

Motivation & Emotion

General Psychology

Motivation & Emotion

- ▶ The intention underlying behavior.
- ▶ “Why” questions.
- ▶ Motivation and emotion are strongly related.
- ▶ There are different kinds and intensities of motivation and emotion.
- ▶ When you are motivated, you do something. Your emotions can either strengthen or weaken your motivation.



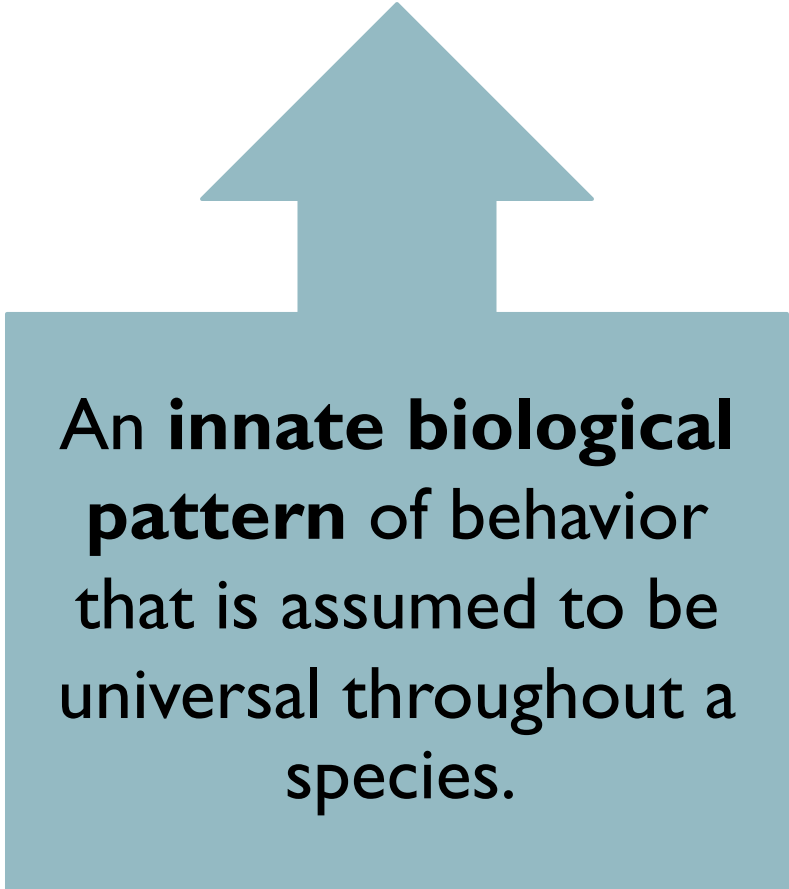
Theories of Motivation

- ▶ The Evolutionary Approach
- ▶ Drive Reduction Theory
- ▶ Optimum Arousal Theory
- ▶ Maslow's Hierarchy of Human Needs
- ▶ Self-Determination Theory
- ▶ Intrinsic Versus Extrinsic Motivation
- ▶ Self-Regulation



The Evolutionary Approach

- ▶ It emphasizes the role of **instincts**.



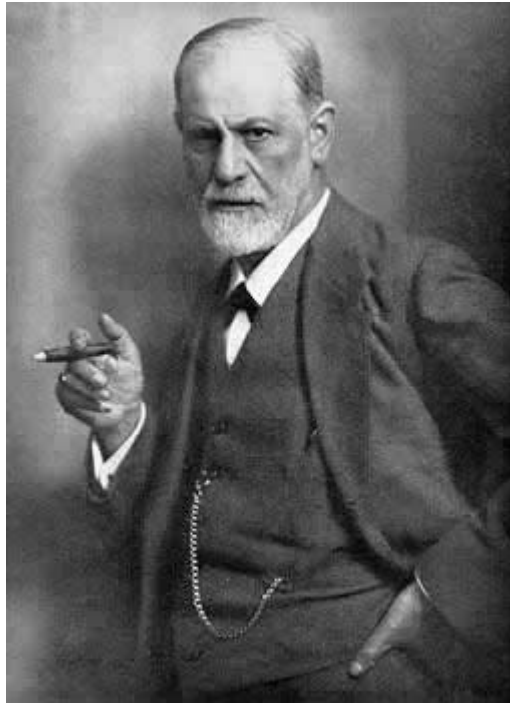
An **innate biological pattern** of behavior that is assumed to be universal throughout a species.



The Evolutionary Approach

- ▶ Instincts: Labeling not explaining

Sex
Aggression



Acquisitiveness
Curiosity
Pugnacity
Gregariousness
Self-Assertion

The Evolutionary Approach

- ▶ Instincts in common in both human and nonhuman species.



Example of instincts shown in early infants?

Drive Reduction Theory

Drive: an aroused state that occurs because of a physiological need.

Need: a deprivation that energizes the drive to eliminate or reduce the deprivation.

Drive and Need are
closely associated.



Drive Reduction Theory: when a drive becomes stronger, we are motivated to reduce it. → **Homeostasis**



Drive Reduction Theory

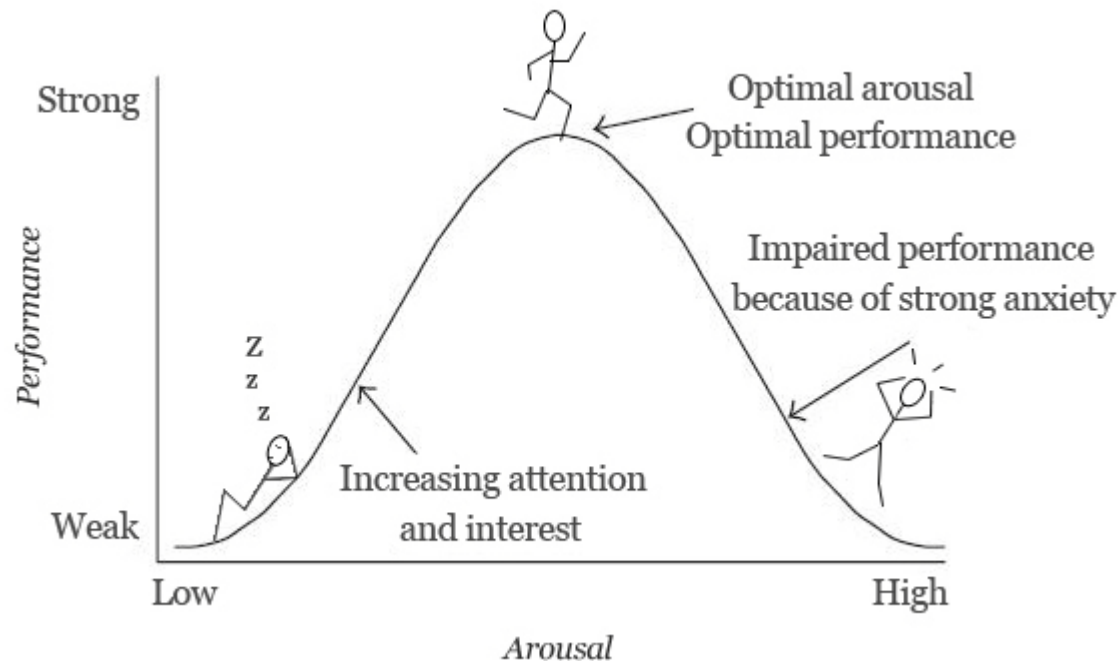


Optimum Arousal Theory

- ▶ Sometime people seek out for arousal in their lives.

Yerkes-Dodson Law

Performance is best when perform under conditions of moderate arousal.



Maslow's Hierarchy of Human Needs

- ▶ Our basic needs must be satisfied before our higher needs can be.
- ▶ Human needs are arranged in the sequences regarding the importance for survival.
- ▶ The higher the less basic to survive.

- ▶ <https://www.youtube.com/watch?v=AUBTAdI7zuY>
- ▶ <https://www.youtube.com/watch?v=6tkVPnrjIq0>



Hierarchy of Human Needs

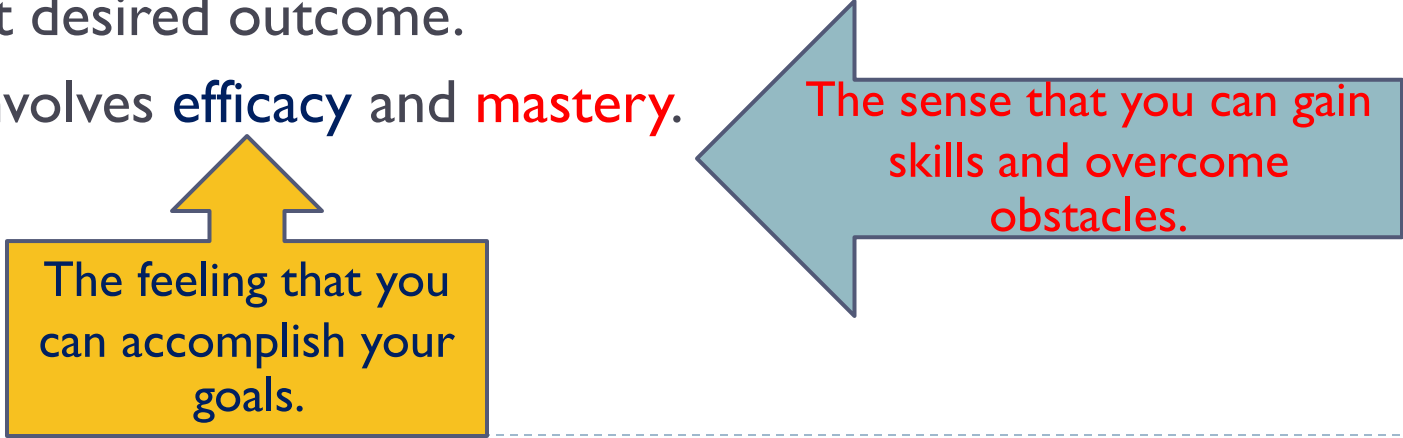


Self-Determination Theory

- ▶ All of us have the capacity for growth and fulfillment within ourselves, ready to emerge if given the right context.
- ▶ There are three basic organismic needs:

Competence

- Competence is met when we feel that we are able to bring about desired outcome.
- It involves **efficacy** and **mastery**.



The feeling that you can accomplish your goals.

The sense that you can gain skills and overcome obstacles.

Self-Determination Theory

Autonomy

- Our sense that we are in control of our own lives.
- It means being independent and self-reliant.
- It is strongly related to well-being.

Relatedness

- The need to engage in warm relations with other people.
- The need to belong is the strongest human motivator.
- The intimacy motive.



Self-Determination Theory

Issues surrounding the theory

- ▶ Culture

Ex. Career decision making in Western culture and Eastern culture.

- ▶ Self-determination theory maintains that one of the most important aspects of healthy motivation is the sense that we do things we do because we have freely chosen to do them.

Ex. Educational environment



Intrinsic Versus Extrinsic Motivation

▶ Intrinsic Motivation

- Internal factors, such as organism's needs (competence, autonomy, relatedness)
- Curiosity, challenge, and effort
- **The key to success**

▶ Extrinsic Motivation

- When our behavior serves needs for external values
- External incentives, such as rewards and punishments



Self-Regulation

- ▶ The successful pursuit of goals
- ▶ The process by which an organism pursues important objectives.
- ▶ A key aspect is getting feedback about how we are doing in our goal pursuits.
- ▶ Capacity to focus on self-generated goals plays a significant role in well-being.

- ▶ <https://www.youtube.com/watch?v=amsqeYOk--w>
- ▶ <https://www.youtube.com/watch?v=XcmrCLL7Rtw>



Self-Regulation

- ▶ It is not always easy trying to pursuit your goal.
- ▶ Self-control dilemma.
- ▶ Walter Mischel conducted a famous experiment called “The Marshmallow Test”
- ▶ Delay of gratification is the key for success.
- ▶ In Psychology, emotion is feeling or affect, that can involve physiological arousal, conscious experience, and behavioral expression.



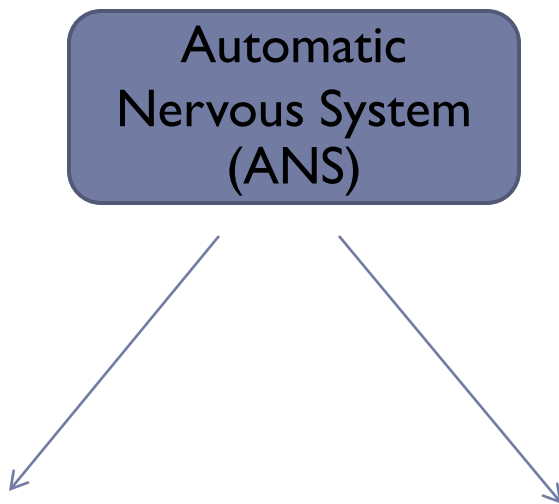
Emotion

- ▶ **The Biology of emotion**
 - ▶ James-Lange and Cannon-Bard Theories
- ▶ **Cognitive Factors**
 - ▶ The Two-Factor Theory of Emotion
- ▶ **Behavioral Factors**
 - ▶ Facial Feedback Hypothesis
- ▶ **Sociocultural Factors**
 - ▶ Culture and Expression of Emotion



The Biology of Emotion

Automatic
Nervous System
(ANS)



```
graph TD; ANS[Automatic Nervous System (ANS)] --> SNS[Sympathetic Nervous System (SNS)]; ANS --> PNS[Parasympathetic Nervous System (PNS)];
```

Sympathetic
Nervous System
(SNS)

- The body arousal
- Rapid reaction to the stressor
- Fight-Flight response

Parasympathetic
Nervous System
(PNS)

- Calms the body
- Promotes relaxation and healing

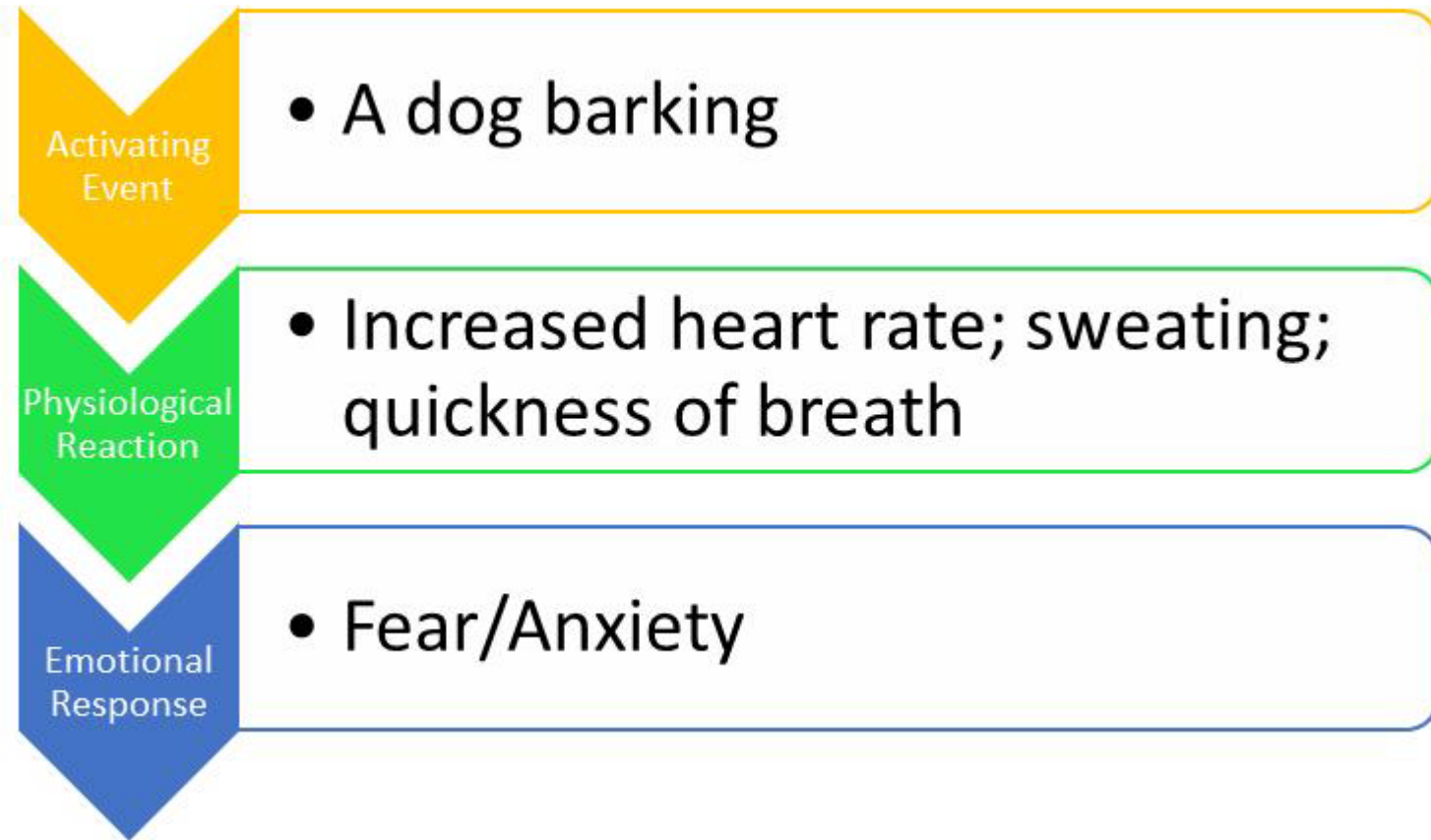


James-Lange and Cannon-Bard Theories

- ▶ Between physical and emotional reaction, which comes first?
- ▶ **James-Lange Theory**
 - Emotion occurs after physiological reactions.
 - Emotion results from physiological states triggered by stimuli in the environment.
- ▶ **Cannon-Bard Theory**
 - Emotion and physiological reactions occur simultaneously.

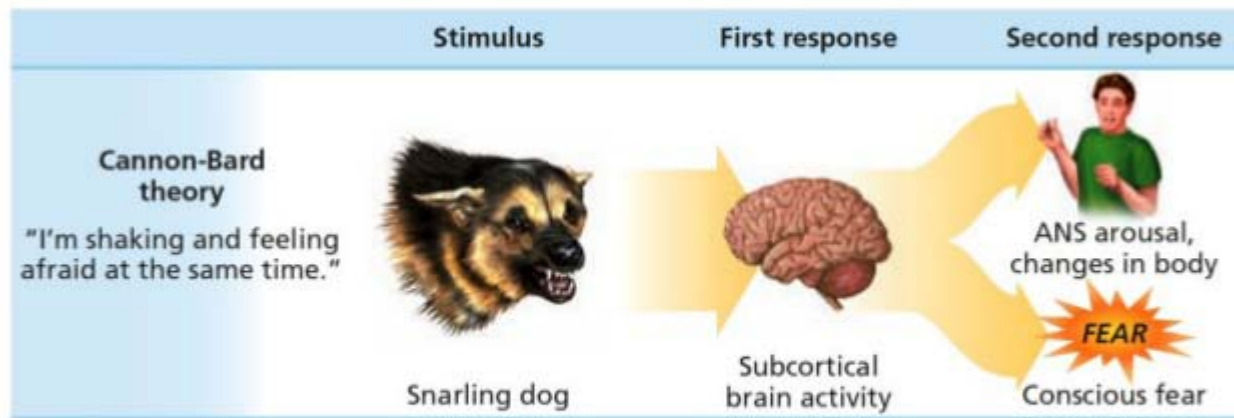


James-Lange Theory



Cannon-Bard Theory

Figure 9.9 Cannon-Bard Theory of Emotion



Cognitive Factors

- ▶ Emotion always has a cognitive component.
- ▶ Thinking is associated to feelings.
- ▶ **The Two Factor Theory of Emotion**
 - emotion is determined by two factors:
 - Physiological arousal*
 - Cognitive labeling*

People look to the external world for an explanation of why we are aroused, and we interpret external cues and label the emotion.



The Two-Factor Theory of Emotion

Stimulus:
a threatening grizzly
bear approaching



Arousal:
heart pounding, trembling,
sweating, running away



Cognitive label:

"That is one
scary bear! I'm
afraid of it!"



Emotion:

FEAR

The Two-Factor Theory of Emotion



“Cognitive activity is a precondition for emotion.”



“Emotions are primary....The way we feel about something on a gut level requires no thought.”



Behavioral Factors

- ▶ The most interest in the behavioral dimension of emotion has focused on the nonverbal behavioral of facial expressions.
- ▶ **Facial Feedback Hypothesis**
 - Facial expressions can influence emotions as well as reflect them.
 - Facial Muscles send signals to the brain, which help individuals to recognize the emotion they are experiencing.



Facial Feedback Hypothesis

- ▶ <https://www.youtube.com/watch?v=pVp5pGSwZkg>
- ▶ Study by Paul Ekman (1983) showed that changing facial expressions induce physiological changes, which result to emotion.



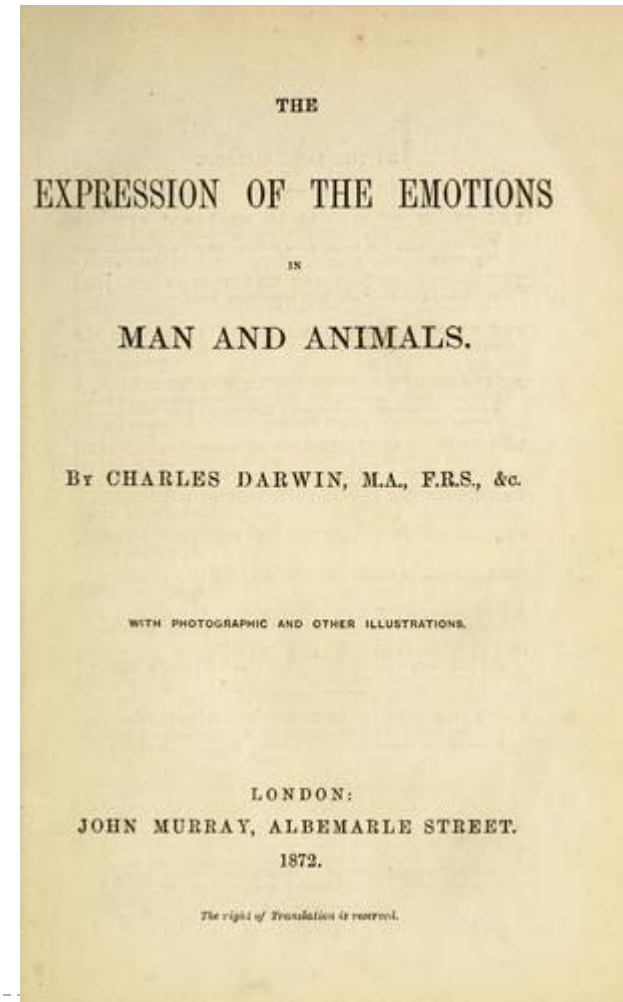
Sociocultural Factors

▶ Are emotions innate or do they vary across culture?

▶ **Culture and the Expression of Emotion**

- “*The Expression of the Emotions in Man and Animals*” (Charles Darwin)

- Facial expressions of human beings are innate, not learned; and are the same around the world.



Culture and the Expression of Emotion

- ▶ According to emotions, today psychologists still believe in the notion addressed by Charles Darwin.

Example:

