

## WEEK 2; MOTIVATION

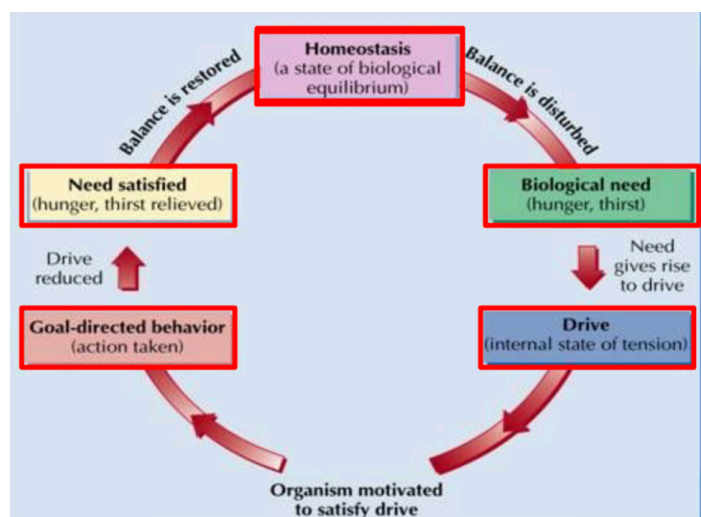
### What is motivation:

- Driver of direct behaviours → our wants + needs
- Involves biological (primary) & social (secondary) motives:
  - Biological; thirst, hunger, oxygen, sleep, temperature regulation, waste elimination
  - Social; achievement, aggression, power, curiosity, autonomy, affiliation
- *Approach motivation* → drives propel engagement in some behaviours
- *Avoidance motivation* → drives repels engagements in other behaviours
- Psychodynamic perspective (Freud) → behaviours are motivated by conscious & unconscious desires, which are not in unison
  - Id; operates outside of awareness (unconscious), drives; Eros (sex, life) + Thanatos (aggression, death)
  - Superego; morally responsible drives, operates at preconscious awareness
  - Ego; operates within awareness (conscious), rational minds, ensures id / superego drives manifest appropriately
- Measuring motivation → Thematic Apperception Tests (TATs) via Longitudinal Study (McAdams & Valliant, 1962)

### Drive reduction theories:

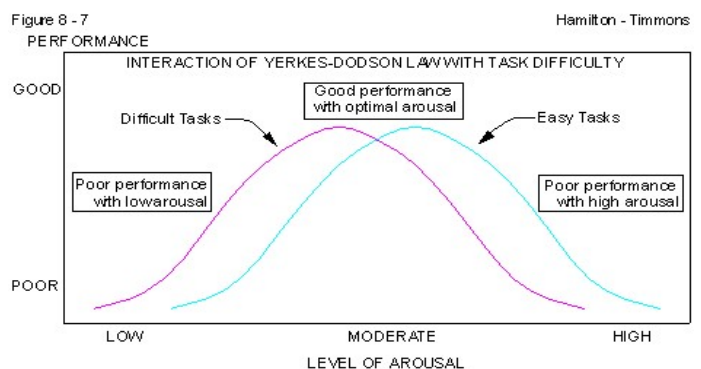
- Thirst, hunger + sexual frustration drive us to reduce averseness of such states
- Some drives are hierarchical → thirst > hunger
- Motivated to maintain psychological homeostasis (i.e. equilibrium)
- Does not account for arousal

Homeostasis →  
biological need →  
drive →  
goal-orientated behaviour →  
need to be satisfied →  
homeostasis



### Yerkes – Dodson law:

- Arousal affects strength of drives
- Inverted U-shaped curves represents optimum arousal
- Under-arousal (left) = boredom, lazy, not focused, disengaged
- Over-arousal (right) = hyper active, high anxiety



### Clashing desires:

- Approach-approach conflict
  - 2 attractive alternatives, both desirable
  - E.g. Dinner at favourite restaurants with friends vs favourite concert band
- Avoidance-avoidance conflict
  - 2 unattractive alternatives
  - E.g. Failing an exam vs studying for an exam
- Approach-avoidance conflict
  - The same pulls that pulls you to engage also makes you want to avoid it
  - E.g. Approaching an attractive person vs fear of rejection

### Incentive theories:

- Drive Reduction Theories (DRT) → inadequate because it did not account for all our drive behaviours = people repeatedly engage in behaviour despite satisfaction of drives
- Incentive theories built of DRT → driven by position goals
- Differentiate between extrinsic & intrinsic motivation → intrinsic motivation can be devalued by extrinsic reinforcements

### Maslow's hierarchy of needs:

- Has been criticized because not everyone necessarily goes through these stages
  1. Physiological needs (breathing, food, water, shelter, clothing)
  2. Safety and security (health, employment, property, family, social stability)
  3. Love and belonging (friendship, family, intimacy, sense of connection)
  4. Self-esteem (confidence, achievement, respect for others, uniqueness)
  5. Self-actualization (morality, creativity, acceptance, meaning, experience purpose)

### Sexual motivation:

- Libido = human sex drive, drive for sexual activity & pleasure
- physiological drivers of libido; testosterone, DRD4 related to the NT dopamine
- strong genetic influence, as well as culture and society
- 4 phases:
  - Desire
  - Excitement / plateau
  - Orgasm
  - Resolution
- While sex frequency decreases with age, satisfaction does not
  - 75% of married men + 56% of married women over 60 years are sexually active
  - 63% of married men + 30% of married women over 80 years are sexually active

### Goal setting:

- SMART; self-efficiency & feedback important
  - S = specific
  - M = measurable
  - A = action-orientated (not outcome)
  - R = Realistic
  - T = time-based