



MOTIVATION

Motivated behaviour = goal-directed, purposeful behaviour

Theoretical perspectives

- internal, unconscious drives/motives (psychodynamic)
- environmental schedules of reinforcement (behaviourist)
- interactions between CNS/ANS/endocrine system (biopsychological)

- Motives as instincts [McDougall, 1908]
- Drives [Woodworth, 1918]

Non-homeostatic needs and drives

- Competence motives**
- Cognitive motives**
- Social motives**

- Seeking stimulation
 - Play and motivation
 - Motivation and adaptation
 - Need for control
 - Consistency
 - Achievement motivation/need for achievement (nAch) [Murray, 1938]
 - Social facilitation
 - Social presentation
 - Social loafing [Geen, 1995]
- social anxiety

- optimal level (or arousal) theories [Berlyne, 1969]
- learned helplessness [Seligman, 1975]
- psychological reactance [Brehm, 1966]
- TAT [Murray & Morgan, 1935]
- sensory deprivation experiments [Heron, 1957]

Homeostatic drive theory

[Cannon, 1929]

Tissue need → homeostatic drive

Eating and drinking = voluntary and discontinuous (spaced)

Hunger and eating

- Eating for pleasure
- Knowing what to eat
- Does hunger cause eating?
- What prompts a meal?
- Cannon & Washburn [1912]

Glucostatic theory

[Mayer, 1955]

VMH = satiety centre [Mayer & Marshall, 1956]

VMH ↓ syndrome

hyperphagia (excessive overeating)

Lipostatic theory

[Nisbett, 1972]

LH normally stimulates eating

Set-point or settling point? [Pinel, 1993]

LH syndrome ↓

aphagia (refusal to eat)

Thirst and drinking

- What starts us drinking?
- What stops us drinking?
- Positive incentive theory
- Dry-mouth theory
- stomach distention
- mouth-metering mechanism

Drive-reduction theory

[Hull, 1943]

