Emotion and Motivation share the Latin root *movere* which means "to move"

Motivation

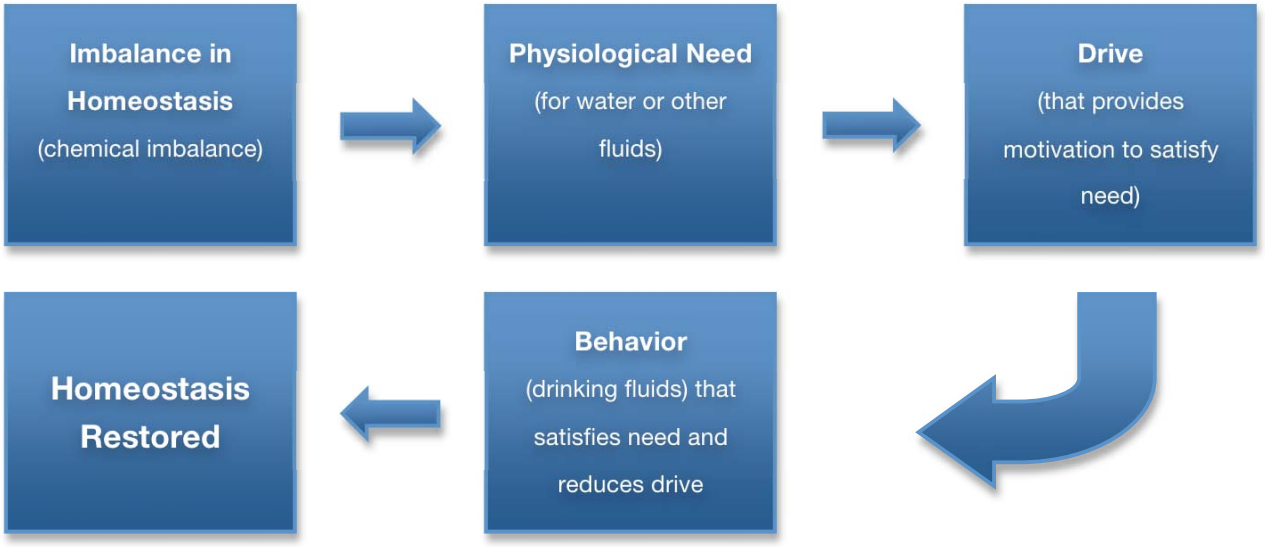
Motivated behavior is directed toward a goal

Basic primary motivated behaviors include:

- Eating (innate)
- Sex (innate)
- Striving for achievement (acquired)

3 Theories of Motivation:

1. Instinct Theory: genetic predisposition for some motivated behaviors
2. Drive Reduction Theory: imbalance in homeostasis creates need which produces drive that motivates the organism to satisfy the need



3. Incentive Theory of Motivation
   - Intrinsic Motivation- behavior itself is rewarding
   - Extrinsic Motivation- external rewards (i.e. work for money)

Yerkes-Dodson Law: Optimum arousal level (in order to perform at our best, we need to be in a "middle range of arousal (i.e. not a party & not a spa)

Maslow's Hierarchy of Needs **(copy pyramid figure from book)**

- Basic needs such as hunger or safety must be met before we are motivated to seek out higher level needs (see pyramid diagram below)

Sexual Motivation

- Reproductive behavior is key to evolution
- "Sex hormones": androgens (testosterone), estrogens, and progesterone
  - Influence puberty, menstrual cycle, sexual desire
- Men are more motivated by the mating aspect and women by the attachment aspect
  - This may be due to evolutionary and sociocultural factors

Sexual Orientation

- Sexual orientation is a *continuum*, with homosexuality and heterosexuality at opposite ends, and bisexuality somewhere in between
- We identify ourselves as "gay" or "straight" not because of our sexual behavior, but because of our sexual feelings

Hunger and Eating

- Motivation to eat is essential for survival
- Hunger; satiety (opposites)
- Allow time for the signals to get to the brain to let it know when you are full
- Signals in blood that affect brain

        - Glucose and insulin
        - Leptin: satiety hormone released by fat cells
        - CCK: satiety factor from the gut
    - Brain Regions for Hunger and Eating
        - Hypothalamus
            - Neurotransmitters **neuropeptide Y** (hunger) and **serotonin** (satiety) are involved
        - Frontal Cortex
            - allows for planning of meals

Need for Achievement (n-Ach)

- We have a strong motivation to attain a sense of achievement
- n-Ach seems to depend more on experience and parental encouragement than genetics
- High n-Ach persons seek out achievement tasks that are moderately difficult
- Low n-Ach persons ("underachievers") choose either very easy or very difficult tasks

Emotions

Positive or negative states that usually include physical arousal, cognition, and behavioral expression (see p. 367)

Function of Emotions

- Emotions facilitate *survival* by motivating us to:
    - Avoid what is harmful
    - Approach what is beneficial
    - Foster communication with others