

# Motivation & Emotion

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# Motivation and emotion

“Hope is a good thing -  
maybe the best thing.  
And good things never  
die.”

Andy Duphrene



# Motivation

- The internal & external factors that cause & direct behavior
- Those influences that accounts for the initiation, direction, intensity, & persistence of behavior
- An inner state (either a need or desire) that energizes & directs us & keeps us moving toward our goals

Why we do what we do



# Motive, instinct, emotion

- **Motive** - a link between stimuli and behavior. Motives can be divided into four categories: biological, emotional, cognitive, social
- **Instincts** - are automatic, involuntary, & unlearned behavior patterns that are consistently displayed in the presence of specific stimuli
- **Emotion** - a positive or a negative experience that is felt with some intensity as happening to the self.

# Extrinsic Vs. Intrinsic Motivation

**Extrinsic motivations** are those that arise from outside of the individual and often involve rewards such as trophies, money, social recognition or praise.

**Intrinsic motivations** are those that arise from within the individual, such as doing a complicated cross-word puzzle purely for the personal gratification of solving a problem.

# Theories of motivation

## Instinct Theory of Motivation

People are motivated to behave in certain ways because they are evolutionarily **programmed to do so**

(the animal world - seasonal migration, spider's webs, birds building their nest, babies with the ability to cry)





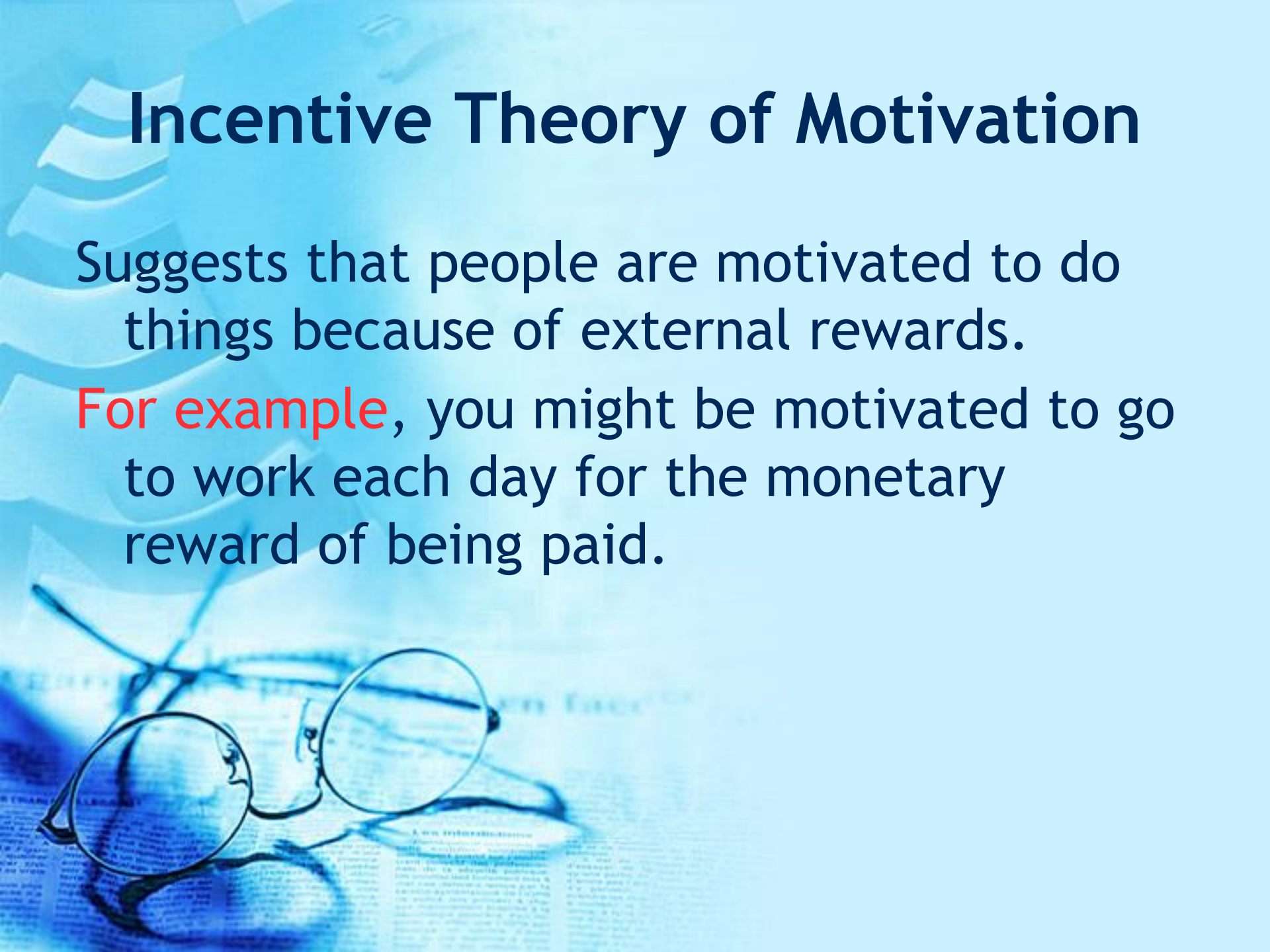
# Instinct Theory of Motivation

- William James created a list of human instincts: attachment, play, shame, anger, fear, shyness, modesty and love.
- BUT this theory did not explain behavior, it just described it.
  - By the 1920s, instinct theories were pushed aside in favor of other motivational theories.

# Incentive Theory of Motivation

Suggests that people are motivated to do things because of external rewards.

**For example**, you might be motivated to go to work each day for the monetary reward of being paid.





# Drive Theory of Motivation

People are motivated to take certain actions in order to reduce the internal tension that is caused by unmet needs.

**For example**, you might be motivated to drink a glass of water in order to reduce the internal state of thirst.

This theory is useful in explaining behaviors that have a strong biological component, such as hunger or thirst.

The problem with the drive theory of motivation is that these behaviors are not always motivated purely by physiological needs. For example, people often eat even when they are not really hungry.

# Arousal Theory of Motivation

People take certain actions to either decrease or increase levels of arousal. **When arousal levels get too low**, for example, a person might watch an exciting movie or go for a jog. **When arousal levels get too high**, on the other hand, a person would probably look for ways to relax such as meditating or reading a book.

This level diversity is based on the individual or the situation.

# Humanistic Theory of Motivation

The idea is that people also have strong cognitive reasons to perform various actions.

It is illustrated in Abraham Maslow's hierarchy of needs, which presents different motivations at different levels.





# Maslow's Hierarchy of Needs



**Maslow's Hierarchy of Needs**

# Emotions

**Six basic emotions:** happiness, sadness, surprise, fear, anger, and disgust.



# Non-verbal expression

Humans have many means of expressing their emotional state, without using words:

- facial expressions
- eye movements and eye contact
- posture
- non-verbal vocalizations
  - tone of voice
  - non-word sounds



# Why do we experience emotion?

## James-Lange Theory

You are walking down a dark alley late at night. You hear footsteps behind you and you begin to tremble, your heart beats faster, and your breathing deepens. You notice these physiological changes and interpret them as your body's preparation for a fearful situation. You then experience fear.

**EVENT → AROUSAL → INTERPRETATION → EMOTION**

# Cannon-Bard Theory

You are walking down a dark alley late at night. You hear footsteps behind you and you begin to tremble, your heart beats faster, and your breathing deepens. At the same time as these physiological changes occur you also experience the emotion of fear.

**EVENT → AROUSAL  
→ EMOTION**

# Schachter-Singer Theory

You are walking down a dark alley late at night. You hear footsteps behind you and you begin to tremble, your heart beats faster, and your breathing deepens. Upon noticing this arousal you realize that it comes from the fact that you are walking down a dark alley by yourself. This behavior is dangerous and therefore you feel the emotion of fear.

EVENT → AROUSAL → REASONING → EMOTION



# Lazarus Theory

You are walking down a dark alley late at night. You hear footsteps behind you and you think it may be a mugger so you begin to tremble, your heart beats faster, and your breathing deepens and at the same time experience fear.

EVENT → THOUGHT → EMOTION  
→ AROUSAL

# Facial Feedback Theory

You are walking down a dark alley late at night. You hear footsteps behind you and your eyes widen, your teeth clench and your brain interprets these facial changes as the expression of fear. Therefore you experience the emotion of fear.

**EVENT → FACIAL CHANGES → EMOTION**

# How to Stay Motivated?

- Re-visit your past; look back on how far you've come;
- Get real; stop waiting for a miracle;
- Get pumped (get inspired by real people, real results);
- Reward yourself;
- Lose the excuse.



# How to Stay Motivated?

Я - безмірно добре  
Феноменально розумне  
Божественно красиве  
Надзвичайно привабливе  
Незвично працездатне  
Виключно порядне  
Кришталеве чисте  
Екстраординарне  
Казково щедре  
Неймовірно перспективне

# How to Stay Motivated?

Беззавітно любляче  
Легендарно сильне  
Супероптимістичне  
Ідеально зложене  
Крайньо інтелегентне  
Суперактивне  
Безперечно позитивне  
Фантастично скромне  
**НЕБЕСНЕ СТВОРІННЯ!**

**І ХАЙ МЕНІ СЬОГОДНІ ВСЕ ВДАЄТЬСЯ!**

# Thank you for your attention!!!

