

PSYC 200
March 16th
Lecture 17

Motivation

Perspectives on Motivation, Drives and Incentives

- Motivation: a need or desire that energizes and directs behaviour
 - Dispositional forces (internal factors)
 - Situational forces (external factors)
- Our motivational states and drives are internal conditions that make us tend towards certain goals, which may change over time
- Various Type of Motivations
 - Conscious motivation: type of motivation that remains in your awareness. there are two types:
 - Approach motivation: a motivation that is involved with striving to achieving positive results
 - example: studying hard to get a good grade on a test
 - Avoidance motivation: a motivation that is involved with striving to avoid a negative result
 - example: pulling an all-nighter to avoid failing a test
 - Unconscious motivation: operates outside of a person's awareness
 - example: individual needs to be in a loving relationship but always find a way to end the relationship because they are afraid of being rejected and they don't know this because it is happening through unconscious motivations
- Theories of motivation
 - Instincts: unlearned complex behaviour, they have a fixed pattern throughout a species
 - example: baby turtles hatch on the beach and for some reason, they automatically move towards the water, its an internal drive, they just know
 - example: a kitten will play (jump, pounce), they are practicing their instinctive behaviours
 - Hedonic principles (sigmund freud): we want to experience pleasure and avoid pain, what motivates all of us is the need for pleasure (sex)
 - Drive-reduction theory: a person reacts when a physiological need creates an aroused state that drives him or her to reduce the need
 - example: you become dehydrated, change in fluid levels are detected by the body, once the sensors detect the changes they will produce thirst, which will motivate you to seek out and drink something to replenish your fluid levels
 - Homeostasis: we try to maintain a steady and balanced inner state
 - example: many of our physiological functions have optimal levels in order for the body to function properly (body temperature, for example), whenever temperature dips below optimal levels, sensors establish a motivation that will be able to reestablish the optimal level (go wear jacket, find warm place)
 - Regulatory drives: function is to initiate activities/behaviours that preserve homeostasis
 - example: have an optimal level for blood-glucose, wen it dips below the level it motivates us to eat something and vice versa
 - Non-regulatory drives : function is to initiate activities/behaviours that are not required to preserve homeostasis
 - example: you have no cash, this motivates you to go out and look for a job

- example: you're lonely, you don't like watching netflix by yourself, you would like to 'netflix and chill', this will motivate you to go find a partner to watch netflix with
- Need (for food, water) --> Drive (hunger, thirst) --> Drive-reducing behaviours (eating, drinking)
- Social learning theory: another form of goal enhancers, we are motivated to do things by looking at other people especially if they get rewarded for their behaviour
 - example: you see another student rewarded with extra credit for always being on time to class, this just might motivate you to start showing up for class earlier
- Central-state theory: explains drives by understanding them as corresponding to neural activity, different types of motivations have different central-drive systems (different sets of neurons create different drives), these neurons are located in the hypothalamus
 - Hypothalamus: made up of many different nuclei (neurons that have the same function), nuclei are responsible for creating/regulating drives
 - example: Hunger and sex have different drive systems but they overlap, women with low sex drives can boost them by consuming dark chocolate, this proves the overlapping of the two systems
- Incentives: positive or negative stimuli in your environment, the value of the incentive is influenced by strong drives
 - example: you see an advertisement for a chocolate bar, if you have a strong drive (if you are hungry), you will go out and buy the chocolate
- Intrinsic reward: the reward might come from within
 - example: the act of teaching is pleasurable for a teacher, makes them happy
- Extrinsic reward: a reward that you achieve by completing some sort of behaviour
 - example: getting paid to teach
- Wanting and liking: liking is a subjective feeling of pleasure that you get from a reward, wanting is the desire to achieve a certain goal in order to get that reward
 - Reward neurons: what make up the nucleus accumbent, involved with experiencing the positive emotions that are associated with receiving a reward, they are activated by the release of dopamine
 - Medial forebrain bundle: connects the nucleus accumbent and the VTA, made up of axons that can either release dopamine or endorphins
 - Liking systems: doesn't depend on the release of dopamine, involves the release of endorphins at the axon terminals of the MFB, endorphins make you feel good
 - Endorphins
 - Wanting systems: made up of two structures --> nucleus accumbent and VTA
- Optimal arousal: this is an arousal state in which a person has enough motivation but not so much that he or she feels anxious and unable to perform
 - Yerkes-Dodson law
- Maslow's hierarchy of needs: outlines 5 needs that have to be satisfied for a person to reach self-actualization
 - self-actualization: means being the best that you can be
 - Physiological (breathing, food, water, sex)
 - Safety: security of body, of employment, of resources, of health
 - Love/Belonging: friendship, family
 - Esteem: self-esteem, confidence, respect of others, respect by others
 - Self-Actualization: morality, acceptance of facts, problem solving, the best that you can be

Hunger

- Hunger and Satiety (feeling of when you're full)

- Body Chemistry
 - Glucose and insulin levels are low at the start of the meal, peak at the end
- The Brain
 - Lateral hypothalamus monitors all of these changes and plays a role in regulating your eating behaviour, activates when glucose and insulin levels are low
 - lesions of lateral hypothalamus will lead to skinny mice
 - Orexin: hormone released by hypothalamus, its function is to trigger feelings of hunger which motivate eating behaviour, therefore increasing glucose and insulin levels
 - Orexogenic signals: feeling of hunger
 - Ventromedial hypothalamus is activated by high levels of glucose and insulin levels, trigger feelings of satiety which motivate individual to stop eating, therefore decreasing glucose and insulin levels
 - lesions of ventromedial hypothalamus will lead to fat mice
 - Anorexogenic signals: feelings of feeling full
 - Gustatory senses: includes sight, smell, taste, sound and texture of food

Sexual Motivation

- the sex drives of animals is synchronized with their hormone levels and chemical signals
 - female rats become sexually active when both their estrogen and progesterone levels peak during the ovulation portion of their estrous cycle
 - Synchrony
 - Estrous cycle vs. Menstrual cycle
 - Progesterone and Estrogen: when they peak, they are detected by neurons in the ventromedial region, which in turn motivates sexual behaviour
 - Testosterone: levels don't rise in males but they still influence sexual behaviours
 - Pre optic area: motivates sexual behaviours in males
- ***** none of this applies to humans *******
- Testosterone is the hormone that leads to sexual behaviour in both men and women

Belongingness

- the need to belong and fit in social groups
- "Ubuntu ngumntu ngabantu": people are people through other people, who you are in influenced by the people you belong/bonded with, your self-esteem is tied to your social acceptance, we have the need to maintain relationships because our self-esteem is influenced by that
- Anterior cingulate cortex: provides emotional pain of being rejected from social groups

Motivation at Work

- Job satisfaction
 - Equity theory
 - Workers decide how satisfied they feel with their jobs by comparing themselves to others
 - Expectancy theory
 - Defines job satisfaction as a worker's sense of achieving a certain outcome based on expectancy, instrumentality, and valence
 - Expectancy
 - Instrumentality
 - Valence: size of the reward

