

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

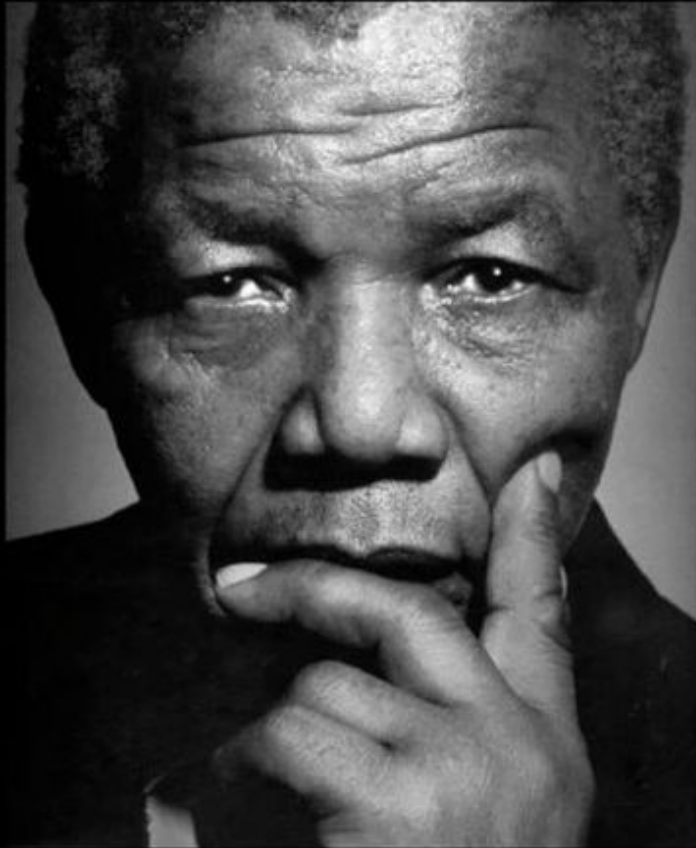
- Achievement Motivation: desire to accomplish things and attaining a high standard.
- 2 Types of Achievement Motivation:
 1. **Intrinsic Motivation:** performing task for its own sake.
 2. **Extrinsic Motivation:** performing task because of you will receive rewards or punishments.

Fear of Failure

- Choosing easy or impossible tasks.



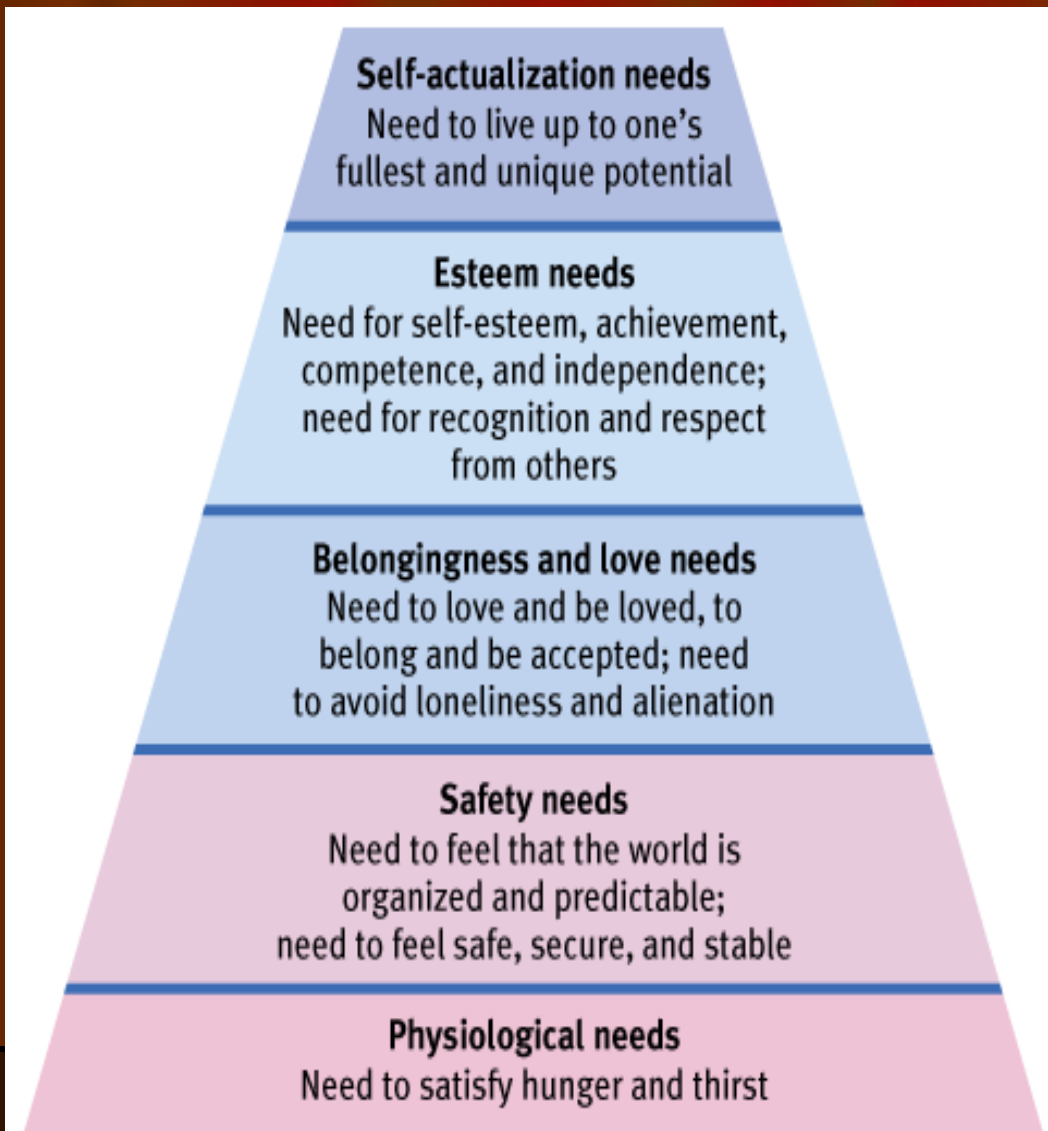
Fear of Success



**May
your choices
reflect your
hopes,
not your
fears.**

- Nelson Mandela -

Maslow's Hierarchy of Needs (Motivation Theory 5)



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