

# Motivation and Emotion

Chapter 12

# Instinct Theory

- Humans motivated by instincts
- Instincts are natural tendencies
- Cleanliness, curiosity, parental love, sociability, sympathy
- Flaws: label, don't explain behaviour

# Drive-Reduction Theory

- Need leads to a drive.
- From Behaviourism (neo-behaviourism)
- Needs are physiological and psychological.
- Starts internally, (hungry) then becomes a behaviour (eat)
- Goal is homeostasis
- Criticism: doesn't explain secondary reinforcers
- Criticism: what about when people eat when not hungry? To excess?
- Criticism: what about when people go out of their way to disrupt homeostasis: skydiving?

# Incentive Theory

- Focuses on the external environment causing us to act
- Drives push us to act, incentives pull us to act
- Hungry, eat an apple
  - Drive-Reduction: the hunger motivated you, drove you, to eat the apple
  - Incentive: the lure of the apple drew you to eat it
- Strong drive, weak incentive
- Weak drive, strong incentive
- Explains why we do things when the drive is weak
- Criticism: what about when the drive is weak and the incentive is weak? Like eating my mum's nasty split pea soup. It's friggin' sick but I eat it, not because I'm hungry...so why?

# Cognitive Theory

- We act because of extrinsic and intrinsic motives
- Extrinsic: reduce biological needs, obtain incentives, get rewards
- Intrinsic: personally rewarding
- Why do you do your homework? Fear of punishment? Please your parents/teacher? Because you are interested?

# Social Motives

- McClelland's TAT
- Findings?
- Should we all be achievement oriented?
- Criticism of the TAT?
- Fear of failure
- Fear of success
- Maslow's Hierarchy of Needs
  - Physiological
  - Safety
  - Belonging
  - Esteem
  - Self-actualization

# Expressing Emotions

- Emotion: subjective feeling provoked by real or imagined objects or events.
- Result from four occurrences:
  - Interpret a stimulus
  - Subjective feeling
  - Physiological response
  - Display observable behaviour
- Three parts
  - Physical
  - Behavioural
  - Psychological

# Physiological Theories

- James-Lange: emotions are the interpretation of physiological changes
- Criticism: Some emotions cause the same physiological response (anger and fear)
- Cannon-Bard: Thalamus sends simultaneous messages to cerebral cortex and body organs
- Criticism: wrong. It's the hypothalamus. Too simplistic.



# Cognitive Theories

- Schachter-Singer: Adrenalin experiment
- Findings: Misinformed and uninformed mirrored accomplice's emotions.
- Analysis: physiology and interpretation go hand in hand.
- Criticism: what about when emotion precedes arousal? What about other cues, not just environmental?
- Opponent-Process: emotions disrupt homeostasis
- Emotions are in pairs to bring us back to homeostasis
- Criticism: what about when mild annoyance turns to anger, not laughter, when someone makes fun of your mood/emotion?