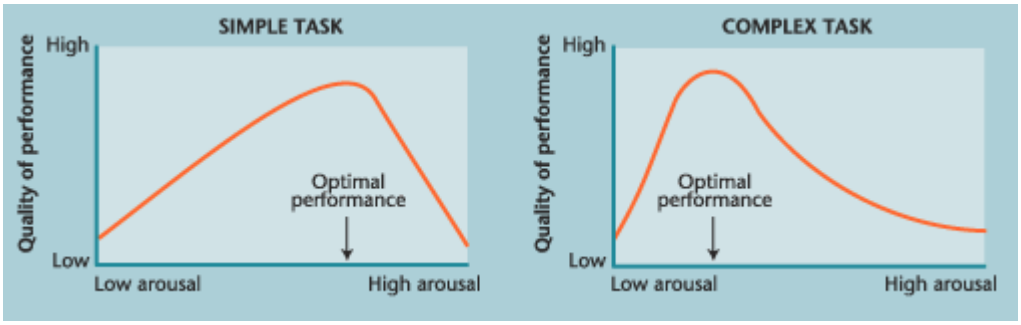
Chapter 9: Motivation and Emotion
Chapter Review

MOTIVATION
Motivation and emotion help guide our behavior. **Motives** are specific inner needs or wants that arouse an organism and direct its behavior toward a goal. **Emotions** are experiences of feelings such as fear, joy, or surprise, which also underlie behavior.

PERSPECTIVES ON MOTIVATION
At the turn of the twentieth century, psychologists believed that motivated behavior was caused by **instincts**, specific, inborn behavior patterns characteristic of a species. **Drive-reduction theory** viewed motivated behavior as a strategy to ease an unpleasant state of tension or arousal (a **drive**) and return the body to a state of **homeostasis**, or balance. Today scientists assert that an organism seeks to maintain an optimum state of arousal. External stimuli called **incentives** also prompt goal-oriented behavior. Finally, motivation can be **intrinsic** (coming from within the individual) or **extrinsic** (for external reward or avoidance of punishment).

Arousal Theory
According to the **Yerkes-Dodson law**, the more complex the task, the lower the level of arousal that can be tolerated without interfering with performance.



PRIMARY DRIVES
In some instances, a biological need triggers a corresponding state of psychological arousal or tension. This unlearned drive is called a **primary drive**. Hunger, thirst, and sex are the principal primary drives.

Hunger and Thirst
Hunger is primarily regulated by two centers in the brain: the hunger center, which stimulates eating, and the satiety center, which reduces the feeling of hunger. Whenever the level of the simple sugar **glucose** in the blood falls to a certain point, neurons in the hunger center are stimulated. Receptors in the stomach and a hormone released by the small intestine also send signals to the brain. Another hunger regulator monitors long-term body weight. Both the motivation to eat and overeating are influenced by biological, psychological, cultural, and environmental factors.

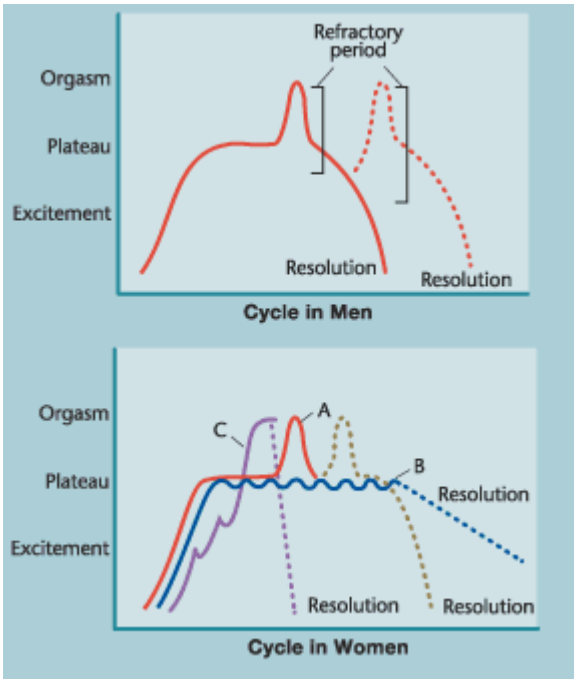
Thirst parallels hunger in that both internal and external cues can trigger the thirst drive. Dehydration both inside and outside the cells prompts activation of the thirst drive; so do weather conditions as well as social, psychological, and cultural influences, and other external stimuli.

Weight loss is difficult to achieve and maintain for many obese people because the body appears to have a homeostatic mechanism, known as the **set point**, that regulates metabolism, fat storage, and food intake so as to maintain a preprogrammed weight. Genetic factors also play a major role in determining who is thin and who is overweight.

Anorexia nervosa is a serious eating disorder associated with an intense fear of weight gain and a distorted body image. Another eating disorder known as **bulimia** is characterized by binges of eating followed by self-induced vomiting. Eating disorders are notoriously difficult to treat, especially in a culture obsessed with dieting.

Sex

Sex is a primary drive that gives rise to reproductive behavior essential for the survival of the species. The sexual response cycle in humans progresses through four phases: excitement, plateau, orgasm (climax), and resolution.



Biological factors have a complex effect on sexual response. The male sex hormone **testosterone** influences early development, male/female differentiation, and to some extent characteristic patterns of adult sexual behavior. It is also possible that scents, called **pheromones**, secreted by one sex promote sexual readiness in the other sex. Psychological influences are at least as important as biological influences in stimulating sexual arousal. People have individual preferences for certain fantasies, pictures, words, music, and so on. Men tend to be aroused by visual cues; women respond more to touch. What we find attractive is also influenced by our culture.

Sexual orientation refers to the direction of an individual's sexual interest—heterosexuals are sexually attracted to members of the opposite sex, homosexuals to members of their own sex, and bisexuals toward members of both sexes. As with most complex behaviors, the origins of sexual orientation appear to involve both biological and environmental factors.

OTHER MOTIVES

Like primary drives, **stimulus motives** are largely unlearned. Stimulus motives place a premium on obtaining information about the environment and depend more on external stimuli than on internal states.

Exploration and Curiosity

Exploration and curiosity are motives activated by the unfamiliar and are directed toward the goal of discovering how the world works. Psychologists disagree on the nature and causes of curiosity, but it has been linked to creativity.

Manipulation and Contact

Humans and primates need to manipulate objects to gain both tactile information and a sense of comfort.

Contact, the need for affection and closeness, is another important stimulus motive. Although manipulation requires active "hands-on" exploration, contact may be passive.

Other Important Motives

As we develop, our behavior is governed by a number of new motives strongly influenced by learning: aggression and the **social motives**—achievement, power, and affiliation—which center on our relationships with others.

Aggression

Any behavior that is intended to inflict physical or psychological harm on others is an act of **aggression**. Some psychologists consider aggression part of an unlearned instinct that is triggered by pain and frustration; others see it as an innate drive that must be channeled into constructive avenues. Many contemporary psychologists believe aggression is a learned response, modeled after the aggressive behavior of others.

Cultural differences in aggressiveness are reflected in statistics on violent crimes. Individualist cultures, which value personal independence, tend to be high in crime, whereas collectivist cultures, emphasizing interdependence and group cohesion, tend to be lower. Research has also linked the dimension of individualism/collectivism to how various cultures interpret aggressive behavior.

Across cultures and at every age, males are more likely than females to behave aggressively both in verbal and physical ways. Both biological and social factors appear to contribute to these gender differences.

Achievement

The **achievement motive**, a learned social motive, underlies the desire to excel, to overcome obstacles, and to strive to do something difficult as well as possible. The need for achievement, which varies among individuals, has been measured using the Thematic Apperception Test (interpretations of drawings) and the Work and Family Orientation scale, a questionnaire that measures work orientation, mastery, and competitiveness. It has been found that a high degree of competitiveness may actually interfere with achievement.

Power

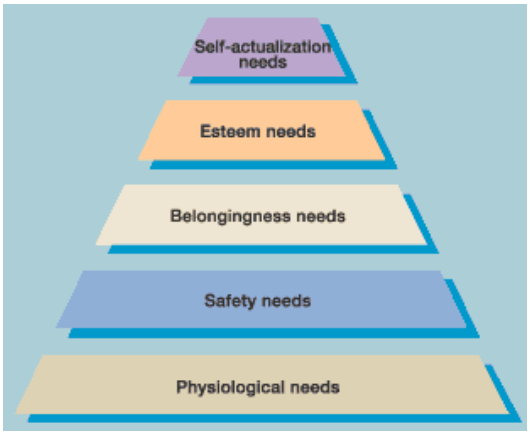
The **power motive** is defined as the need to win recognition or to influence or control other people or groups. College students who score high in the need for power tend to hold important positions on campus and pursue careers in teaching, psychology, and business.

Affiliation

The **affiliation motive**, the need to be with other people, is especially pronounced when people feel threatened. But we may also choose to get together with others to obtain positive feedback or to give us the physical contact we crave. Our need for affiliation may have an evolutionary basis stemming from the survival value associated with maintaining formal social relationships.

A HIERARCHY OF MOTIVES

Abraham Maslow suggested that the various motives—learned and unlearned, social and primary drives—can be arranged in a hierarchy. The lower motives spring from bodily needs that must be satisfied for survival; the higher motives, such as the striving to belong or to achieve self-esteem, do not emerge until the more basic motives have largely been satisfied. Recent research challenges this view by indicating that in some societies difficulty in meeting lower needs can actually foster the satisfaction of higher needs.

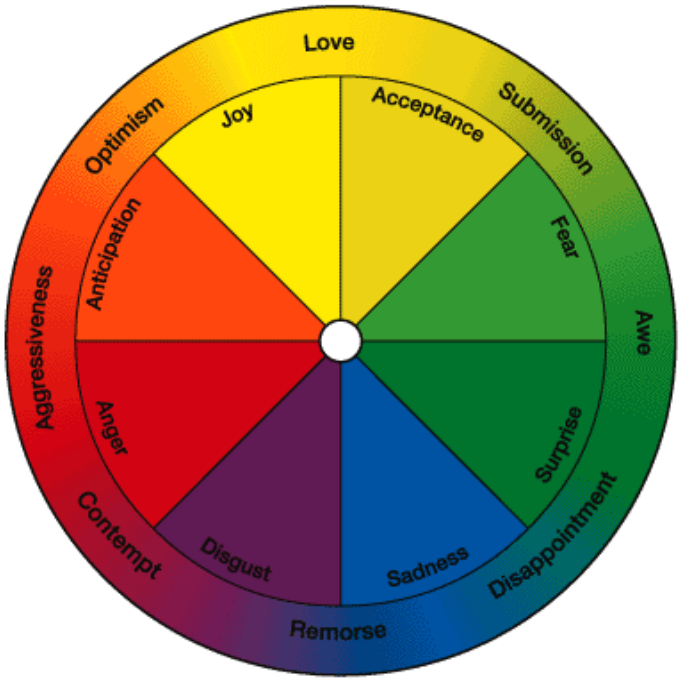


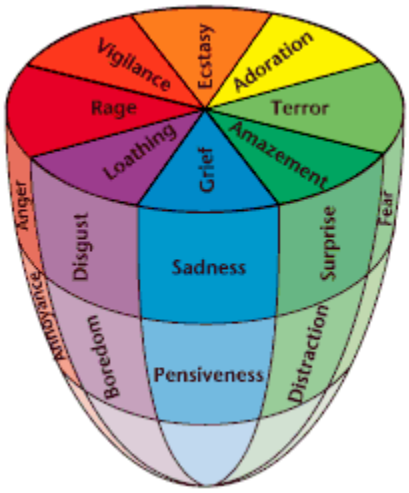
EMOTIONS

Emotions, like motives, both arouse and direct our behavior. They tend to prompt us to move toward or away from an object. However, also like motives, emotions may trigger a complex chain of behavior that may promote or interfere with the accomplishment of our goals.

Basic Emotions

Robert Plutchik's classification system for emotions uses a "circle" to position eight basic categories of emotions that motivate various kinds of adaptive behavior. However, not all cultures view or categorize emotions this way; some do not even have a word for emotion. Others describe feelings by their physical sensations.

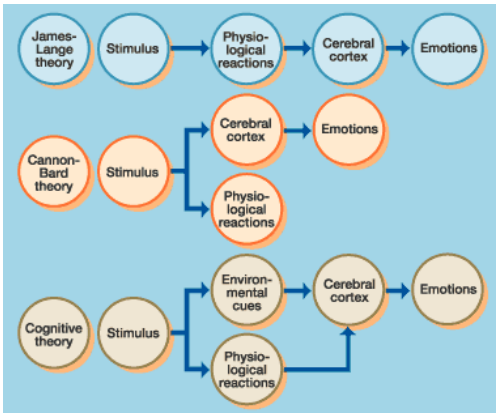




A cross-cultural analysis of emotional expression has led Paul Ekman and his colleagues to argue for the universality of at least six emotions—**happiness, surprise, sadness, fear, disgust**, and **anger**. Many psychologists also add love to this list of basic emotions.

Theories of Emotion

According to the **James-Lange theory**, environmental stimuli bring on physiological changes in our bodies and emotions then arise from those physical changes. The **Cannon-Bard theory** states that the processing of emotions and bodily responses occurs simultaneously rather than one after the other. The **cognitive theory** of emotion holds that the situation that we are in when we are aroused—the overall environment—gives us clues that help us interpret this general state of arousal. According to recent research, facial expression may influence emotions apart from cognition.



COMMUNICATION OF EMOTION

Verbal Communication

What people say about what they are feeling often doesn't accurately reflect their emotions. In some cases, they may not know or be aware of what they are feeling; in others, they may choose to minimize or conceal their feelings.

Nonverbal Communication

Facial expressions are the most obvious nonverbal emotional indicators. It seems there are certain inborn or universal facial expressions that serve an adaptive function. Body language—

our posture, the way we move, our preferred personal distance from others when talking to them—also expresses emotion. Explicit acts, such as slamming a door, are clues to someone's emotional state. People vary in their sensitivity to nonverbal cues.

GENDER, CULTURE, AND EMOTION

When confronted with a person in distress, women are more likely than men to express emotion about the situation, even though the levels of physiological arousal for the two sexes are the same. In some stressful situations men and women label what they are feeling differently. Women also tend to be better at decoding emotional expression and tend to regulate their own expression more than men.

Culture and Emotion

The individualism/collectivism dimension helps to explain the diversity across cultures in the experience of emotions. Members of collectivist cultures, for example, tend to have many terms for other-focused emotions, have emotions of shorter duration, and promote emotional displays that are designed to maintain group cohesion.

Culture and the Facial Expression of Emotion

Facial expressions of the primary emotions appear to have a universal quality: The face shows a similar expression for a given emotion regardless of the cultural background of the expressor. These cross-cultural findings run counter to the culture-learning view, which suggests that facial expressions of emotion are learned within a particular culture.

Overlaying the universal expression of emotion are **display rules**, which govern when it is appropriate to show emotion: to whom, by whom, and under what circumstances. These do tend to differ from culture to culture. Common display rules include intensification, deintensification, masking, and neutralizing.

Other forms of nonverbal communication vary more from culture to culture than facial expressions do. Understanding the way emotion is communicated in a cultural context requires knowing both the universal aspects of such communication and the cultural rules that govern in the specific communication setting.