

# Motivation and Emotion

## 12-1: Theories of Motivation

# Instinct Theory

- William McDougall
- Motivated by instincts
- Instincts
  - Inherited
  - Specific response to specific stimuli
- Weaknesses
  - Choice

# Drive-Reduction Theory

- Clark Hull
- Needs move us to action.
- Need=biological/psychological requirement
- Needs produce drives.
- Drive=internal conditions, changes over time
- Goal is maintenance of homeostasis = balance
- Behaviours that reduce drives will be repeated
- What does this sound like?
  - Behaviourism

# Incentive Theory

- Motivation is external and directed by environment
- Actions are directed towards a goal
- Incentive = object/result that is sought
- Balance between drive and incentive
- Weakness?

# Cognitive Theory

- Look at forces inside and outside
- Extrinsic motivation
- Intrinsic motivation