Motivational Approaches Continued....
Arousal Approaches
Arousal Approaches

• **Stimulus Motive**
  – A motive that appears to be unlearned but causes an increase in stimulation
    • Examples: Curiosity, playing, exploration
Arousal Approaches

• Arousal Theory
  – People are motivated to maintain an optimal level of arousal (or tension)
  – If it’s less- we stimulate it
    • People can suffer when arousal is too low
      – Example: boredom
  – If it exceeds- we reduce stimulation
    • People can suffer when arousal is too high
      – Example: test anxiety
Arousal Approaches

- Yerkes-Dodson Law
  - Explains the relationship between task performance and arousal
  - Humans perform best at a moderate level of arousal
  - Performance deterioration under excessively high or low arousal levels
Arousal- Yerkes-Dodson Law

• Optimal arousal is higher for simpler tasks

• Lower for difficult tasks
  – Example: Optimal level of arousal for doing a simple addition problem would be higher than for a complex geometry problem
Arousal- Yerkes-Dodson Law

• As a consequence, the outstanding math student might have to “psych up” before an exam, and the poor math student might have to relax
  – (Because the problems are easier)
Arousal and Performance

- Under-aroused (because you think the test (task) is easy)
  - Your mind might wander to irrelevant details
  - Start to explore (curiosity)
    - Careless errors on exams
    - Darken the letter C when you meant to darken the letter B
Arousal and Performance

- Over-aroused (feel the test (task) is too difficult)
  - Your focus of attention might become too narrow, reducing your ability to shift to other details that might help you solve a problem
    - So anxious that you stare at a particular exam question for several minutes
    - Interferes with the retrieval of information in short-term memory
Arousal Approaches

• Arousal varies from person to person
  – Example: Sensation Seeker
  • Someone who needs more arousal than the average person
Sensation Seeking

• High sensation seeking
  – Easily bored, experience little fear and uncertainty
  – People prefer activities that increase their arousal levels
  – Activities enjoyed: White water rafting, roller coasters, going to a party
Sensation Seeking

• Low sensation seeking
  – Enjoy routine and predictability
  – People prefer activities that decrease their arousal
  – Activities enjoyed: Fishing, lying on the beach, quiet conversation
  – Avoid risks
Sensation Seeking

• Take Sensation Seeking Quiz
Incentive Approaches

• Incentive
  – An external stimulus that “pulls” you toward a goal (it lures you into action)

• Incentives are associated with drives
  – Example: Thirst drive motivates you to replenish your body’s water, but incentives determine what you choose to drink
Incentive Approaches

- Theories of motivation in which behavior is explained as a response to the external stimulus and its rewarding properties
  - Rewards act independently of any need or level of arousal
  - People act entirely on incentives
    - Example: people eat “delicious” food even when they are full
Incentive Approaches

• Essentially…. depends partly on learning (one’s values, beliefs)
  – All past experiences
  – Example: What you like to eat
    • Called the expectancy value theories
      – Incentive theories that assume the actions of humans cannot be predicted or fully understood without understanding the beliefs, values, and importance that a person attaches to those beliefs and values at any given moment in time
Humanistic Approaches: Maslow’s Hierarchy of Needs

- Arrangement of needs in the order of their motivational priority
- You must first satisfy your lower needs before moving up
  - Example: Bottom - basic needs (thirst, hunger)
  - Eat or get straight A’s
  - Have a house or have close friends
Maslow’s Hierarchy of Needs

• Physiological Needs
  – Need for food, water, air, sleep, sex
  – When these needs are not satisfied, we feel sickness, irritation, pain
Maslow’s Hierarchy of Needs

• Safety and Security
  – Establish stability and consistency in a chaotic world (feel secure)
  – Example: Home and family
Maslow’s Hierarchy of Needs

• Belongingness and Love
  – Belong to groups
  – Example: Gangs, Family, Work Groups, Friends
  – We need to be needed and want to be accepted
Maslow’s Hierarchy of Needs

• Esteem
  – Two types
    • Self-esteem (do it for us)- competence or mastery of a task
    • Esteem- the attention and recognition that comes from others
Maslow’s Hierarchy of Needs

• Self-Actualization
  – Achievement of all your potentials
  – Satisfy the lower needs so an inner drive is required
Self-Actualization Characteristics

- Democratic values and attitudes
- Creative
- Able to judge honesty
- Resistance to cultural conformity
- Philosophical
- Have intimacy with only a few people rather than superficial relationships with many
- Have mystical/spiritual experiences
- Independent- need for privacy
- Realistic- can perceive reality
- Self acceptance and acceptance of others
Maslow’s Hierarchy of Needs

- Maslow later inserted two levels after esteem and before self-actualization
  - Cognitive Needs
    - Need to know and understand the world
    - Want to be educated, go to school
  - Aesthetic Needs
    - Need for order and beauty
    - Need to express themselves artistically
Maslow’s Hierarchy of Needs

• Maslow also inserted a level higher than self-actualization
  – Transcendence
• Helping others achieve their full potential
Maslow’s Hierarchy of Needs

- Believes few ever reach Self-Actualization and Transcendence
- Why we are always growing
- We could always achieve more
Maslow’s Hierarchy of Needs

- Do not necessarily pass through the levels of hierarchy in a fixed sequence
  - Example: Parents ignore their own safety to save children, Gandhi-starve himself for the sake of others, parents take a job that may reduce their self-esteem to provide for their family
  - Moving up and down can occur frequently (even from hour to hour)
    - Called peak experiences
Maslow’s Hierarchy of Needs

• Example that depicts the hierarchy:
  – Castaway
    • First he was concerned with food and fresh water
    • Then he worried about shelter for his safety
    • Once these needs were met, he got lonely and found Wilson
    • Wilson also provided esteem
    • He then spent time exploring and adding “extras” to his environment
Approaches to Motivation

• Self-Determination Theory
  – Theory in which the social context of an action has an effect on the type of motivation existing for the action
  – Believes there are three inborn and universal needs that help people gain a complete sense of self and whole, healthy relationships with others
Self-Determination Theory

• Autonomy
  – Need to be in control of one’s own behavior and goals (self-determination)

• Competence
  – Need to be able to master the challenging tasks of one’s life

• Relatedness
  – Need to feel a sense of belonging, intimacy, and security in relationships with others

** Needs are best accomplished with a supportive environment