



OA 1

1. What do you think motivates people the most?
2. Tell me two to three things you want to attain or achieve right now at this moment.

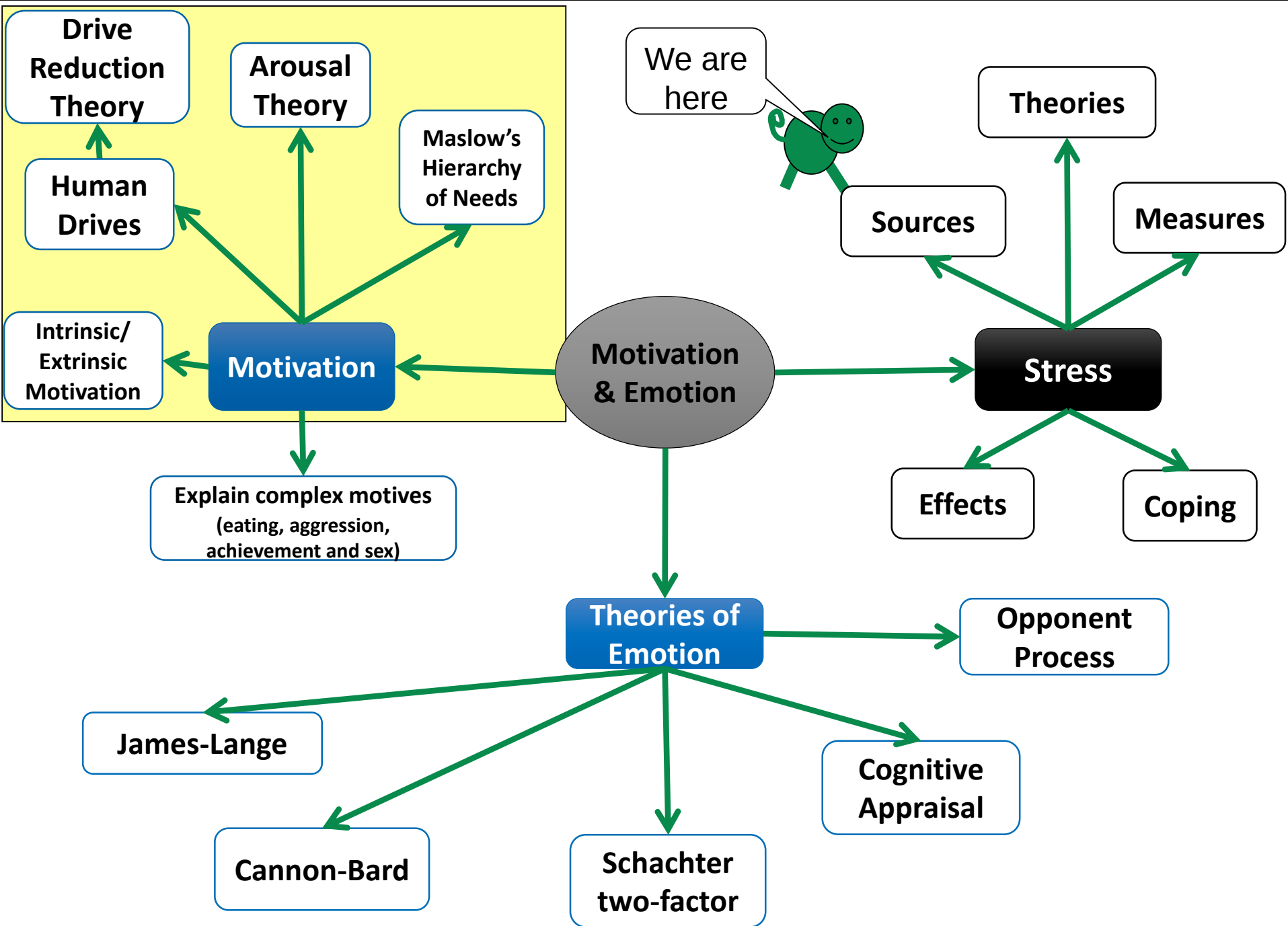


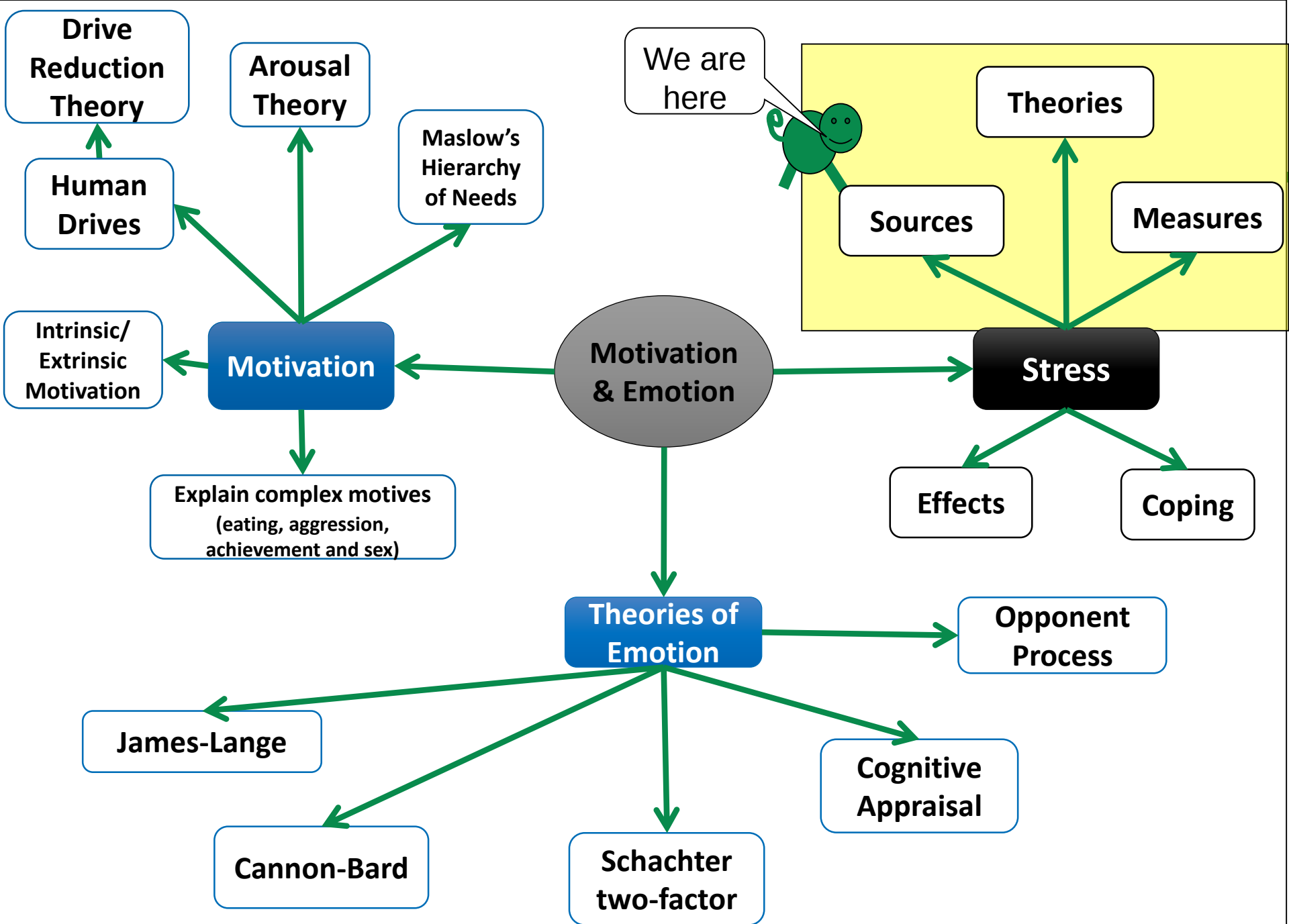
WHS AP Psychology



Unit 8: Motivation, Emotion and Stress

Essential Task 8-3: Essential Task: **Identify and apply basic motivational concepts** to understand behavior with specific attention to *instincts* for animals, biological factors like *needs, drives, and homeostasis*, and operant conditioning factors like *incentives, and intrinsic versus extrinsic motivators*.







Essential Task 8-4:

[Outline](#)

- Motivational Theories
 - *Drive Reduction Theory*
 - *Strengths*
 - *Weaknesses*
 - *Arousal Theory*
 - *Yerkes-Dodson Law*
 - *Strengths*
 - *Weaknesses*
 - *Maslow's Hierarchy of Needs*
 - *Strengths*
 - *Weaknesses*



Motives

- Motive
 - Specific need or desire, that prompts goal-directed behavior.
 - a need or desire that energizes behavior and directs it towards a goal.
 - such as hunger, thirst, or achievement



Motivation

Intrinsic Motivation: The desire to perform a behavior for its own sake.

- It is stronger than external motivation

Extrinsic Motivation: The desire to perform a behavior due to promised rewards or threats of punishments.

- rewards, such as money or grades.





Over Justification Effect

- When an expected external extrinsic incentive such as money or prizes decreases a person's intrinsic motivation.
- An artist may lose his or her passion for art, when he or she is employed.



Theories of Motivation

1. Instinct Theory
2. Drive-Reduction Theory
3. Arousal Theory
4. Incentive Theory
(Operant Conditioning)
5. Hierarchy of Motives



I. Instincts & Evolutionary Psychology

Instincts are complex behaviors that have fixed patterns throughout the species and are not learned—(wired biologically genetically)



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Humans are flexible, animals who follow strict instincts are not.
Most significant human behaviors are learned



Instincts exist in animals NOT in humans.





- Most important human behavior is learned
We have reflexes not instincts





Humans don't have instincts

- A Meta-analysis during the height of this craze found 5759 'instincts'
- However it fell out of favor in psychology
- Most important human behavior is learned
- Human behavior is rarely inflexible and found throughout the species
- Humans have reflexes but not instincts.



Instinct

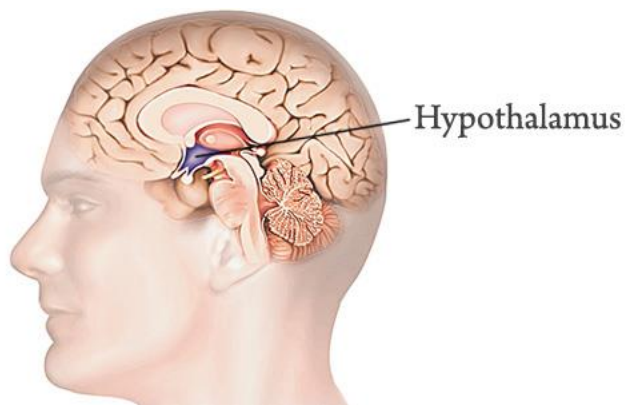
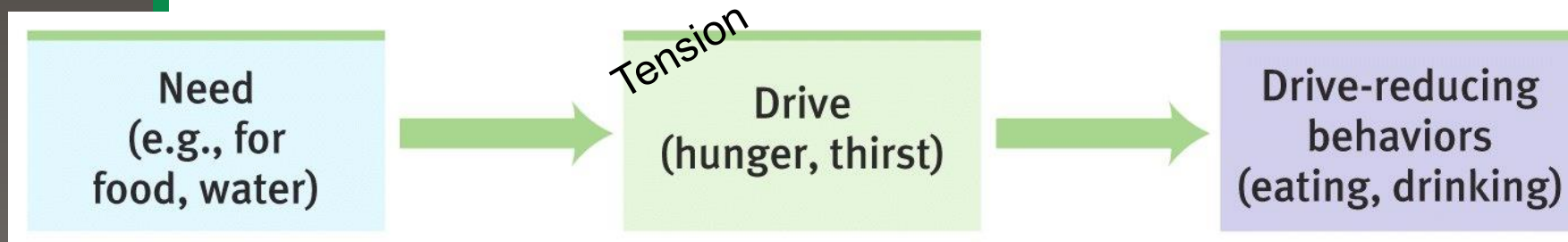
- Are we all compelled to like the same foods? Do we all dance the same way?
- How do you know it's not learned?
- How can we find out if a behavior is motivated by instinct?
- We are motivated by wealth, success, and fame. Are these things motivated by instinct?





II. Drive-Reduction Theory

A physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need (Hull, 1951).

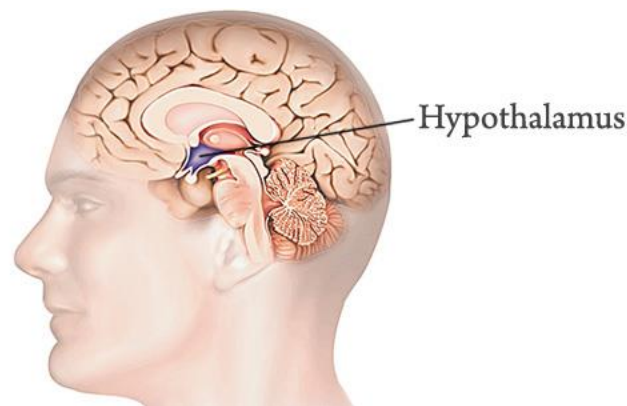


Remember the Four F's of **Hypothalamus**:
Fighting,
Fleeing,
Feeding,
Reproducing



Biological Drives (Primary Drives)

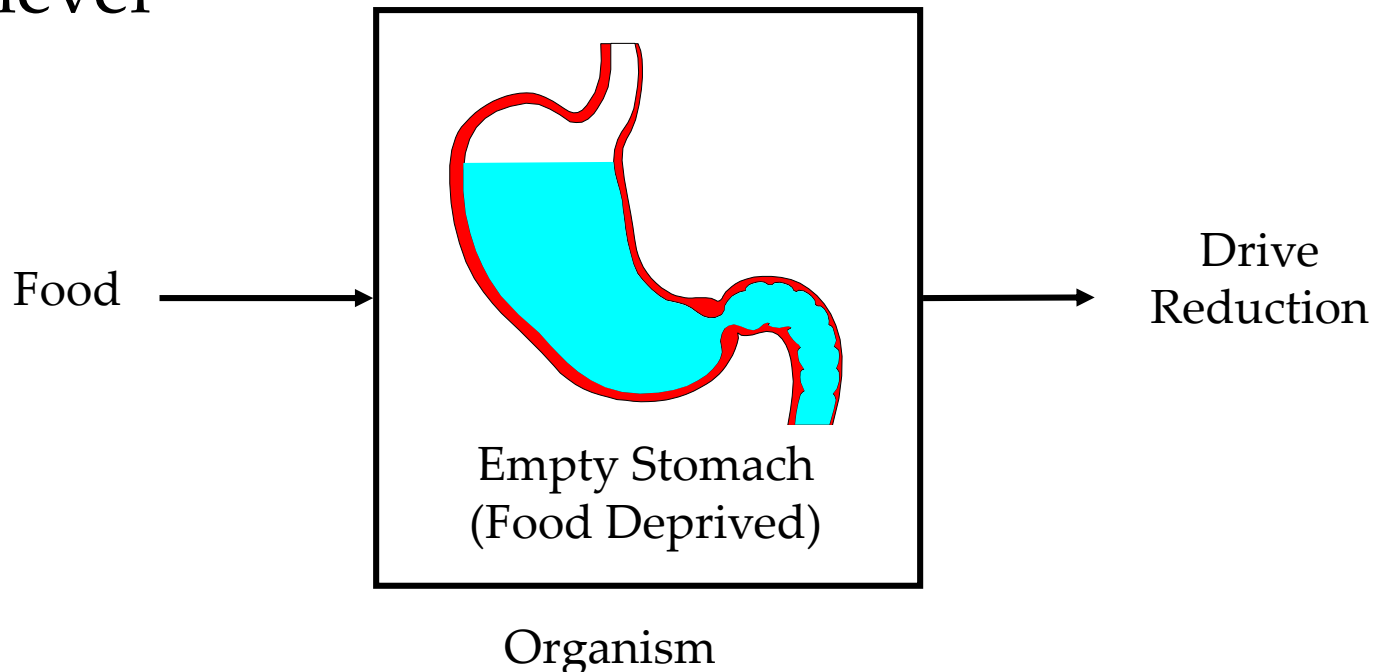
- Unlearned drive based on a physiological state found in all animals
 - Motivate behavior necessary for survival
- Hypothalamus
 - Hunger
 - Thirst
 - Sex
- Evolutionary biology talks about the four Fs (fighting, fleeing, feeding and reproducing).





Drive Reduction

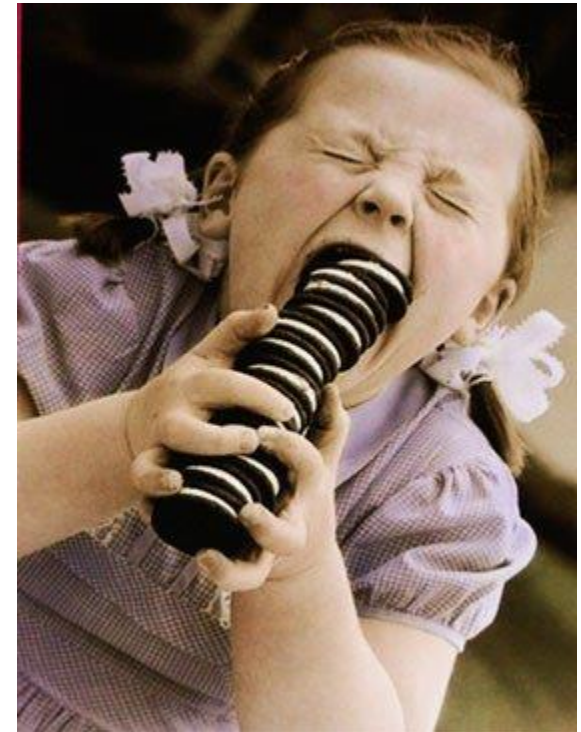
The physiological aim of drive reduction is **homeostasis**, the maintenance of a steady internal state – balance. The regulation of any aspect of body chemistry around a particular level





Homeostasis – explains why we stop fulfilling biological drives.

- A state of psychological equilibrium/ balance obtained when tension or a drive has been reduced or eliminated.





Two types of drives

- **Primary drive**

- Unlearned drive based on a physiological state found in all animals
- Motivate behavior necessary for survival
- Hunger, thirst and sex

- **Secondary drive**

- Learned drive – wealth or success





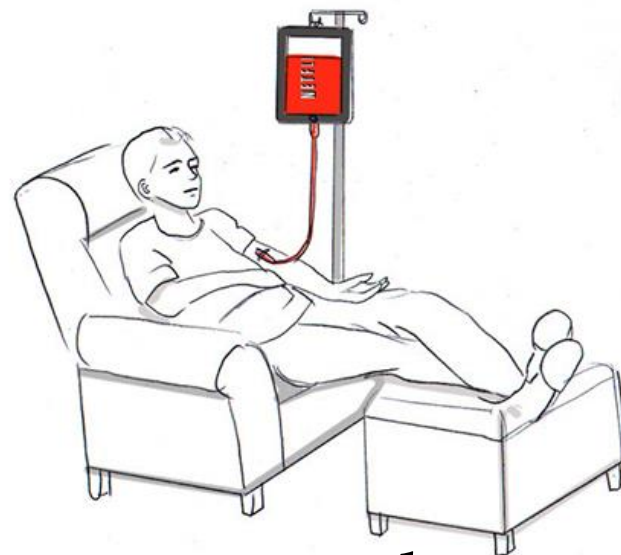
Drive Reduction Theory

- Strengths
 - Does a nice job explaining most primary drives
- Weaknesses
 - Falls apart with more complex behaviors/secondary drives
 - once homeostasis is achieved we'd never do anything
 - We want more than just a “balanced” state
 - Buffets would go out of business...
 - There would be no obesity
 - There would be no addiction
 - Can't explain Sex and Secondary Drives.



III. Optimum Arousal

- Humans seek optimum levels of arousal.
- Sometimes we want lots of arousal
- Sometimes we want very low arousal



- Some of us tend to want more and some of us tend to want less.



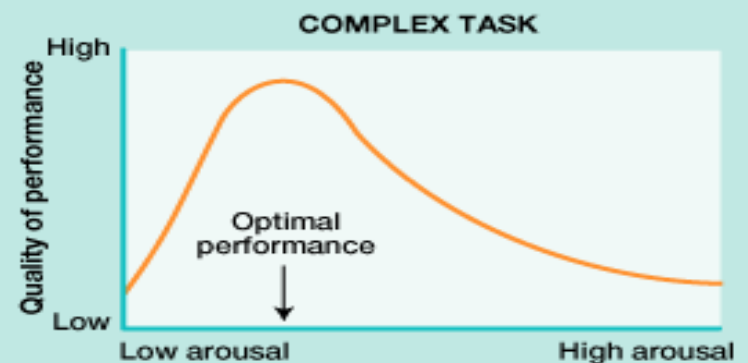
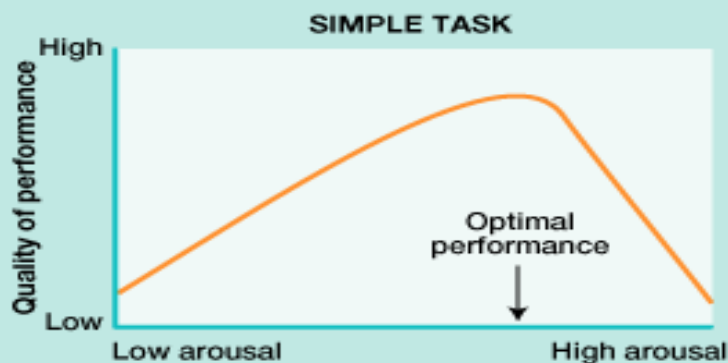
Arousal Theory

- Relationship between arousal and performance
- People do things in order to seek out an optimal level of arousal for a given moment
- I want a high level of arousal – “let’s do something epic tonight!”
- I want a low level of arousal – “let’s stay in tonight.”



Yerkes-Dodson Law

- States that there is an optimal level of arousal for best performance on any task
- The more complex/difficult the task, the lower the level of arousal that can be tolerated without interfering with performance
- With simple/easy/well learned task, high level of arousal is needed

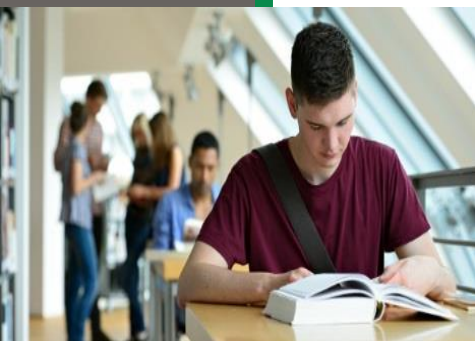




Discussion Questions:



1. Michelle is a master/award winning figure skater. Would having a large crowd improve or inhibit her performance? Explain



2. If Nick is taking 3 extremely difficult midterms and a big project is due on the same day. Would having a large work load improve or inhibit his performance? Explain



IV. Operant Conditioning Factors

Incentive Theory

- Incentives – environmental cues that trigger a motive.
- When a stimulus creates goal-directed behavior
- Learned stimuli





V. Hierarchy of Needs

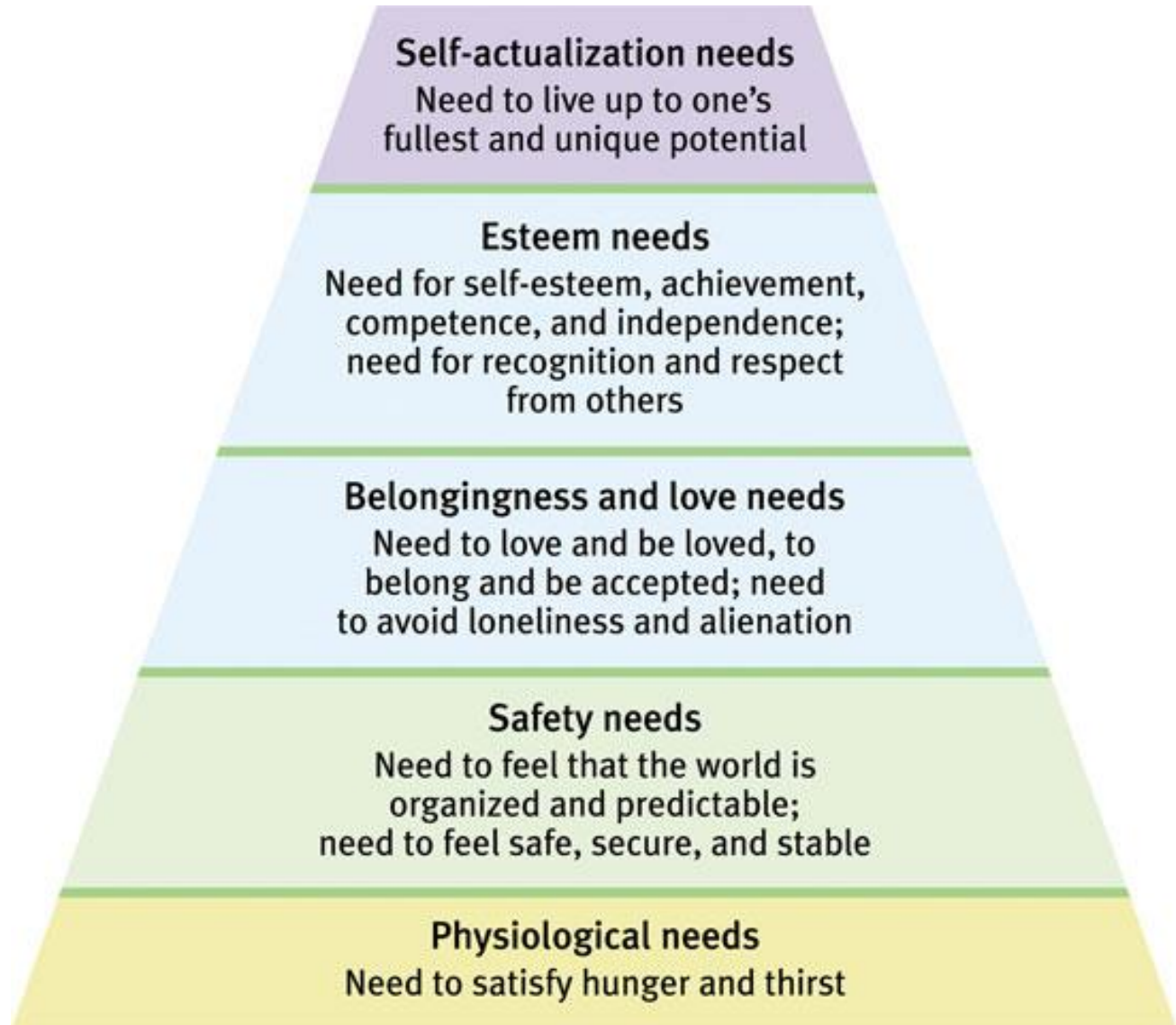
Abraham Maslow (1970)
suggested that certain
needs have priority over
others.



(1908-1970)



Hierarchy of Needs

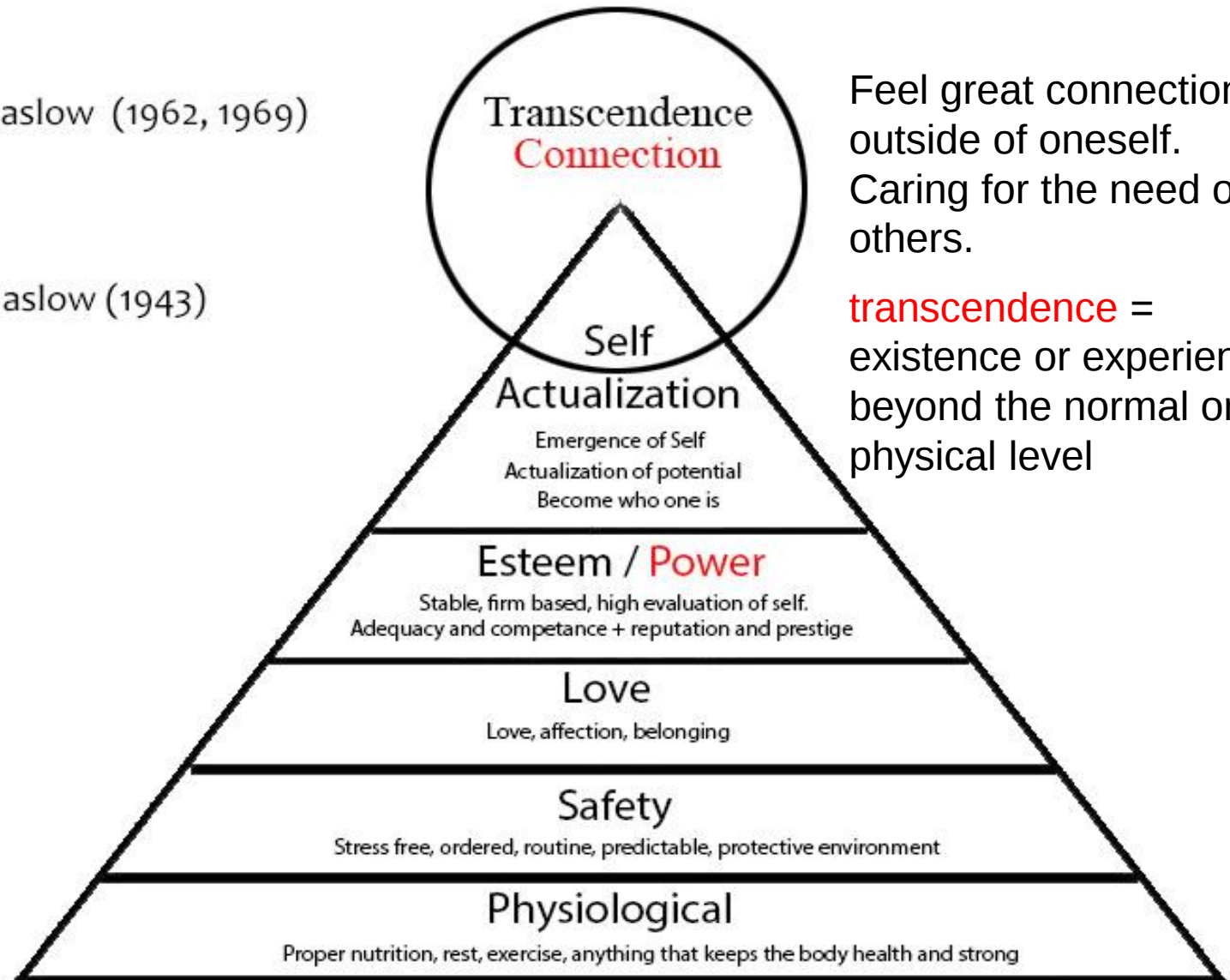




Self Transcendence

Maslow (1962, 1969)

Maslow (1943)



Feel great connection outside of oneself.
Caring for the need of others.

transcendence =
existence or experience beyond the normal or physical level



OA 2

1. What do you think motivates people the most?
2. Tell me two to three things you want to attain or achieve right now at this moment.
3. Tell me 2 or 3 qualities you want most in a significant/romantic other?



OA 3

1. Give me some examples of **incentives** that motivate you:
2. Give me your own personal examples of **safety needs** described by Maslow:
3. Give me your own personal examples of **self esteem** needs described by Maslow:
4. Can you think of anybody who is **Self Actualized**? Explain why you think they are self actualized



OA 2

1. Give me your own personal examples of self esteem needs described by Maslow:
2. Can you think of anybody who is Self Actualized? Explain why you think they are self actualized
3. Give me some examples of your own incentives that motivate you.
4. Tell me 2 or 3 qualities you want most in a significant/romantic other:



Criticisms for Hierarchy of Needs

- People often neglect their basic biological needs for more social needs
- Cross-cultural needs: individualistic vs. collectivist cultures see needs differently



VII Need Theory

According to the Need Theory, people are driven by three different types of needs:

I. Need for achievements

Strong need to achieve goals and challenges (low to mid management)

II. Need for affiliation

Enjoys working with the group, doesn't like to make big decisions – goes with the flow.

III. Need for power

Wants to control and influence others (high level management)



Social Conflict Situations

- **Conflict** – torn in different directions by opposing motives that block you from attaining a goal
- **Approach-Approach Conflict** – involves two positive options, only one of which you can have.
- **Approach-Avoidance Conflict** – involves both a positive and negative consequences.



Approach Approach or Approach Conflict?

- You finally saved up for a car! But you can't seem to decide between your two favorite cars! BMW or a Lexus
- You really want to go on a vacation, but if you go you might not have enough tuition money to go to school.



Social Conflict Situations

- **Avoidance-avoidance conflict** -- Situations involving two negative options, one of which you must choose
- **Multiple approach-avoidance conflict** – the most complex form of conflict. Several alternative course of actions both positive and negative



Social Motivation

- Achievement Motive – desire to meet some internalized standard of excellence
 - People with high need for achievement choose moderately challenging tasks to satisfy their need
 - People with low need for achievement choose easy or impossible goals so they don't have to take responsibilities for failure