



Motivation

Objectives

1. **Motivation as a construct and its measurement**
2. **Biological and environmental factors in regulation of hunger** (Text Only)
3. **Factors that MAY influence sexual desire.**
4. **Phases of human sexual response in both genders.**
5. **Common problems in sexual relations and psychosexual disorders**
6. **Definitions and characteristics of the A) affiliation motive, and B) achievement motive.**
7. **Why goals may impact behavior.**
8. **Components of goal setting theory**
9. **Levels of motivation and performance efficiency or effectiveness.**
10. **Landy's principles for motivation in applied settings.**

**Motivation is a "construct" -
we cannot observe it directly,
but it is useful for us to
INFER its existence.**

Psychologists often infer motivation from:

ONSET

You start to do something

DIRECTION

You do one thing rather than another

LEVEL

How much of something you do

PERSISTENCE

You keep doing something

Motivational Theories

Motivation – Goal-directed behavior

Drive Theories

- **Homeostasis** – A state of physiological equilibrium or stability
- **Drive** – A hypothetical, internal state of tension that motivates an organism to engage in activities that should reduce this tension
- Internal states push someone to act.

Incentive Theories

- **Incentive** – An external goal that has the capacity to motivate behavior
- External stimuli pull someone to act.

Evolutionary Theories

- Motives can best be understood in terms of the adaptive problems they have solved over the course of human history.

Biological & Social Motives

Examples of Biological Motives in Humans

Hunger motive
Thirst motive
Sex motive
Temperature motive (need for appropriate body temperature)
Excretory motive (need to eliminate bodily wastes)
Sleep and rest motive
Activity motive (need for optimal level of stimulation and arousal)
Aggression motive

Examples of Social Motives in Humans

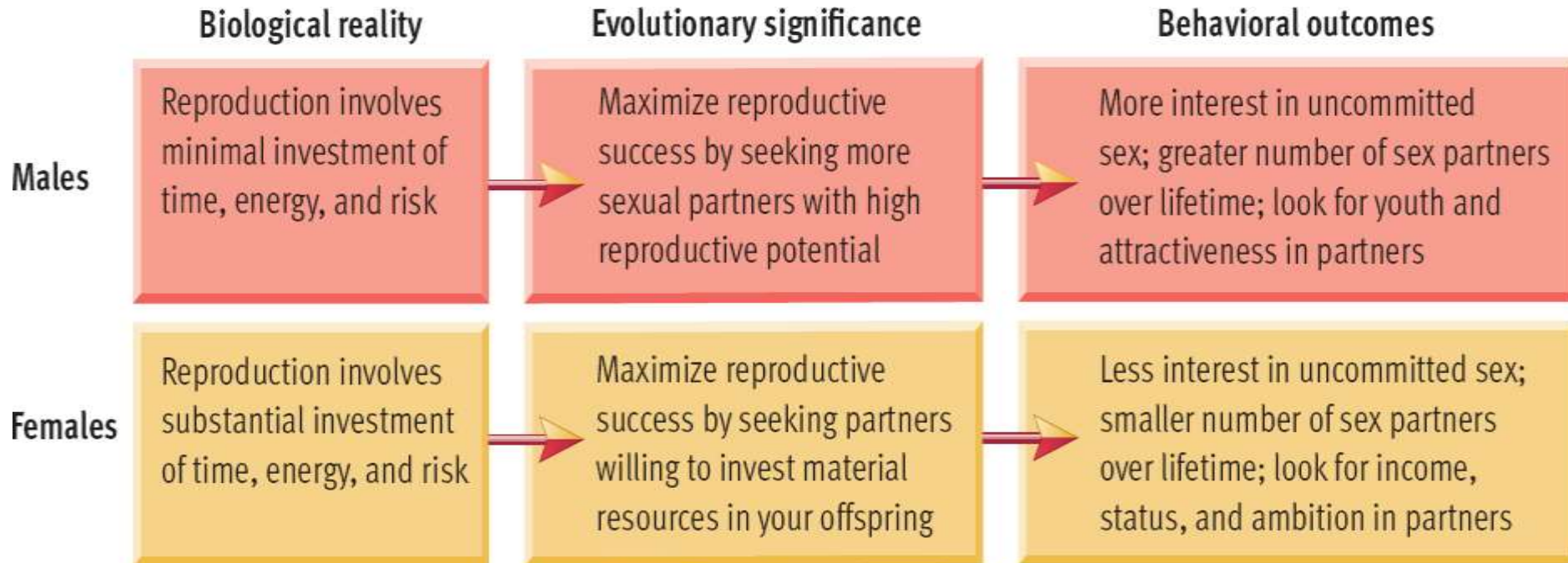
Achievement motive (need to excel)
Affiliation motive (need for social bonds)
Autonomy motive (need for independence)
Nurturance motive (need to nourish and protect others)
Dominance motive (need to influence or control others)
Exhibition motive (need to make an impression on others)
Order motive (need for orderliness, tidiness, organization)
Play motive (need for fun, relaxation, amusement)

Sexual Motivation and Behavior: Determining Desire

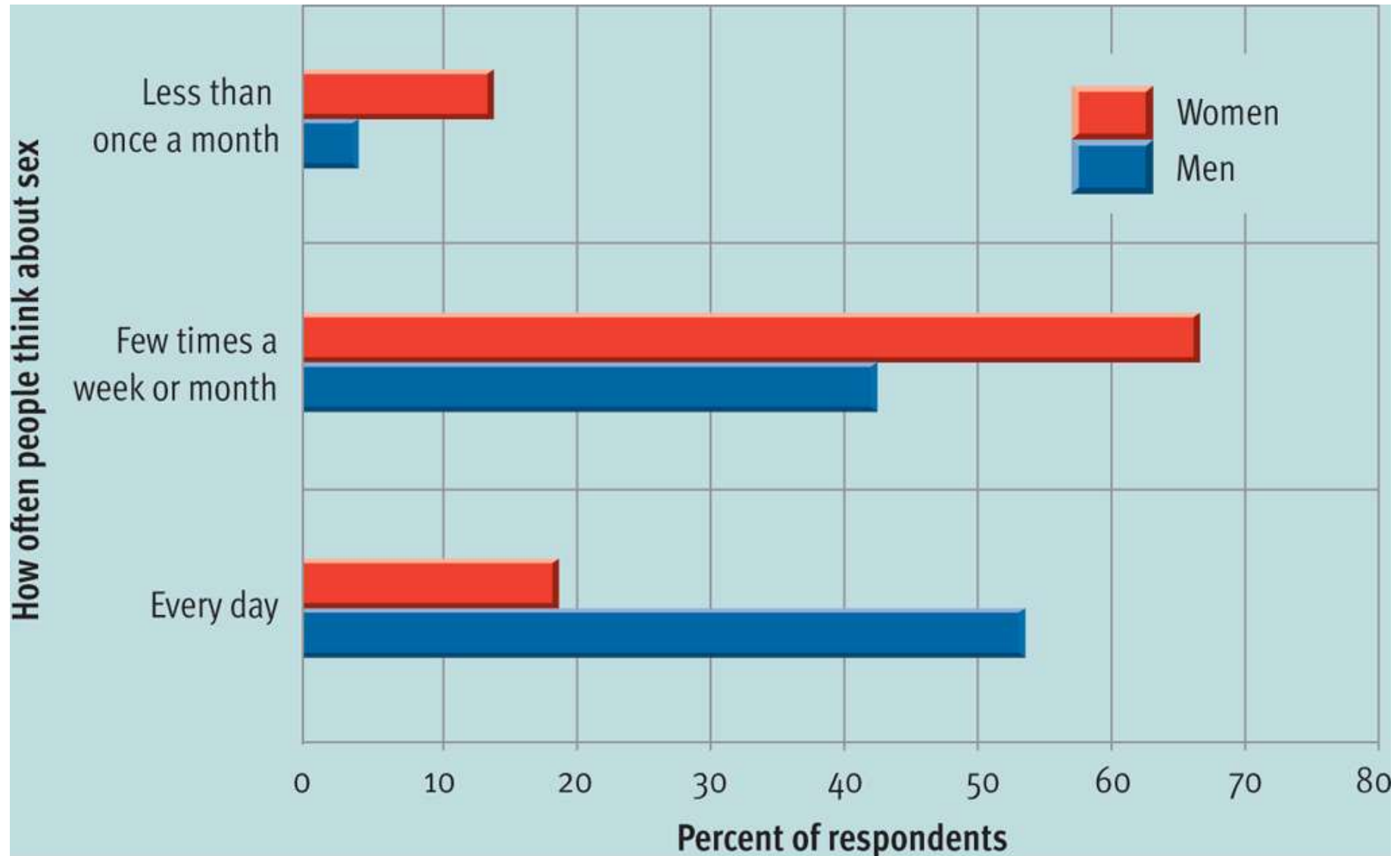
- Hormonal regulation
 - Estrogens
 - Androgens
 - Testosterone
- Erotic materials
- Attraction to a partner
 - The Coolidge effect
- Evolutionary factors

(adapted from Thomson Higher Education, 2007)

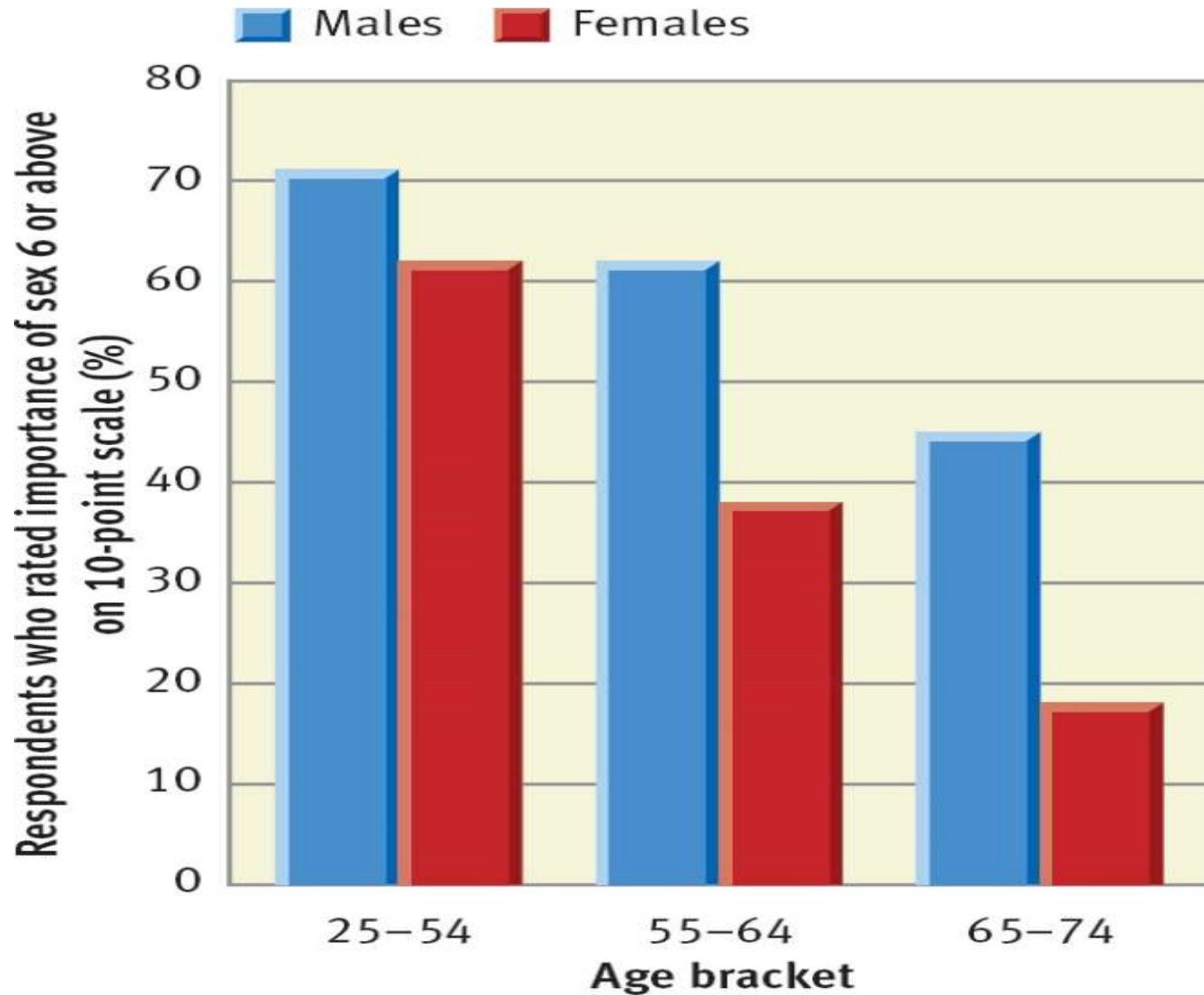
An Evolutionary Psychology Perspective



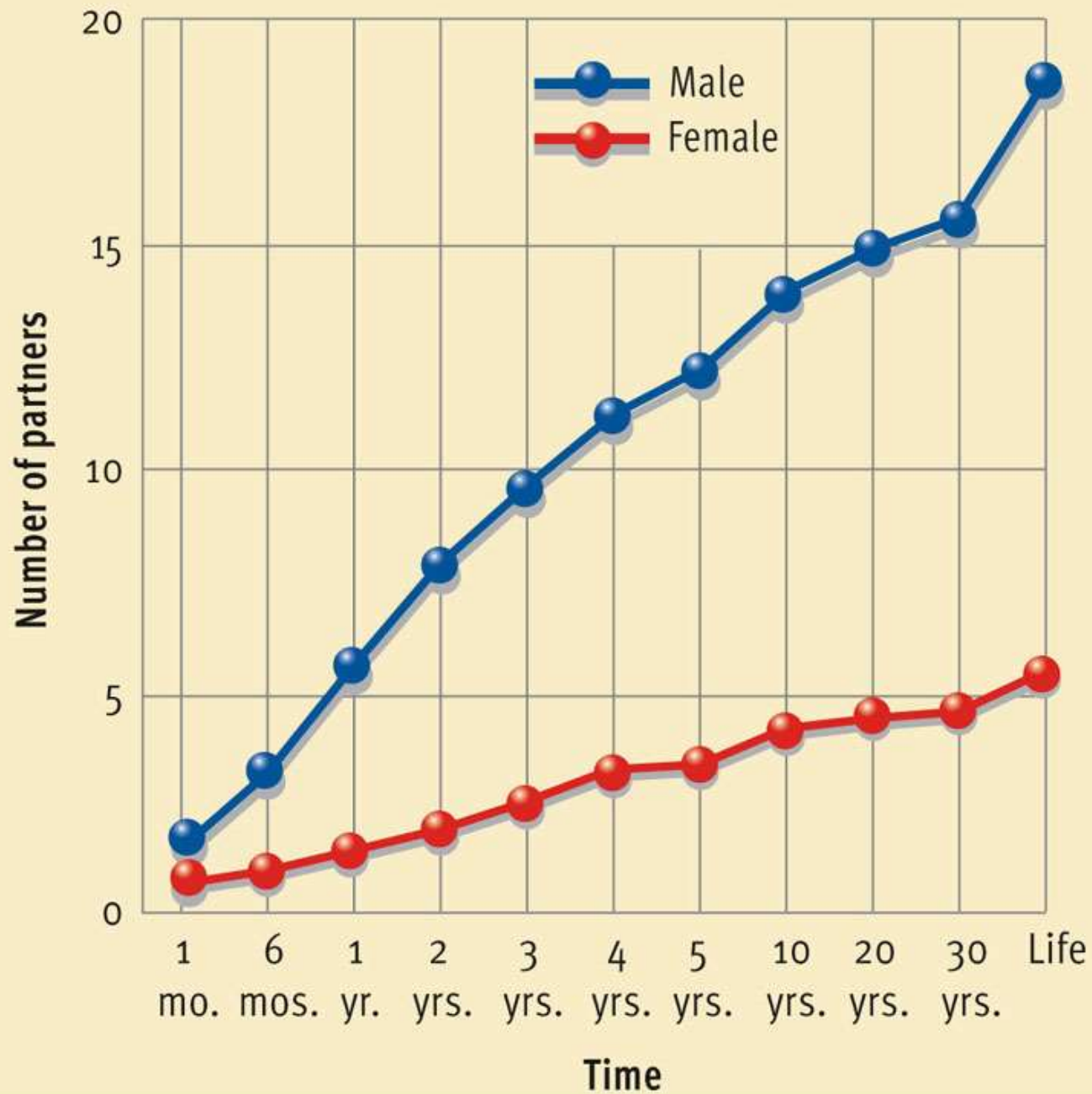
Gender Differences? Thinking About Sex



Age & Gender Differences?



(Cengage, 2019)



The Human Sexual Response

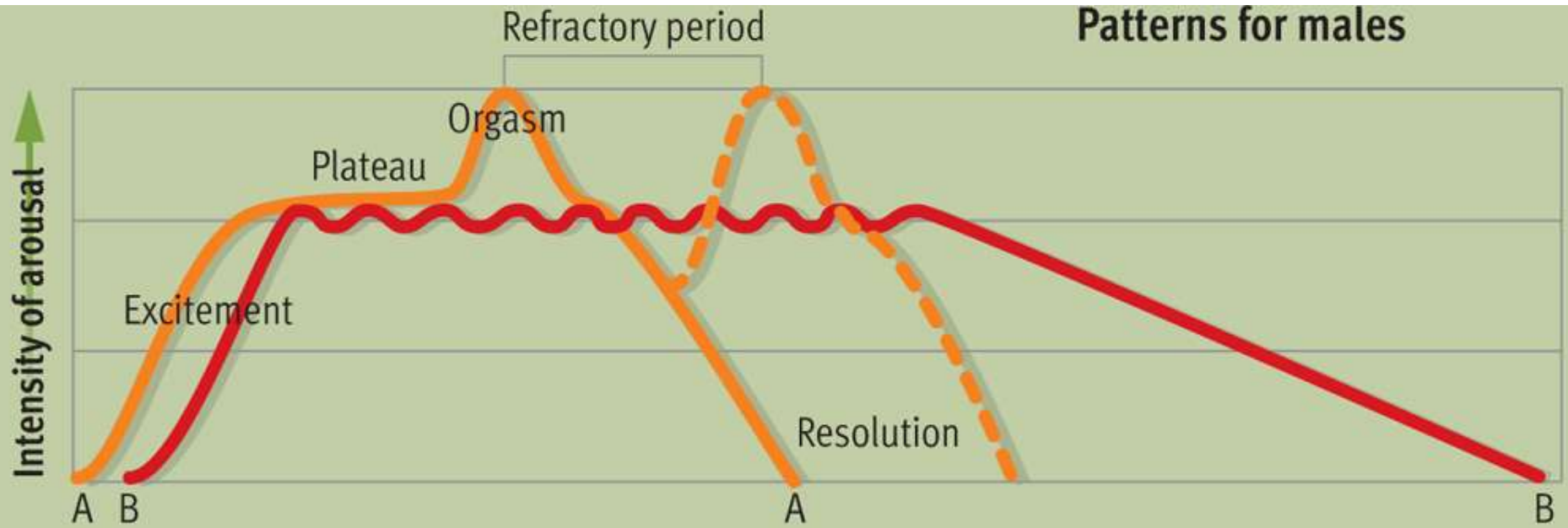
- Masters and Johnson – 1966
 - Stages:
 - Excitement
 - Plateau
 - Orgasm
 - Resolution

(adapted from Thomson Higher Education, 2007)

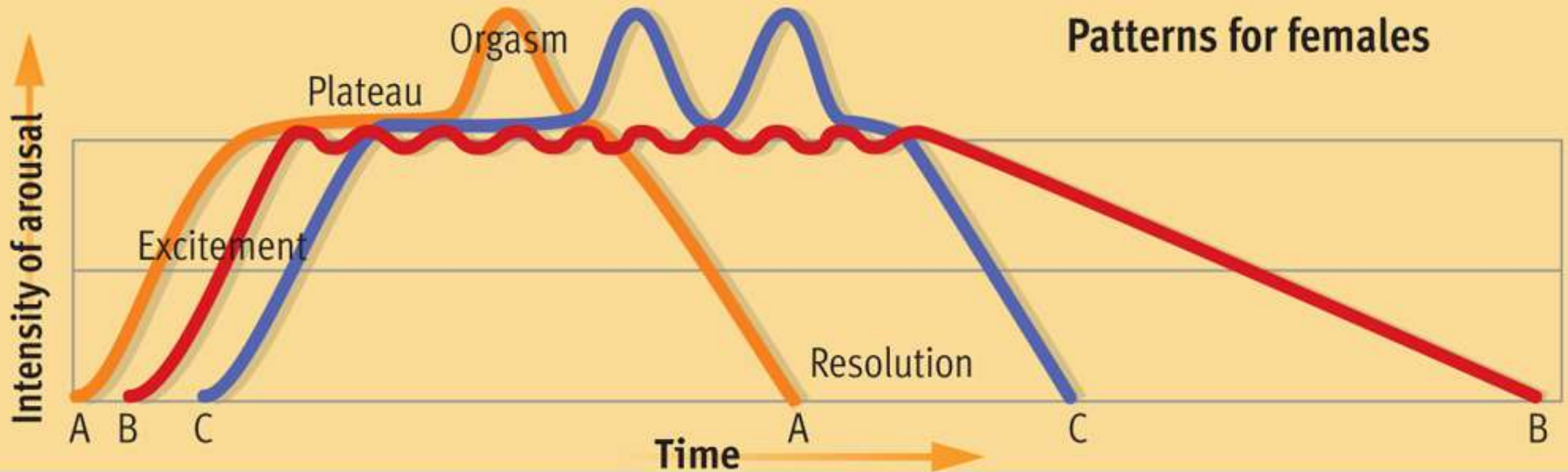
The Human Sexual Response

- The sexual response cycle involves four stages:
 - Excitement
 - Muscle tension, respiration rate, heart rate, and blood pressure increase quickly.
 - Vasocongestion—engorgement of blood vessels—occurs.
 - Plateau
 - Physiological arousal continues to build, but at a much slower pace.
 - Orgasm
 - Sexual arousal reaches its peak intensity and is discharged in a series of muscular contractions that pulsate through the pelvic area.
 - Resolution
 - The physiological changes produced by sexual arousal gradually subside.

Patterns for males



Patterns for females



Common Problems in Sexual Relations

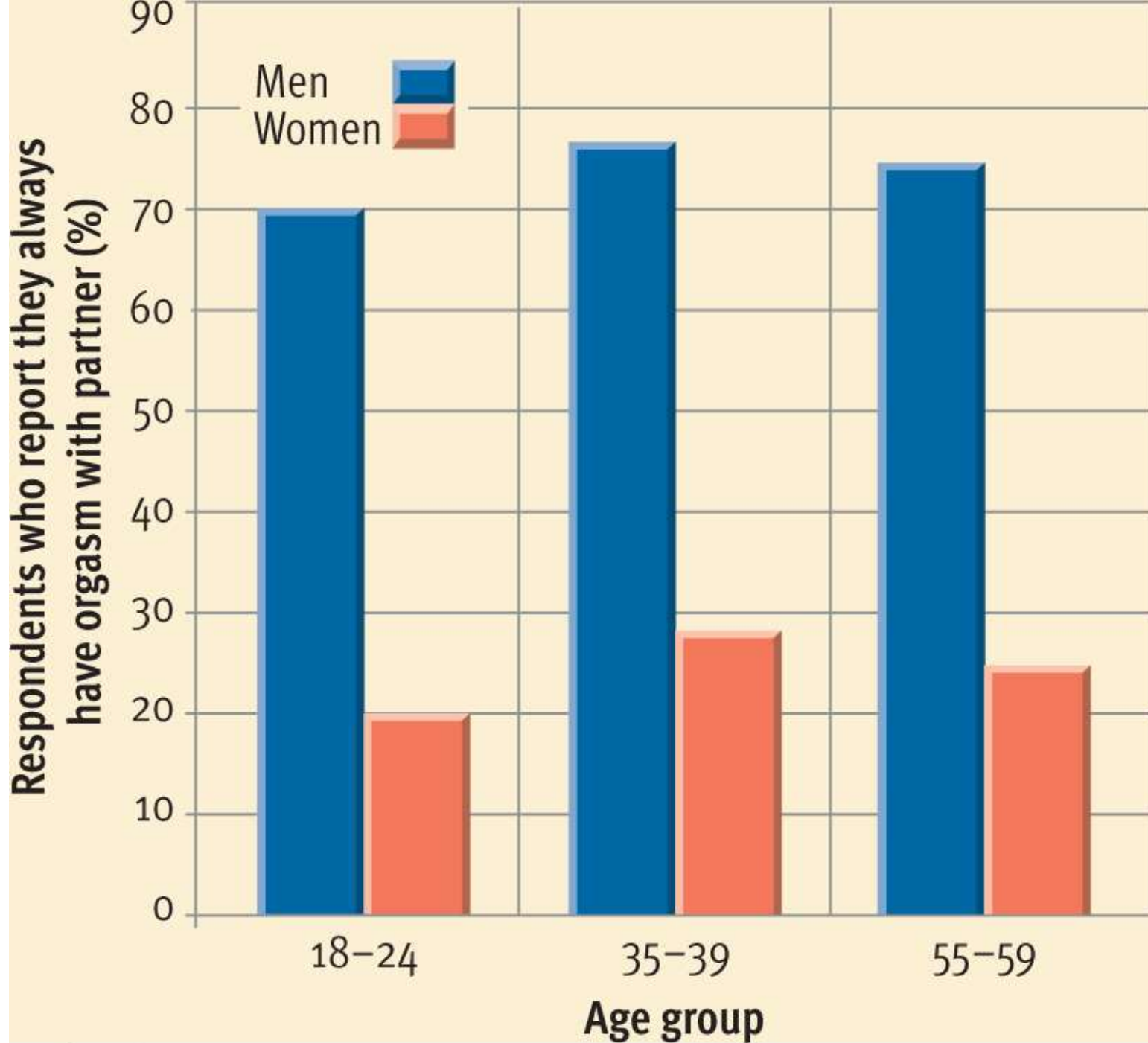
A. Males:

- i. Attraction to another person**
- ii. Too little foreplay**
- iii. Too little tenderness afterwards**

B. Females:

- i. Inability to relax**
- ii. Too little foreplay**
- iii. Lack of interest**

(Weiten, 1998)



Examples of Psychosexual Disorders

Fetishism

Voyeurism

Exhibitionism

Masochism

Sadism

Bestiality

Necrophilia

Pedophilia

(Adapted from Brown, 1989)

The Mystery of Sexual Orientation

- **Sexual orientation** – A person's preference for emotional and sexual relationships with individuals of the same sex, the other sex, or either sex
 - **Heterosexuals** – People who seek emotional-sexual relationships with members of the other sex
 - **Bisexuals** – People who seek emotional-sexual relationships with members of either sex
 - **Homosexuals** – People who seek emotional-sexual relationships with members of the same sex
- Kinsey viewed heterosexuality and homosexuality as end points on a continuum.
- Recent data suggest that bisexuality is much more common than previously thought.

Need for Affiliation:

The extent to which one needs to associate with others and maintain social bonds.

Characteristics of High Need for Affiliation:

- **desire to be with others.**
- **enjoy socializing.**
- **seek the company of others.**
- **want to maintain social relations.**

(Hampton, Summer, & Webber, 1982)

Need for Achievement:

The extent to which one needs to master challenges, others, and standards.

Characteristics of High Need for Achievement:

- **have goals.**
- **prefer MODERATELY difficulty tasks.**
- **try to complete tasks as quickly as possible.**
- **desire to outperform others.**
- **prefer situations where can take personal responsibility for finding problem solutions.**

The Achievement Motive

Individual Differences in the Need for Achievement

- Investigators measure participants' need for achievement with some variant of the Thematic Apperception Test (TAT).
 - The TAT is a projective test that requires subjects to respond to vague, ambiguous stimuli in ways that may reveal personal motives and traits.

Situational Determinants of Achievement Behavior

- The tendency to pursue achievement depends on:
 - Strength of one's motivation to achieve success
 - One's estimate of the probability of success for the task
 - The incentive value of success

Why goals impact behavior: (Locke's Assumptions)

- ✓ **Behavior is the result of conscious intentions.**
- ✓ **Goals serve to guide and focus intentions.**

(Locke, 1968)

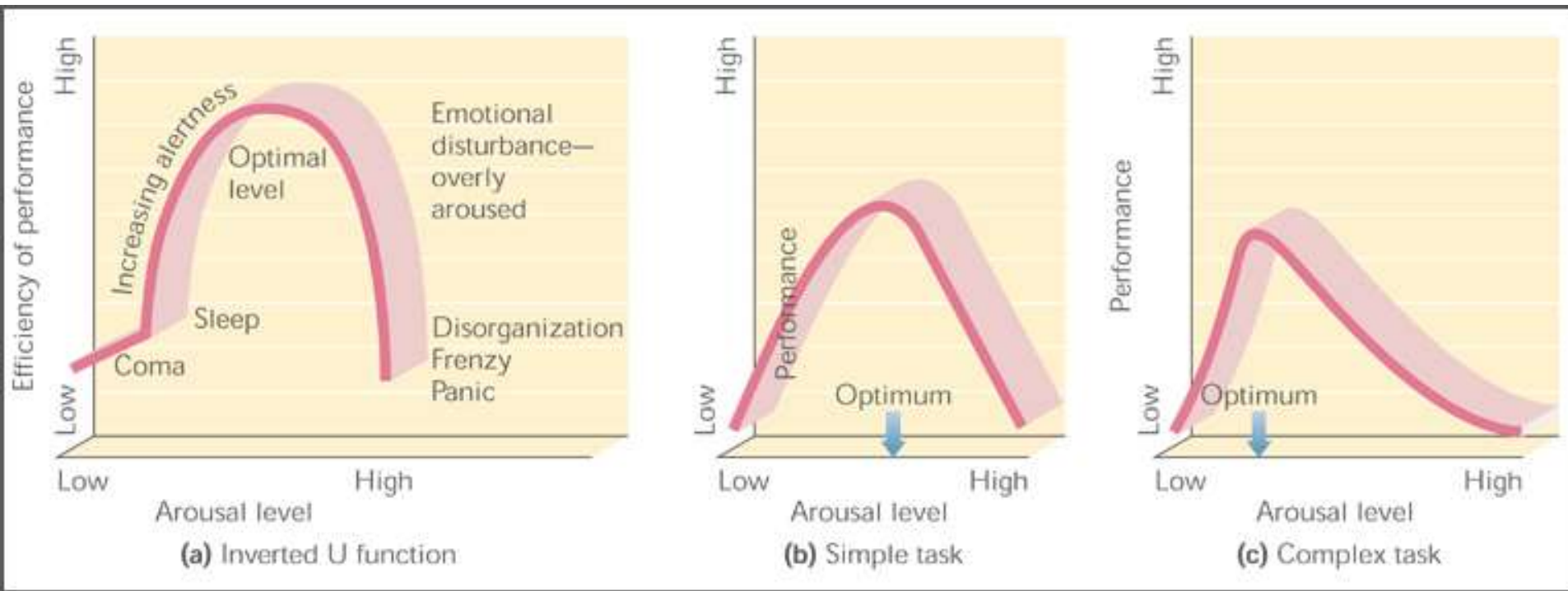
Components of Goal Setting Theory: Locke & Latham

- | | |
|---|--|
| 1. Degree of goal specificity. | Goal should be specific |
| 2. Level of goal difficulty. | Goal should be difficult, not impossible, for person |
| 3. Extent to which goal is accepted. | Full acceptance impacts willingness to exert effort |
| 4. Feedback (knowledge of results) | Feedback must be given; specific feedback better than general |

Types of Goals

- Personal
- Group
- Organization
- Process
- Outcome

Motivation and Performance Efficiency or Effectiveness



(a) The general relationship between arousal and efficiency can be described by an inverted U curve. The optimal level of arousal or motivation is higher for a simple task (b) than for a complex task (c).

(adapted from Wadsworth/Thomson Learning, 2001)

Principles for Motivation in Applied Settings

- Rewards should be linked to good performance to whatever extent possible.
- Goals should be set whenever possible.
- Provide timely and accurate feedback.
- “Negative outcomes test the limits of rationality.”
- Individuals have broad concerns about fairness (equity).

(Landy, 1985)