

→ DD ne

→ Internet : Knowledge went from  
Exclusive → Democratic →

17.9.18

## Post - Midsem

- Book Report  
Man's Search for Meaning  
- Viktor Frankl

## Motivation

- Same outcome, different reasons for it
- Motivated = Goal directed behaviour

## Views of Motivation

i) Instinct : Hardwired to address certain needs of surv

ex imprinting : Instinct to follow 1<sup>st</sup> large moving object

↳ Mother provides nourishment



Birds don't spend time with parents, No time to learn → fly away

- Building Nests : Even pretty specific nests are hard wired.
  - Only certain Animals have ability to learn skills.

## 2) Daine theory

- We aim to be in equilibrium / Homeostasis
- If disturbed, we seek out the correction
  - ex Thirst for water → Cooler / Dispenser

### Homeostasis

- ~~Bo~~ People differ in the stimulation they seek
  - ex Play with A. c till "just right"
- Finding ideal State  
→ expend Energy

→ Some people not happy unless always excited

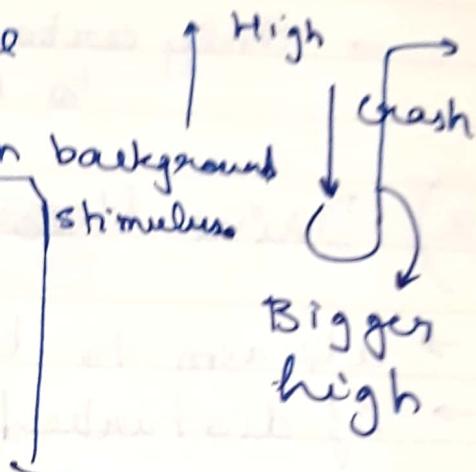
- Others know what is best

ex Drug use, Coffee ↑ High

- Resistance: Body used to certain background stimulus

### 3) Incentive theory

- like operant conditioning
- But more than that .....



### 4) Intrinsic Motivation

### 5) Extrinsic Motivation

ex - Biometric Attendance

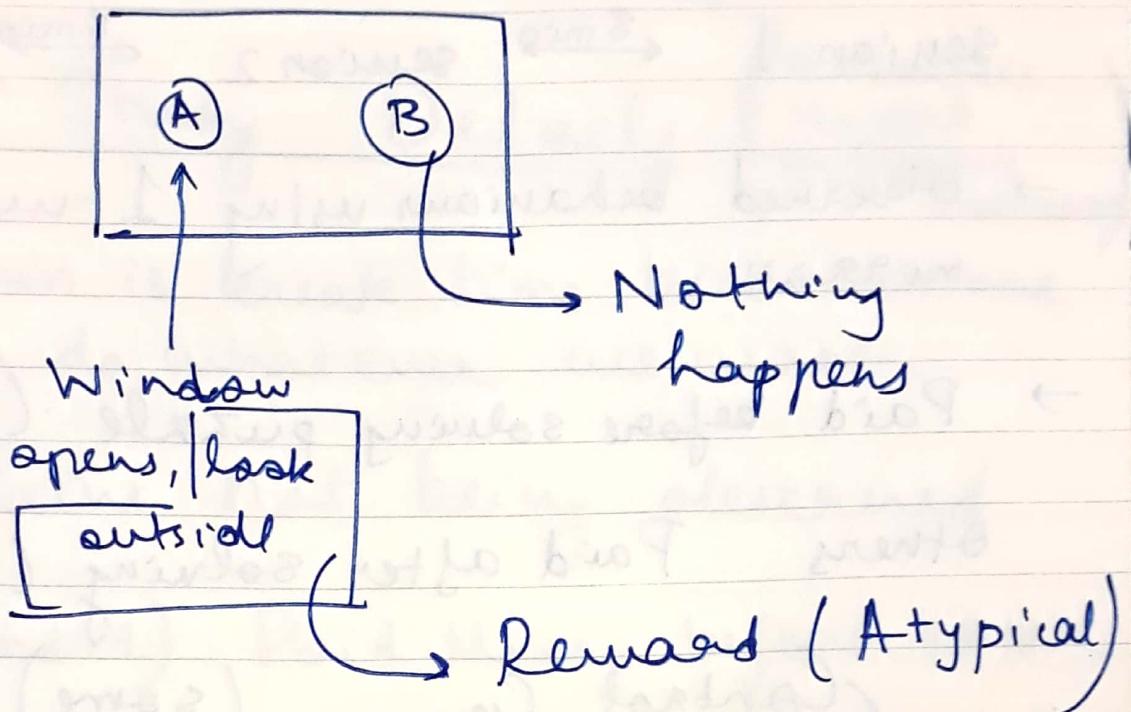
- Takes the fun (If any left-over) out of the process

→ Threshold for Arousal of Nerv. Sys.  
Differs from person to person



Kalat 7<sup>th</sup> Edition

## Monkey - Raisin experiment



- Monkeys learned to paw A in different patterns
  - ↳ Different views
- Empty room: Not interested
- Humans have great interest in other people's lives and stories

# Overjustification Effect

session 1  $\xleftarrow{8\text{ min}}$  session 2  $\xleftarrow{8\text{ min}}$  ses. 3

- Observed behaviour using 1-way mirror
- Paid before solving puzzle (some)

Others Paid after solving (some)

Control Group (some)

→ Performed the best

Verbal Reinforcement (some others)

18.9.18

Drive / Instincts: Primary motives  
(Biological)

Prim: Hunger, Pain avoidance, Sleep etc.

- If hungry for 10 days: Nothing else matters
- Deci Study: Yesterday: External reward decreases intrinsic motivation <

# Today : Secondary Motives

## Deci Study Details (Extrinsic reward on Intrinsic Motivation)

- 8 min is break time b/w sessions, we can do whatever we want
- Believe not being deserved

Exp Cond. 1) Paid Money before break  
" " 2) Paid after break

Money before : Most free time puzzle solving

Money after : Least puzzle solving

Equity : Outcome & effort put in

No Reward : (Not aware ~~for~~ that others are being paid)

→ Control (not paid) in b/w paid before & after.

→ Explanation: Payment

→ Lepper et al (1973)

- 3-5 year olds @ Stanford Nursery
- In free-play made b/w different Achivitely
- Felt tip Marker pens (New in the 70's)  
+ Artist paper
- on Hexagonal Multiside accessible table

No Award

Expected Award

Surprise Award  
(Unexpected)

- Judge does not know about Award / No Award → All kids get Reward

- How much time spent drawing?

- Later after session → Draw?

- Baseline (Free play): People who chose to play with felt tip → called for round 2

Round 2 → Experimental phase.

### Post Experiment felt tip played

No award  
Unexpected Award } from baseline  
No sig. difference  
→ very slightly more engagement in post

Expected Award: ↓ Engagement

# Quality of drawings

→ Expected Award

- Worst drawings
- Maybe because all of them knew we will get award for work regardless of quality

→ No award / Unexpected

- Indistinguishable better drawings

Metanalysis : Quantitative Literature Review

Effect Size : Regression coefficients

↳ How strong is the correlation

Significance : 0.05 → 5% chance

of error

↳ sample size

Metanalysis : Average effect size

weighted by Significance (prob  
(I think))

## Deci et al (1999)

~~RE~~

→ Meta - Analysis

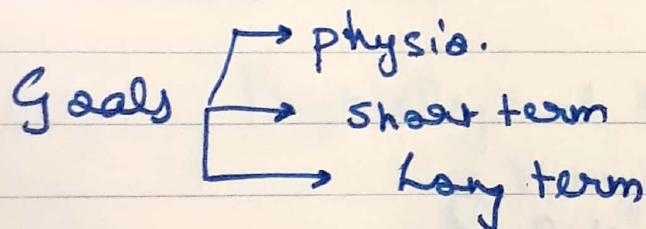
→ Extrinsic Rew → ↓ Intrinsic Motivation

→ Cameron et al (2001)

- Verbal rewards are better
- Certificates have less effect

## Goal Setting

→ Similar abilities wildly different outcomes / achievement



## Goal Specificity

- Short time period goals
- Higher the goal → Better performance
- No Goal → No Responsibility

→ Do your best : Ambiguity, can be good or bad performance

• Subconsciously : People give themselves leeway and benefit of doubt.

### Intensity

- Thinking deeply : Problem always at the back of our mind.
- Leads to commitment

### Commitment

→ Important : Perceived Importance

### Trade offs

- possible : feasible?
- effort
- time
- other values : "What priority you associate with work in your life"

- Ability : perception of it
- Self Efficacy : Belief ~~in~~ that we can do it

## Leadership

- Ability to motivate employees in corporate settings.
- Should not be made extrinsic : Self rewarding : Develop Intrinsic Motivation

## Maslow : Motive Hierarchy

Physiological Need

→ Hunger, thirst, ....



Safety

→ Feeling safe also imp  
→ Law and Order, ex. None in Kashmir

→ If no safety : Only think about safety.



Belongingness

→ Early Man : Small Bands of Hunter-gatherers

→ We seek out / want a group



Esteem : Self Esteem

- May come alone belongingness
- Do well, Successful for some
- Command Respect

Self Actualization (concerned with self)

- Everything is positive
- Have achieved potential (entirely?)
- May happen in phases



Self Transcendence (Beyond Self)

- ex Becoming one with the world
- Stop eating
- have achieved goals, am satisfied
- ex Mother Teresa
- More than service, beyond self
- ↓ Need for lower levels.

## Keys (1950)

- Deprived people of food (2 weeks)  
(just enough to survive)
- All conversation / thoughts revolved around food
- Getting used to hunger is difficult

## Oishi et al (1999)

- Poor Countries
- Unemployment benefits
  - No health care
  - pension
- ⇒ No help from state, taking matters into their own hands.
- Financial Security of utmost importance  
"Money takes care of everything"

24.9.18

## Social Machines (SMs)

- Some examples of SMs
- Measurement of Social Machines
  - Ambiguous Stimulus (Projective tests)

→ What you write about the picture reflects what you feel

Project your Emotion  
upon the Stimulus

ex Pictures / Ink blots (Rorschach tests)

→ Mental illness : Disturbing Stories with patterns

→ Normal ppl : Random Stuff

(2) Personality Questionnaires

→ How would you behave / react  
in situation X

(3) Situational tests

Act dummy extreme case

## Need for Achievement

- Battren  
→ Winter Battren 21 Boys  
Winter bottom (1953)  
• Questionnaire  
    ↗ Higher Achievement  
    ↘ Lower Achievement

- Higher Achievement : Parents / Mothers give them freedom / independence to explore.
- Need for Achievement & Child rearing?  
    ↳ Mastery
- Indian (Restrictive) child rearing discourages Achievement / Mastery?
- Moderately challenging (Not Unrealistic)  
    ↳ difficult
- High Achievement : Don't work for Money  
    ↳ ex Home maker : No credit for work

→ McClelland

- Children's Stories to Gauge Need for Achievement (In a Society)
- McClelland Study:

### Catholic Vs Protestant

Powers Supreme

Direct Relation with God  
→ Read Bible

"Try your best for God"

Lower achievement than Protestants

Work is Worship,  
higher need for Achievement

→ Another Social Motive: Power Motivation

- Lower Class: Aggression
- Upper Class: Flaunting Wealth

25. 9. 18

→ Self Actualization Motive : Maslow's Hierarchy

## Motivational Conflict

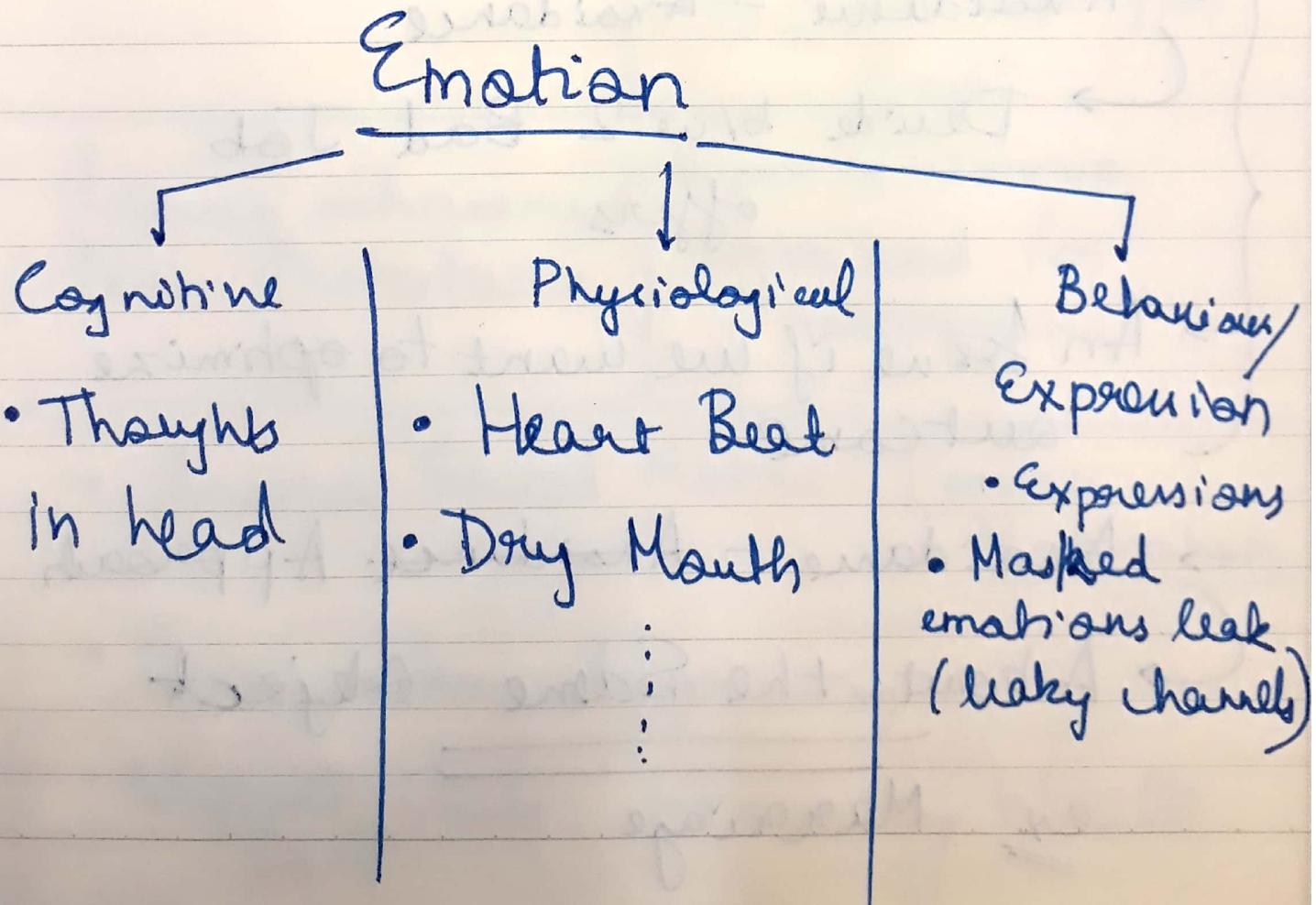
- Decide b/w 2 Great Job Offers
  - Approach - Approach
- Approach - Avoidance
  - 2 different
  - Avoidance - Avoidance
    - Decide b/w 2 Bad Job offers
- An issue if we want to optimize outcome
- Avoidance - Avoidance Approach
  - About the Same Object
- ex Marriage

→ 2 Objects, each with Pros - Cons

- List out both with Pros/ Cons

- Make Rational Choice

- If Preference for one, take it knowing what you will be missing out on.



## James-Lange Theory

→ Physiological State (according to situation) Interpreted as Emotion.

- We first Notice Physiological State



Then we realise we are experiencing Emotion

[OR] (Not James-Lange)

Experience



Arousal

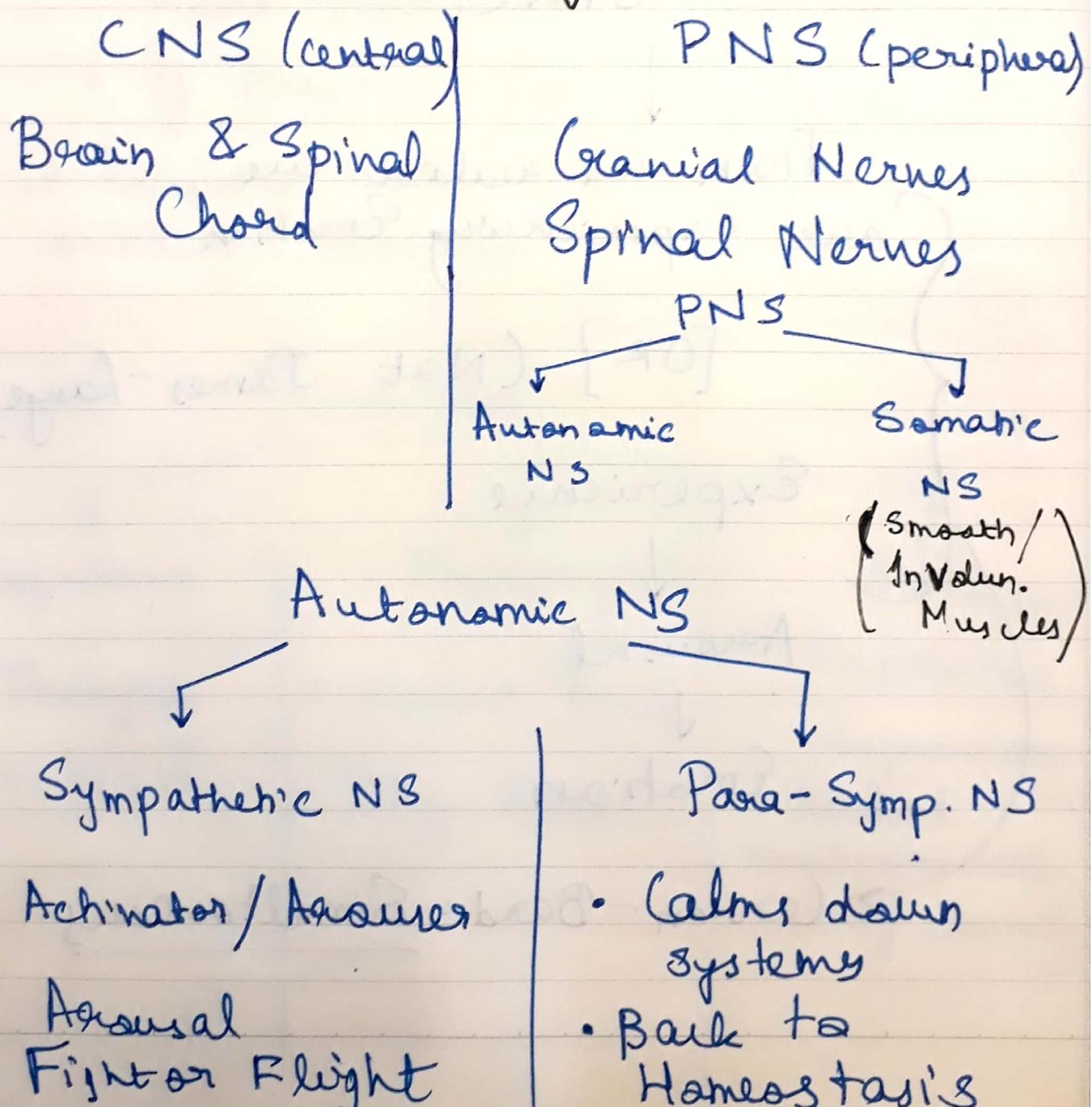


Emotion

→ Cannon-Bard : Simultaneity

2 factor Theory : similar to  
James Lange  
→ derives from it.

## Biology of Emotion



Recap

Cortex : Conscious per.

Amygdala : Seat of Emotion

↳ M.B.

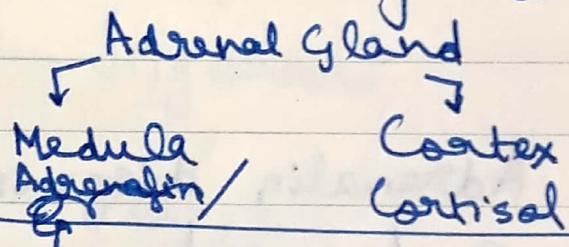
### Criticisms of James-Lange

Autonomic NS      ↔ Endocrine System

Adrenalin = Epinephrine

King = Pituitary gland

Experiment



Inject with Adrenalin (= Epinephrine)

Does not produce Emotion

- Lower Spinal Injuries: No emotional changes
- 25 Soldiers  
Date \_\_\_\_\_  
Where more injured but ... still (!)
- Upper Spinal Injuries:
- Ability to experience emotion ↓
  - Dissociated feeling

Conclusion: Not all emotion in Amygdala

## Spill-Over Effect (1962)

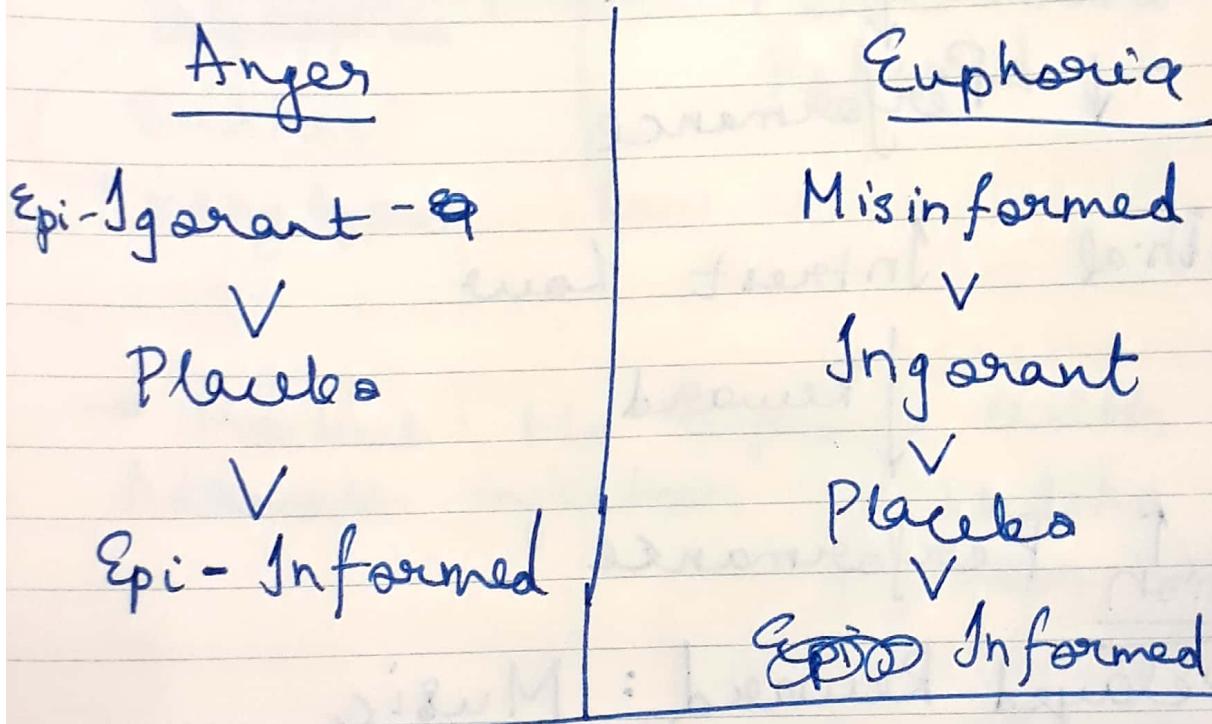
Schacter & Singer  
told improves eyesight

- Adrenalin disguised as 'Suproxin' & Injected

Some other unrelated effects claimed

But called Suproxin	Ignorant	Misinformed	Placebo
<ul style="list-style-type: none"> <li>Informed</li> </ul> <p>→ Knew Adrenalin → Informed about effects true</p>	<ul style="list-style-type: none"> <li>Suproxin</li> <li>No effects</li> </ul> <p>Informed</p>	<p>"feet will become numb"</p>	<ul style="list-style-type: none"> <li>→ told about effects</li> </ul>

- Actor 1 → Comes & Shows joyful behavior
- Actor 2 → Insults / Angers
- Cognitive Arousal + Situation  
→ Emotion

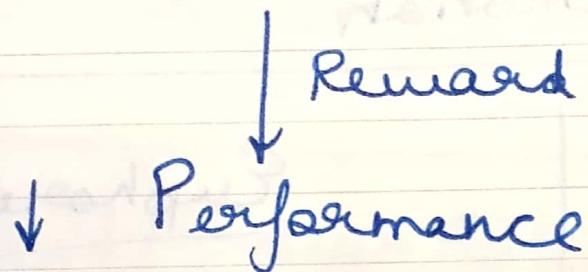


- Maslach Experiment Conclusions:
  - Negative emotions are stronger we require less time to exp. them
  - Positive emotions require will / cognition, processing, time

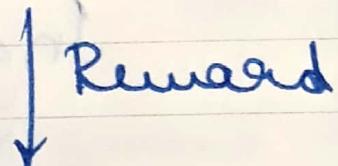
ex local train travel

~~27.9.18~~ H.W : Write your reaction to the Book  
~~12, Times New Roman~~  
→ Recap : Motivation

Initial Interest High



Initial Interest Low



↑ Performance  
Exception

→ Delayed Reward : Music

Learning is slow, reward in this case may work. (Help)

→ Despite Intensive Motivation

# Cognition & Emotion

Arousal

High

Rage

Excitement

Fear

Euphoria

Anger

Happiness

Anxiety

-ve

Boredom

(Rumination + Arousal)

Depression

Sadness

many types

Low

(value) + ve  
Valence

Contentment

Relaxed

→ Maybach: No Euphoria with Adrenalin injection (Unlike power experiment)

Emotion Precedes Cognition

→ Fear is such (and Anger)

→ Nerve fibers go from eyes to Amygdala directly

→ Monkey with ↓ Amygdala → extreme fear

→ Amygdala (emotion) ~~data~~ esp. done for fear & Anger

# Subliminal Messages

Whalen et al

→ Message flashed for fraction of a second

- Increased activity in Amygdala of those who saw frightened eyes Vs. Normal eyes.
- Chinese Char. (1 diographs) presented after happy/sad ~~sadness~~ emotion words → FMRI

## Facial Expressions

→ Pencil in the lips

↳ • makes people smile

• They become Happier

→ Botox Injections

- Paralyze frowning Muscles
- Depression becomes better

after 2 months.

## Detecting Emotion

- Subtle Expressions (Mirror Neurons, picking / resting cups)
  - 10s clip enough for people ~~gaze~~ to gauge whether teacher likes / admires student
- $\frac{1}{10^{th}}$  sec enough to make judgement
  - Impression of Alievacy
- Rosenthal & Hall (1979)
  - 2s enough .....

## Gender & Decoding expression

- [Hall]
- Women are better than men at gauging emotions.