Chapter 7
Motivation and Emotion
Emotion

- Emotion
  - a response of the whole organism
    - physiological arousal
    - expressive behaviors
  - conscious experience
Motivation and Emotion

• Eight Basic Emotions
  – Fear
  – Surprise
  – Disgust
  – Anger
  – Sadness
  – Anticipation
  – Joy
  – Acceptance
Motivation and Emotion

• Primary emotions
  – evident in all cultures
  – contribute to survival
  – associated with a distinct facial expressions
  – evident in nonhuman primates

• Secondary emotions
  – subtle combination of primary emotions
  – not found in all cultures
Motivation and Emotion

- Does your heart pound because you are afraid...or are you afraid because you feel your heart pounding?
Motivation and Emotion

• James-Lange Theory of Emotion
  – You sense a stimulus—see a shark, hear a rattle snake smell, smell something burning in the house
  – You have a physiological response—if it’s a threat to your survival it’s probably your sympathetic nervous system at work
  – Your emotional response is fear
Motivation and Emotion

- **Cannon-Bard Theory of Emotion**
  - Same as James-Lang only the state of arousal occurs at the same time the emotion
  - Physiological
  - Sensation
  - Emotion
Motivation and Emotion

- **Schachter’s Two-Factor Theory of Emotion**
  - Basically a combination of James-Lang and Cannon-Bard—with addition of the words “cognitive” and “label”
    - Sensory information
    - Physiological response and a cognitive label
    - Then you experience the feeling
Motivation and Emotion

- Cognition and Emotion
  - The brain’s shortcut for emotions
    - Instead of the usual neurological steps in information processing the thalamus messages amygdala
    - This allows you to experience the emotion immediately
    - This makes sense based on the sole purpose of the brain—survival
    - Contrary to popular belief, men are almost as likely to express emotion as women
Motivation and Emotion

• Arousal and Performance
  – Although it sounds a little weird, performance is highly influenced by levels of arousal
    • You’re at your best when experiencing lower levels of arousal during difficult tasks or when there is a lot at stake (think “choking” in sports—it’s not that the athlete or team sucks, but more a function of getting too tense)
    • You’re at your best when experiencing higher levels of arousal during easy tasks (overconfidence and little arousal can lead to mistakes)
Motivation and Emotion

• Voice Quality and Facial Expression
  – Facial expression
    • communicates most among nonverbal channels of communication
  – Evolutionary psychology view
    • served an adaptive function
    • enabled ancestors to compete for status, win mates, and defend themselves
• How the Brain Reads the Face
  – Activity in amygdala and insula
    • Critical for release of emotions
    • Play important role in ability to correctly interpret facial expressions
    • Important in the sense that culture (including poverty, abuse and neglect) is a part of what is responsible for brain development.
      – This means that different people will read the same expression differently
      – Think about this: At what point in our evolution did culture start playing a role in this process?
Motivation and Emotion

• Body Language, Personal Space, and Gestures
  – Other nonverbal communication
    • body language
    • personal space
    • nonverbal cue interpretation
      – cultural interpretation—we read what we know. We know what our culture teaches us.
      – Think of just how sketch things can get if we lack even basic knowledge of other cultures.
        » Example: Some traditional Asian cultures believe it’s rude to touch, so they bow as a greeting rather than shaking hands
Motivation and Emotion

• Experienced Emotion
  – Catharsis
    • emotional release
    • catharsis hypothesis
      – “releasing” aggressive energy (through action or fantasy) relieves aggressive urges
  – Feel-good, do-good phenomenon
    • people’s tendency to be helpful when already in a good mood
    • Could this be reversed to “do-good, feel good”? 
      – If so, how would it be beneficial to someone?
Motivation and Emotion

- Experienced Emotion
  - Subjective Well-Being
    - self-perceived happiness or satisfaction with life
    - used along with measures of objective well-being
    - physical and economic indicators to evaluate people’s quality of life
Motivation and Emotion

• Experienced Emotion

  – Moods across the day
    • We tend to feel our best during the middle of the day (this is true for children and adults)
    • Adolescents tend to feel their best in the evening, which may explain why it makes sense to start the party sometime after 10 PM, and adults want it to end by 10 PM
Motivation and Emotion

• Experienced Emotion
  – Changing materialism
  – Changing philosophy
  • During the 1960’s through the 1970’s people valued a meaningful life philosophy more than wealth
  • This started to change in the 1980’s. Now we value wealth over meaning
    – Think about this: Based on age, how old were our current political and economic leaders in the 60’s and 70’s?
    – Based on your answer, could it be that the data is flawed and interpreting it would lead you to a false conclusion?
Motivation and Emotion

• Experienced Emotion
  – Does money buy happiness?
    • Short answer: No
    • Measures starting in the 1930’s and continuing today reveal 2 things:
      – Mean family income (adjusted for inflation) has steadily risen during this time
      – Measures of perceived happiness and/or contentment has remained relatively unchanged over the same time span
Motivation and Emotion

• Experienced Emotion
  – Values and life satisfaction
    • Data reveals that valuing love and money are inversely proportionate
      – The more one craves wealth the less they value love
      – The more one values love the less they crave wealth
    » At least this is what the data informs us, although the data was and is gathered through surveys
    » When asked what you value, how are you likely to respond even when no one knows it’s you?
    » Could the question be an either/or proposition, or posed in such a way that there is only one answer a person could give without appearing to be dishonest or hypocritical?
Motivation and Emotion

- Experienced Emotion
  - Adaptation-Level Phenomenon
    - tendency to form judgments relative to a “neutral” level
      - brightness of lights
      - volume of sound
      - level of income
    - defined by our prior experience
  - Relative Deprivation
    - perception that one is worse off relative to those with whom one compares oneself
Motivation and Emotion

• Motivation
  – a need or desire that energizes and directs behavior

• Instinct
  – complex behavior that is rigidly patterned throughout a species and is unlearned
Motivation and Emotion

• Drive-Reduction Theory
  • the idea that a physiological need creates an aroused tension state (a drive) that motivates an organism to satisfy the need
  • You need food, you feel hungry, you are driven (motivated) to eat...and then you aren’t hungry (reduction)
Motivation and Emotion

• 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

• 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
Eating Disorders

• Anorexia Nervosa
  – when a normal-weight person diets and becomes significantly (>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

• Sex is a physiologically based motive, like hunger, but it is more affected by learning and values.
  – You tend to put more thought into who you choose to have sex with than what you will choose out of the snack vending machine
Sexual Motivation

Cultural and Environmental Factors

• Cultural and Environmental Factors
  – Human sexual motivation more dependent on experience and learning than on biology
    • Sight and smell
    • Moral beliefs
    • Culture of origin
    • Age
    • Gender equality
Patterns of Sexual Behavior Among Americans

- Frequency
- Preferred form
- Satisfaction by marital status
- Average duration
- Median number of partners over the lifetime
- Adultery
Patterns of Sexual Behavior Among Americans

• Gender differences
• Interest in sex
• Linking sex to close, committed relationship
• Linking sex to aggression, power, dominance, and assertiveness
• Open to change over time
Sexual Orientation

• Sexual Identity
  – heterosexual identity
  – homosexual identity
  – bisexual identity

• Remember that sexual identity is different from gender identity
Nature-Nurture Question of Sexual Identity

• Nature: sexual identity primarily influenced by genetics
• Nurture: sexual identity primarily influenced by early learning and socialization
• Most plausible explanation: sexual orientation influenced by both nature and nurture
Motivation at Work

• Flow
  – a completely, involved, focused state of consciousness, with diminished awareness of self and time, resulting from optimal engagement of one’s skills

• Industrial-Organizational (I/O) Psychology
  – the application of psychological concepts and methods to optimizing human behavior in workplaces
Motivation at Work

• Personnel Psychology
  – sub-field of I-O psychology that focuses on employee recruitment, selection, placement, training, appraisal, and development

• Organizational Psychology
  – sub-field of I-O psychology that examines organizational influences on worker satisfaction and productivity and facilitates organizational change
Motivation

• Task Leadership
  – goal-oriented leadership that sets standards, organizes work, and focuses attention on goals

• Social Leadership
  – group-oriented leadership that builds teamwork, mediates conflict, and offers support
Motivation

• Theory X
  – assumes that workers are basically lazy, error-prone, and extrinsically motivated by money
  – workers should be directed from above

• Theory Y
  – assumes that, given challenge and freedom, workers are motivated to achieve self-esteem and to demonstrate their competence and creativity