CHAPTER FIVE
MOTIVATION AND EMOTIONS

5.1. Motivation

5.1.1. Definition and types of motivation

- Comes from Latin word “Mover” (to move).
- It’s what moves people to do the things they do.
- The physical need manifests itself in behavior (actions).

Types

Intrinsic

- A person acts because the act itself is rewarding or satisfying in some **internal manner**.

Extrinsic motivation

- Individuals act because the action leads to an outcome that is external to a person.

5.1.2. Theories of motivation

- Sources of motivation are different

a) **Instinct approaches to motivation**

- Focused on the biologically determined and innate patterns of both humans and animals behavior.
- In humans, the instinct to reproduce is responsible for sexual behavior, and the instinct for territorial protection may be related to aggressive behavior.
- Some human behavior is controlled by hereditary factors.

b) Drive-reduction approaches to motivation

- This approach involved the concepts of needs and drives.

Need

- A requirement of some material (food or water) that is essential for the **survival of the organism**.

Drive

- A psychological tension and physical arousal to fulfill the need and reduce the tension due to the needs.
- Proposes that there is connection between internal psychological states and outward behavior.
- There are two kinds of drives;
- **Primary drives:** involve survival needs of the body (hunger and thirst),
- **Acquired (secondary) drives:** learned through experience or conditioning, (need for money, and social approval).
- This theory also includes the concept of homeostasis.
- When there is a primary drive need, the body is in a state of imbalance.

c) Arousal approaches: beyond drive reduction

- seek to explain behavior in which the goal is to maintain or increase excitement.
- Each person tries to maintain a certain level of stimulation and activity.
- If our stimulation and activity levels become too high, we try to reduce them.
- If levels of stimulation and activity are too low, we will try to increase them by seeking stimulation.

d) Incentive approaches: motivation's pull

- motivation stems from the desire to attain external rewards (grades, money, affection, food, or sex).
- The internal drives proposed by drive-reduction theory work in a cycle with the external incentives of incentive theory to push and pull behavior, respectively.
- Hence, at the same time that we seek to satisfy our underlying hunger needs (the push of drive-reduction theory), we are drawn to food that appears very appetizing (the pull of incentive theory).
- Rather than contradicting each other, then, drives and incentives may work together in motivating behavior.

e) Cognitive Approaches: the thoughts behind motivation

- Motivation is a result of people‘s **thoughts**, **beliefs**, **expectations**, and **goals**.

f) Humanistic approaches to motivation

1. Physiological needs: biological requirements for human survival, e.g. air, food, drink, shelter, clothing, warmth, sex, sleep.

2. Safety needs: protection from elements, security, order, law, stability, freedom from fear.

3. Love and belongingness needs: involves feelings of belongingness (friendship, intimacy, trust, and acceptance),

- Receiving and giving affection and love.
- Affiliating, being part of a group (family, friends, work).

4. **Esteem needs:** the need to be respected as a useful, honorable individual; (i) esteem for oneself (dignity, achievement, mastery, and independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).

5. Self-actualization needs: realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

- A desire to become everything one is capable of becoming.

5.1.3. Conflict of motives and frustration

- Difficulty choosing among the motives which creates more internal conflict and indecision.

Approach-approach conflicts

- We must choose only **one of the two desirable activities**.

Avoidance-avoidance conflicts

- Selecting one of two undesirable alternatives.

Approach-avoidance conflicts

- A particular event or activity has both attractive and unattractive features.

Multiple approach-avoidance conflicts

- Exist when two or more alternatives each have both positive and negative features.

5.2. Emotions

5.2.1. Definition of emotion

- Feeling aspect of consciousness, characterized by certain physical arousal and behavior that reveals the feeling to the outside world, and an inner awareness of feelings.

Elements of emotion

The physiology of emotion

- Physical arousal created by the sympathetic nervous system.
- Increases in heart rate, rapid breathing, the pupils of the eye dilate, and the mouth may become dry.

The behavior of emotion

- Facial expressions, body movements, and actions that indicate to others how a person feels.
- Facial expressions can vary across different cultures, although some aspects of facial expression seem to be universal.
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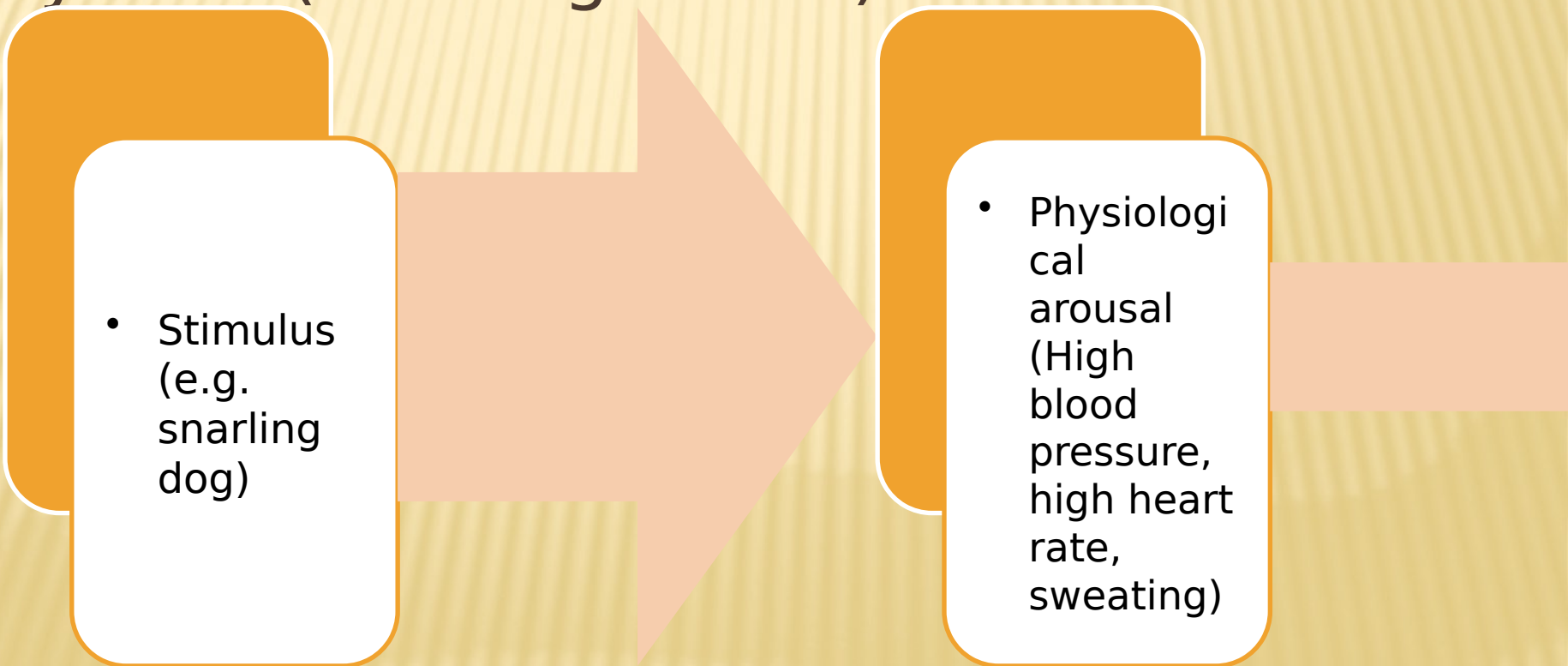
Subjective experience or labeling emotion

- Interpreting the subjective feeling by giving it a label: anger, fear, disgust, happiness, sadness, shame, interest, surprise and so on.
- Another way of labeling cognitive component, because the labeling process is a matter of retrieving memories of previous similar experiences, perceiving the context of the emotion, and coming up with a solution- a label.

5.2.2. Theories of emotion

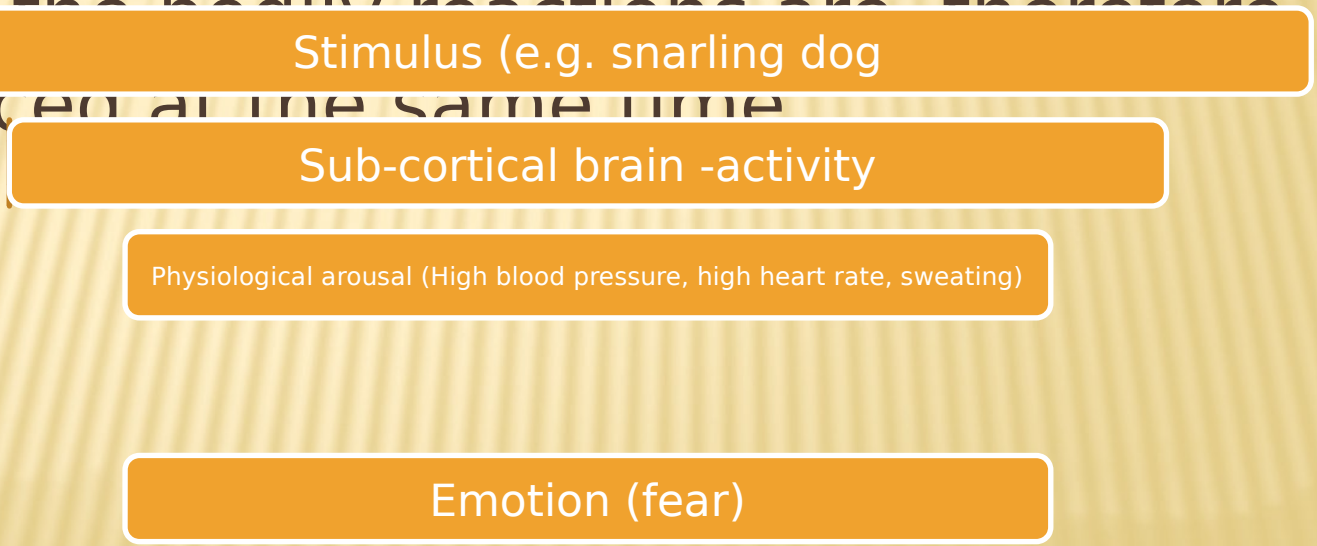
I. James- Lang Theory of Emotion

- Based on the work of William James and Carl Lang.
- Fight-or-flight sympathetic nervous system (wanting to run).



II. Cannon-Bard theory of emotion

- Walter Cannon and (1927) and Philip Bard (1934).
- Sensory information that comes into the brain is sent simultaneously (by the thalamus) to both the cortex and the organs of the sympathetic nervous system.
- Fear a
  experienced at the same time



III. Schechter-Singer and Cognitive Arousal Theory

- Two things have to happen before emotion occurs (physical arousal and labeling of the arousal based on cues from the surrounding environment).
- These two things happen at the same tim… resulting in the labeling of the emoti…

