# Motivation: Drives, Hunger, and the Hierarchy of Needs

Lesson 12.2: Biological and Social Motives

## Some Biological & Social needs:

- Biological needs
  - Food
  - Water
  - Oxygen
  - Sleep
  - Pain avoidance

- Social needs
  - To excel
  - Social bonds
  - To nourish & protect others
  - To influence or control others
  - Orderliness
  - Fun & relaxation

## Homeostasis

Our bodies are like thermostats that regulate internal processes like body temperature, blood sugar and production of hormones.

Many of the drives that motivate behavior are homeostatic

# Hunger – a biological motive

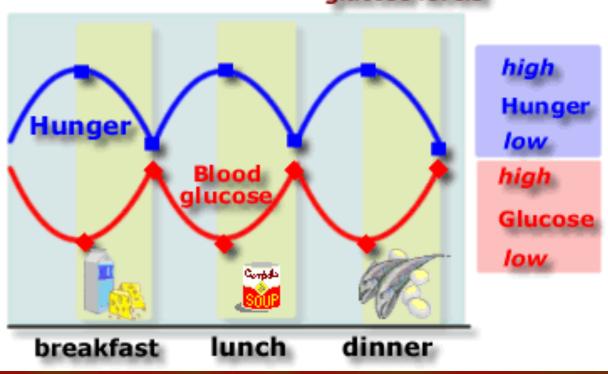
The lateral hypothalamus (LH) signals your body to eat.

The ventromedial hypothalamus (VMH) signals your body to stop eating.

Temperatures affect these signals

# **Glucostatic Theory**

According to glucostatic theory, hunger waxes and wanes as a function of blood glucose levels



# Psychosocial hunger factors

### External cues

- Smell
- Appearance of food
- Social pressures
- Bored/stressed
- situational





# **Obesity Studies**

Stanley Schachter (1971)

External vs internal cues

- Set point weight
- metabolism



## **Achievement Motivation**

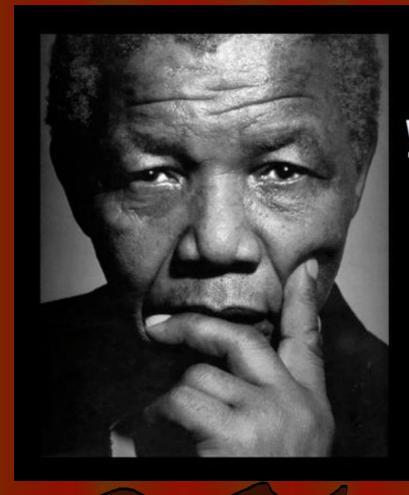
- Achievement Motivation: desire to accomplish things and attaining a high standard.
- 2 Types of Achievement Motivation:
- 1. Intrinsic Motivation: performing task for its own sake.
- 2. Extrinsic Motivation: performing task because of you will receive rewards or punishments.

## Fear of Failure

Choosing easy or impossible tasks.



## Fear of Success



May your choices reflect your hopes, not your fears.

- Nelson Mandela -

# Maslow's Hierarchy of Needs (Motivation Theory 5)

#### Self-actualization needs

Need to live up to one's fullest and unique potential

#### Esteem needs

Need for self-esteem, achievement, competence, and independence; need for recognition and respect from others

#### Belongingness and love needs

Need to love and be loved, to belong and be accepted; need to avoid loneliness and alienation

### Safety needs

Need to feel that the world is organized and predictable; need to feel safe, secure, and stable

### Physiological needs

Need to satisfy hunger and thirst

- Physical Needs at bottom must be met first.
- Psychological goals come after... ultimate goal is self actualization.