

# Motivation and Emotion

AP Psychology



# MOTIVATION

It's not that I'm lazy, it's that I just don't care.

# What is Motivation??

- A Motive
  - An inner directing force—as specific need or want—that arouses the organism and directs its behavior toward a goal
  - Triggered by some kind of stimulus



# Theories of Motivation

- Instinct Theory
- Drive Reduction theory
- Optimum Arousal
- Incentive
- Theory of Self-Actualization

# Drive Reduction Theory



- Based on the idea that a physiological need (water) will produce a drive resulting in tension within the body (thirst), which will motivate an organism to get water to reduce the drive (thirst) and satisfy the need for (water)

# Drive Reduction Theory

- What drives us to eat?
  - Hunger (hunger is a drive)
    - we are motivated to reduce a drive (hunger) through satisfying a need-food.



# Drive-Reduction Theory

- So, how does this drive-reduction theory work?



# Homeostasis

- Process of maintaining a balanced or constant internal state in the body.
  - For example, when water drops too low within the body, this change is detected through homeostasis and reported to the brain.
  - The brain then produces thirst- a drive, or tension within the body to correct the imbalance





# More on Homeostasis

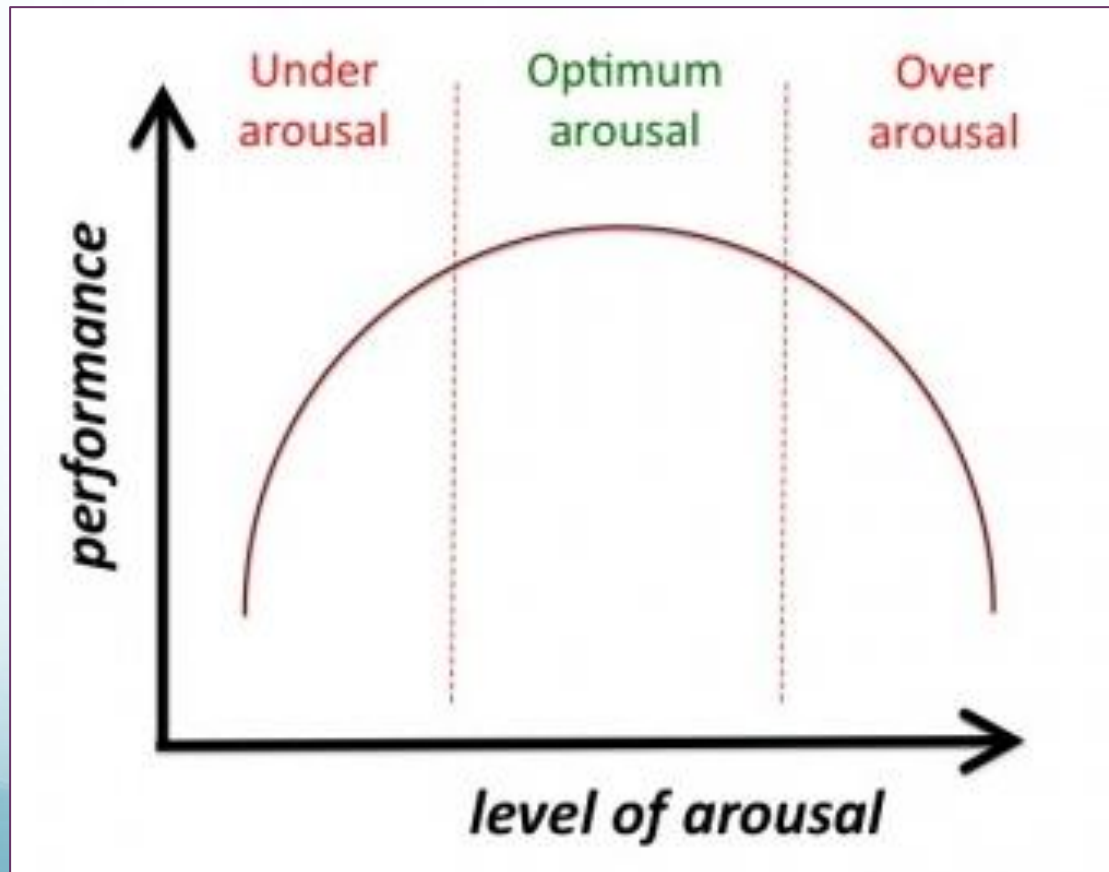
- An air conditioner unit operates through a thermostat within the house that monitors the air temperature.
- When it becomes too hot the thermostat detects this temperature change resulting in the air conditioner then being turned on, which brings the house temperature back to a constant, or predetermined temperature set by the owner



**The thermostat is similar to the process of homeostasis- it detects changes in the body and alerts the brain**

# Optimum Arousal Theory

- People are motivated to maintain a certain degree or optimum (ideal) level of arousal (excitement)



# Optimum Arousal Theory



- When people become bored it is because the activity that they are doing does not provide enough excitement.
  - In other words, it does not meet their level of arousal.
- When people do not want to be part of an activity any more, then the activity has become too high in arousal-
  - “too much for them to handle.”

# Optimum Arousal Theory

- **Yerkes-Dodson law**- theory that suggests the right amount of arousal can improve performance; however too much or too little arousal can hurt performance



- If you are playing a team that is too easy, you don't try as hard- however, if you are playing a team that is too hard, you give up.
- But, if you are playing a team that you match up well against you try your best

# Incentive Theory

- Motivation is the result of certain stimuli that either “push” us towards attaining them, or other stimuli that “pull” us away.
  - People are *pushed* to do assignments that get them extra credit.
  - People, however, are *pulled* away from doing things that may get them fired- like coming in late.



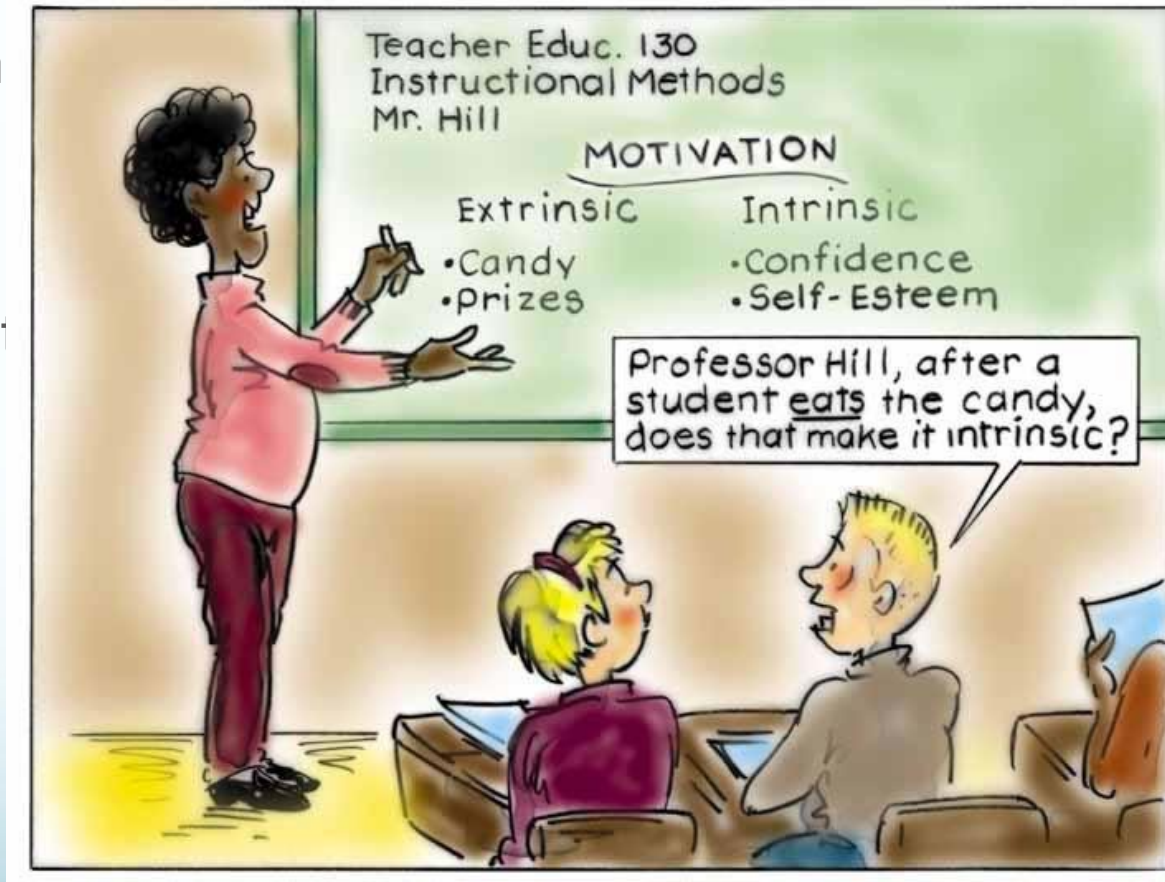
# Incentive Theory

- What pushes you?
- What pulls you?



# Incentive Theory

- **Extrinsic motivation-** motivation is based on attaining desirable, external or factors
- Money and extra credit are examples of extrinsic motivation, which means you need something “*extra*” to perform the behavior.



# Incentive Theory



- **Intrinsic motivation-** motivation is based on attaining personal satisfaction, or fulfilling personal reasons and needs
- Some people run to beat other runners (extrinsic), while others compete to beat their previous best time (intrinsic).



Which type of motivator do you see more at school?  
At work?  
At home?

## Intrinsic

- autonomy
- belonging
- curiosity
- love
- learning
- mastery
- meaning
- ...



## Extrinsic

- badges
- competition
- fear of failure
- fear of punishment
- gold stars
- money
- points
- rewards
- ...

# Instinct Theory

- **Instinct Theory:** we are motivated by our inborn automated behaviors.
- These are not learned behaviors, but automatic responses to certain environmental cues
  - Geese fly south (response) for the winter in response to colder temperatures (environmental cue).
  - This behavior naturally and automatically happens each winter.



# Instinct Theory

- The instinct theory is supported by evolutionary psychologists such as Charles Darwin who believed in **natural selection**, the reasoning that nature selects organisms who are best suited to survive in that particular environment.



- An example of natural selection would be the thicker skin of Eskimos, enabling them to survive in a colder climate.

# Theory of Self-Actualization



- Maslow believed that human beings are *motivated* to achieve the level of self-actualization or **personal mastery and satisfaction**
  - Could only be achieved through satisfying each of the previous levels described in his *hierarchy of needs*.
- His theory was based on the reasoning of humanistic psychology,
  - emphasized free will and human potential.

# Theory of Self-Actualization

1. Physiological Needs: Food Water
2. Safety Needs: Secure
3. Love Needs: Being Wanted
  - Most people don't feel love unless they feel secure—have to satisfy previous level before addressing present level
4. Esteem Needs: Need for Achievement
5. Cognitive Needs: Pursuit of Knowledge
  - You can't study if you are hungry.
6. Self-Actualization: you are living to your fullest potential

**Self-Actualization**  
You are living to your highest potential

*Esteem*  
You've acquired the skills that lead to honor and recognition

**Love & Belonging**  
Achieving deeper, more meaningful relationships

**SAFETY**  
Home, sweet home

**Physiological Needs**  
Food, water, sleep

# Theory of Self-Actualization



- According to Maslow, Abraham Lincoln and Eleanor Roosevelt were just a few that he believed reached the level of self-actualization.
- *People find it hard to reach the level of self-actualization, as most people are unaware, or don't know how to reach their potential and how to motivate oneself to stay at one's potential.*

# Achievement Motivation

- Henry Murray was a Neo-Freudian who defined achievement as **a mastery of a skill or an accomplishment.**
- David McClelland used the **TAT (Thematic Apperception Projective Test)** to measure people's need for achievement

McClelland found people who have a high need for achievement worked harder and were able to delay gratification instead of wanting things right away.



# Achievement Motivation

- **Need achievement** (also called competent achievement) refers to personal, specific goals that people establish for themselves.
- Need achievement often involves *intrinsic motivation*,
  - based on personal reasons and motivations.



# Achievement Motivation

- **Achievement motivation** is based on outperforming other people.
- Achievement motivation is an example of *extrinsic motivation*-
  - motivation for an external or extra reason.



Most people's motivation is somewhat of combination of need and achievement motivation- that combination often differs among people

# Motivation and Work

- **Industrial-organizational psychologists** apply psychological concepts to the workplace in order to improve productivity and performance among workers



# Motivation and Work

- Industrial-organization psychologist (I/O) are brought into companies who need advice or support in order to run better-
- The goal is to have workers feel as though they are in the flow, which is focusing on the job, or task, and not being concerned about the time of day-
  - similar to being in the zone.



# Motivation and Work

- I/O psychologists are similar to the “Bob’s” from the movie, “Office Space”



# Theories on Motivation and work

- **Theory X** suggests that workers are basically lazy and need to be extrinsically motivated
- An example of theory X would be employers who offer bonuses as a way to improve employee performance

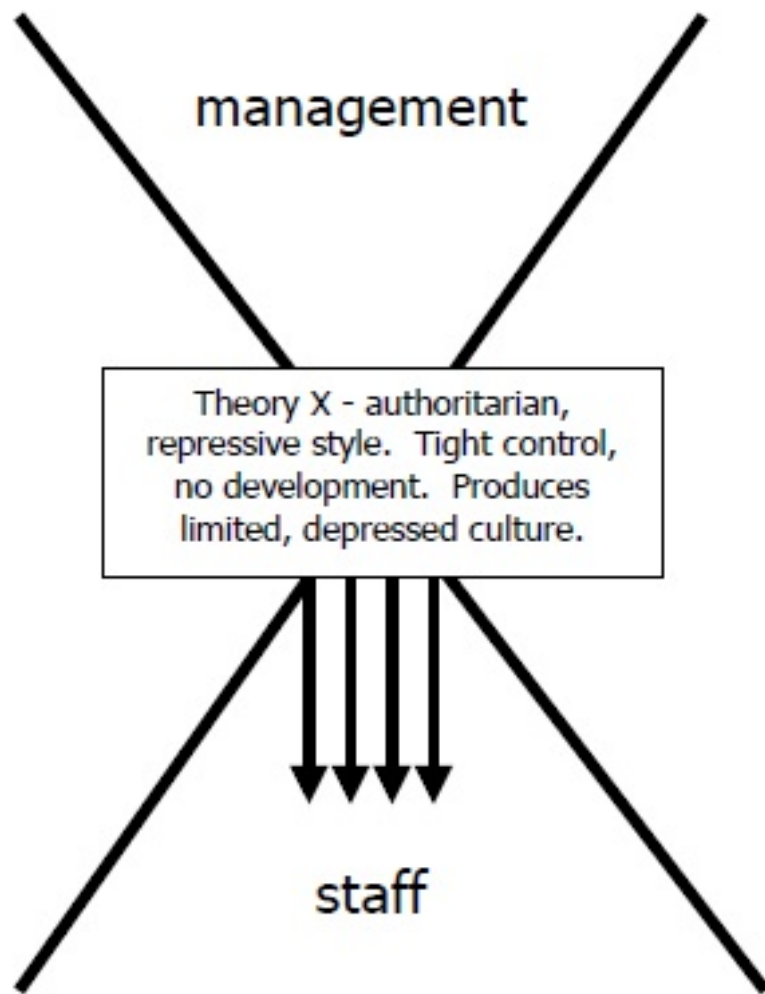


# Theories on Motivation and Work

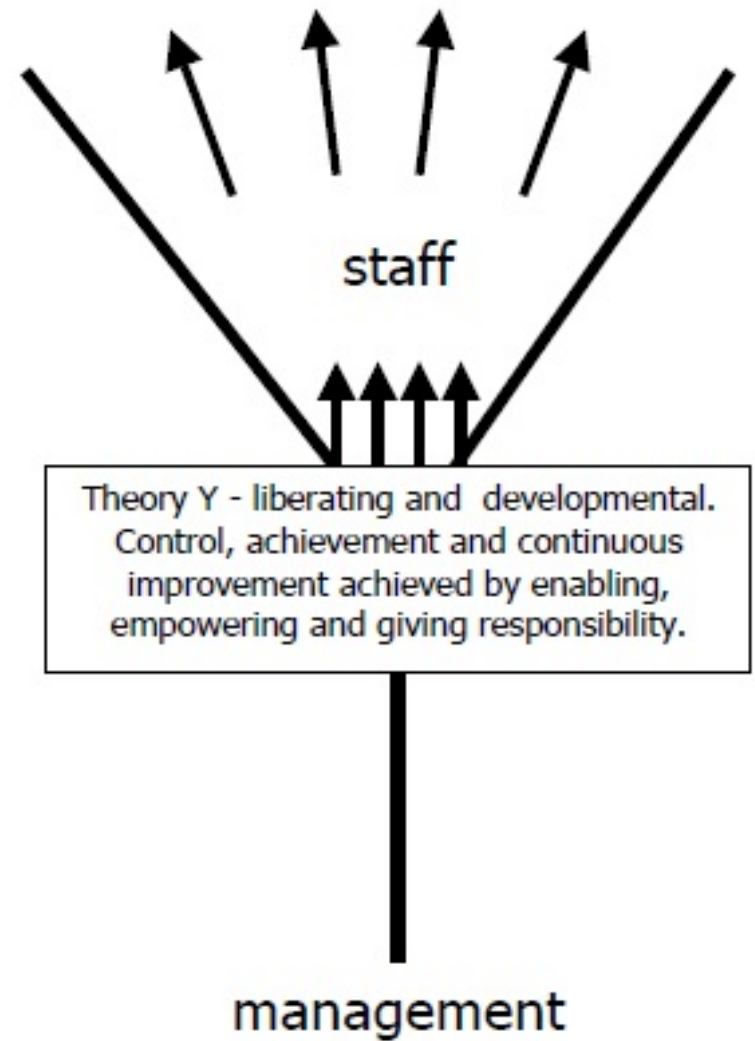
- **Theory Y** assumes that workers need to be challenged and as a result intrinsically motivated
- An example of theory Y would be employers who give employees more responsibility in order for them to feel better about their role in the company



## 'Theory X'



## 'Theory Y'





# Which theory best describes these situations?

- [TPS Report](#)
- Meeting the Bobs
  - [Part Two](#)



**MOTIVATION**

It's not that I'm lazy, it's that I just don't care.

# The Hawthorne Effect



- The Hawthorne effect is the role of attention and interest by outsiders on workers' motivation and performance.
- They were trying a new approach at a Western Electric plant, Hawthorne Works, in Chicago, to improve worker productivity.

# The Hawthorne Effect

- Realized that **the individual attention given to the workers who were part of each pilot group was the real reason for the increased productivity** in the pilot studies, not the specific technique they were trying.
- It was replicated in several different interventions.



# The Rosenthal Effect

- The Rosenthal effect in schools is similar.
- When teachers were told at the beginning of the year that testing the previous year indicated that certain children in their class were going to make dramatic gains, the students did.

“”

**HIGH  
EXPECTATIONS  
ARE THE  
KEY TO  
EVERYTHING**

**SAM WALTON**

# The Rosenthal Effect

- Teachers didn't think they treated them differently, but it turns out that they gave them more attention and positive feedback.
- Teacher expectations influenced their behavior unconsciously.
- The children had actually been selected randomly.

