

Motivation + Emotion → a response involving physiological arousal, expressive behaviours and conscious experience

↳ need/degree that energizes/directs behaviour

instinct - complex behaviour with a fixed pattern throughout a species and be unlearned (ex. Tinbergen and red stickleback)

↳ human behaviour → physiological needs and physiological wants

↳ Drive reduction theory: physiological needs creates arousal drives satisfy the need

↳ aim of drive reduction is homeostasis (steady internal state)

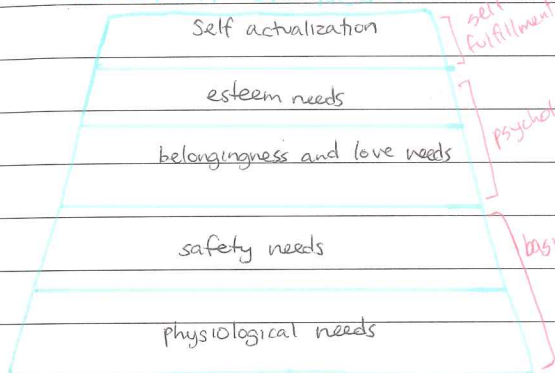
incentive: positive/negative stimulus that motivates behaviour

need = deprivation
drive = pushes
incentive = pulls

X = extrinsic, lazy

Y = intrinsic, productive

HIERARCHY OF NEEDS



HUNGER - glucose (primary source of energy)

- hypothalamus (lesion in the ventromedial → weigh x3)

set point = weight thermostat

basal metabolic rate: body @ rest, rate of energy expenditure

Anorexia nervosa - feel fat, lose weight

Bulimia nervosa - gorge + purge

↳ increase in leptin
↳ metabolism = less eating

↑ insulin ↓ blood sugar ↑ hunger

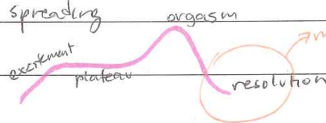
lateral: food consumption

ventromedial: food consumption half

SEXUAL - genes way of preserving and spreading

- sexual response cycle

- sexual disorders



estrogen → female hormone (peaks at ovulation)

testosterone → male hormone (constant)

↳ little effect on drive

arousal to external stimuli → MEN AND WOMEN

↳ imagined stimuli

sexual orientation - sexual attraction to one's own sex or other sex

Motivation at work

flow - an involved focused state (optimal engagement of skills)

IO psychology - the application of psychology in optimizing behaviour in a workplace

↳ personnel psychology - employee recruitment, selection, training

↳ organizational psychology - examines worker satisfaction and productivity

achievement motivation
desire for accomplishment

task leadership
social leadership

→ girls show aptitude

factory

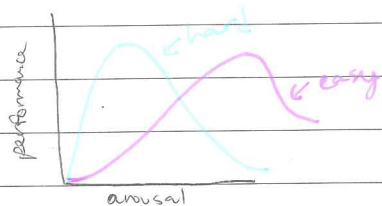
James-Lange Theory: emotion is awareness of physiological response, spinal cord injury

Cannon-Bard Theory: emotion stimulus triggers ^{① physiological})- cortex
^{② emotion}

Schachter-Singer (2 factor) theory: to experience emotion one must ^{① be aroused}
^{② label the arousal}

Sympathetic activates arousal

Parasympathetic calms body



adaptive theory → Darwin

↳ release anger, we will be more civil

↳ but violent actions increase anger

catharsis - emotional release

feel good, do good - people are helpful in a good mood

subjective well-being - satisfaction with life

adaptation level phenomenon - form judgements relative to a neutral level

relative deprivation - somebody is worse off

Zajonc - Social Psych

↳ ppl feel emotion before they think?

↳ cognition is not necessary for emotional reaction

opponent process theory → swinging from happy to sad (opposing tendencies)

hippocampus is damaged, emotions stay without memory

stimulate limbic system → rage/terror

neg emotion → right hemisphere