

Motivation — the force that moves people to behave, think, and feel as they do  
Motivation energizes, directs, and sustains behavior

Theories of motivation

- Evolutionary Approach (instincts)
- Drive Reduction Theory (drives, needs, and homeostasis)
- Optimum Arousal Theory (Yerkes-Dodson law)

Sequence of Needs (Maslow's hierarchy of needs)

- Basic needs must be met before higher needs can be satisfied
- Self-Actualization: Motivation to develop to our fullest potential
- Physiology needs → safety → love and belonging → esteem → self-actualization

Self-determination theory

- Was created by Rich Ryan and Ed Deci
- Rather than just the amount of motivation, self-determination theory focuses on different types of motivation.

Extrinsic vs. intrinsic motivation

Extrinsic motivation: doing an activity for the sake of some external outcome.

- Initiated externally
- Reward is separated
- Focus on the reward

Intrinsic motivation: is doing an activity for the sake of that activity in itself.

- Initiated internally
- Activity is the reward
- Focus on the activity

Autonomous motivation — when a person fully endorse a behavior and experiences volition and choice

- More flexibility and creativity
- Greater persistence
- More interest / enjoyment
- Better mental health and well-being

Controlled motivation — when a person feels coerced or seduced into behaving, with the experience of pressure and obligation

- Compliance if the reward is desired
- Defiance when the control is too great
- Short-term learning
- Alienation and disaffection
- Diminished well-being

Emotion — a feeling or affect that can involve physiological arousal, conscious experience, and behavioral expression

### Two-factor theory of emotion

- Stanley Schachter (1964) — infer our emotions by observing our behavior

### Schachter's theory

We experience emotions in a two step self-perception process:

- Experience physiologically arousal
- Seek an appropriate explanation for it

### Misattribution of arousal

- Making mistaken inferences about what is causing them to feel the way they do

### Emotion: sociocultural factors

- Expression of emotions similar across cultures
- Display rules do vary across cultures

### Classifying emotions

- Valence: positive vs. negative affect
- Arousal level: active and engaged vs. passive and calm

### Where does happiness come from

- Genetics: some people born with a happier temperament
- Outside circumstances: environment
- Intentional activity: what people do

### Satisfying relationships

- Best predictor of happiness is relationship quality
- Happy people
- Spend more time with other people
- Are more satisfied with their relationship

### Spending money to buy happiness

- Spending money on experiences: spending money on experiences leads to more happiness than spending money on material goods
- Happiness over material items does not last — hedonic adaptation
- Material goods do not contribute to social relationships
- Buying stuff fosters materialism
- Thing age, but memories are more long lasting
- Spending money on time saving purchases: buying time promotes happiness

### Spending money on others

- Participants happiness was measured
- then they were randomly assigned to 4 conditions: spend money on themselves or spend money on others
- Result: those who spend on others were happier at the end of the day
- It makes people feel better about themselves
- Promotes better relationships