

9 Motivation & Emotion

Date:
MON TUE WED THU FRI SAT SUN

- why some people are more driven to achieve than others.

Motivation :- Process - activities } - physical or psychological needs are met.
Started
directed
continued.

Latin word - move - to move → moves people to do the things they do.

external motivation
(coming from outside) } reward
avoid unpleasant thing

Intrinsic motivation
coming from within.

Instinct approach :- Biologically determined & innate pattern of behavior.

food (eating) | reproduce (sexual) | territorial protection (aggression)

Freud : instinct driven / resid in id. → failure :- describe human behaviour but not explain

Drive reduction reduction → need (requirement of some material essential for survival)

↳ Drive (tension) - psychological + physiological arousal to fulfill the drive.

Primary drives (survival)
(Hunger & Thirst)

Secondary Drives
(learned through experience)
(money / social approval)

Homeostasis :- tendency of body to maintain a steady state.

failure - why do people eat when not hungry? Horror movie - rock climbing

→ Different strokes for different folks :- Maslow :-

a) Need of Achievement (nAch)

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Strong desire to succeed. - challenging goal achieve.

• Carol Suecki's self theory of motivation: person's view of how "self"

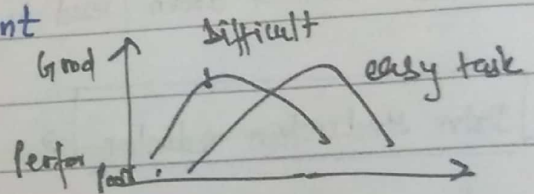
- Internal locus of control. (intelligence can be changed or not)
- External locus of control (Learned Helplessness - when did he learn - not at imp)

⊗ Learning process to be valued than "looking smart"
You are so smart X You are thinking so hard ✓

↓
Improve child's self esteem { constructive criticism, meaningful praises }

b) Need for Affiliation (nAff): Liked by others and to be held in high regard by those around them

c) Need for power (nPow): - Control over other people (status & prestige)
- typically sees money as achievement



Arousal Theory

Task performance & Arousal relationship { Yerkes - Dodson law } . Arousal.

expt student - exam → tough - less arouse easy - more aroused -
optimal level :- somewhat in the middle under normal circumstance.

↓
Some need more arousal - Sensation seeking - Hanuman.
(operant conditioning)

Incentive Theory: Things that attract / lure people into action (mainly social)
external stimulus & reward associated. { push - pull is tricky }

Expectancy value theory (Tolman - 1932)

Incentive can be only predicted with understanding importance a person attaches to those beliefs & values at given moment (up & priority)

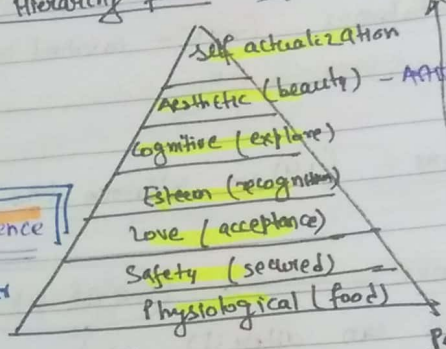
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Humanistic Approach - Maslow's Hierarchy of Needs

- Deficiency needs
- Growth needs

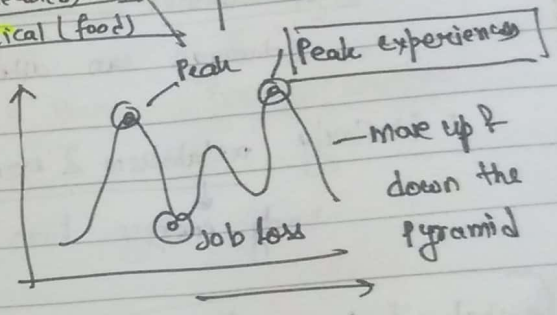
• more all complete (Helping others in achieving their potential)

Transcendence



Artistic people
self actualization
(fulfill Human potential)

Similar to Erikson's generativity



Peak experience = self actualization (even if momentarily)

Critique: scientific base? Assist → lower needs (no worry), cross-cultural?

Improve: Alderfer - existence → relatedness → Growth needs. (less rigid | more in line with life's up-downs)

McGregor: Theory X (lower needs) Theory Y (more productive upper)

Self-determination Theory (SDT) (Ryan & Deci)

3 inborn - universal need

autonomy

competence

relatedness

- self control
- challenging task
- sense of belonging

Human Intrinsic motivation

external reward can sometime decrease intrinsic motivation
me → SSRVM - intrinsic teacher → SSRVM - extrinsic

Hunger

- Insulin & Glucagon - Hormones by pancreas - control body fats, proteins, carbs, etc.

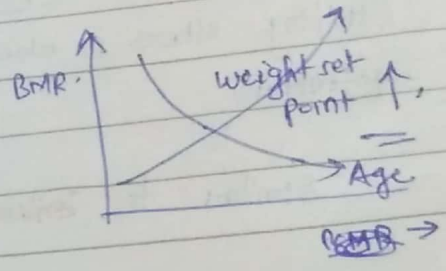
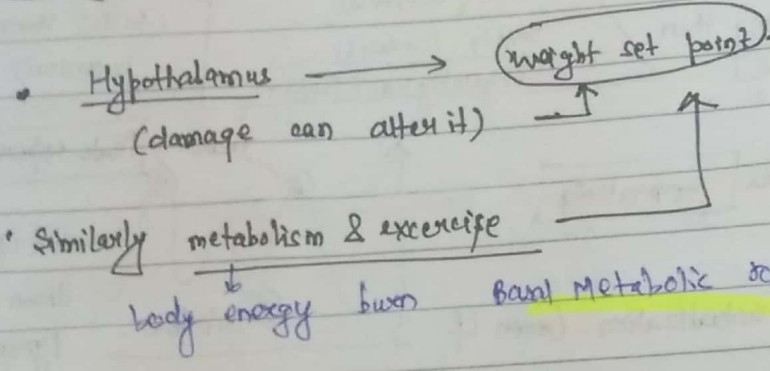
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⊗ High blood sugar → insulin ↑ ↔ low blood sugar → increased appetite

overeat.

✓ Ventromedial Hypothalamus (VMH):- involved in stopping eating (motivation stimuli)
 rats if damaged - kept on eating

✓ Lateral Hypothalamus (LH):- influence the onset of eating when insulin ↑.



Social factors of Hunger

- classical conditioning → Hunger हुआ है कि खा लिरा !!
 appeal of food ↓ time of food. ↓ comforting (to escape from unpleasant)

Culture & Gender

- Together खा alone (depression)
 - TV watching or focussed eating

Obesity

: 72% body weight than ideal.

- Heredity

- overeating

size of food.

plate

Marketing

Lifestyle

TV watching

- Not aware BMR & Age

- Leptin Hormone

(should signal I am done) - Normal feedback loop.

Anorexia Nervosa

(typical - young & female) - < 15% weight below normal

< 40% - Hospitalisation is needed.

distorted body image

sexual attraction

perfectionism.

family therapy
mother should promote eating

Bulimia :- cycle of "binging" or overeating | "purging" (under-eating)

Obsession of appearance

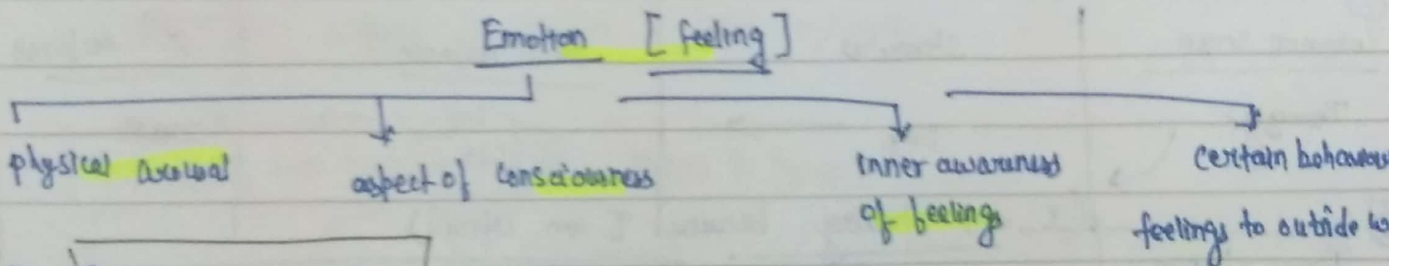
older than bulimia.

DSM IV

Cultural - Chinese women encouraged to eat | Indian women - fasting.

Emotion : Behaviourist X Actually it is there - feelings / emotions

Latin word - "to move" - motive & emotion.



① Physiology of emotion

- Sympathetic nervous system - heart rate increases, pupils dilate, mouth dry, breathing rapidly

- difficult to mistake if angry or afraid - misunderstanding

- Labelling → fear - skin temp ↓, anger → temp ↑ blood pressure

• Amey data : related to both fear and emotion in animals and human.

• -ve emotion → left hemisphere (anxiety, depression) +ve emotion → right side (others emotion identify - right side)

Behaviour of emotion

(Emotional expression)

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Smile, sadness, hand gesture, kiss, yell, yawn

Savvin: emotions were product of evolution & hence universal - facial expressions nearly same as facial muscles evolved similar way - israpetiv. of culture.

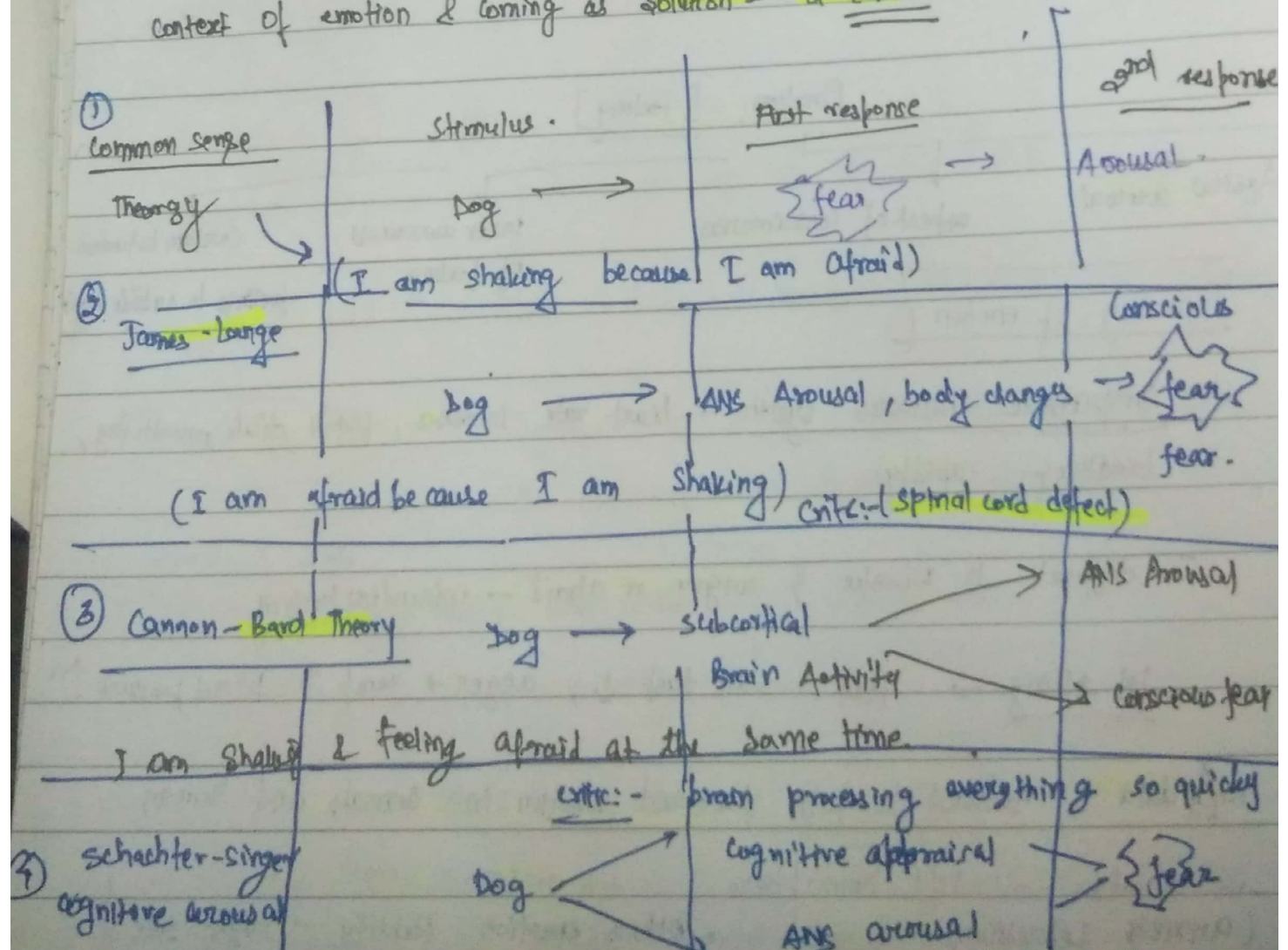
Display Rules: - learned ways of controlling displays of emotion in social settings

- emotions universal yet cultural differences (individualistic vs collective)

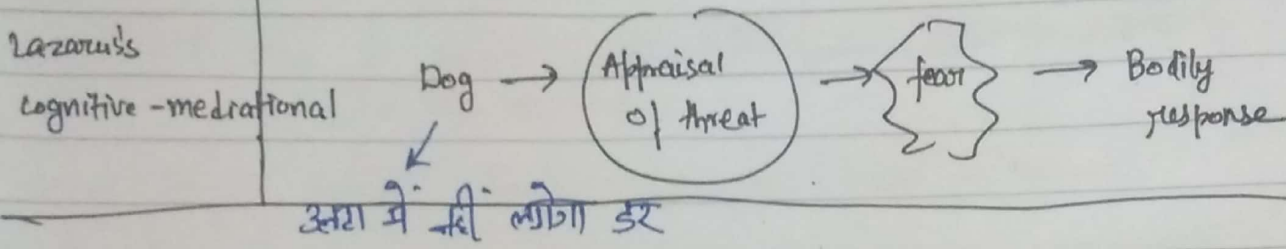
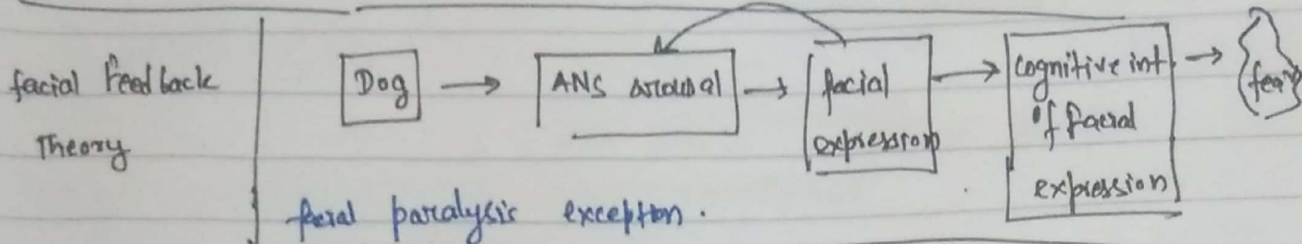
Subjective experience (labeling emotion): Anger / fear / disgust / Happiness

Sadness - "cognitive component" - retrieval of previous similar experiences - perception

Context of emotion & coming as solution - a label.



The snarling dog is dangerous and that makes me feel afraid.



which is correct: All to some extent as Human emotion is incredibly complex.

Sometimes mediation by cognitive happens, sometimes we first act then think & feel later.

Angry/Happy man exp: - epinephrine drug → two rooms / Happy people

Angry people

- conclusion: - support for cognitive & facial feedback.

Happiness & the Psychology → Myers & Pioneers

