP Psychology exam.

- **Arousal theory**: each of us has an optimal level of arousal necessary to perform tasks, which vary with the person and the activity.
- **Arousal**: the level of alertness, wakefulness, and activation caused by activity in the central nervous system.

Theories of Motivation

- **Yerkes-Dodson Law**:
  - for easy tasks, moderately high arousal is ideal
  - for difficult tasks, moderately low is optimal
  - for most average tasks, a moderate level of arousal is optimal.

Theories of Motivation

- **Maslow’s Hierarchy of Needs**: prioritizes needs at different levels:
  - 1) Basic biological needs
  - 2) safety and security needs
  - 3) belongingness and love needs
  - 4) self-esteem needs
  - 5) self-actualization needs
Theories of Motivation
- The need for self-actualization, the need to fulfill one's potential, spiritual fulfillment, are the highest needs and can only be realized after each succeeding need below has been fulfilled.
- However, this theory lacks evidence to support it fully.

Physiological Motives
- Physiological motives are primary motives such as hunger, thirst, pain, and sex influenced by biological factors, environmental factors, and learned preferences and habits.

Physiological Motives
- **hunger**: increases with stomach contractions, low blood sugar, high insulin levels that stimulate the hypothalamus.
- **Metabolism**: the sum total of all chemical processes that occur in our bodies and are necessary to keep us alive.
- High levels of the neurotransmitters norepinephrine and GABA.

Physiological Motives
- **Environmental** factors such as the sight and smell of desired foods.
- Stimulating one part of the hypothalamus increases hunger, while another part decreases hunger.

Physiological Motives
- **Eating & Environmental Factors**
  - Eating behavior is partially regulated by biological factors, environmental factors such as learned preferences, food-related cues, and stress also influence our desire to eat.
  - **set point**: a preset natural body weight, determined by the number of fat cells in our body.
Eating & Environmental Factors

- Gaining and losing weight causes fat cells and metabolism to change.

Eating & Environmental Factors

- **anorexia nervosa**: eating disorder most common in adolescent females, characterized by weight less than 85% of normal, abnormally restrictive food consumption, and an unrealistic body image.
  - Weight loss can also be gained by purging, excessive exercises, and the use of laxatives.

- **Bulimia nervosa**: an eating disorder characterized by a pattern of eating binges involving the intake of thousands of calories, followed by purging, either by vomiting or using laxatives.

Bell Ringer 3.12.2013

- **Objective**: SWBAT define motivation and provide examples of it.
- **Take out your FRQ to be collected!**
- **Choose one theory of motivation and briefly describe it:**
  - Instinct Theory
  - Drive-Reduction Theory
  - Arousal Theory
  - Maslow’s Hierarchy of Needs

Thirst

- **thirst**: increases with:
  - mouth dryness
  - shrinking of cells from loss of water and low blood volume, which stimulate the lateral hypothalamus
  - the sight and smell of desired fluids.
Pain Reduction
- **pain**: promotes avoidance or escape behavior to eliminate causes of discomfort.

Sex
- **Sex**: necessary for survival of the species, but not the individual.
  - Testosterone levels in humans seem to be related to sexual motivation in both sexes.

Sex
- **Sexual orientation**: the direction of an individual’s sexual interest.
  - **Homosexuality**: a tendency to direct sexual desire toward another people of the same sex.
  - **Bisexuality**: a tendency to direct sexual desire toward people of both sexes.
  - **Heterosexuality**: a tendency to direct sexual desire toward people of the opposite sex.

Sex
- **Sexual response cycle**: According to Masters and Johnson, a four-stage pattern consisting of:
  - **Sexual arousal**
  - **Plateau** – increased breathing, muscle tension, heart rate, and blood pressure
  - **Orgasm**
  - **Resolution** – blood leaves the genitals and sexual arousal lessens, and a refractory period, where one cannot achieve an orgasm.

Social Motives
- **Social motives** are learned needs, such as the need for achievement and the need for affiliation, that energizes behavior acquired as part of growing up in a particular society or culture.

Social Motives
- **Need for achievement**: a desire to meet some internalized standard of excellence, related to productivity and success.
  - People with a high need for achievement choose moderately challenging tasks to satisfy their need.
**Affiliation**
- **Affiliation motive:** the need to be with others; is aroused when people feel threatened, anxious, or celebratory.
- In general, people isolated for a long time become anxious.
- Affiliation involves an interaction of biological and social factors.

**Intrinsic vs. Extrinsic Motivation**
- **Intrinsic motivation:** a desire to perform an activity for its own sake.
  - Learning because you like to learn.
- **Extrinsic motivation:** a desire to perform an activity to obtain a reward such as money, applause, or attention.
  - Learning material to get a good grade.

**Intrinsic vs. Extrinsic Motivation**
- **Overjustification effect:** where promising a reward for doing something we already like to do results in us seeing the reward as the motivation for performing the task.
- When the reward is taken away, the behavior tends to disappear.

**Social Conflict Situations**
- **Social conflict situations** involve being torn in different directions by opposing motives that block us from attaining a goal, leaving us feeling frustrated and stressed.

**Social Conflict Situations**
- **Approach-approach conflicts:** situations involving two positive options, only one of which we can have.
  - e.g. You have been accepted to both Harvard and Yale.
Social Conflict Situations

- **Avoidance-avoidance conflicts**: situations involving two negative options, one of which we must choose.
  - e.g. “Caught between a rock and a hard place.”

- **Approach-avoidance conflicts**: situations involving whether or not to choose an option that has both a positive and negative consequence.
  - e.g. Eating sweets when you’re on a diet.

Social Conflict Situations

- **Multiple approach-avoidance conflicts**: situations involving several alternative courses of action that have both positive and negative aspects.
  - e.g. Going to the movies: taking public transportation will cost you money so you can’t buy popcorn; having your parent drive you means you have to do chores; walking means you might be late.

Post-Nuclear Survival

- Read the instructions and profile of the survivors of a nuclear war.
- Of the 12 survivors, you can keep 7 alive.
- Carefully choose which 7 you will keep and explain why.
- Then explain why you are removing the 5 people you chose.
- *You must use Maslow’s Hierarchy in your reasoning!*

Bell Ringer 3.13.2013

- **Objective**: SWBAT explain theories of emotion and health psychology.
- Take out your post nuclear survival worksheet to be collected!

- Choose ONE physiological motive and ONE social motive or conflict and briefly describe them.

Theories of Emotion

- **emotions**: psychological feelings that involve physiological arousal, conscious experience, and overt behavior.
Theories of Emotion

- Physiological arousal involves stimulation of the sympathetic nervous system and hormonal secretion.
  - The **limbic system** is the center for emotions.
  - The **amygdala** influences aggression and fear, and interacts with the hypothalamus.

Theories of Emotion

- Basic emotions such as joy, fear, anger, sadness, surprise, and disgust are **inborn**.
  - Cross-cultural studies support the universal recognition of at least six basic emotions based on facial expressions.
  - Different cultures have different rules for showing emotions.
  - No one theory accounts completely for emotions.

James-Lange Theory

- **James-Lange theory**: conscious experience of emotion results from one’s awareness of autonomic arousal.
  - e.g. When we see a scary dog, our sympathetic nervous system kicks in, we immediately begin to run, and then we become aware that we are afraid.

James-Lange Theory

- We can change our feelings by changing our behavior.
  - e.g. Smiling can actually make you feel better.
  - *NOTE: Physical reaction before emotions.*
Cannon-Bard Theory
- **Cannon-Bard theory**: the thalamus sends information to the limbic system and cerebral cortex simultaneously so that conscious experience of emotion accompanies physiological processes.

Cannon-Bard Theory
- The thalamus simultaneously sends information to both the limbic system and the frontal lobes about an event.
- e.g. When we see a scary dog, our bodily arousal and our recognition of the fear we feel occur at the same time.

Opponent-Process Theory
- **Opponent-process theory**: following a strong emotion, an opposing emotion counters the first emotion, lessening the experience of that emotion.
- On repeated occasions, the opposing emotion becomes stronger.

Opponent-Process Theory
- If we are about to jump out of an airplane for the first time, we tend to feel extreme fear along with low level of elation. On repeated jumps, we experience less fear and more elation.

Schachter-Singer Two-Factor Theory
- **Schachter-Singer two-factor theory**: we determine an emotion from our physiological arousal, then label that emotion according to our cognitive explanation for the arousal.
- e.g. If we feel physically tense and someone is yelling at us, we must be angry.

Cognitive-Appraisal Theory
- **Cognitive-appraisal theory**: our emotional experience depends on our interpretation of the situation we are in.
- Riding a roller coaster might feel fun or scary depending on what you think of them.
**Lie Detection**

- Hard-to-control facial muscles reveal signs of emotion you might be trying to hide.
  - A fake smile lasts longer than 4 or 5 seconds, when most authentic expressions have faded by that time.
- Most people find it difficult to detect deceiving expressions.
  - Across many studies, people were only 54% accurate in telling lies from the truth.

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**Health Psychology**

- **Selye’s General Adaptation Syndrome**: three-stage process describes our body’s reaction to stress:
  - **1. Alarm reaction**: stressor triggers increased activity of the sympathetic nervous system
  - **2. Resistance**: raised temperature, heart rate, blood pressure, and respiration maintained; levels of adrenalin and corticosteroids rise.
Health Psychology

- Selye’s General Adaptation Syndrome: three-stage process describes our body’s reaction to stress:
  - 3. Exhaustion stage: immune system is weakened, increased susceptibility to ulcers, depression, death.

Stressful Life Events

- Stressful life events include:
  - Catastrophes: unpredictable, large-scale disasters that threaten us.

Stressful Life Events

- Significant life events: stressful changes in our lives such as death of a loved one, marriage, starting college, etc.

Stressful Life Events

- Holmes and Rahe’s Social Readjustment Rating scale: rates stressful events in our lives. The greater the number and intensity of life-changing events, the greater the chance of developing physical illness or disease in the following year.
  - e.g. The death of a spouse receives a score of 100 and getting married receives a 50.

Stressful Life Events

- Daily hassles: everyday annoyances that together can raise our blood pressure, cause headaches, lower our immunity.
  - e.g. waiting in lines, arguing with a friend, or getting a low grade on a quiz.
Stress & Health

- **Type A personalities**: high achievers, competitive, impatient, multi-taskers, who walk, talk and eat quickly.

- **Type B personalities**: relaxed and calm in their approach to life.

- Type A personalities with traits of anger, hostility, and cynicism are more likely to have heart attacks than Type B personalities.

- However, Type A personalities are more likely to change their lifestyles after a heart attack.

Coping Strategies

- **Coping strategies** are active efforts to reduce or tolerate perceived levels of stress.

- **Maladaptive** coping strategies include:
  - aggression
  - eating
  - smoking
  - using drugs
  - spending money
  - sleeping too much

- **Adaptive** coping strategies include:
  - taking direct action through problem solving
  - exercising
  - seeking the social support of friends
  - finding help through religious organizations & prayer

Relaxation, visualization, meditation, and biofeedback can help lessen the effects of stress in our lives and boost our immune systems.

Positive Psychology

- **positive psychology**: the scientific study of optimal human functioning.

- Focuses on subjective well-being and your assessment of how happy or satisfied you feel.
Positive Psychology

- The three pillars of positive psychology are:
  - positive emotions
  - positive character
  - positive groups, communities, and cultures.