

Chapter 8 Motivation

Motivational Concepts

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Hunger

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Sexual Motivation


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Get out a sheet of paper True or False

- 1. Humans who have had ulcerated or cancerous stomachs removed do not experience hunger.
 - 2. Part of knowing when to eat is our memory of our last meal.
 - 3. At least one – third of adult Americans no longer object to extramarital sex.
 - 7. When asked “What is that makes your life meaningful?” most people mention “meaningful work” before anything else.
 - 8. Married people are less at risk for depression, suicide and early death than are unattached people?
 - 9. People report greatest enjoyment of life when they are quietly relaxing.
 - 10. Only 20 percent of employees surveyed globally strongly agree that every day they have “the opportunity to do what I do best.”
- 

Question: Why Do Students Go
to College?



Motivation

- A need or desire that energizes and directs behavior.

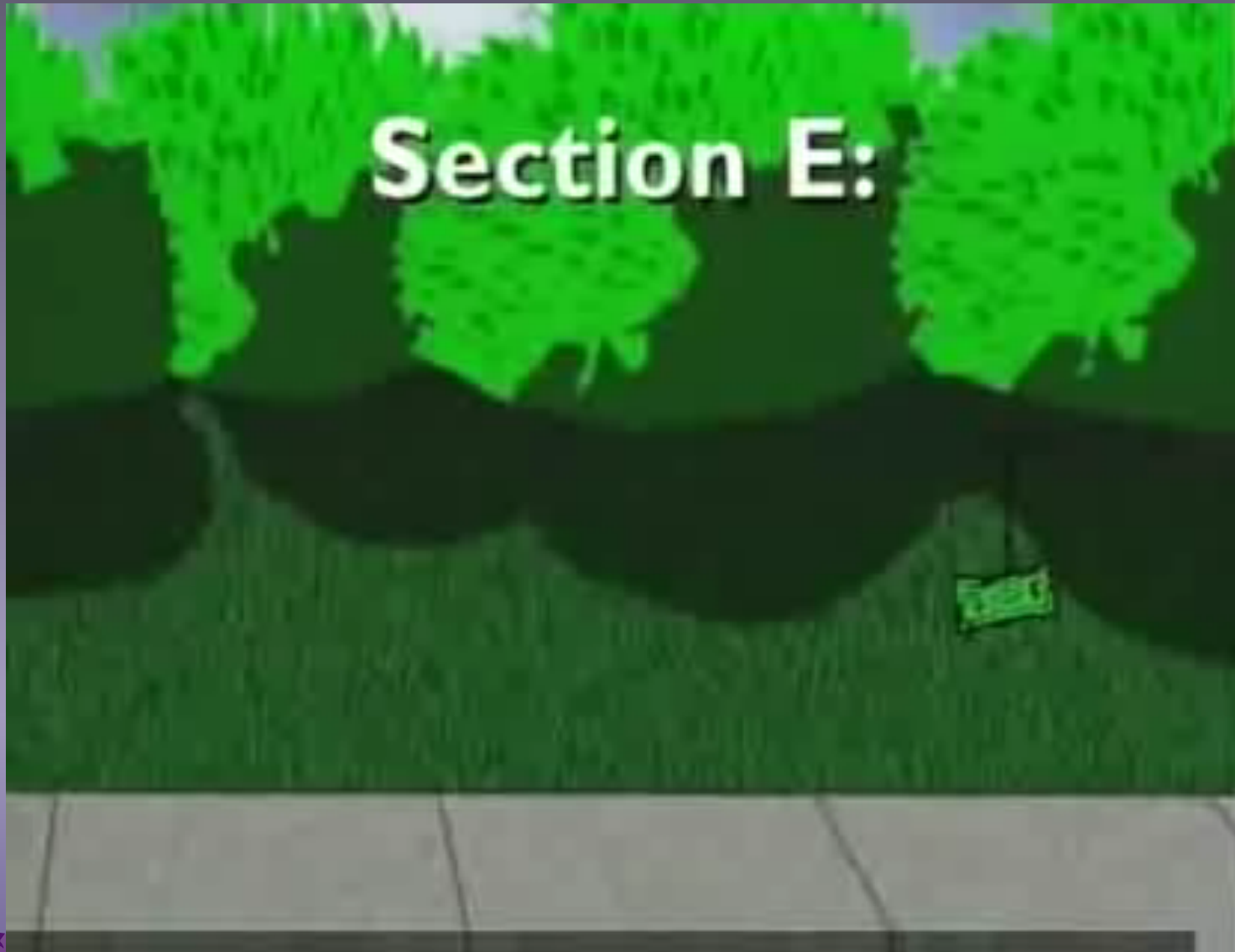


Sitting in a 3.8-metre sea kayak and watching a four-metre great white approach you is a fairly tense experience

MOTIVATION

If there is a better reason to paddle, I don't know what it is.

- Motivation 1

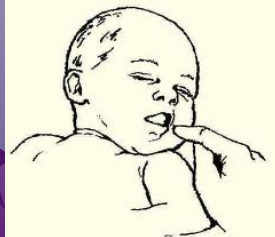


4 Early Motivation Theories

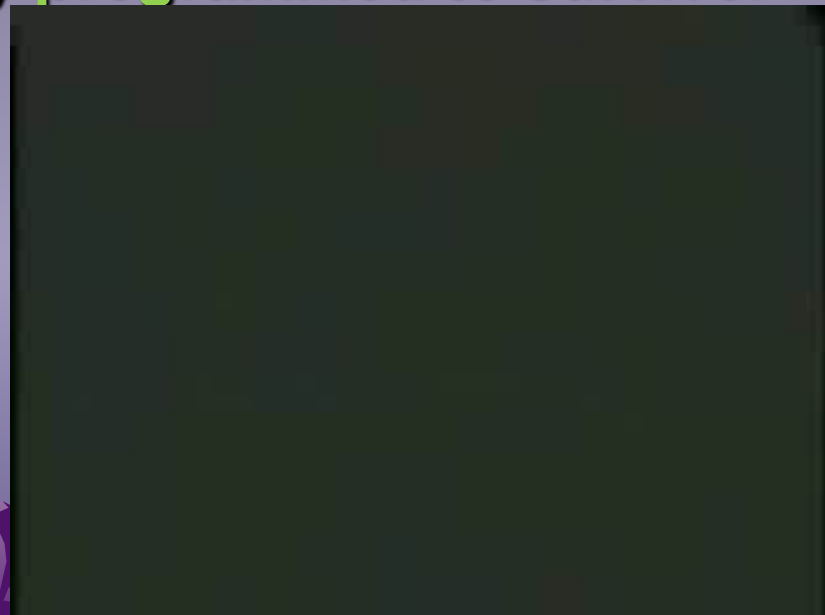
Instinct Theory: we are motivated by our inborn automated behaviors.

But instincts only explain why we do a small fraction of our behaviors

At the heart of this perspective, is the motivation to survive - we are biologically programmed to survive.



Salmon and penguins returning to their birthplace



Drive-Reduction Theory

- The idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need.
- Homeostasis an organisms natural tendency to maintain a steady internal state.



For example, you might be motivated to drink a glass of water in order to reduce the internal state of thirst.

For example, we reduce the NEED to eat by eating.

Incentive Theory



- An **incentive** may be defined as an external goal that has the capacity to motivate behavior. This does not mean that it will always motivate behavior, only that it can.

Arousal Theory

- Sometimes we do not seek homeostasis.
- Sometimes we seek arousal.
- Our needs go beyond reducing drives.



Intrinsic Motivation

- A desire to perform a behavior for its own sake.



INTRINSIC

vs.

EXTRINSIC

A desire to perform a behavior for its own sake and to be effective.



Why are you in AP Psych?

- Interesting
- Curiosity
- Competent

A desire to perform a behavior due to promised rewards or threats of punishment.



Why are you in AP Psych?

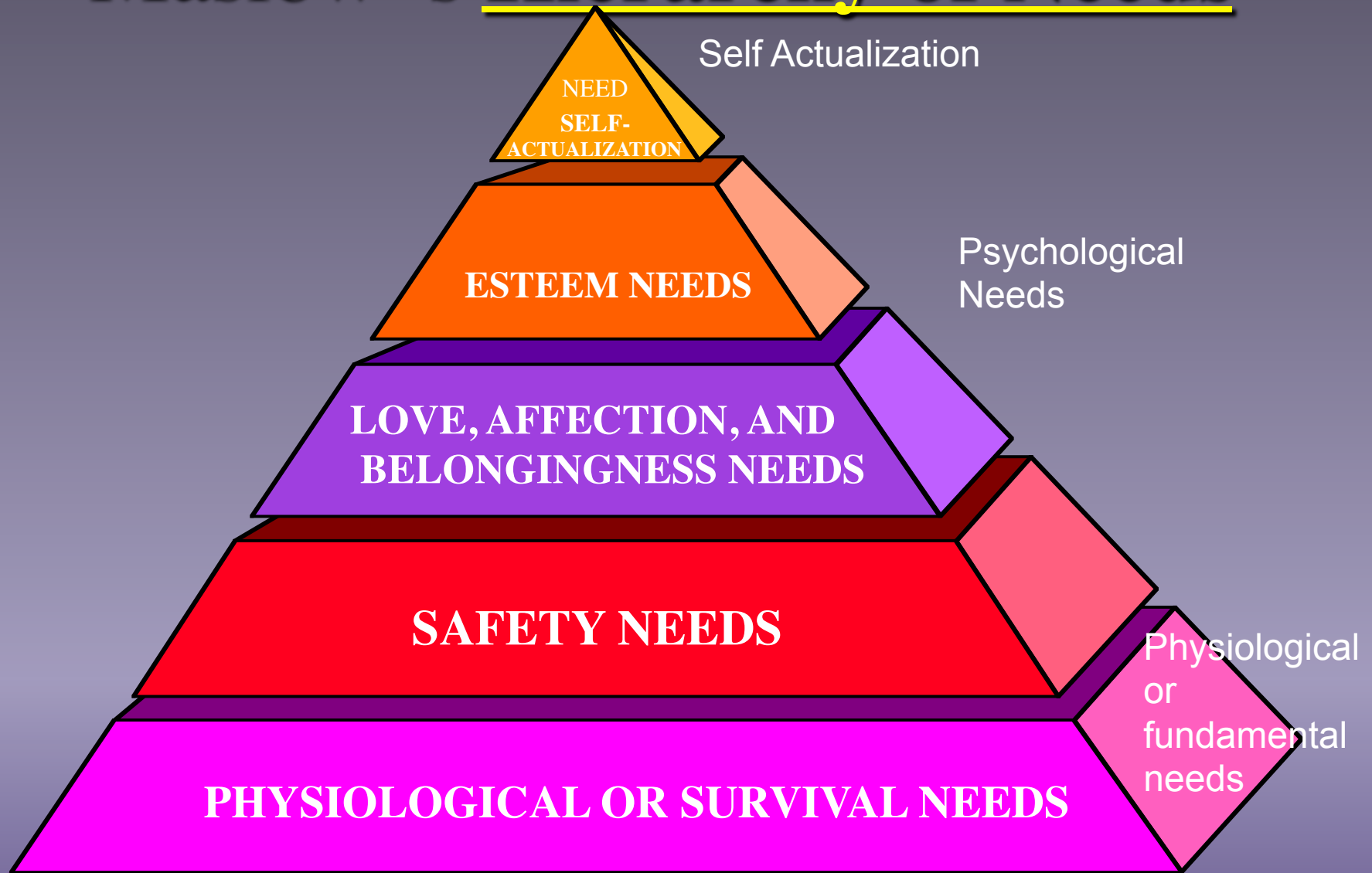
- Parents.
- Need the credit.
- Save money in college.

Maslow's Hierarchy of Needs



<http://www.youtube.com/watch?v=cfR7axtdCoY>

Maslow's Hierarchy of Needs



- **Important to remember, that Maslow's definition of a Self actualized person:**
- **Has no mental illness**
- **Satisfied in basic needs**
- **Fully exploited talents**
- **Motivated by values**



Motivation explained by Hunger



- Hunger: Education Portal Academy

<http://www.youtube.com/watch?v=oxqxNoJoRFc>

Biological Basis of Hunger

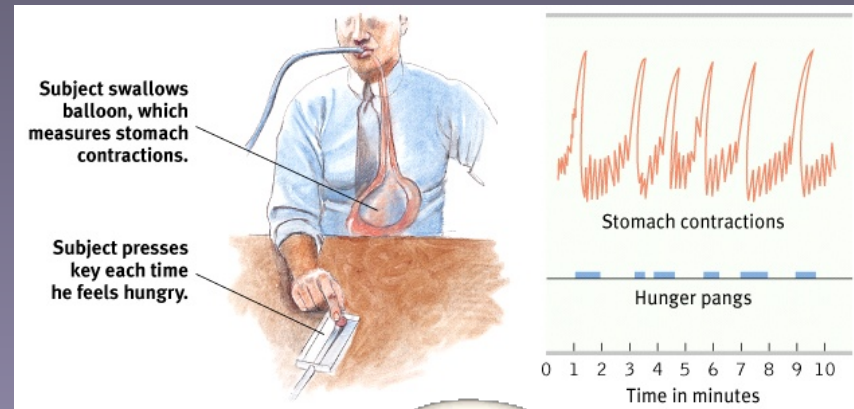
- Hunger does NOT come from our stomach.

It comes from our...

- Brain

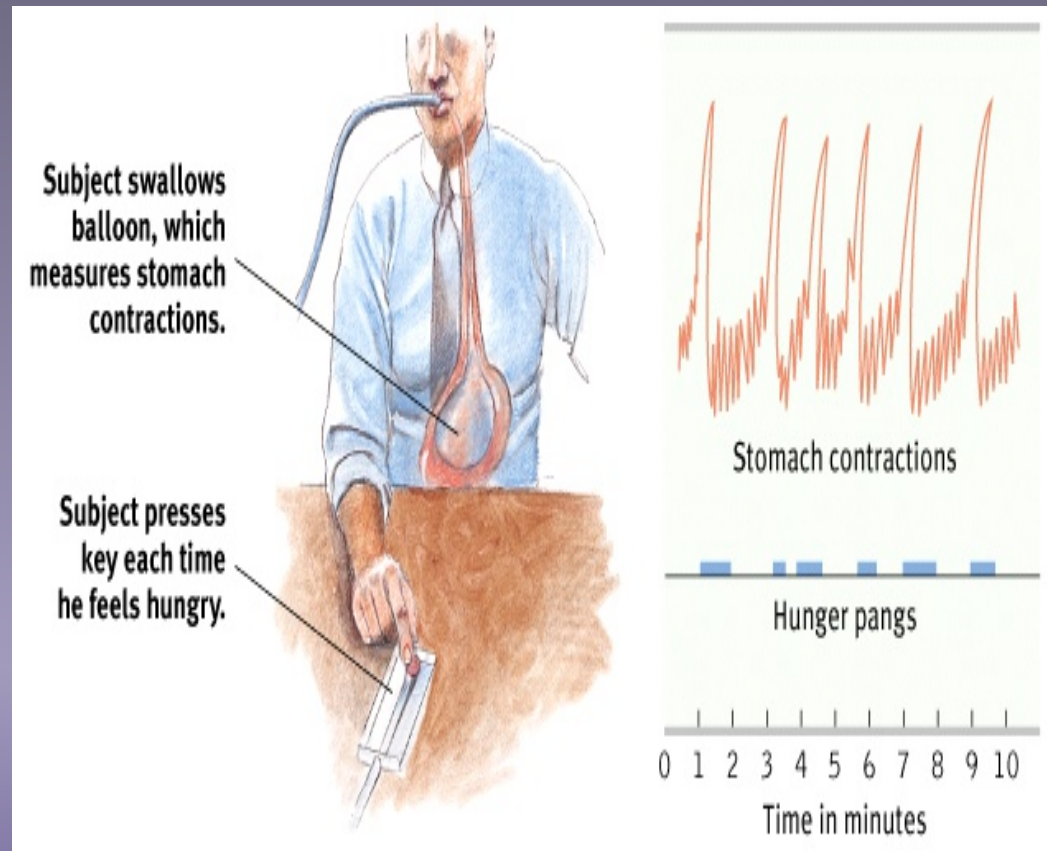
What part of the brain?

- The Hypothalamus

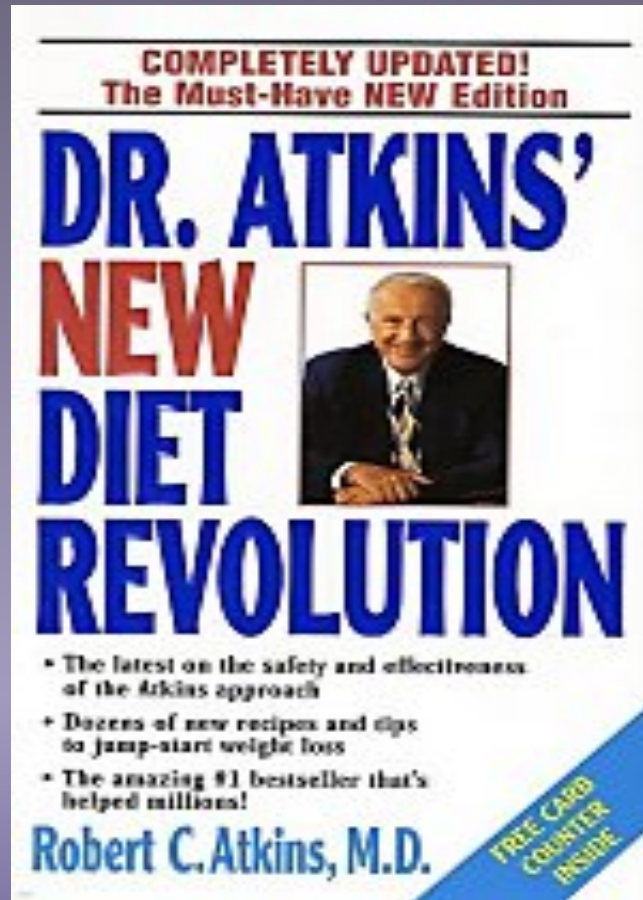


Physiology of Hunger

- Washburn's studies showed hunger was partially related to the stomach.
- **But those with their stomachs removed still feel hunger.**



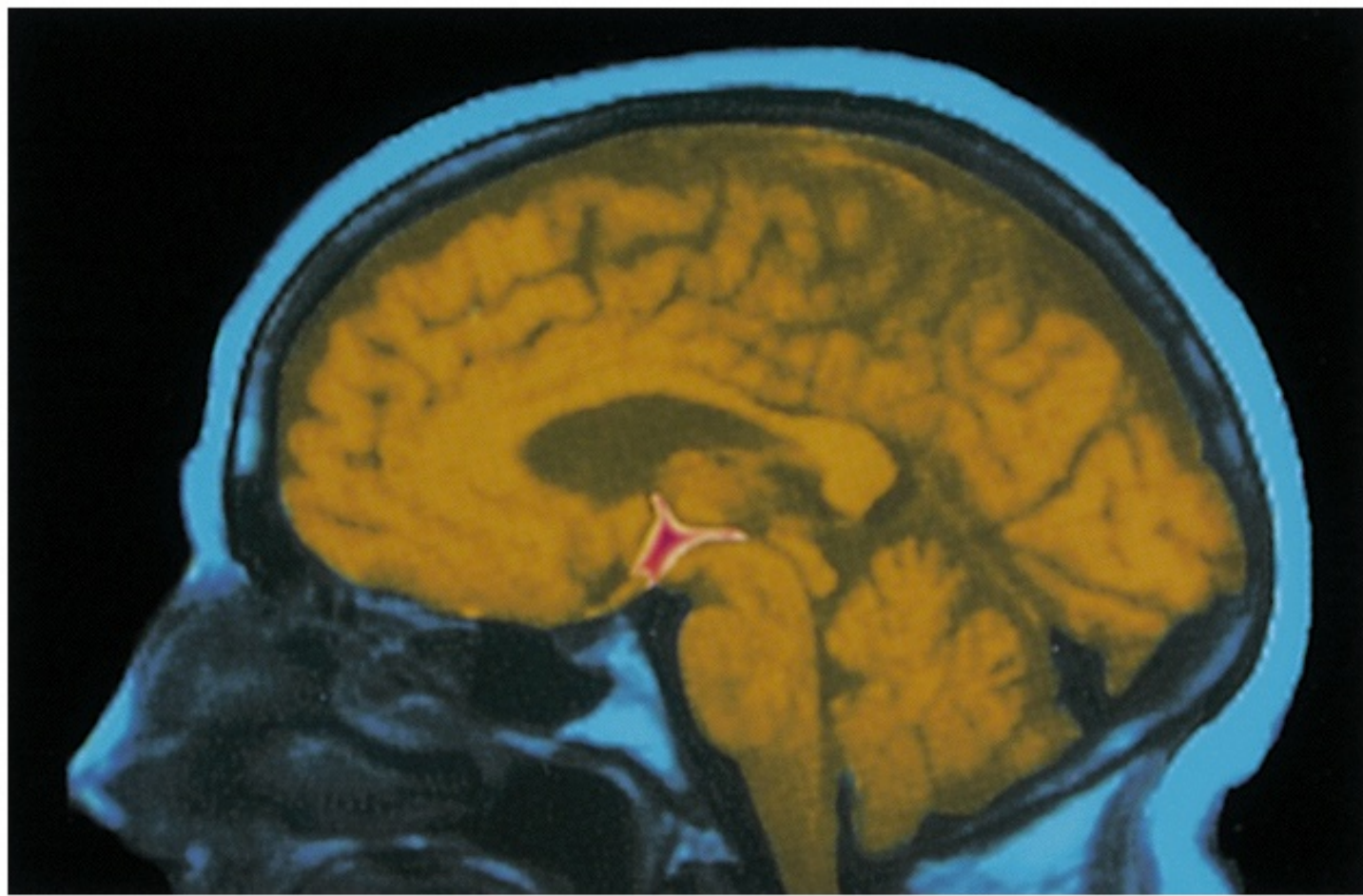
Body Chemistry



- Glucose
- The hormone insulin converts glucose to fat.
- **When glucose levels drop-hunger increases.**

The Brain

In the 1960's it was discovered that hunger comes from.....



The Hypothalamus

Hypothalamus

Lateral Hypothalamus

- When stimulated it makes you hungry.
- When lesioned (destroyed) you will never be hungry again.



Ventromedial Hypothalamus

- When stimulated you feel full.
- When lesioned you will never feel full again.



How does the hypothalamus work?

Two Theories

Leptin Theory

- Leptin is a protein produced by bloated fat cells.
- Hypothalamus senses rises in leptin and will curb eating and increase activity.
- Can leptin injections help me?

Set Point Theory

- Hypothalamus acts like a thermostat.
- We are meant to be in a certain weight range.
- When we fall below weight our body will increase hunger and decrease energy expenditure (Basic Metabolic Rate).
- What happens if we go above our set point?

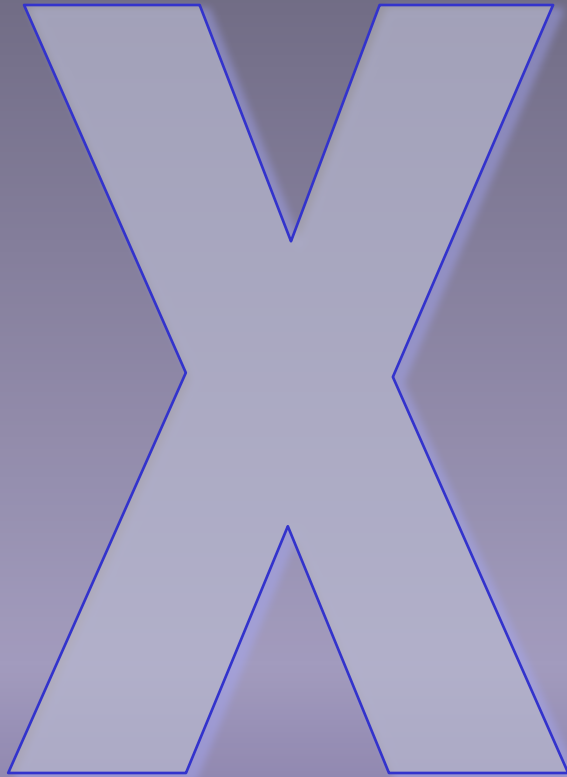
The Psychology of Hunger

- *What psychological and cultural factors influence hunger?*
- *Externals:* people whose eating is triggered more by the presence

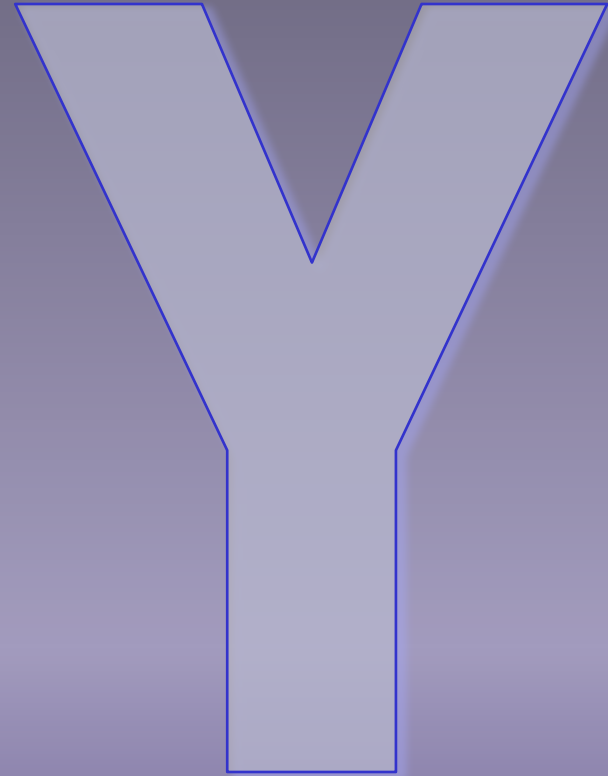


Douglas McGregor, Theories of X and Y

THEORY



THEORY



Theory X

- Assumes that workers are basically lazy, error-prone, and extrinsically motivated by money.
- Must never be trusted and always be watched.
- To work more, they must be given money.



Theory X

- Theory X assumes people dislike work and do whatever they can to avoid it. This leads to the following:
- Because people hate work, they have to be forced, threatened or bribed before they will work hard enough.
- People like to be ordered about, they seek security in authority and go out of their way to avoid taking on responsibility.
- Money is the main motivating force. Issues to do with personal security come second.
- The only creativity most people display is when it comes to avoiding work or finding ways of getting around management edicts.



Theory Y



- Assumes that, given challenge and freedom, workers are motivated to achieve self-esteem and to demonstrate their competence and creativity.

two-factor theory, proposed by Frederick Herzberg

- He also surmised that it is the work itself and what people get out of it, rather than factors such as pay and physical working conditions, that determines job satisfaction.



Taste Preferences

Food taste better and we chew less when we are hungry (beginning of a meal).

Food tastes worse and we chew more when we are not hungry (at the end of the meal).



Its weird, the better the food tastes, the less time we leave it in our mouths.

Culture and Taste



Inside a slaughterhouse.

Taken from different sites on the internet.

Taken from different sites on the
internet.

