



Motivation

- a need or desire that energizes and directs behavior

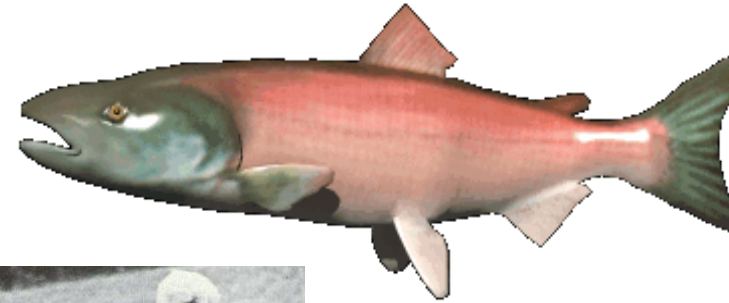
- Instinct theory / Evolutionary Perspective
- Drive-Reduction Theory
- Arousal Theory
- Hierarchy of Needs



MOTIVATION

It's not that I'm lazy, it's that I just don't care.

Instinct Theory/Evolutionary Perspective



Click on the fish to watch it's instinctual behavior.

- **Instinct Theory/Evolutionary Perspective:** we are motivated by our inborn automated behaviors.
- Primarily applies to animals
- Complex behaviors that have a fixed pattern throughout a species and are unlearned



A Magical Moment...
from
Gretta's Past

Drive Reduction Theory



- Our behavior is motivated by **BIOLOGICAL NEEDS**.
- Wants to maintain homeostasis.
- Shivering example
- When we are not, we have a need that creates a drive.

**Need
(e.g., for
food, water)**

PHYSIOLOGICAL



**Drive
(hunger, thirst)**

PSYCHOLOGICAL



**Drive-reducing
behaviors
(eating, drinking)**

Drive Reduction

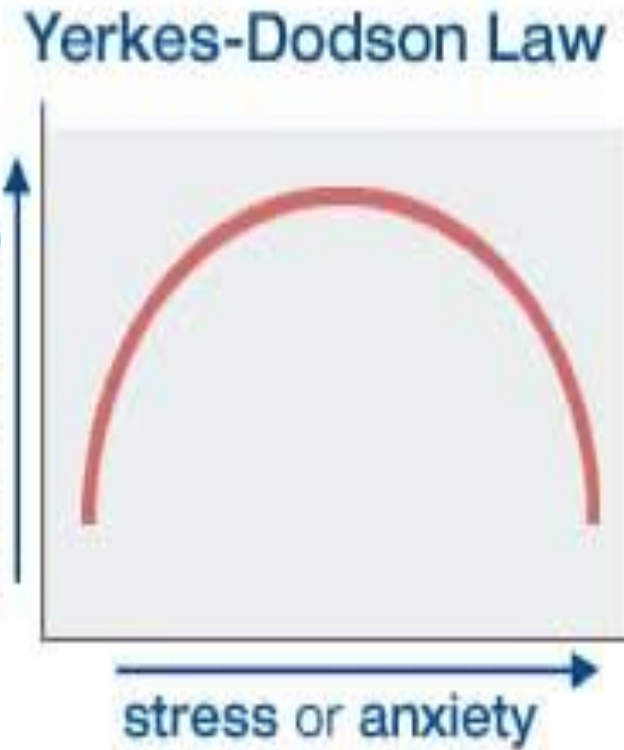
Push and Pull Theory

- Homeostasis (push) [need]
 - Drive created by your body
 - regulation of any aspect of body chemistry around a particular level
- Incentive (pull) [incentive]
 - environmental stimulus that motivates behavior
- Need + incentive = strong drive
 - Hunger + freshly baked pie = dinner time

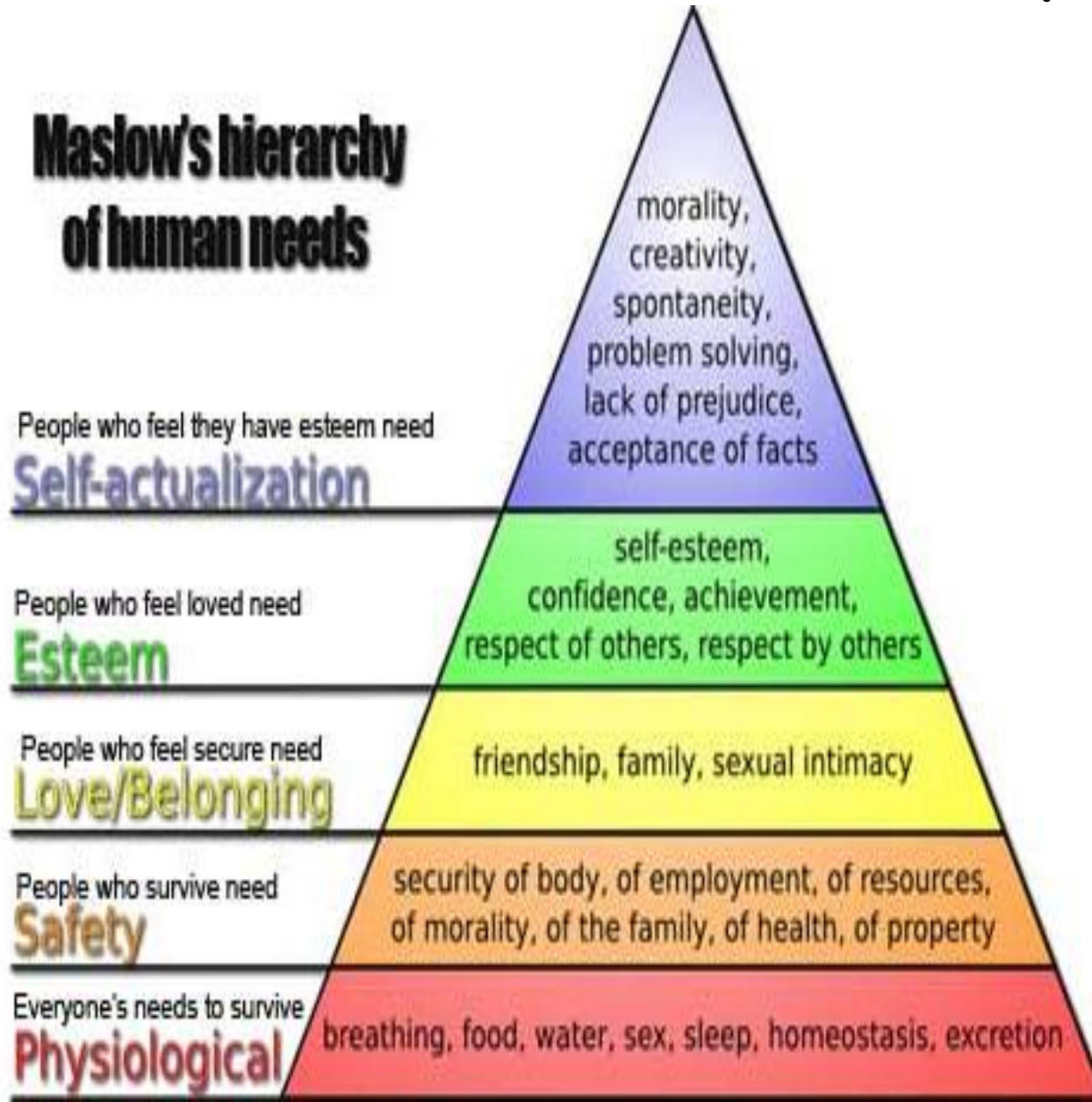


Arousal Theory

- We are motivated to seek an optimum level of arousal.
- **Yerkes-Dodson Law**: a moderate amount of stress or anxiety increases our performance



Maslow's Hierarchy of Needs



- Abraham Maslow said we are motivated by needs, and all needs are not created equal.
- We are driven to satisfy the lower level needs first.

Motivation of HUNGER



Multiple contributors to feeling of hunger:

Stomach contractions

Blood Sugar Glucose

Hypothalamus

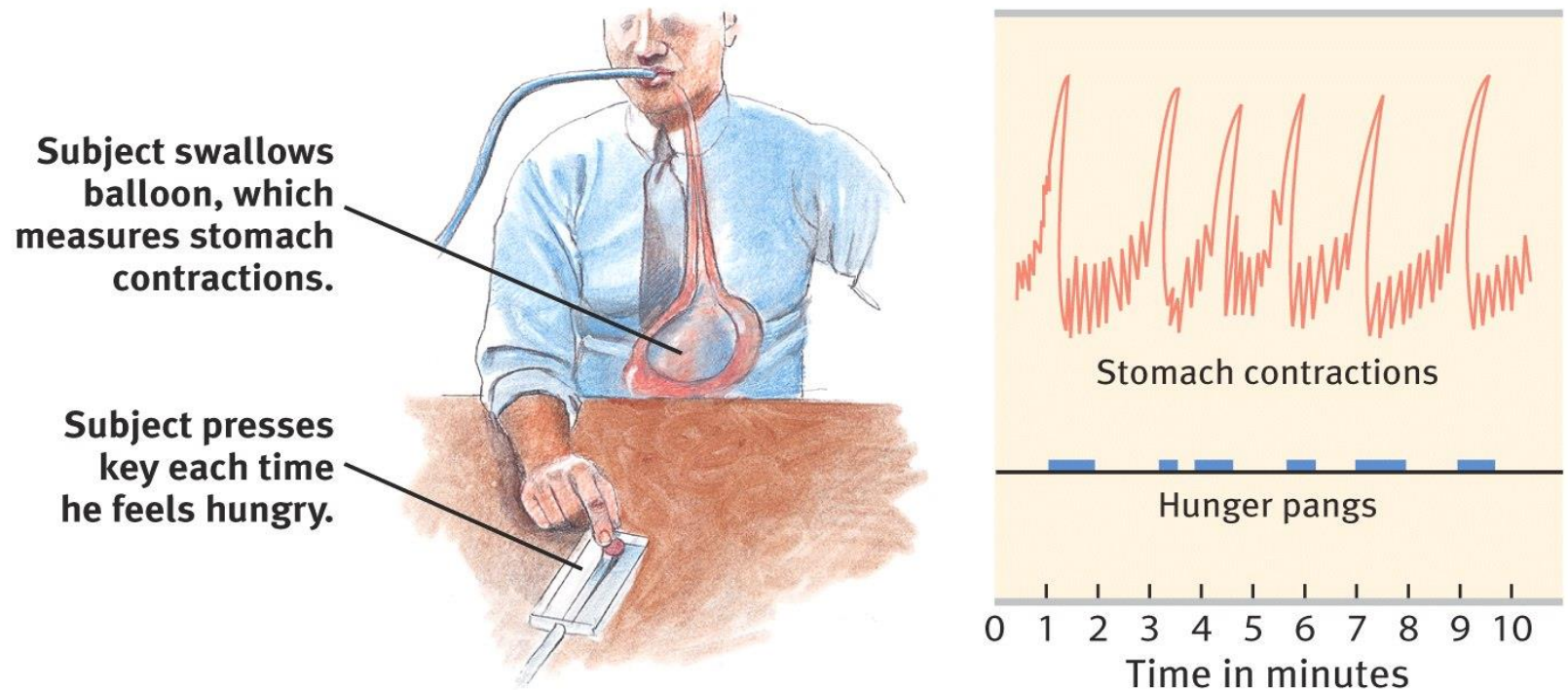
Stomach hormones

Basal Metabolic Rate



Stomach Contractions

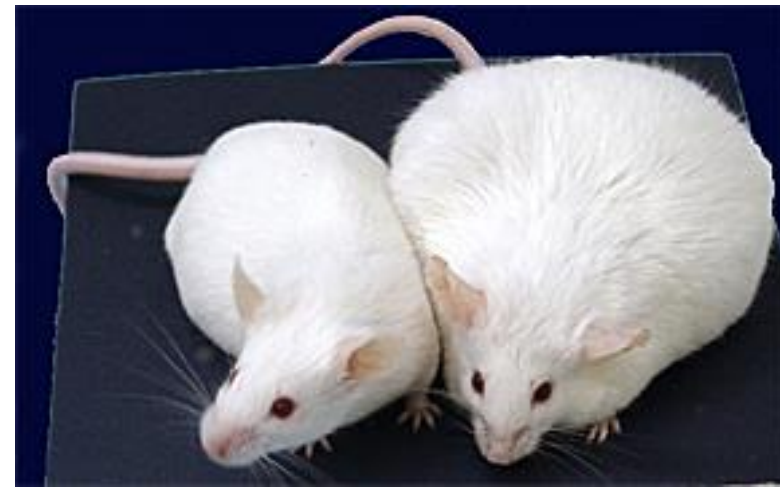
- Stomach contractions accompany our feelings of hunger



- BUT... hunger remains if stomach is removed, therefore hunger does not come solely from the stomach

Brain Basis of Hunger

- Stimulation to lateral (sides of) hypothalamus elicits hunger
- Stimulation to ventromedial (lower-mid) hypothalamus depresses hunger
- Rat on right has lesion on ventromedial hypothalamus; caused its weight to triple →→→→→→→



Brain Basis of Hunger

Lateral Hypothalamus

- When stimulated it makes you hungry.
- When lesioned (destroyed) you will never be hungry again.



Ventromedial Hypothalamus

- When stimulated you feel full.
- When lesioned you will never feel full again.



Set Point Theory

- The hypothalamus acts like a thermostat.
- Wants to maintain a stable weight.
- Activate the lateral when you diet and activate the ventromedial when you start to gain weight.
- **Metabolism**: body's base rate of energy expenditure



Culture and Hunger



Dog



Mice Wine



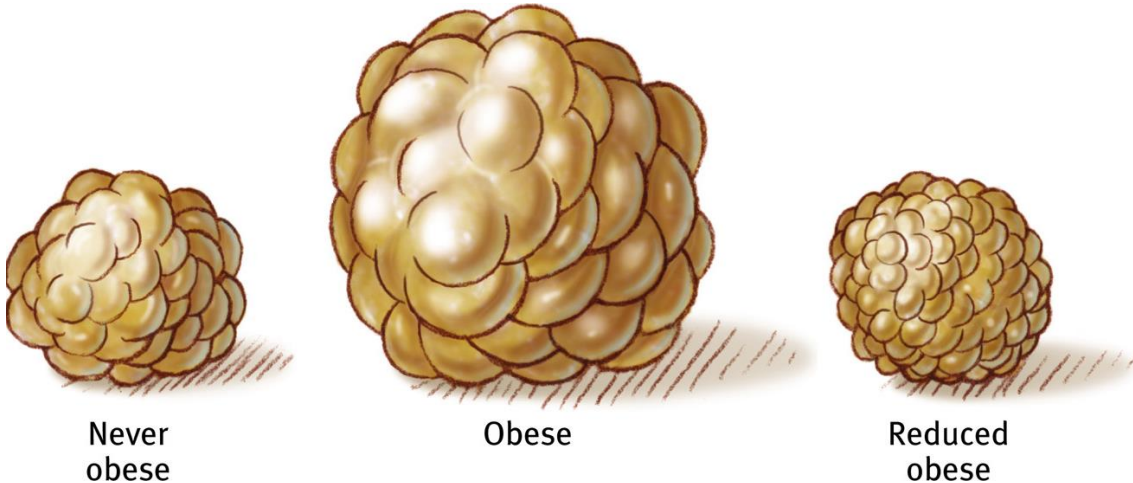
Criadillas- bull testicles.



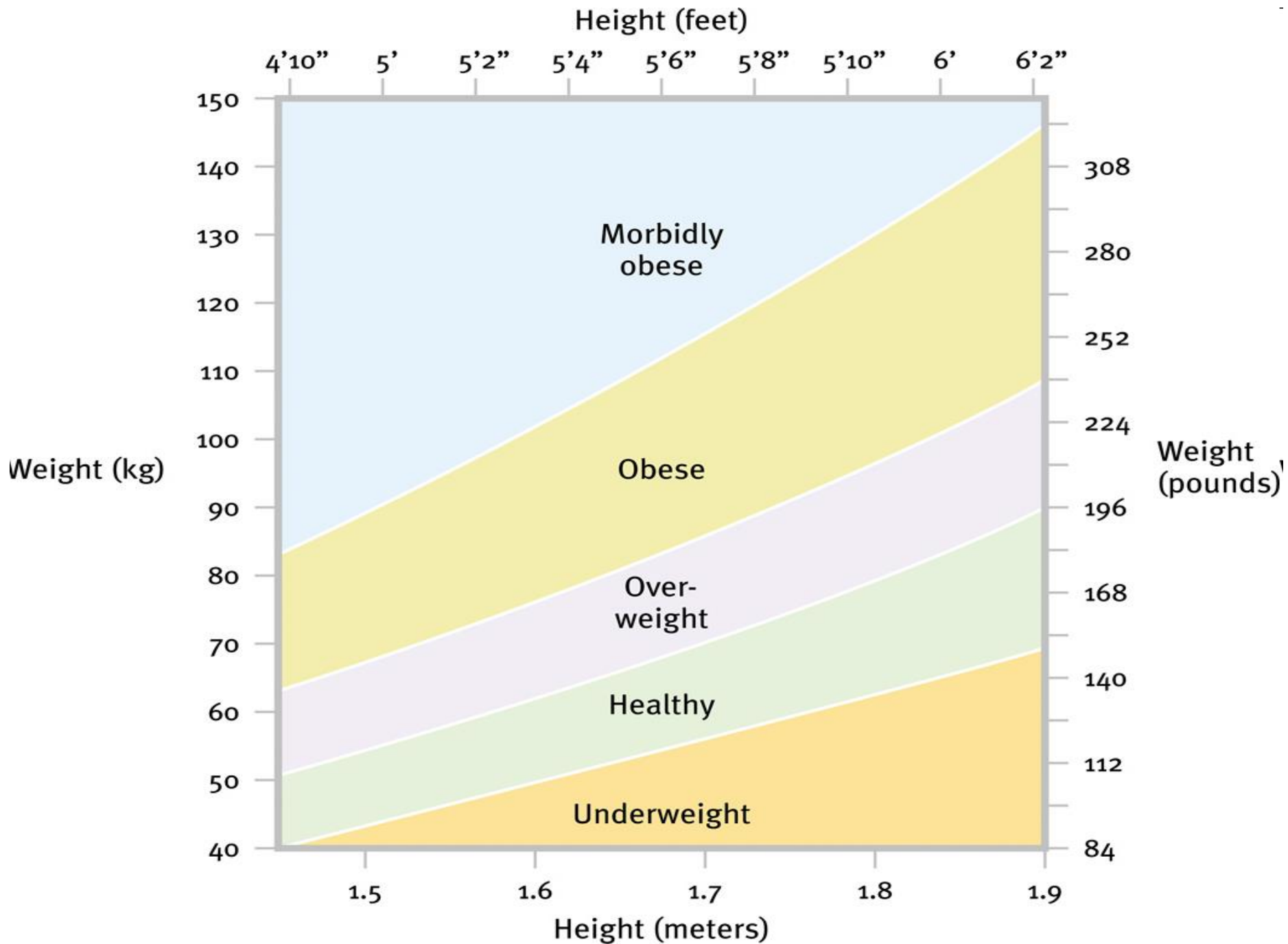
Fried Frog Legs

Obesity

- Severely overweight to the point where it causes health issues.
- Mostly eating habits but some people are predisposed towards obesity.
- As you gain weight, you create MORE and BIGGER fat cells... as you lose the weight, the cells reduce in size BUT NEVER IN NUMBER.



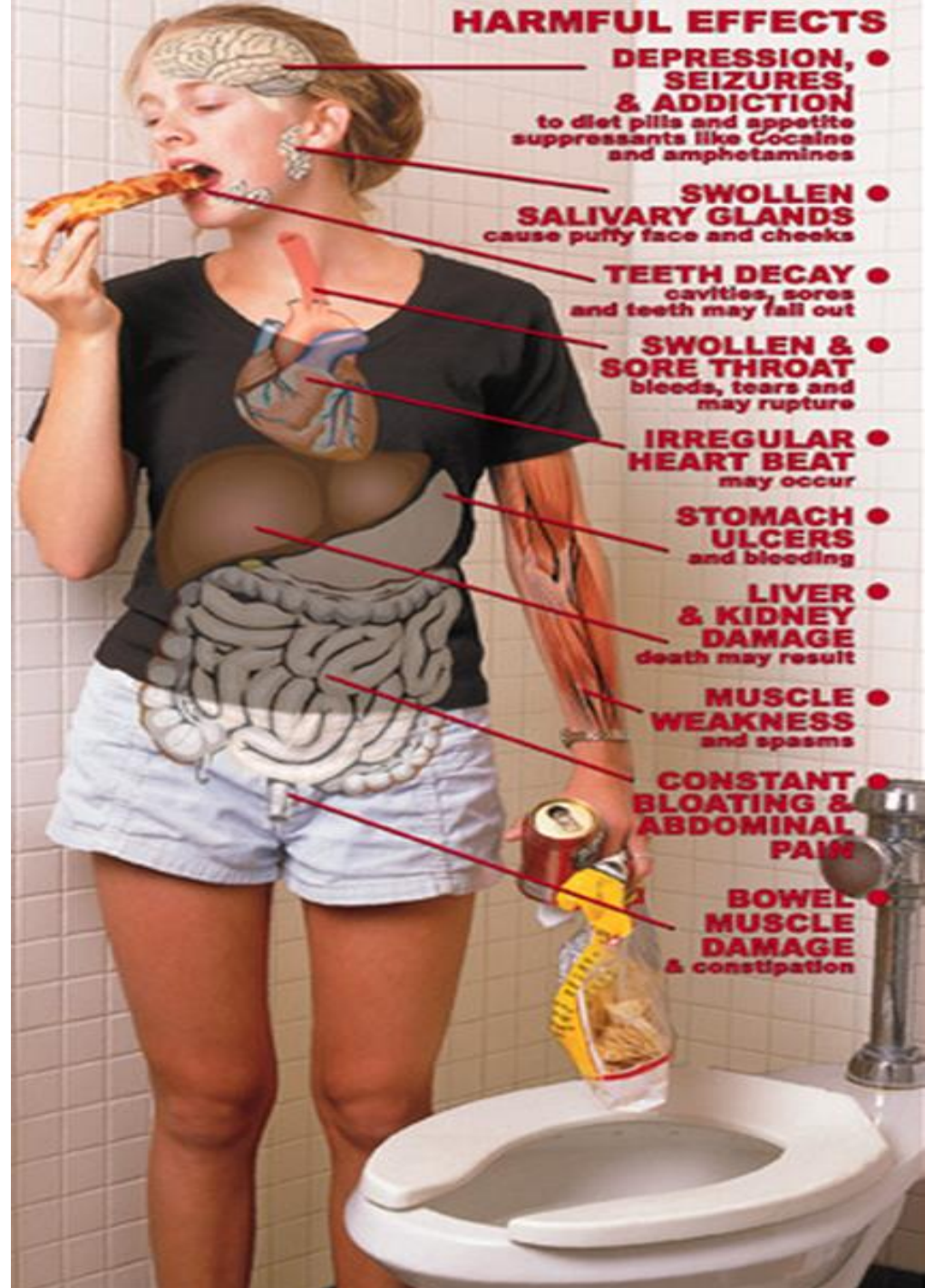
Click on the picture to see some case studies on obesity.



Eating Disorders

Bulimia Nervosa

- Characterized by **binging** (eating large amounts of food) and **purging** (getting rid of the food).
- 1% of population



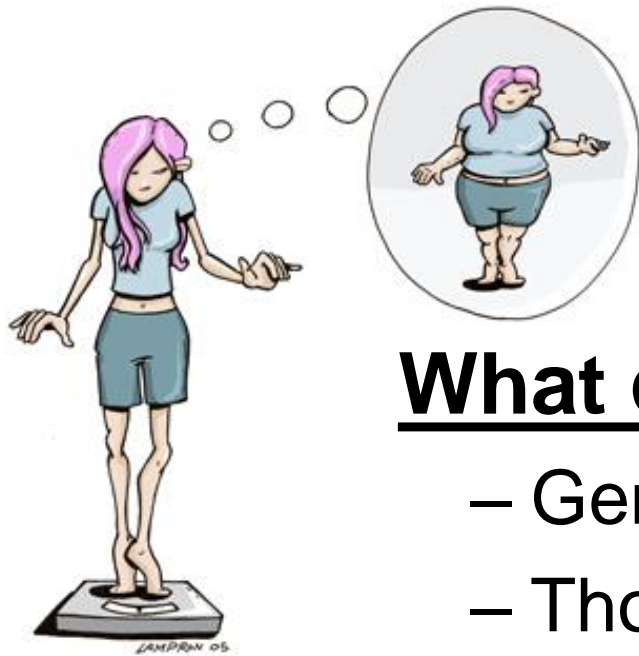
Anorexia Nervosa

- Starve/exercise themselves to below 85% of their normal body weight.
- See themselves as fat.
- Vast majority are women.
- 0.6% of population



Click on the woman to watch a case study of an anorexic.

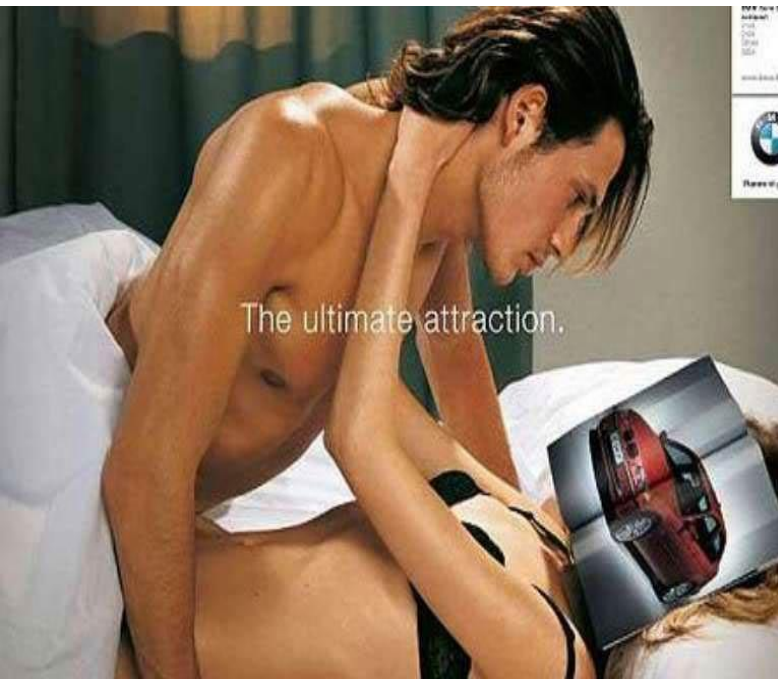




Eating Disorders

What causes eating disorders?

- Genetics may influence susceptibility
- Those with greatest body dissatisfaction
- Western cultures idolize thin women



» Cultural pressure transmitted by the “thin-ideal” exemplified in advertisements

Women's Body Images

