



Chapter 10

Motivation

Motivation



- **Motivation**

- a need or desire that energizes and directs behavior

- **Instinct**

- complex behavior that is rigidly patterned throughout a species and is unlearned

Motivation



- **Drive-Reduction Theory**
 - the idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need

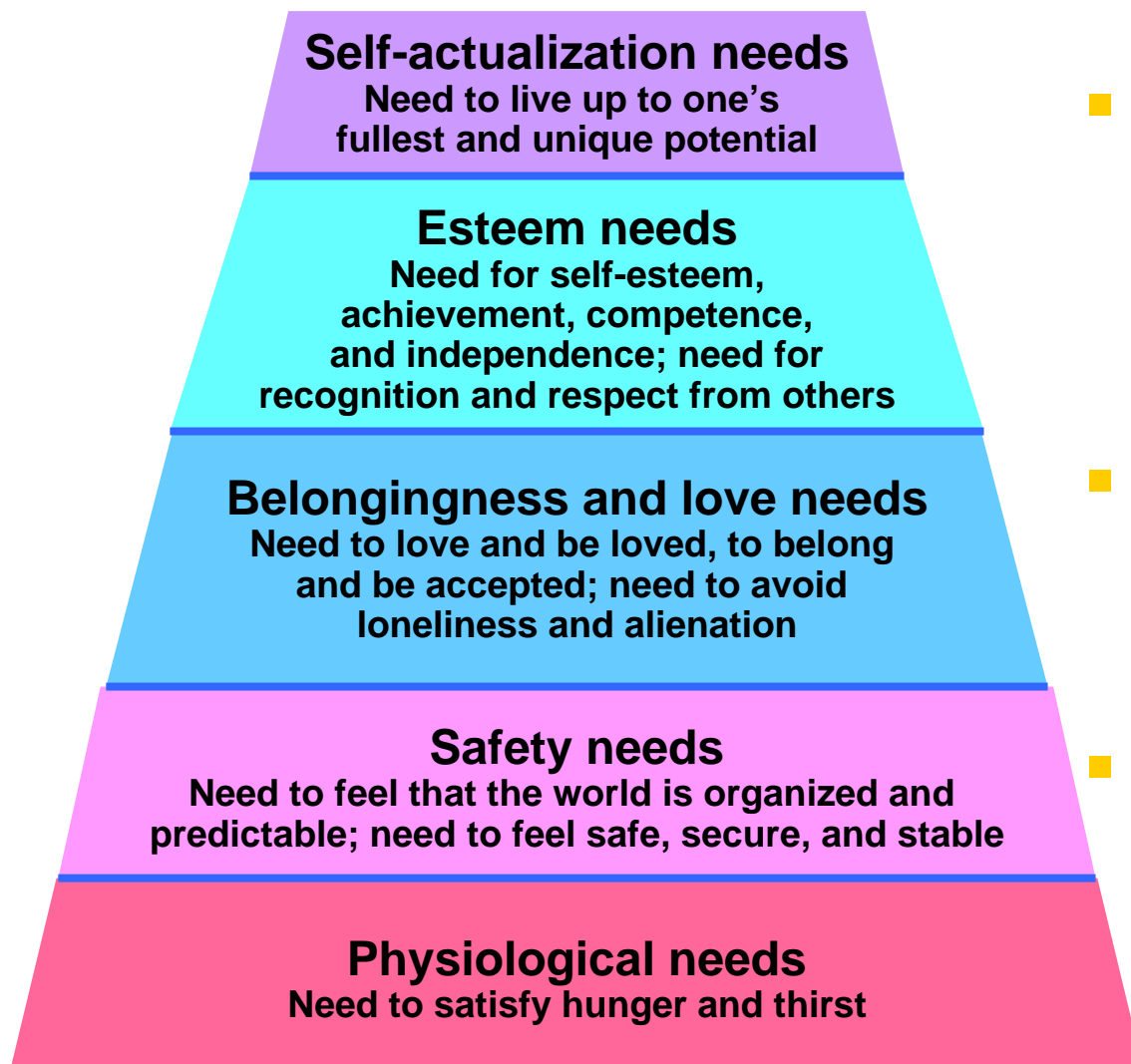
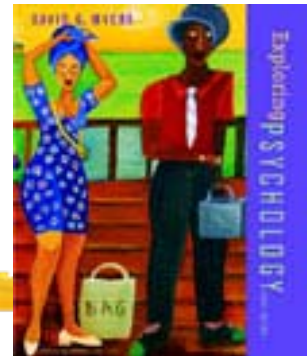


Motivation



- Homeostasis
 - tendency to maintain a balanced or constant internal state
 - regulation of any aspect of body chemistry around a particular level
- Incentive
 - a positive or negative environmental stimulus that motivates behavior

Maslow's Hierarchy of Needs

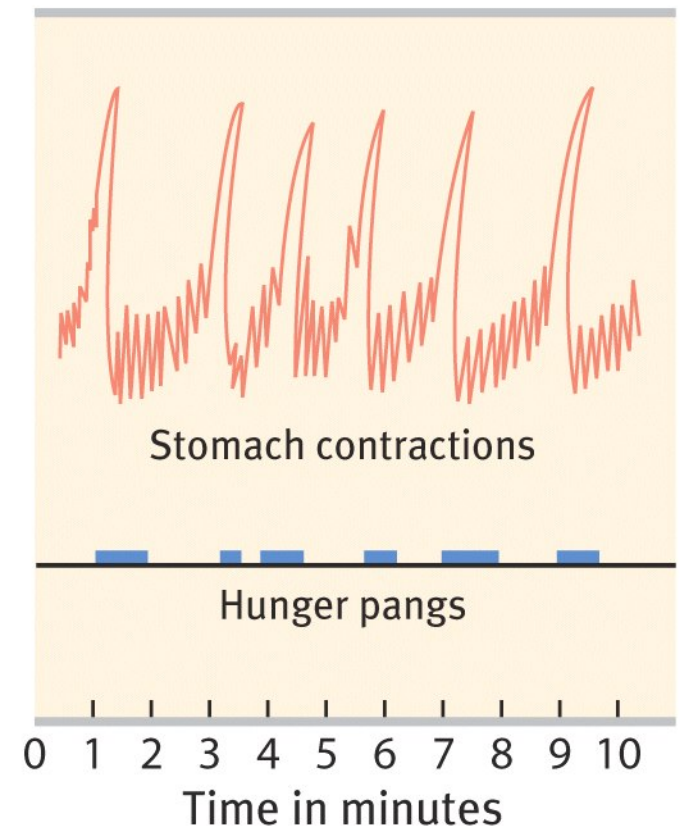
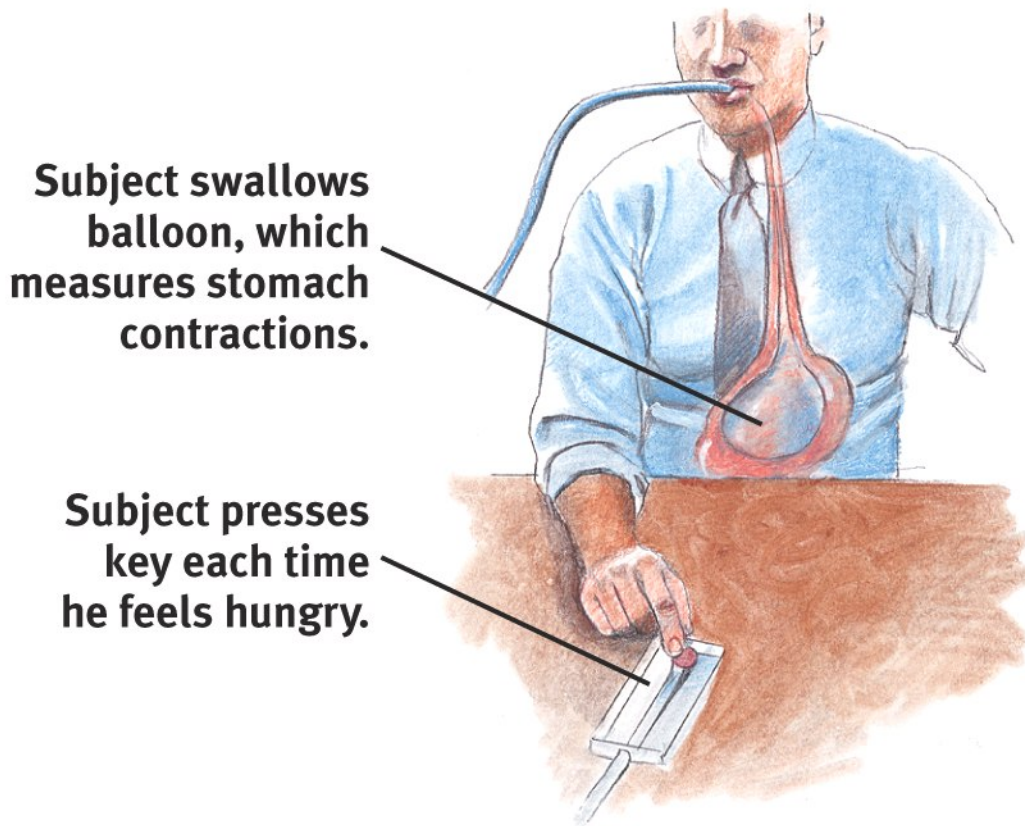


- begins at the base with physiological needs that must first be satisfied
- then higher-level safety needs become active
- then psychological needs become active

Motivation - Hunger



- Stomach contractions accompany our feelings of hunger



Motivation - Hunger



- Glucose
 - the form of sugar that circulates in the blood
 - provides the major source of energy for body tissues
 - when its level is low, we feel hunger

Motivation - Hunger

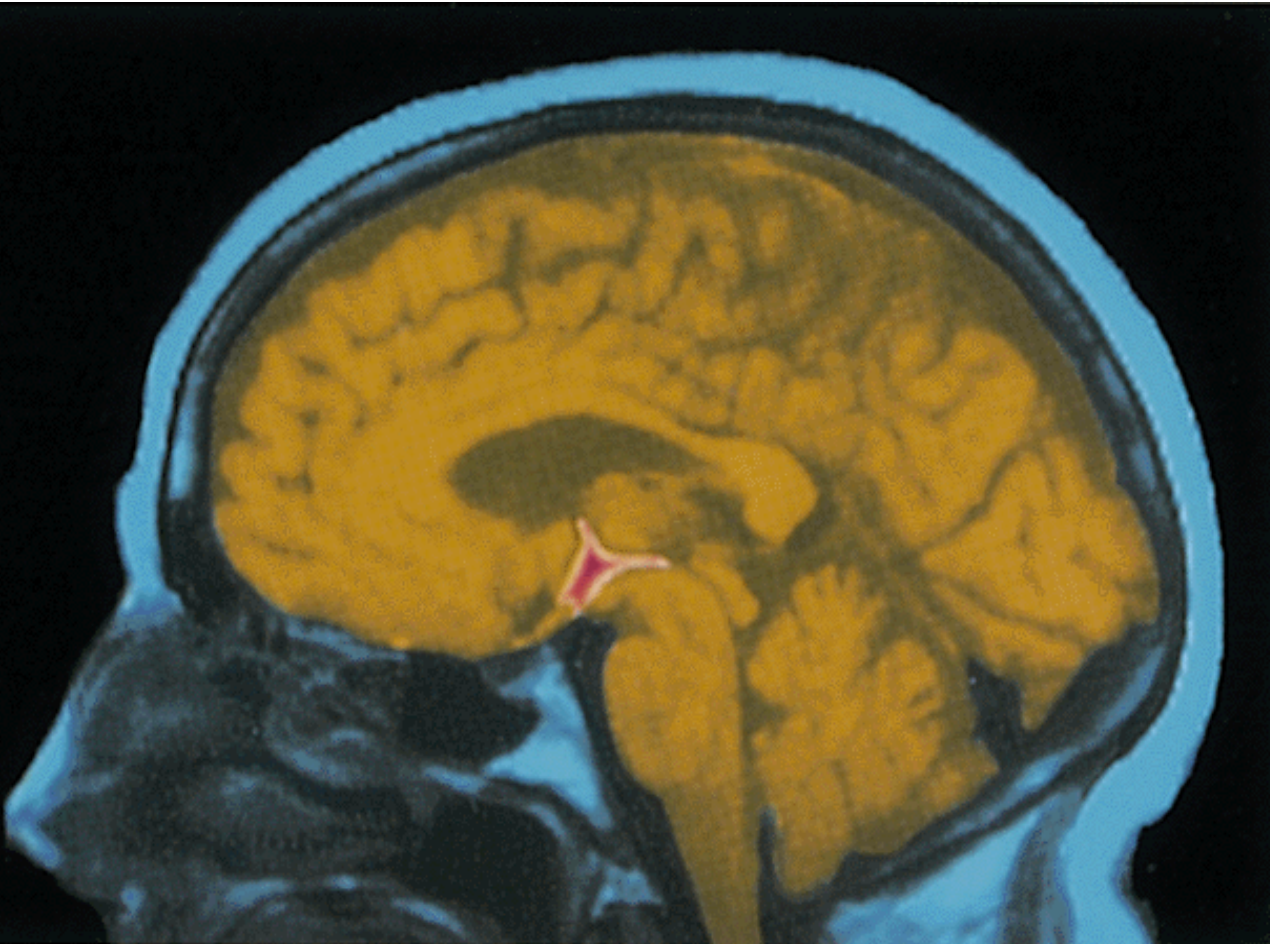


- Set Point
 - the point at which an individual's "weight thermostat" is supposedly set
 - when the body falls below this weight, an increase in hunger and a lowered metabolic rate may act to restore the lost weight
- Basal Metabolic Rate
 - body's base rate of energy expenditure

Motivation - Hunger



- The hypothalamus controls eating and other body maintenance functions



Motivation - Hunger



THE APPETITE HORMONES

Insulin: Hormone secreted by pancreas; controls blood glucose.

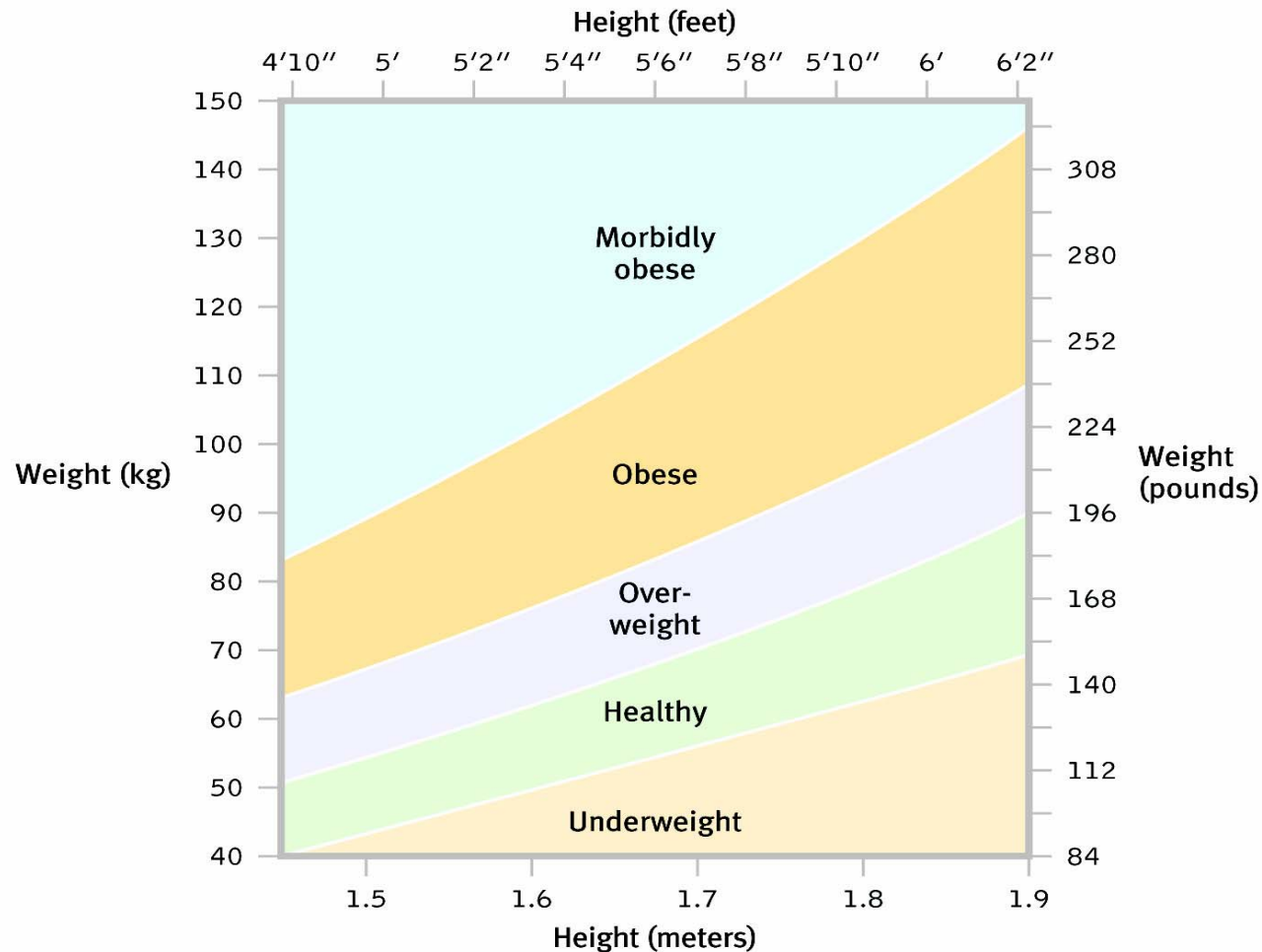
Leptin: Protein secreted by fat cells; when abundant, causes brain to increase metabolism and decrease hunger.

Orexin: Hunger-triggering hormone secreted by hypothalamus.

Ghrelin: Hormone secreted by empty stomach; sends “I’m hungry” signals to the brain.

PYY: Digestive tract hormone; sends “I’m *not* hungry” signals to the brain.

Obesity and Weight Control



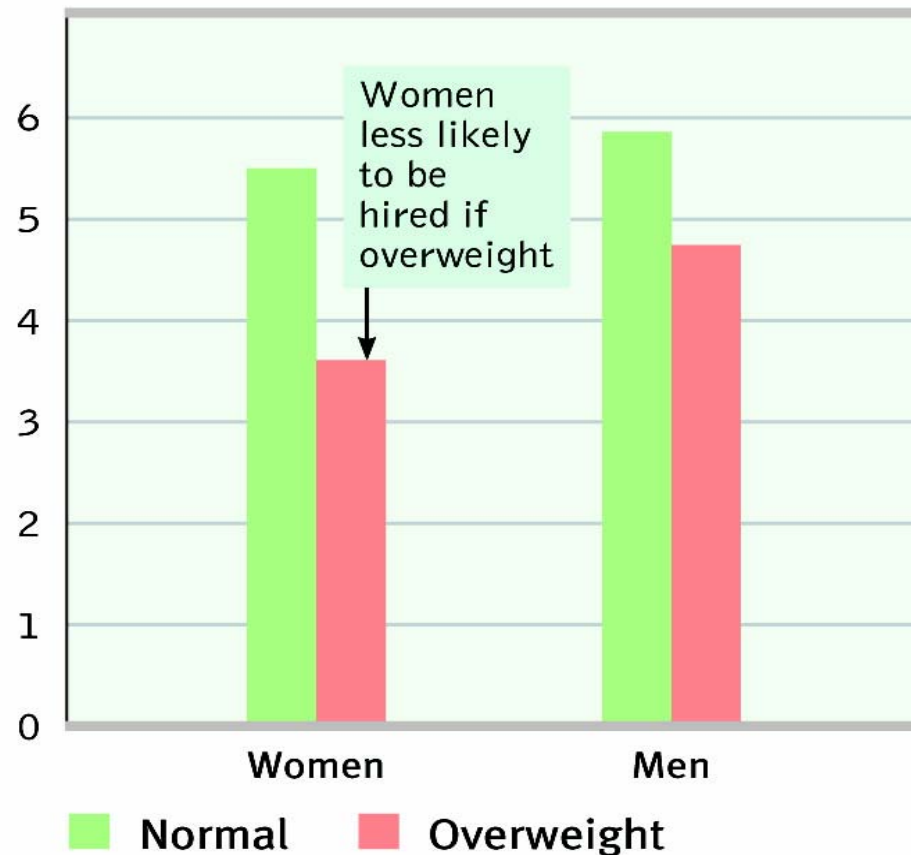
Obesity and Weight Control



Obesity and Weight Control

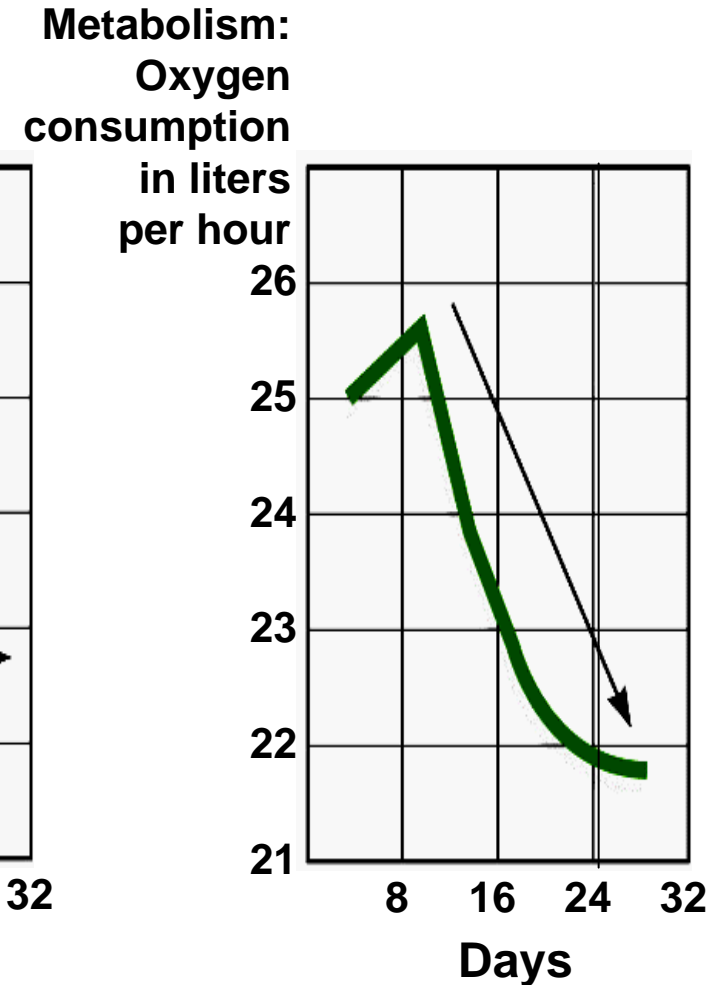
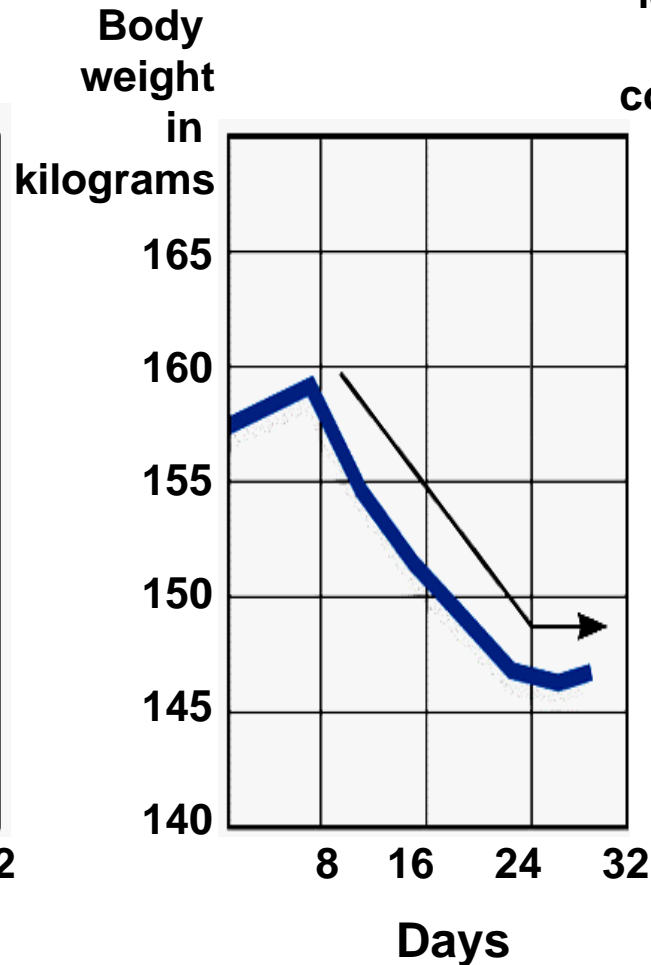
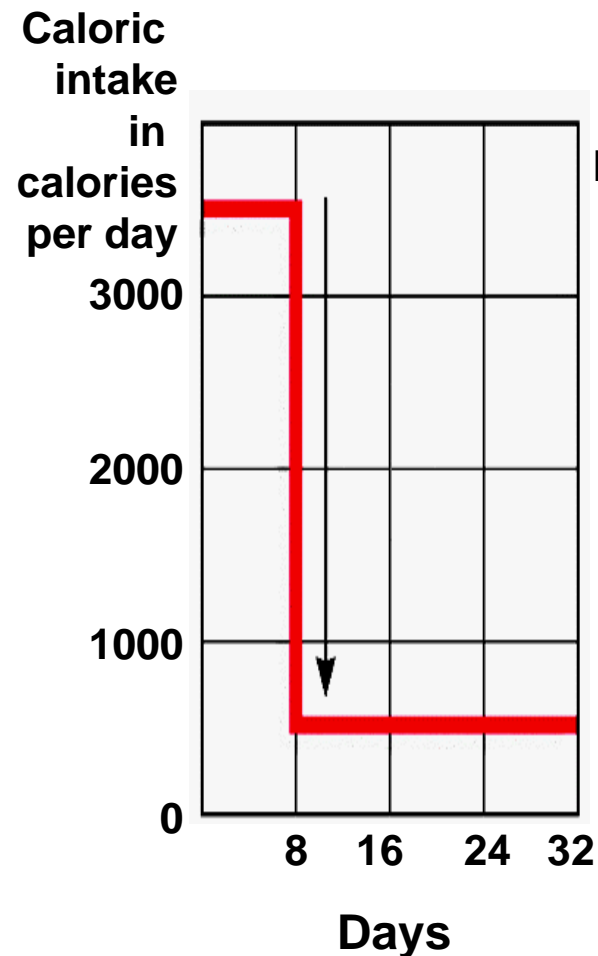
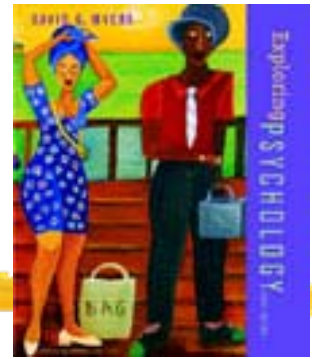


Willingness
to hire scale
(from 1: definitely
not hire to
7: definitely hire)



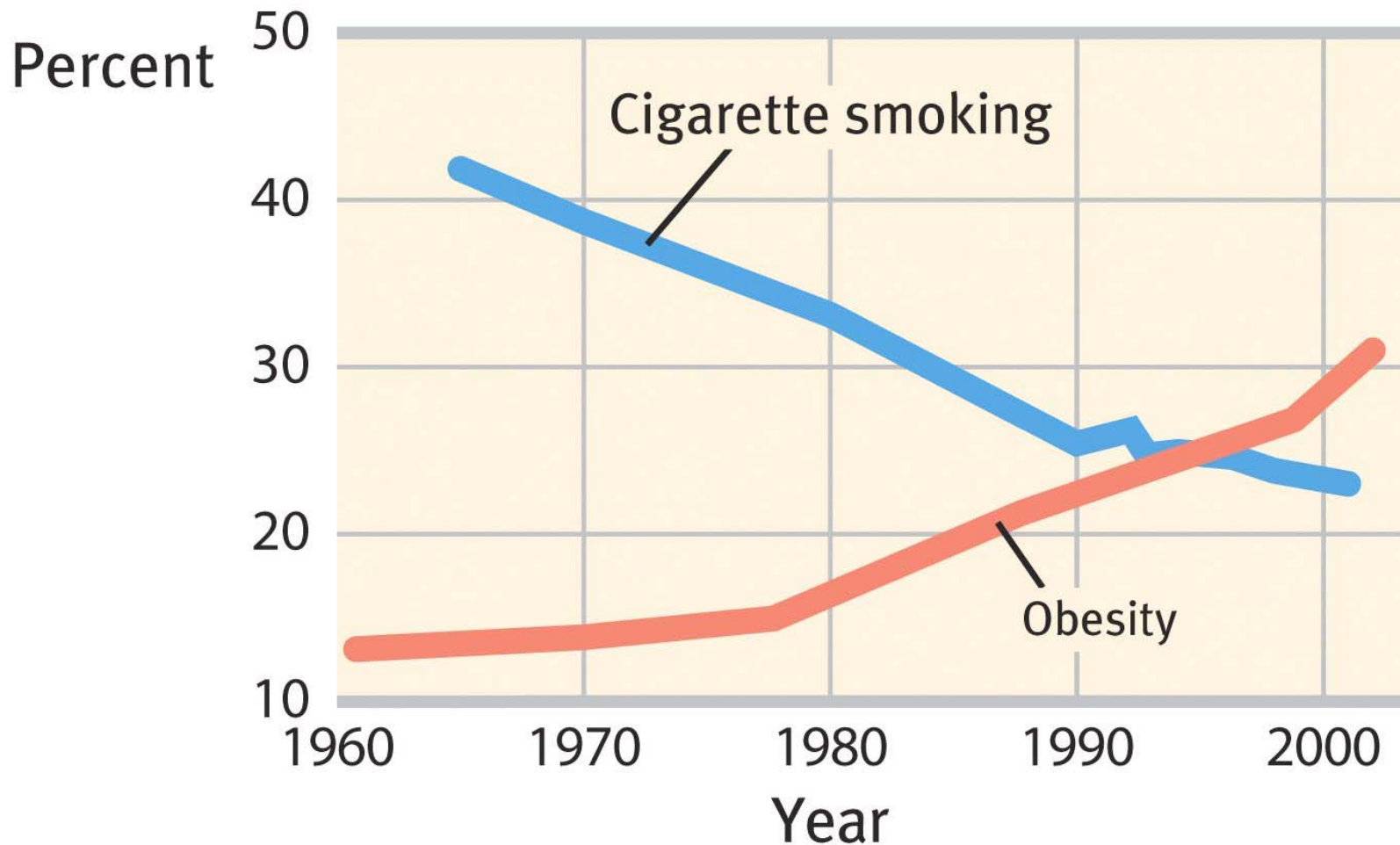
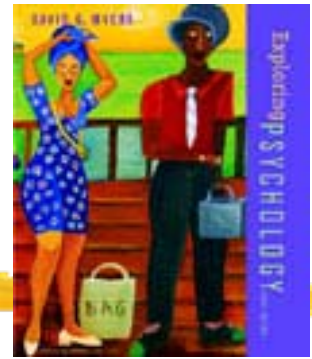
Weight Control

- Effects of a severe diet

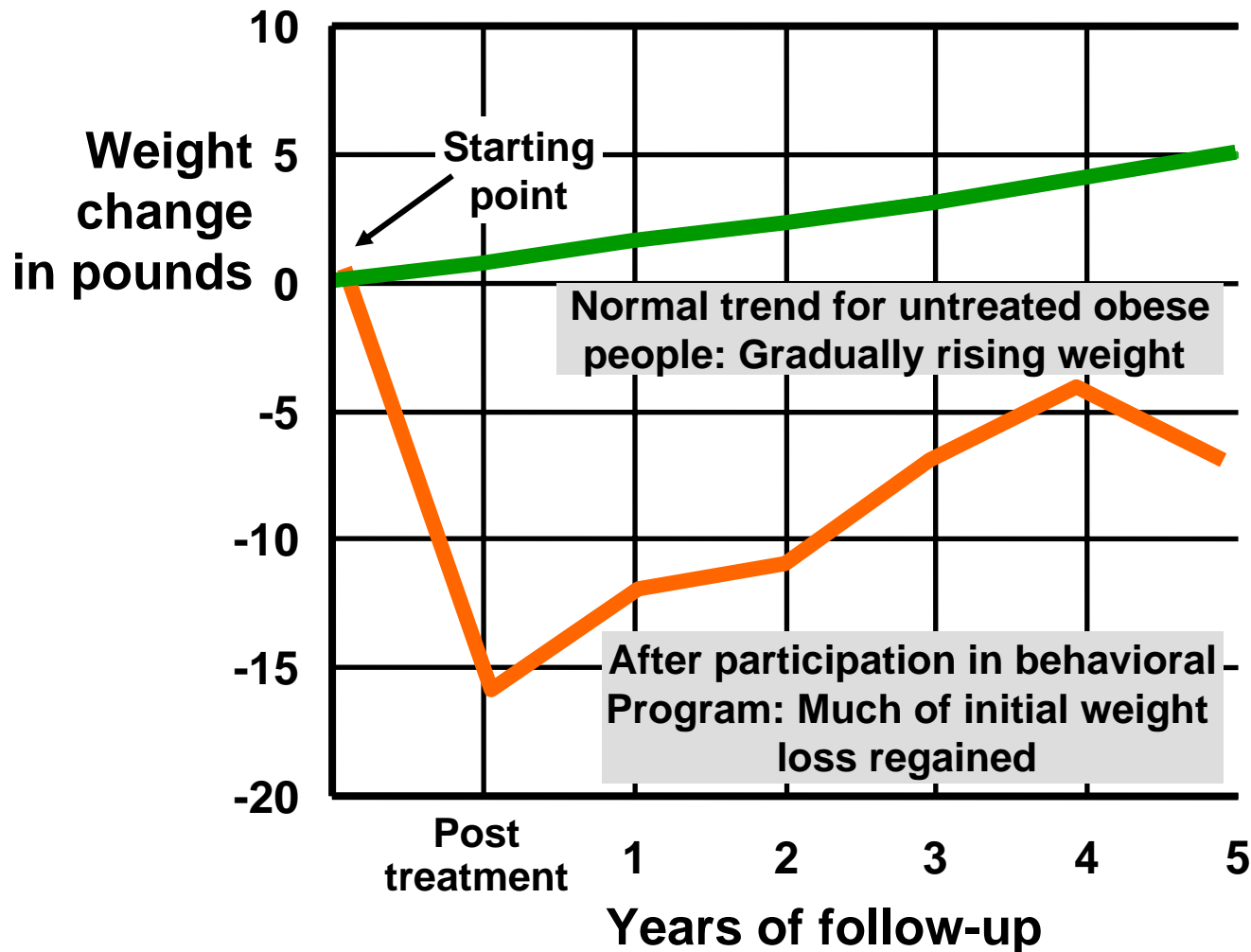


Weight Control

- Trading risks



Weight Control

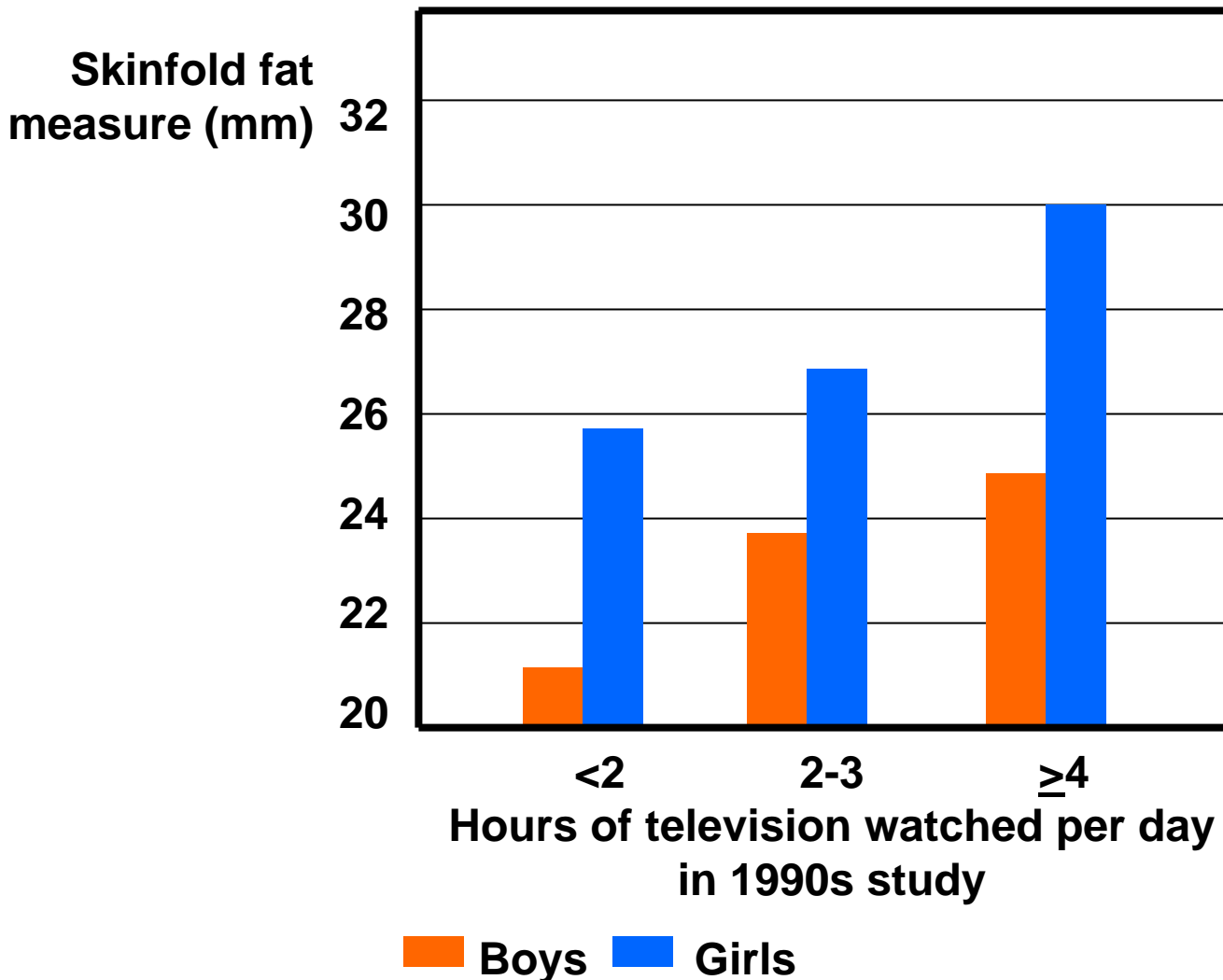


- Most lost weight is regained

Weight Control



- Obesity was more common among those who watched the most television



Eating Disorders



- **Anorexia Nervosa**

- when a normal-weight person diets and becomes significantly ($\geq 15\%$) underweight, yet, still feeling fat, continues to starve
- usually an adolescent female

- **Bulimia Nervosa**

- disorder characterized by episodes of overeating, usually of high-calorie foods, followed by vomiting, laxative use, fasting, or excessive exercise

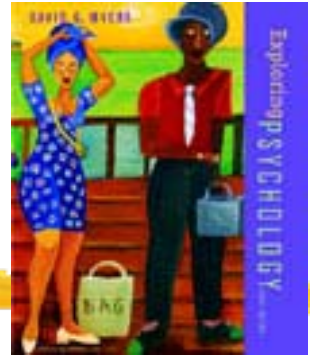
Sexual Motivation



Sexual Response Cycle

- the four stages of sexual responding described by Masters and Johnson
 - excitement
 - plateau
 - orgasm
 - resolution

Sexual Motivation



- Refractory Period
 - resting period after orgasm, during which a man cannot achieve another orgasm
- Sexual Disorder
 - a problem that consistently impairs sexual arousal or functioning

Sexual Motivation



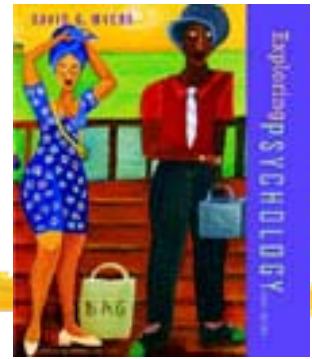
- Estrogen
 - a sex hormone, secreted in greater amounts by females than by males
 - in nonhuman females, levels peak during ovulation, promoting sexual receptivity

Sexual Motivation



- Testosterone
 - most important of the male sex hormones
 - both males and females have it, but the extra testosterone in males stimulates growth of sex organs in the fetus and development of the male sex characteristics during puberty

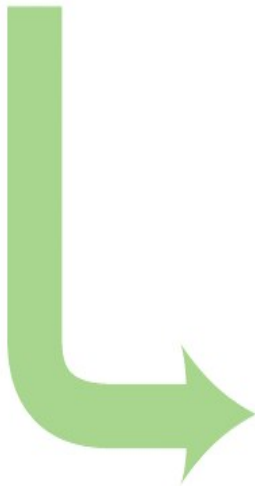
Forces Affecting Sexual Motivation



**Physiological
readiness**

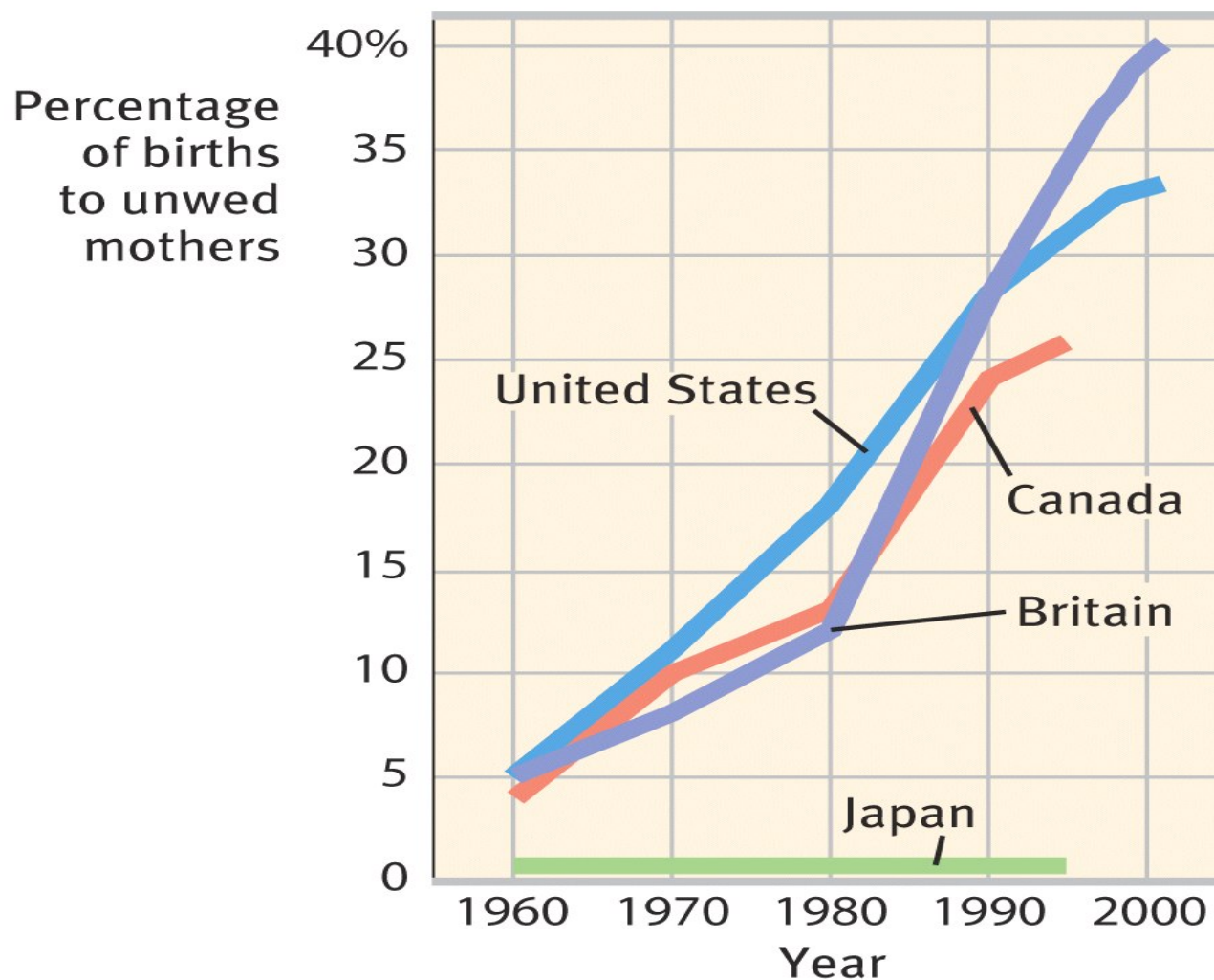
**Imagined
stimuli**

**External
stimuli**



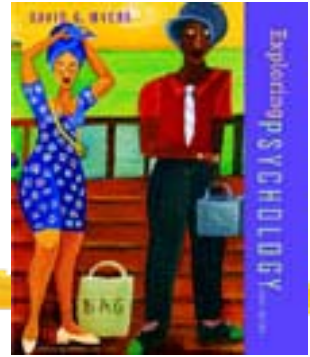
Sexual motivation

Sexual Motivation



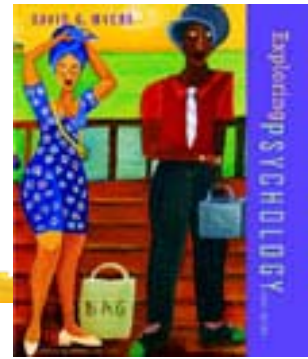
- Births to unwed parents

Sexual Motivation



- Sexual Orientation
 - an enduring sexual attraction toward members of either one's own sex (homosexual orientation) or the other sex (heterosexual orientation)

Sexual Motivation



BIOLOGICAL CORRELATES OF SEXUAL ORIENTATION

On average (the evidence is strongest for males), various biological and behavioral traits of gays and lesbians fall between those of straight men and straight women. Tentative findings—some in need of replication—include these:

Brain differences

- Hypothalamic cell cluster is larger in straight men than in women and gay men; same difference is found in male sheep displaying other-sex versus same-sex attraction.
- Corpus callosum is larger in gay men than in women or straight men.

Genetic influences

- Shared sexual orientation is higher among identical twins than among fraternal twins.
- Sexual attraction in male fruit flies can be genetically manipulated.

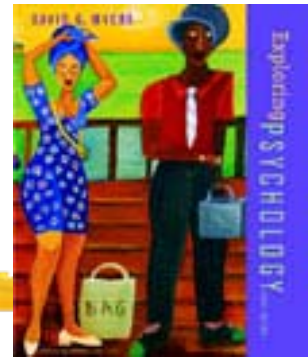
Prenatal hormonal influences

- Altered prenatal hormone exposure may lead to homosexuality in humans and other animals.
- Men with several older brothers are more likely to be gay.

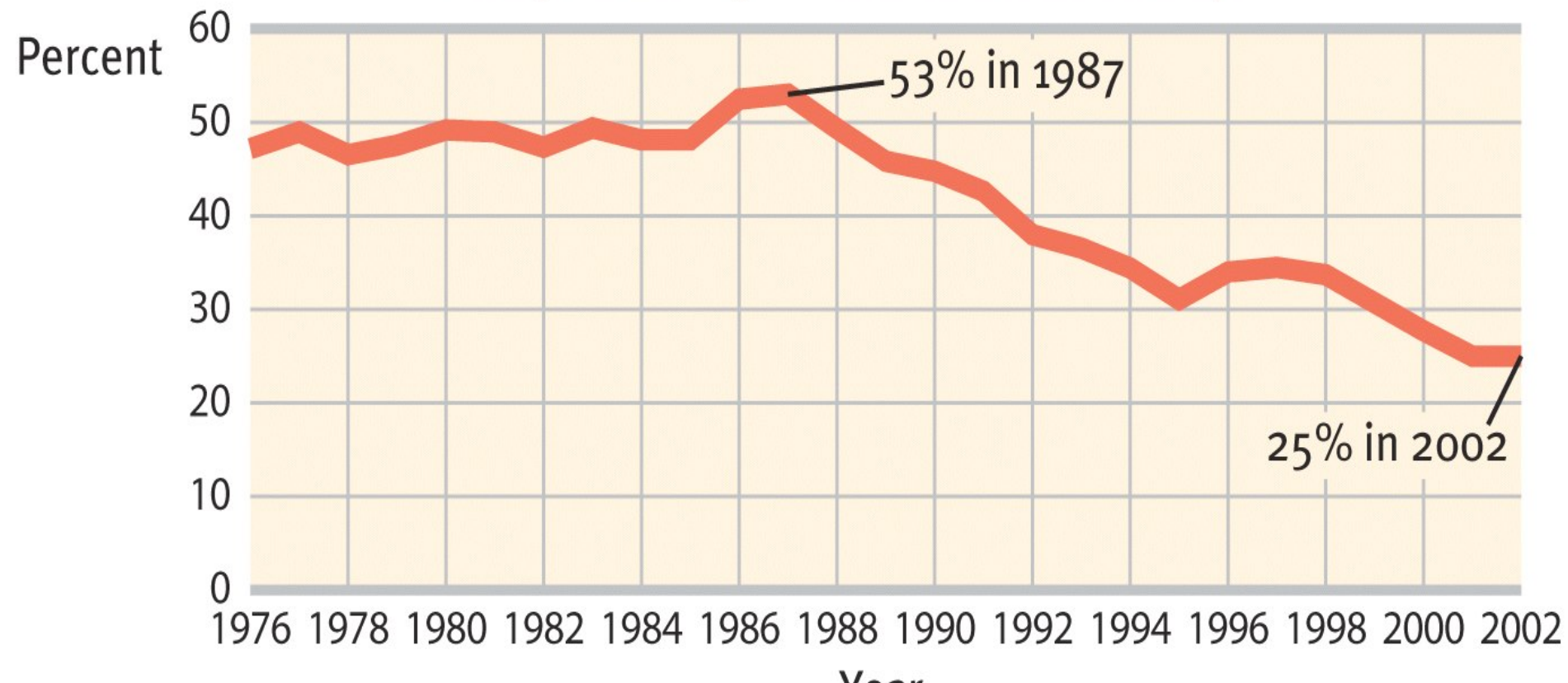
These brain differences and genetic and prenatal influences may contribute to observed gay-straight differences in

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|-----------------------------|----------------------------|
| • spatial abilities. | • relative finger lengths. |
| • fingerprint ridge counts. | • gender nonconformity. |
| • auditory system. | • age of male puberty. |
| • handedness. | • male body size. |
| • occupational preferences. | |

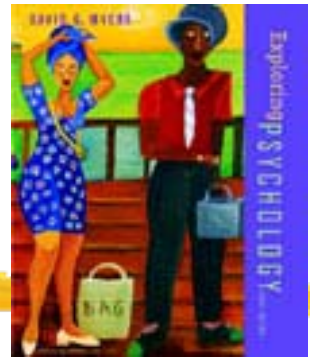
Sexual Motivation



Entering collegians agreeing that "It is important to have laws prohibiting homosexual relationships."



Achievement Motivation



- Achievement Motivation
 - a desire for significant accomplishment
 - for mastery of things, people, or ideas
 - for attaining a high standard