Unit 8. Motivation and Emotion

College Board – “Acorn Book”
Course Description
6–8% (previously 7–9%)
A. Biological Bases
B. Theories of Motivation
C. Hunger, Thirst, Sex, and Pain
D. Social Motives
E. Theories of Emotion
F. Stress
A. Biological Bases

- Evolutionary View
- Sources of Motivation:
  - Biological factors
  - Emotional factors
  - Cognitive factors
  - Social factors
B. Theories of Motivation

- Instinct Theory
  - Evolutionary Approach
  - Behavioral Predispositions
- Drive Reduction Theory (Homeostasis)
- Arousal Theory
- Incentive Theory
Instinct? Need? Drive? Incentive?
C. Hunger, Thirst, Sex, and Pain

- Hunger and Satiety as opposing processes
Biological signals

- Role of Hypothalamus (Stimulation and lesioning studies)
  - Lateral Hypothalamus (LH)
    • Lateral = Side
  - Ventromedial Hypothalamus (VMH)
    • Ventro = Beneath, Medial = Center
  - Duality of Hypothalamic Functions (Hunger / Satiety)
The Role of the Hypothalamus in Hunger and Satiety 1

<table>
<thead>
<tr>
<th></th>
<th>Electrical Stimulation</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Ventromedial</td>
<td>Rat stops eating</td>
<td></td>
</tr>
<tr>
<td>Hypothalamus</td>
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### The Role of the Hypothalamus in Hunger and Satiety

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**Unit VIII. Motivation and Emotion**
The Role of the Hypothalamus in Hunger and Satiety 5

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Unit VIII. Motivation and Emotion
# The Role of the Hypothalamus in Hunger and Satiety

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Other Factors in Hunger and Satiety

- Signals from the Blood
  - Glucose Regulation - Glucostatic Theory (Glucostats)
- Hormonal Regulation
  - Insulin (Hunger)
  - Cholecystokinin (CKK) (Satiety)
- Set Point
- Genetic Predispositions (Fat cells, Obese Gene?)
- Dopamine deprived lacks the motivation to seek food but enjoys food when it is available
- Drugs that elevate serotonin levels are powerful appetite suppressants
Personal Factors in Hunger

- External Cues
- Social factors
- Cultural factors
- Eating Disorders
  - Obesity
  - Anorexia Nervosa
  - Bulimia Nervosa
Biology of Sex

- Sexual Response Cycle
- Sex hormones
- Social and Cultural Factors in Sexuality
## Gender

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Gender</td>
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<tr>
<td>Gender Identity</td>
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<td>Gender Roles</td>
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<td>Sexual Orientation</td>
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Achievement Motivation

“How will you ever know whether you’re a flying squirrel if you don’t give it a shot?”

“How will you ever know whether you’re a flying squirrel if you don’t give it a shot?”
D. Social Motives

- Achievement Motivation (McClelland)
  - Fear of Failure
  - (Fear of Success - Horner)
- Maslow’s Hierarchy
- Need to Belong (Fromm)
- Industrial Organizational Psychology
  - Intrinsic / Extrinsic Motivation
  - Theory X / Theory Y
  - Task / Social Leadership
Achievement Motivation

B.C. By Johnny Hart

MY MOTHER ALWAYS WISHED I HAD GONE FURTHER IN LIFE.
YOU MEAN "FARHER." DON'T YOU?
NO, I'M SURE IT WAS MY MOTHER.
E. Theories of Emotion

- Defining Emotions,
  - Naming Emotions,
  - Categorizing Emotions

- Components of Emotion
  - Cognitive: Subjective Feelings
  - Physiological: Autonomic Arousal
  - Behavioral: Nonverbal Expressiveness
Emotions

“It's refreshing to find someone today who's not angry.”
Biology of Emotions

- Limbic System (Amygdala)
- Hemispheric Contributions to Emotion
- Role of Autonomic Nervous System
Theories of Emotion

- James-Lange
  - Body response then Emotion
    - Facial feedback hypothesis

- Cannon-Bard
  - Simultaneous Body response/Emotion

- Schachter-Singer
  - Body response/Cognitive Interpretation
    - Misattribution of arousal
    - Excitation transfer
William James - Carl Lange

- I see a bear -> I tremble -> I am afraid
- Perception -> physical response -> emotion

- Emotions are a response to what is happening to the body
- Value
  - first attempt to explain the process
  - includes an interpretation aspect
James – Lange Theory

- Stimulus
- Perception / Interpretation
- Autonomic response
- Emotional experience
Cannon and Bard challenged James-Lange theory

Emotions do not come about as a response to physical responses
- Emotions and physical responses occur at the same time
- I see a bear -> I am afraid and tremble

Value
- Early scientific look at emotions
- Advanced understanding of process

Problem
- Doesn’t include interpretative part of the process
Cannon – Bard Theory

Stimulus

Perception / Interpretation

Autonomic Arousal

Emotional Experience
Schachter–Singer Model

Stimulus → Perception Interpretation → Autonomic Arousal

Stimulus → Context → Emotional Experience

Feedback
Communicating Emotions

- Facial Expressions (Ekman)
- Cross Cultural Differences in Emotional Experience
- Evolutionary Basis of Emotion / Fundamental Emotions
  - Silvan Tomkins, Carroll Izard, Robert Plutchik
F. Stress

- Nature of Stress
- Role of Appraisal
- Stressors
  - Sources of Stress
    - Frustration
    - Conflict
    - Change
    - Pressure
Factors Moderating Stress

- Social Support, Hardiness, Optimism
- Health Impairing Behavior
  - Smoking
  - Poor Nutrition
  - Lack of Exercise
  - Alcohol and Drugs
  - Unsafe Sex
  - Lack of Sleep
"She wears glass slippers? This kind of aggravation I don't need."

“She wears glass slippers? This kind of aggravation I don't need”
Reactions to Stress

- **Emotional:**
  - Anger, Fear, Sadness

- **Physical Stress Responses:**
  - Fight or Flight
  - General Adaptation Syndrome (GAS)

- **Behavioral:**
  - Aggression, Giving Up, Defensive Coping, Constructive Coping, Indulgence
“Hey. I feel better already.”
Effects of Stress:

- Impaired task performance
- Burnout
- Posttraumatic Stress Disorders
- Stress and Health
- Type A Behavior / Heart Disease
- Stress and the Immune System