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# Chapter 12: Motivation and Emotion

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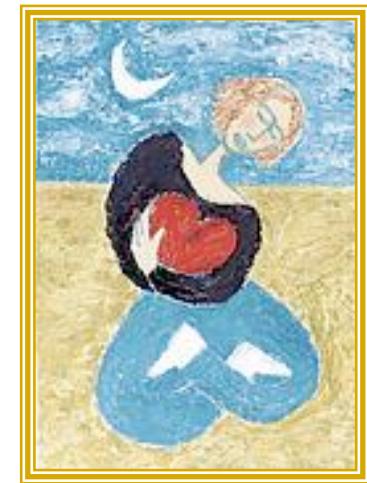
# Lecture Overview



- Theories and Concepts of Motivation
- Motivation and Behavior
- Theories and Concepts of Emotion
- Critical Thinking about Motivation and Emotion

# Important Definitions

- **Motivation:** set of factors that activate, direct, and maintain behavior, usually toward some goal
- **Emotion:** subjective feeling including arousal, cognitions, and expressions



# Theories and Concepts of Motivation

Theory	View
<i>Biological Theories</i> <b>1. Instinct</b> <b>2. Drive-Reduction</b> <b>3. Arousal</b>	Motivation results from behaviors that are unlearned, uniform in expression, and universal in a species. Motivation begins with a physiological need (a lack or deficiency) that elicits a drive toward behavior that will satisfy the original need. Organisms are motivated to achieve and maintain an optimal level of arousal.
<i>Psychosocial Theories</i> <b>4. Incentive</b> <b>5. Cognitive</b>	Motivation results from environmental stimuli that “pull” the organism in certain directions. Motivation is affected by attributions, or how we interpret or think about our own or others’ actions.
<i>Biopsychosocial Theory</i> <b>6. Maslow’s Hierarchy of Needs</b>	Lower motives (such as physiological and safety needs) must be satisfied before advancing to higher needs (such as belonging and self-esteem).

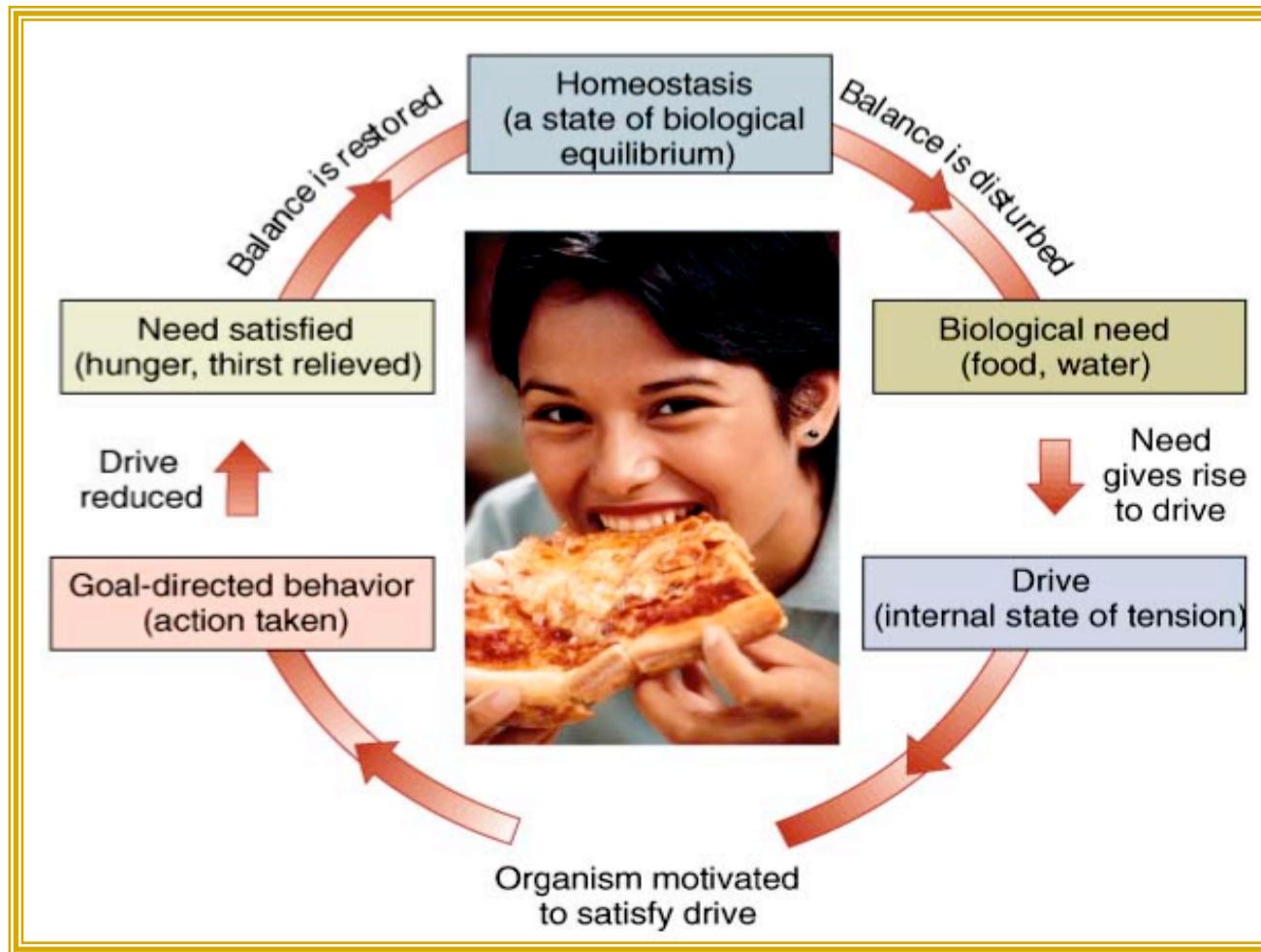
# Theories and Concepts of Motivation: (Major Theories of Motivation)

## ■ Biological Theories:

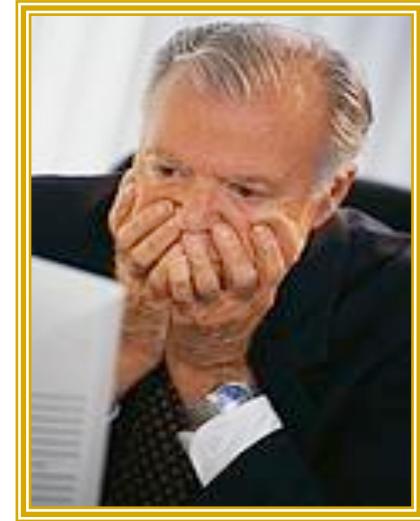
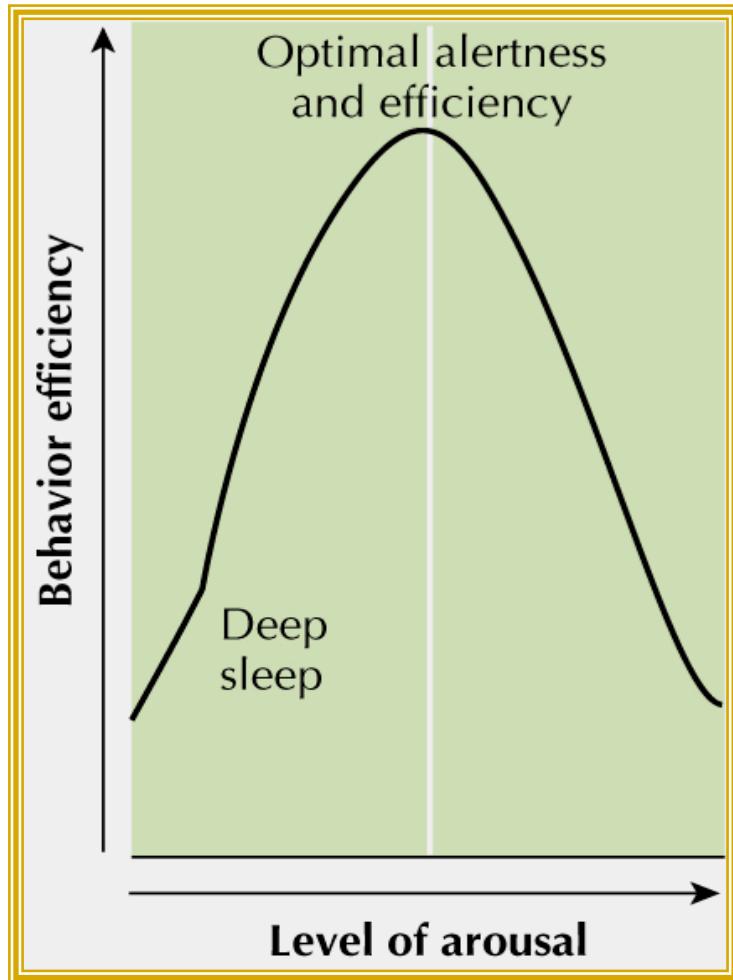
1. **Instinct**--inborn, unlearned behaviors universal to species explain motivation
2. **Drive-Reduction**--internal tensions “push” toward satisfying basic needs
3. **Arousal**--motivated toward optimal level of arousal



# Drive-Reduction Theory



# Arousal Theory

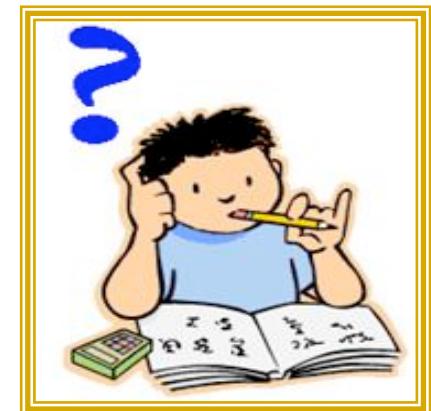


- People seek an optimal level of arousal that maximizes their performance.

# Theories and Concepts of Motivation: (Major Theories of Motivation Cont.)

## ■ Psychosocial Theories:

1. Incentive -motivation results from the “pull” of external environmental stimuli
2. Cognitive -motivation affected by attributions and expectations.



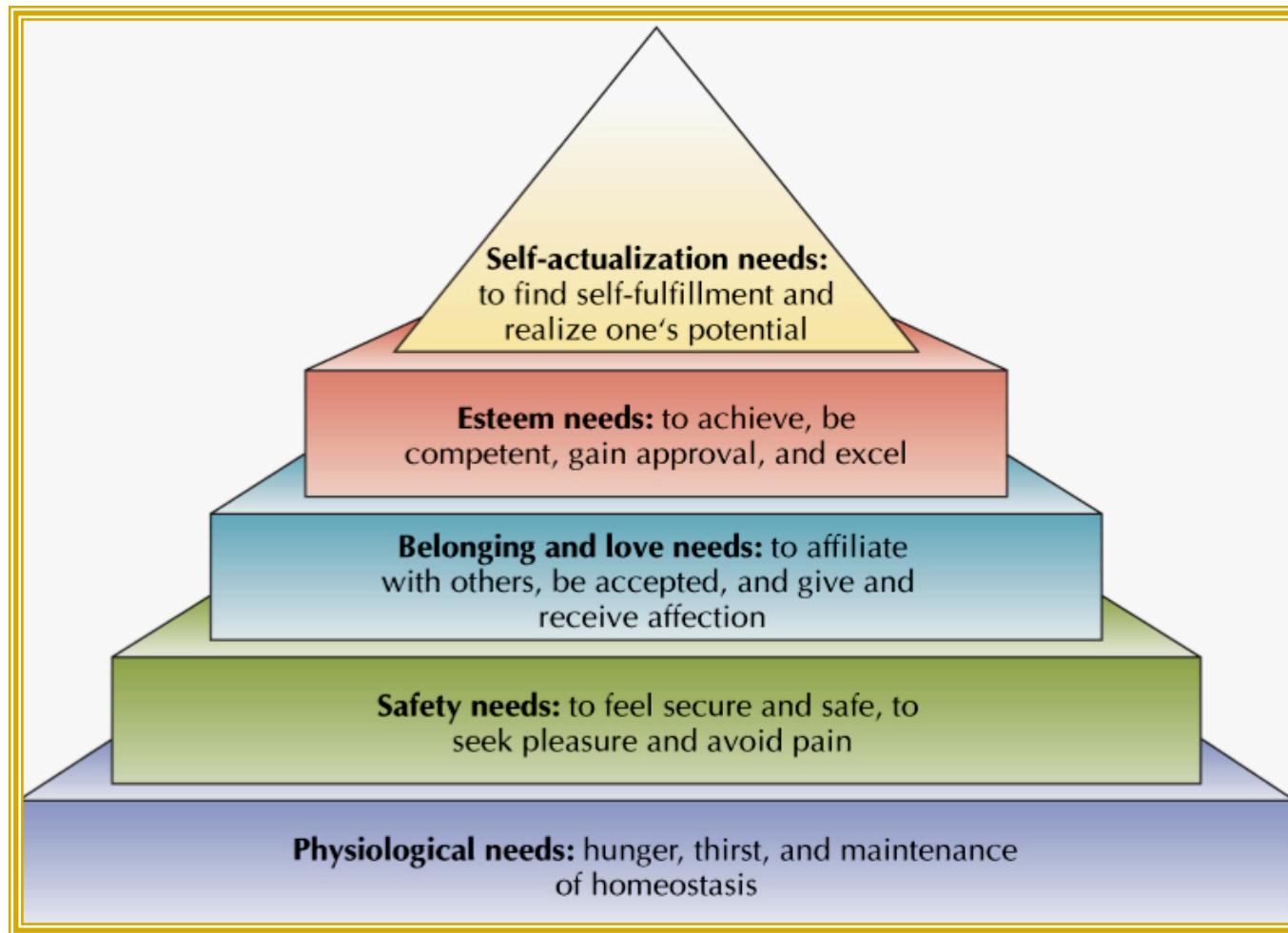
# Theories and Concepts of Motivation: (Major Theories of Motivation Cont.)

## ■ Biopsychosocial Theory:

1. **Maslow's hierarchy of needs:**  
interaction of biological,  
psychological, and social  
needs; lower motives  
(physiological and safety)  
must be met before higher  
needs (belonging, self-esteem)

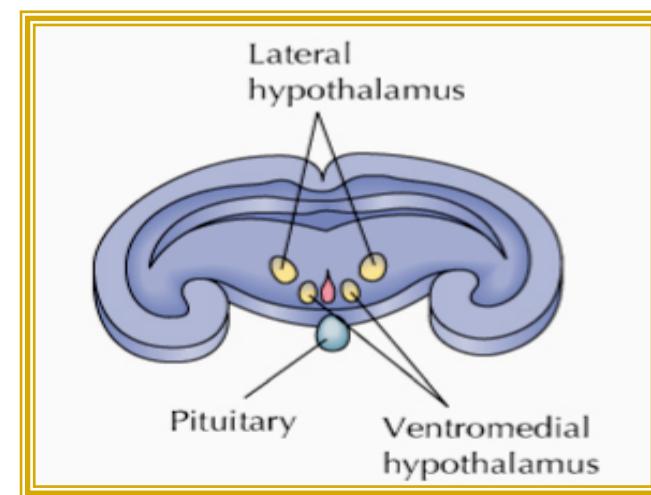


# Maslow's Hierarchy of Needs



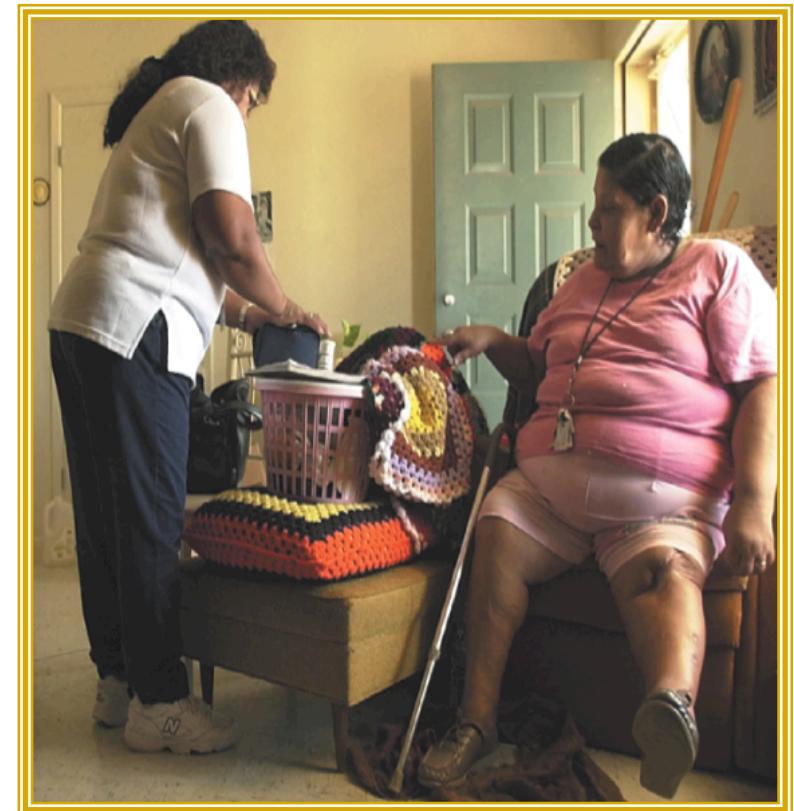
# Motivation and Behavior— Hunger and Eating

- Biological factors:  
stomach, biochemistry,  
the brain
- Note the size difference  
in the rats. The rat on  
the left had the  
ventromedial area of its  
hypothalamus  
destroyed.



# Motivation and Behavior— Hunger and Eating

- Psychological factors:  
visual cues, cultural  
conditioning
- Obesity is common for  
Pima Indians in U.S.,  
but not for those in  
nearby Mexico with  
traditional diet.



# Hunger and Eating--Eating Disorders

- Obesity appears to result from numerous biological and psychosocial factors
- Anorexia nervosa and bulimia nervosa are both characterized by an overwhelming fear of becoming obese and explained by multiple biological and psychosocial factors



# Hunger and Eating--Eating Disorders

## *Symptoms of Anorexia Nervosa*

- Body weight below 85% of normal for one's height and age
- Intense fear of becoming fat or gaining weight, even though underweight
- Disturbance in one's body image or perceived weight
- Self-evaluation unduly influenced by body weight
- Denial of seriousness of abnormally low body weight
- Absence of menstrual periods
- Purging behavior (vomiting or misuse of laxatives or diuretics)

## *Symptoms of Bulimia Nervosa*

- Normal or above-normal weight
- Recurring binge eating
- Eating an amount of food that is much larger than most people would consume
- Feeling a lack of control over eating
- Purging behavior (vomiting or misuse of laxatives or diuretics)
- Excessive exercise to prevent weight gain
- Fasting to prevent weight gain
- Self-evaluation unduly influenced by body weight

# Motivation and Behavior— Achievement

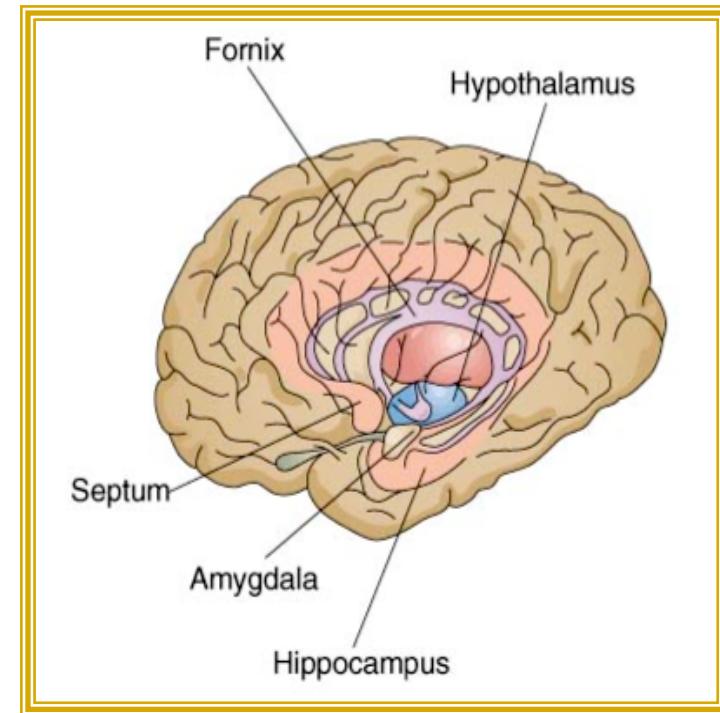
- **Characteristics of a high need for achievement (nAch):**
  - Prefers moderately difficult tasks
  - Prefers clear goals with competent feedback
  - Competitive
  - Prefers responsibility
  - Persistent
  - More accomplished



# Theories and Concepts of Emotion

- Three Components of Emotion

1. **Physiological-**  
arousal comes from  
brain (particularly  
the limbic system)  
and autonomic  
nervous system  
(ANS)



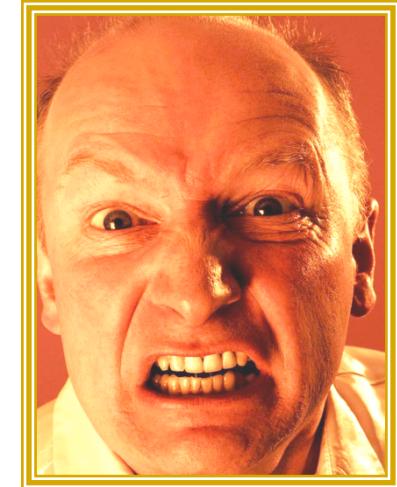
# Physiological Component and the Autonomic Nervous System (ANS)



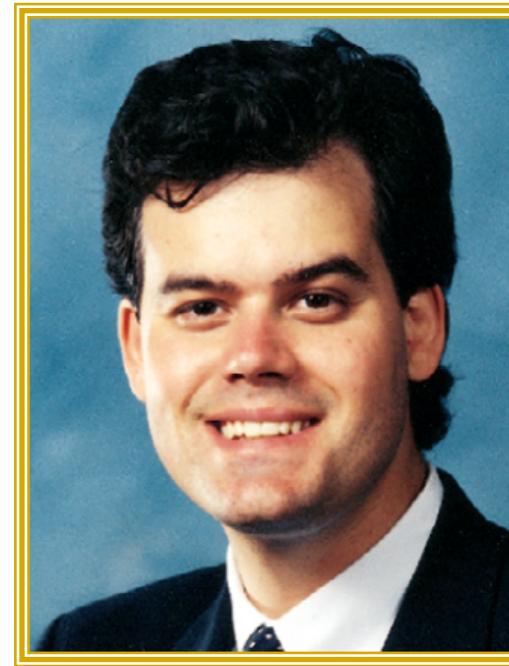
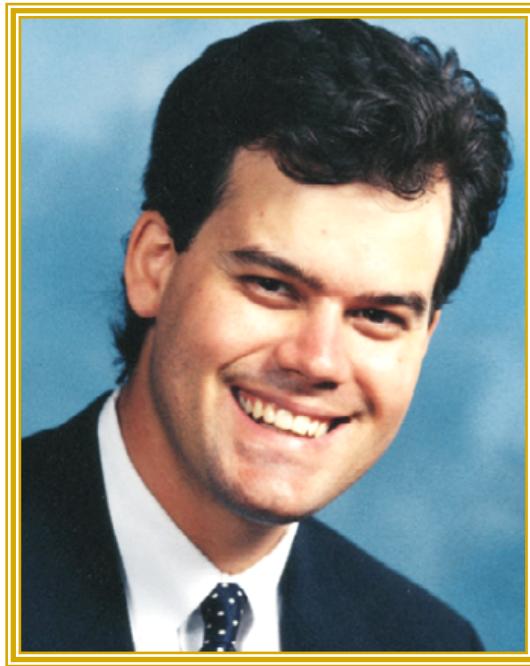
Sympathetic		Parasympathetic
Pupils dilated	Eyes	Pupils constricted
Dry	Mouth	Salivating
Goose bumps, perspiration	Skin	No goose bumps
Respiration increased	Lungs	Respiration normal
Increased rate	Heart	Decreased rate
Increased epinephrine and norepinephrine	Adrenal glands	Decreased epinephrine and norepinephrine
Decreased motility	Digestion	Increased motility

# Theories and Concepts of Emotion

- Three Components of Emotion (Continued)
  2. Cognitive-thoughts, values and expectations
  3. Behavioral-expressions, gestures, and body positions



# Theories and Concepts of Emotion



- Can you identify the social smile versus the genuine, “Duchenne” smile? Real smiles involve muscles around both the eyes and cheeks.

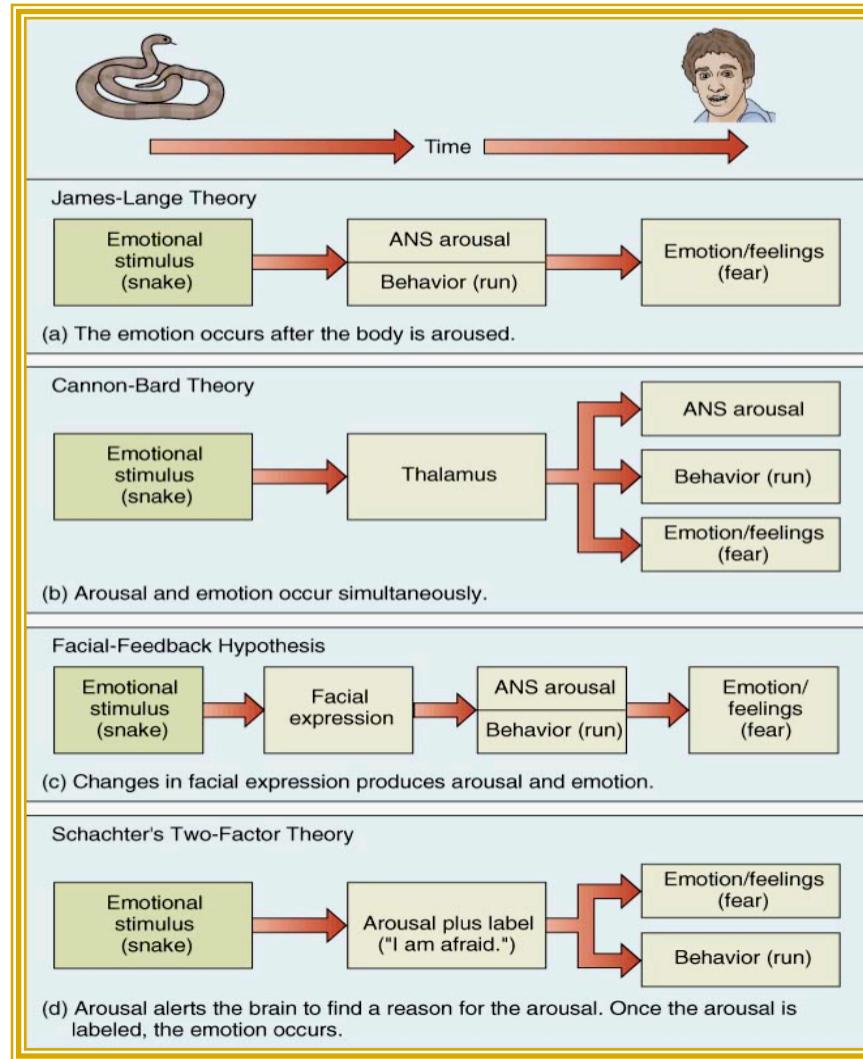
# Theories and Concepts of Emotion--

## Four Theories of Emotion

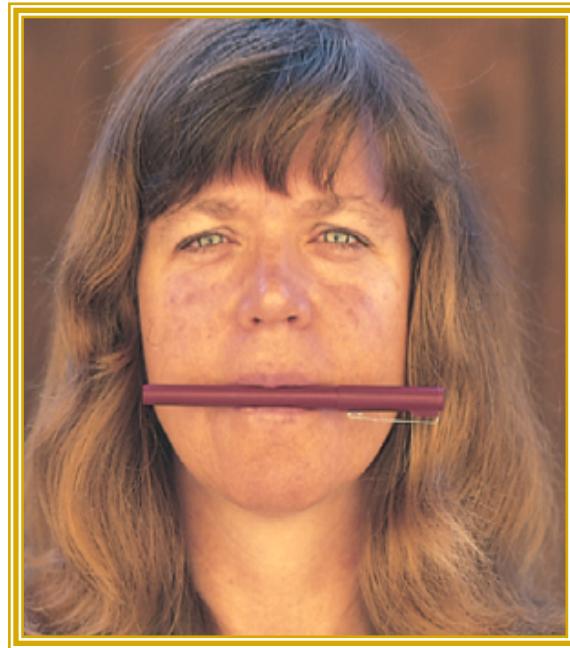
- James-Lange (emotions occur after arousal)
- Cannon-Bard (arousal and emotion occur simultaneously)
- Facial-Feedback (facial movements elicit arousal and specific emotions)
- Schachter's Two-Factor (arousal leads to search for label and then emotion occurs)

# Theories and Concepts of Emotion:

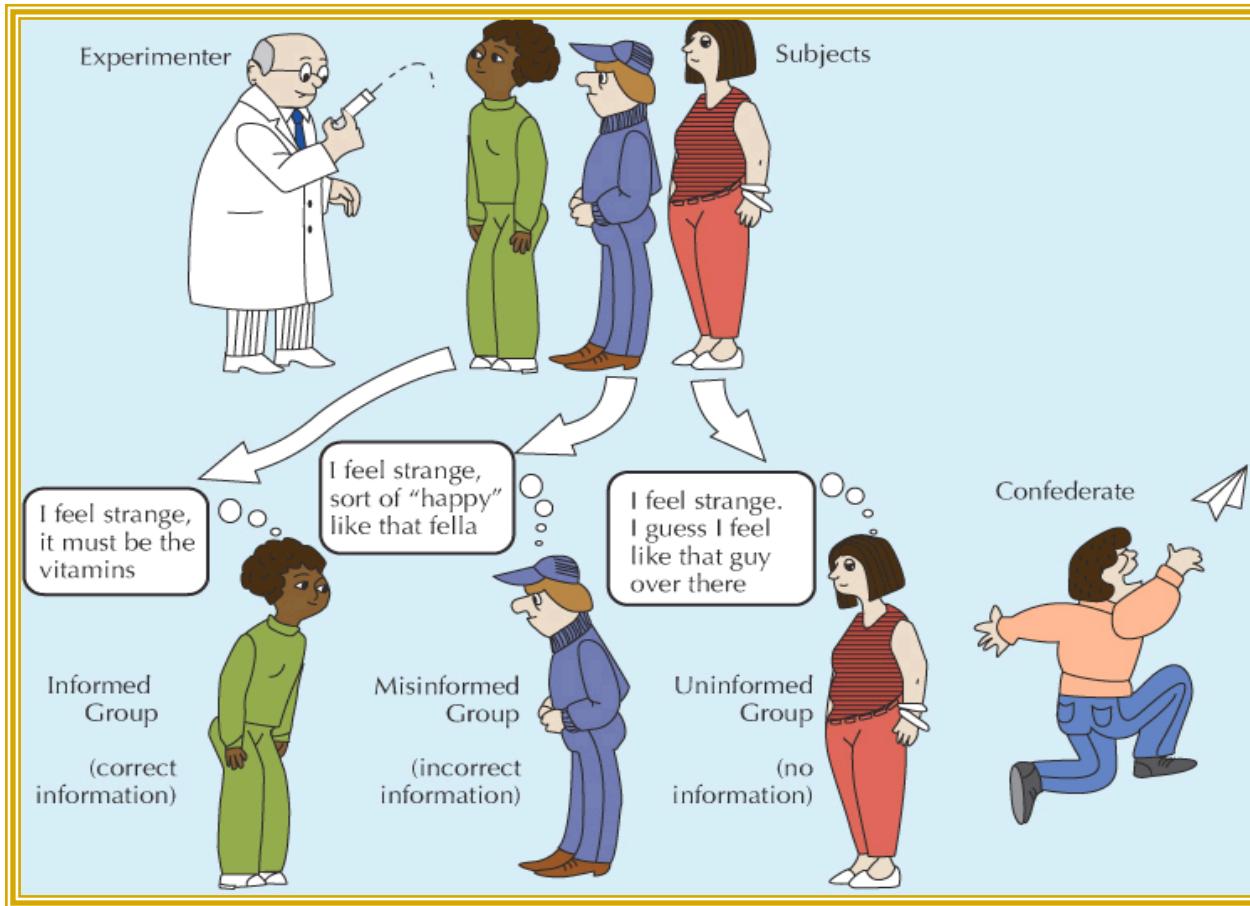
## ■ Overview of Four Theories of Emotion



# Can You Explain Why Pleasant Feelings Increase When Teeth Show?



# What Theory of Emotion is Portrayed in this Figure?

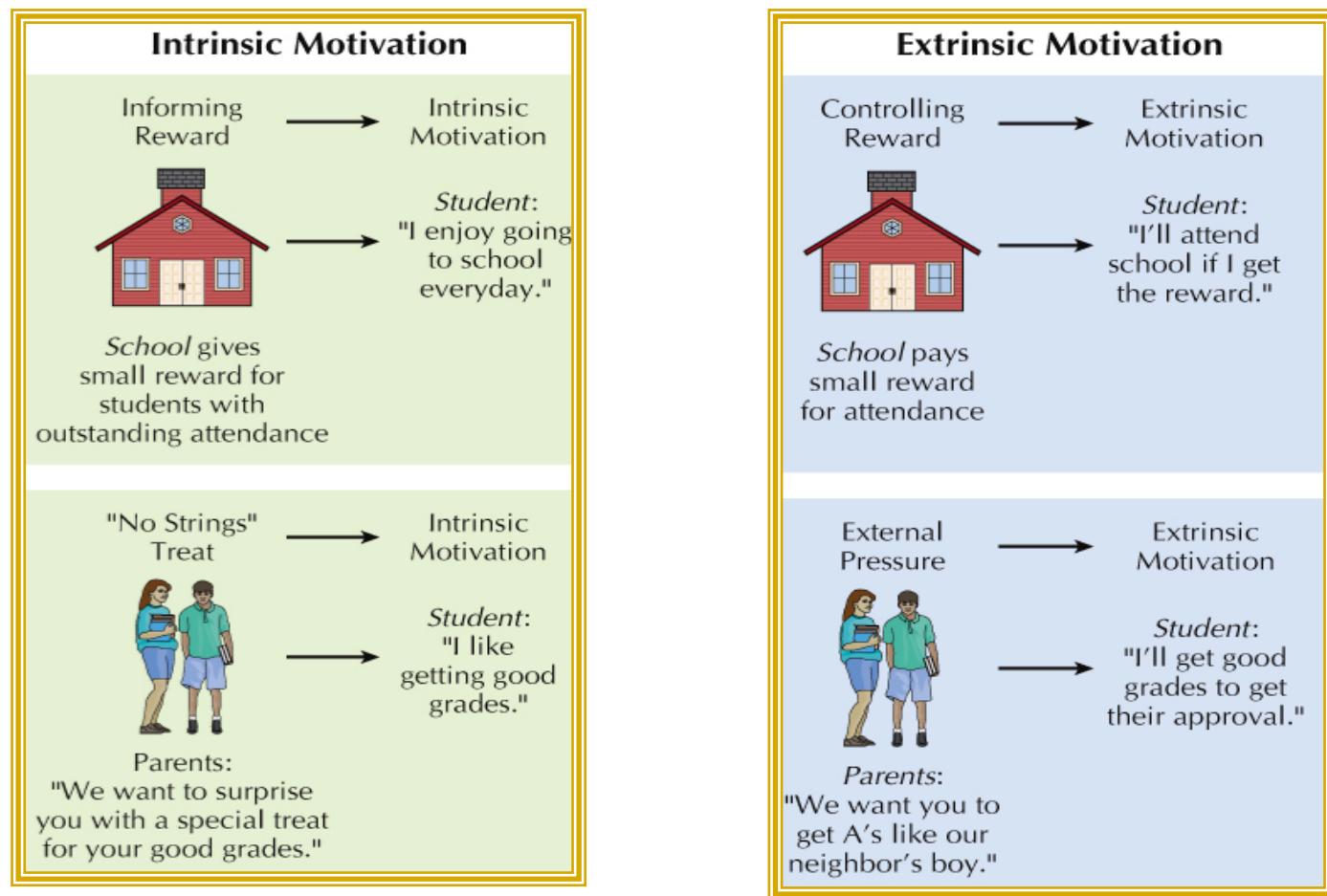


# Critical Thinking about Motivation and Emotion



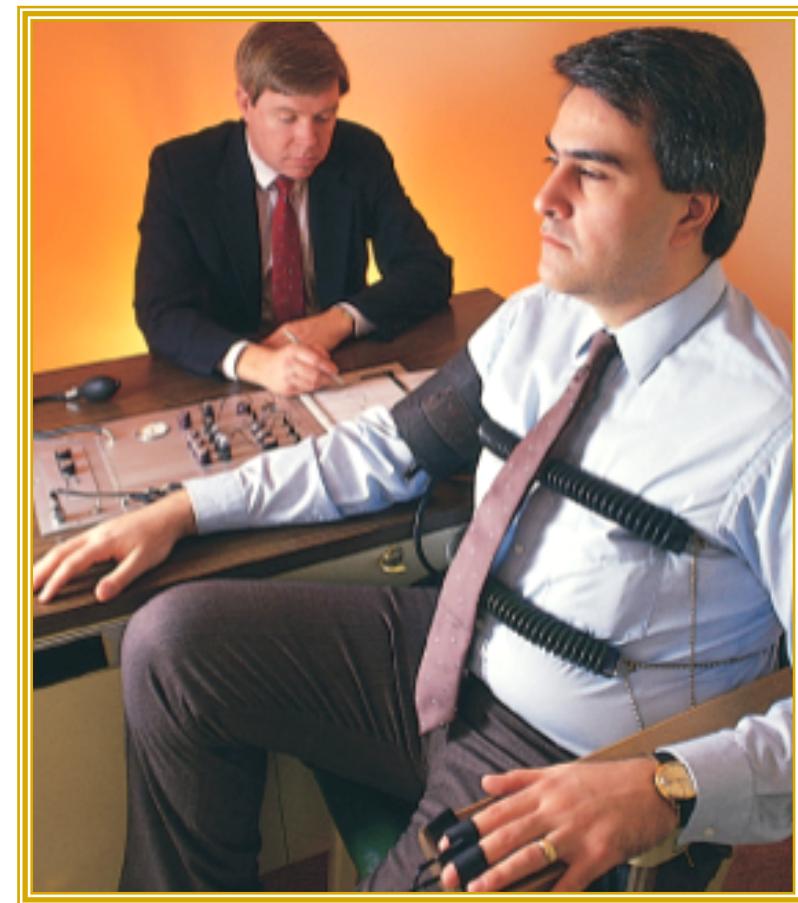
- Intrinsic versus extrinsic motivation - extrinsic rewards may lower interest and motivation.

# Critical Thinking about Motivation and Emotion—Intrinsic Vs. Extrinsic



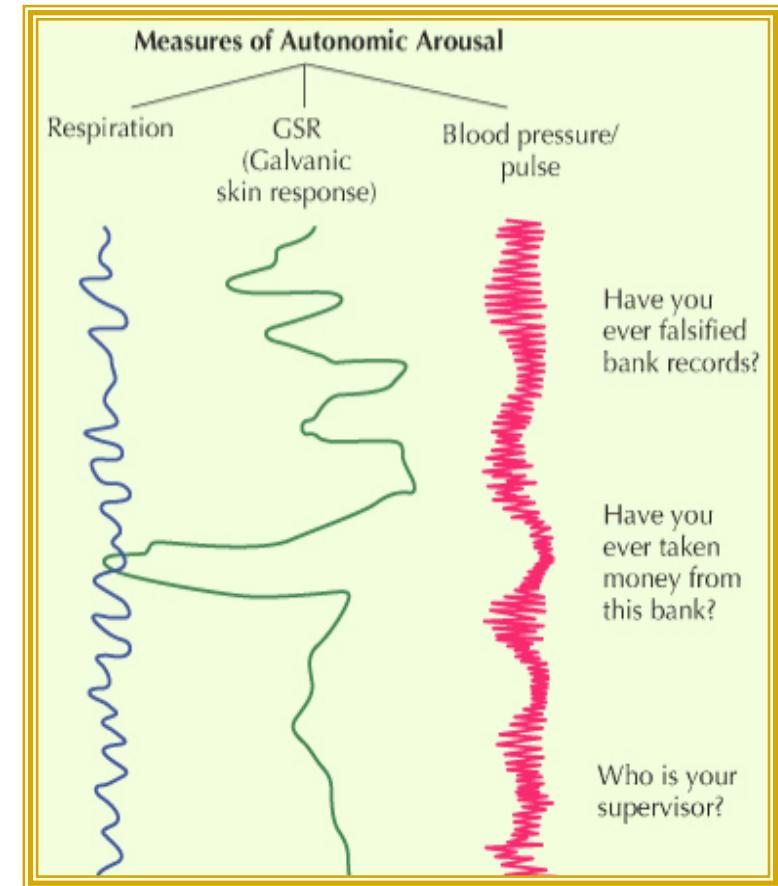
# Critical Thinking about Motivation and Emotion— The Polygraph

- Polygraph  
(measures changes  
in emotional arousal,  
which in turn  
supposedly reflects  
lying versus  
truthfulness)



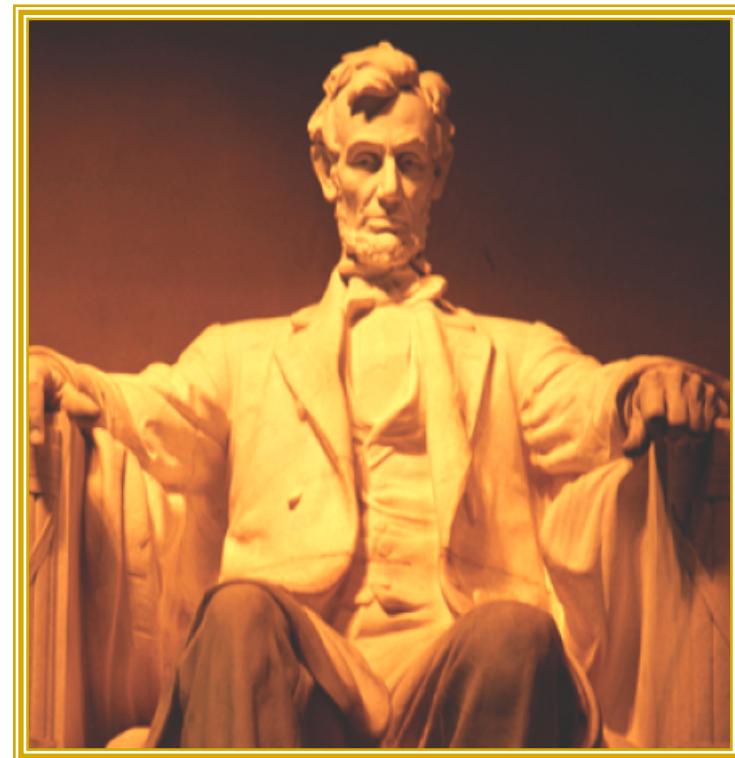
# Critical Thinking about Motivation and Emotion- The Polygraph

- The subject's response on the GSR does rise in response to the second question. But remember that error rates on the polygraph range from 25% to 75%.



# Critical Thinking about Motivation and Emotion— Emotional Intelligence (EI)

- Emotional intelligence (EI) (ability to know and manage one's emotions, empathize, and maintain satisfying relationships)



# Culture, Evolution, and Emotion

- Cultural similarities and differences:  
7 to 10 culturally universal emotions, but each culture has its own display rules governing how, when, and where to express emotions.
- Role of evolution: Strong biological, evolutionary basis for emotional expression and decoding.



# Plutchik's Wheel of Emotions

