Motivation
A need or desire that drives and ________________ behavior

Overview
Why we do anything we need to do

Basic Behaviors
Eating
Drinking
_______________ Activity
Working

Basic Behaviors
What is an ________________?
An unlearned complex behavior that is rigidly patterned throughout a species
Genes predispose species typical behaviors
Salmon returning to their birthplace
Imprinting in ________________

Drive Reduction Theory
A physiological need creates tension that ________________ an organism to satisfy the need
The body likes things constant: homeostasis

Drive Reduction isn’t everything…
_______________ can drive monkeys to learn to unlock latches…
Obviously there was NO physiological need driving that behavior
Why might we still do these other behaviors?
_________________________!!!
We like to be stimulated, although too much leads to stress (which is BAD)

Some needs take priority over others
Abraham ______________________________
Hierarchy of needs
Must complete lower level needs before getting to the ________________ level needs

Why do we feel hungry?
Body responses
The stomach _________________________ responds when we are hungry

The stomach isn’t everything
Removal of the stomach still gives _________________________
Brain responses
The “pleasure center” (__________________________) is responsible for eating
What exactly does the brain do?
Monitors ____________________________ (sugar) levels in the body
If low, we need to eat
If high, we stop eating
Have some “__________________________” for our ideal sugar level
Also have set points for: weight, metabolic rate
Hormone levels drive eating behaviors too
____________________________: deals with digesting sugars
Leptin: secreted by fat cells - leads to feeling full

Eating disorders
Anorexia Nervosa
Extreme weight loss due to ____________________________ oneself
Bulimia Nervosa
Extreme weight loss due to ____________________________, laxatives, excessive exercise
Binging and purging
Eating tons of ____________________________ foods in one sitting, followed by vomiting that food

Anorexia
More prevalent in ____________________________
Can be fatal (possibly up to 10% of the time)

Causes of eating disorders
Environmental
Fiji islands: valued “robust, well-muscled body”
Introduction of ____________________________ ____________________________ in the Fiji islands in 1995
After this, 74% of adolescent girls viewed themselves as too big or too fat

Body Perceptions…

What about sex?
A physiologically motivated behavior like the others discussed

First Psychologist to study sexual experience
Surveyed people in the 1940s
Surprisingly found:
Most men and over ½ of the women had ____________________________ sex
Most women and virtually all men ____________________________
Lots of variability
Some people had never had an orgasm and others had 3-4 a day

Masters and Johnson
Sexual response cycle
Excitement phase
____________________________ areas prepare for sex
Plateau phase
  Excitement peaks
____________________________
  Muscle spasms
Resolution phase
  Refractory periods

Forces that Drive Sexual Desire

Cultural Differences

Sexual Orientation
An enduring sexual attraction toward members of either one’s own sex (homosexual) or the other sex (heterosexual)
____________________________ of males are homosexual
____________________________ of females are homosexual
Approx 1% of the population is bisexual

Sexuality is a spectrum
Heterosexual and homosexual are on the ends
Quite often a “heterosexual” can have some homosexual feelings or even participate in some homosexual actions
Tribal influences
A tribal culture exists where men are expected to engage in
____________________________ activity until marriage, and
____________________________ activity after marriage

Causes of homosexuality???
Brain differences:
Less __________________________ activation in women and gay men than straight men (same found in gay vs straight sheep!)
Genetic differences:
____________________________ twins = more likely to have same orientation than fraternal twins

Spatial abilities and homosexuality

Industrial/Organizational Psychology
Applying psychology to optimize human behavior at work
Looks at:
____________________________ techniques
Structured vs unstructured
Appraising ____________________________
Giving feedback
Work environments

Two main theories about people at work
Theory X
assumes that workers are ____________________________, error-prone, and extrinsically motivated by money
workers should be directed from ____________________________
Theory Y
assumes that, ____________________________ and freedom, workers are motivated to achieve self-esteem and to demonstrate their competence and ____________________________

Thought Questions
Which type do you think is right?
What motivates you to work?
Google allows workers to bring their dogs to work… is this a good thing?
Productivity increased and google is a very successful innovative place to work