

12.1 Theories of Motivation



Motivation Guides Behavior

- **Motivation:** is a stimulus that directs behavior.
- Behavior is guided by both physiological and psychological needs/desires.
- What types of things motivate us?

Major Theories of MOTIVATION

- Instinct / Evolutionary Perspective
- Drive Reduction
- Incentive
- Arousal Theory/Cognitive Theory
- Maslow's hierarchy of needs (tmw)

Instinct

(Motivational Theory # 1)

- Refers to inherited patterns of behavior that are unlearned. Mostly common in species other than humans.
- Ex: Imprinting, migration, nursing





IMPRINTING:

the process by which animals form attachments during a limited critical period early in life

- Owen the baby hippo & Mzee, the 130-year-old tortoise



IMPRINTING



Tink the dachsand & her piglet "puppy", Pink.

Instinct (Motivational Theory #1)

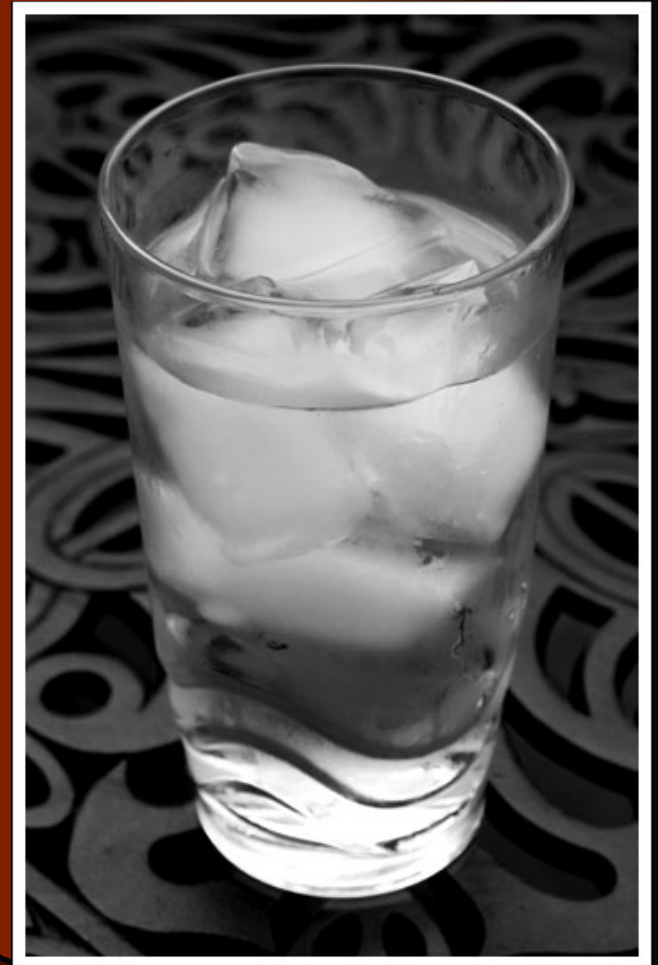
- + Provides survival value
- Doesn't meet the complexity of most human behavior (doesn't explain, only labels)



Internal Motivation

- How do you know when you need a glass of water?

Need: a situation where you require something we lack.



This Feeling of Thirstiness Creates a Drive

- **Drive:** caused by some need.
 - **Ex:** Thirst or hunger
- Drives motivate us to do behave in a certain way.
- The goal of our body according to some psychologists, is to ELIMINATE all drives so that we can experience **homeostasis**: a balanced or constant internal state that the body regulates.

Drive Reduction Theory (Motivational Theory # 2)

- **Drive Reduction Theory**: idea that physiological (biological) needs create drives which motivates an organism to satisfy the need.
- Ex: Thirstiness (physiological need) creates tension state (drive) which motivates you to get water.
- After you drink, the drive is reduced and you are closer to homeostasis.

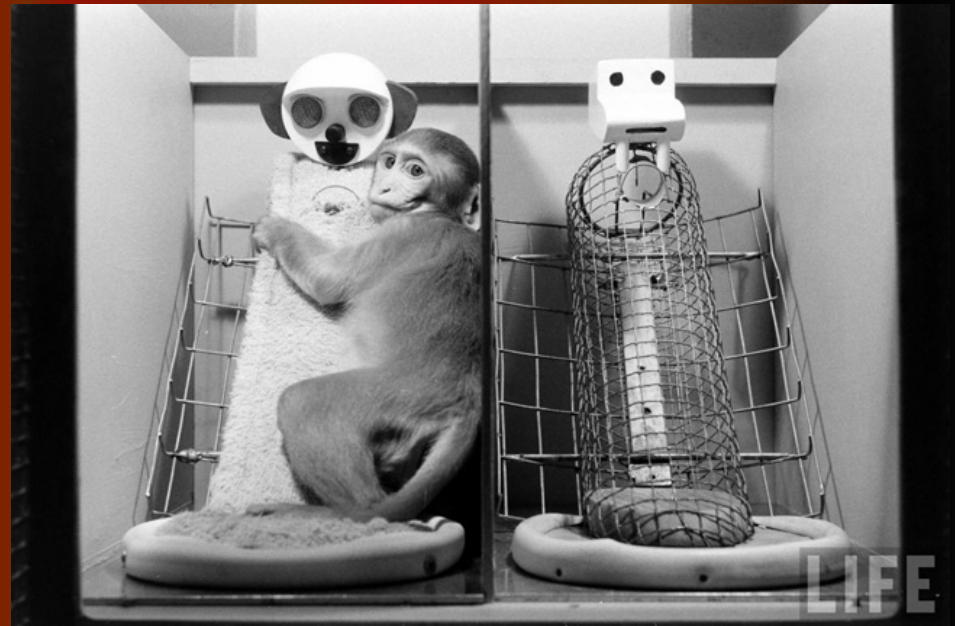
Drive Reduction Theory (Motivational Theory 2)

- + Primary drives satisfied
- + Homeostasis for bio needs
- Does not account for secondary motives



Harry Harlow (1905-1981)

- Orphaned monkeys with wire and cloth mothers



Drive Reduction Theory (Motivational Theory #2)

Examples of secondary motives:

- curiosity
- sensation seeking
- play
- achievement
- affiliation
- Power



Drive Reduction Theory does not explain why we want these things!

Incentive Theory (Motivational Theory #3)

- **Incentives Theory**: a positive or negative ENVIRONMENTAL (has to be external) stimulus motivates behavior.
- Incentives are not “needs”.
- Ex: money, etc.
- Drive & Incentive may be inverse



Contrasting approaches

Drive reduction theory

- 5 hours since last meal
- Hunger
- internal

Incentive theory

- Ice cream truck
- Palatability (good tasting)
- external

Do you see out Sensation?

Listen to the following situations. On scrap paper, number from 1-13 and record your response as A or B

Arousal Theory / Cognitive Theory (Motivational Theory #4)

- Based on 2 basic ideas:
 - Individuals perform tasks at different levels of arousal (wakefulness/stress).
 - Each individual seeks to find its **optimal level of arousal** to perform tasks and **to avoid boredom.**
- People with high levels of optimal arousal may be more susceptible to thrill seeking activities while those with low levels may seek out more relaxing quiet activities.
- We are motivated to do some things to maintain our arousal.



Babies Explore their surroundings out of curiosity.

Monkeys Illustrating Optimal Arousal



Cognitive Theory

- Cognitive theory Motivation: forces inside & outside that energize us to move
- 2 Types of Motivation:
 1. **Intrinsic Motivation:** performing task for its own sake.
 2. **Extrinsic Motivation:** performing task because of you will receive rewards or punishments.

Intrinsic vs. Extrinsic

Mom: "I'll give you \$5 for every A."
Controlling reward



Child: "As long as she pays,
I'll study."
Extrinsic motivation

Mom: "Your grades were great!
Let's celebrate by going out
for dinner."
Informative reward



Child: "I love doing well."
Intrinsic motivation