Lecture 12

Motivation and Work
Psychology 101

Motivation
- A need or desire that drives and directs behavior
- Overview
  - Why we do anything we need to do
    - Basic Behaviors
    - Eating
    - Drinking
    - Sexual Activity
    - Working

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

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

Drive Reduction isn’t everything...
- Curiosity 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?
  - STIMULATION!!!
  - We like to be stimulated, although too much leads to stress (which is BAD)

Some needs take priority over others
- Abraham Maslow
  - Hierarchy of needs
  - Must complete lower level needs before getting to the higher level needs

- Self-actualization needs
  - Need to live up to one’s fullest and unique potential

- Esteem needs
  - Need for self-esteem, achievement, competence, and independence; need for recognition and respect from others

- Belongingness and love needs
  - Need to love and be loved, to belong and be accepted; need to avoid loneliness and alienation

- Safety needs
  - Need to feel that the world is organized and predictable; need to feel safe, secure, and stable

- Physiological needs
  - Need to satisfy hunger and thirst
Why do we feel hungry?

- **Body responses**
  - The stomach physically responds when we are hungry

- **Brain responses**
  - The "pleasure center" (hypothalamus) is responsible for eating

What exactly does the brain do?

- Monitors glucose (sugar) levels in the body
  - If low, we need to eat
  - If high, we stop eating
  - Have some "set point" for our ideal sugar level
  - Also have set points for: weight, metabolic rate

- Hormone levels drive eating behaviors too
  - Insulin: deals with digesting sugars
  - Leptin: secreted by fat cells - leads to feeling full

Eating disorders

- **Anorexia Nervosa**
  - Extreme weight loss due to starving oneself

- **Bulimia Nervosa**
  - Extreme weight loss due to vomiting, laxatives, excessive exercise
  - Binging and purging
    - Eating tons of high calorie foods in one sitting, followed by vomiting that food

Anorexia

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

Causes of eating disorders

- **Environmental**
  - Fiji islands: valued "robust, well-muscled body"
  - Introduction of American television 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
- Kinsey
  - First Psychologist to study sexual experience
  - Surveyed people in the 1940s
  - Surprisingly found:
    - Most men and over ½ of the women had premarital sex
    - Most women and virtually all men masturbate
    - 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
    - Genital areas prepare for sex
  - Plateau phase
    - Excitement peaks
  - Orgasm
    - Muscle spasms
  - Resolution phase
    - Refractory periods

Forces that Drive Sexual Desire
- Physiological readiness
- Imagined stimuli
- External stimuli

Cultural Differences

Sexual Orientation
- An enduring sexual attraction toward members of either one's own sex (homosexual) or the other sex (heterosexual)
  - 3-4% of males are homosexual
  - 1-2% 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 homosexual activity until marriage, and heterosexual activity after marriage

Causes of homosexuality???

- Brain differences:
  - Less hypothalamic activation in women and gay men than straight men (same found in gay vs straight sheep!)

- Genetic differences:
  - Identical 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:
  - Interviewing techniques
    - Structured vs unstructured
  - Appraising performance
  - Giving feedback
  - Work environments

Two main theories about people at work

- Theory X
  - Assumes that workers are basically lazy, error-prone, and extrinsically motivated by money
  - Workers should be directed from above
- Theory Y
  - Assumes that, given challenge and freedom, workers are motivated to achieve self-esteem and to demonstrate their competence and creativity

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