



Chapter 8 – Emotion and Motivation

- I. Emotion
 - a. Feeling or affect with physical or mental arousal.
 - b. Mark important situations.
 - c. Command our attention
 - d. Arouse us to action
 - e. Convey intentions to others.
- II. Evolution
 - a. Emotions have adaptive value | David Buss (evolutionary psychologist)
 - b. Emotions in mating behavior
 - c. Male aggressiveness / shows of strength.
 - d. Ex: Fear of heights selected for when people without it walk off cliffs.
- III. Classifications
 - a. Ekman – Seven basic emotions: anger, disgust, fear, happiness, sadness, contempt, surprise.
 - b. Plutchik's
 - i. Essentials / basics in center. Combinations on outside.
 - ii. Love = Joy + Acceptance.
 - iii. <Refer to Figure 8.2 on page 300>
 - c. Describing emotion, not explaining it.
- IV. Causes of Emotions
 - a. Biological, mental, behavioral, social/cultural.
 - b. Biological
 - i. Autonomic Nervous System
 1. Parasympathetic / Pleasant
 2. Sympathetic / Unpleasant
 - ii. RAS – Involved in anger. Anger = Heighted arousal.
 - iii. Limbic System (reward system). Emotion, attack, defense
 - iv. Cortex
 1. Lateralization of emotion.
 2. Left = Positive
 3. Right = Negative
 - v. Hormones
 1. Adrenaline = Fear
 2. Noradrenaline = Anger
 3. Serotonin = Depression
- V. Theories of Emotion
 - a. James-Lange Theory
 - i. Stimulus leads to response; response leads to emotion.
 - ii. Physiology comes first.
 - iii. Bridge Experiment
 1. Subjects crossed one of two bridges – one “safe,” one “unsafe.”
 2. Male subjects then met female research assistant, who offered her number if they wanted more information.
 3. Subjects crossing unsafe bridge called more frequently – thinking their already heightened state was a result of attraction.
 - b. Schacter-Singer (Two-Factor) theory >> Emotion = Physiologic + Cognitive simultaneously
- VI. Emotion and Cognition
 - a. Zajonc and Izard – Separated
 - b. Lazarus – Connected
 - c. Polygraph
 - i. Measures Physiology of Emotion.
 - ii. Very questionable about “lie detecting.”

- d. Biofeedback.
 - i. Any method where people are given data about their own physiologic state.
 - ii. Easier to control the body if you know what's going on.
- VII. Motivation
 - a. What starts/directs/maintains behavior, thought, and feeling.
 - b. Types of Motivation
 - i. Motive = Learned (conscious)
 - ii. Drive = Biological (hunger, sex, etc)
 - iii. Intrinsic motivation (internal, "feels good")
 - iv. Extrinsic motivation (comes from physical rewards)
 - v. Overjustification >> Too many extrinsic rewards can squelch motivation
 - vi. Unconscious Motivation
 - 1. Freud, Psychoanalytic
 - 2. Procedural Memory, Operant Conditioning, Etc.
 - vii. Conscious Motivation
 - c. Why use concept of motivation
 - i. Connects behavior to internal state
 - ii. Accounts for variability in behavior (Ex: Sports teams)
 - iii. Explains Perseverance
 - iv. Relate biology to behavior
- VIII. Theories of Motivation
 - a. Instinct Theory
 - i. Innate / Same for all members of species.
 - ii. Influenced by Darwin.
 - iii. Problems
 - 1. Number of instinct (thousands being named for all sorts of behaviors). Too many.
 - 2. Explanation? Or just a description?
 - 3. Cultural Differences.
 - 4. Behaviors CAN be learned (experimental evidence)
 - iv. Fixed-Action patterns
 - 1. Ethologists (study of animal behavior in wild) replaced instinctual theories with fixed-action patterns.
 - 2. Genetically-based behavior triggered by certain stimuli
 - b. Drive Theory
 - i. Biological Need / Imbalance causes Drive
 - ii. Homeostasis
 - iii. Some behaviors not a result of Drive (Ex: Sex)
 - c. Incentive Theory >> External stimuli that activates motives
 - d. Locus of Control (Sense of where one's life influences originate).
 - i. Internal
 - ii. External
 - e. Maslow / Needs Hierarchy
 - i. <Refer to Figure 8.6, page 319>
 - ii. Needs of one level must be met before needs of next level begin motivating.
 - iii. Dynamic motivators.
 - iv. Problems: Doesn't address altruism.
 - f. External vs. Internal Motivation & Overjustification.
- IX. Measuring Motivation
 - a. Ink blot test.
 - b. Provide ambiguous stimuli, and ask for interpretation.
 - c. If subject suggests sex, for example, that might be one of his/her motivators.
- X. Individualism vs. Collectivism
 - a. USA = Very Individualist
 - b. Many theories may thus be biased .
- XI. Hunger

- a. Lipostatic – How much fat?
 - b. Glucostatic – How much sugar?
 - c. Set Point – Set amount of Fat that body keeps, returns to that point if changed.
 - d. Pressure in stomach.
 - e. Preferences for sweets and fats – calorically rich foods.
 - f. Hypothalamus
- XII. Sexual Motivation
- a. Kinsey
 - b. Masters & Johnson / Sexual Response
 - i. Excitement
 - ii. Plateau
 - iii. Orgasm
 - iv. Resolution