

A decorative border of colorful flowers and leaves in shades of pink, purple, orange, and white, framing the central text.

# Motivation and Emotion

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MOTIVATION?

IT'S RIGHT INSIDE YOU!!

# Motivation

**Motivation** – the process by which activities are started, directed, and continued so that physical or psychological needs or wants are met.

**Extrinsic motivation** – type of motivation in which a person performs an action because it leads to an outcome that is separate from or external to the person.

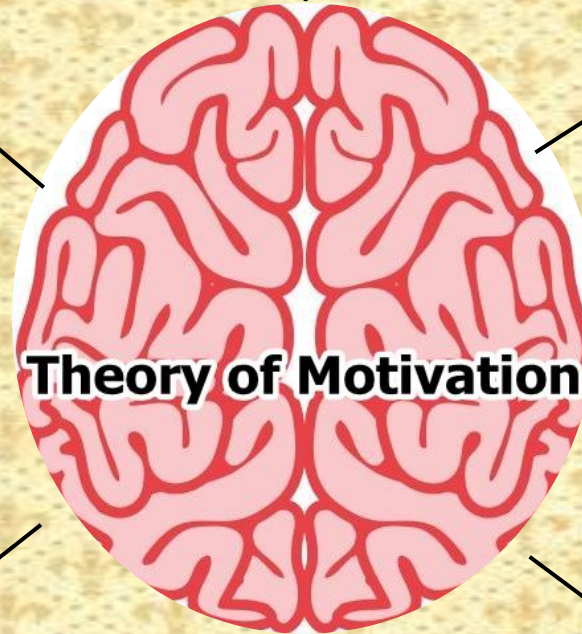


**Primary drives** - those drives that involve needs of the body such as hunger and thirst.

**Acquired (secondary) drives** - those drives that are learned through experience or conditioning, such as the need for money or social approval.

**Drive - reduction theory** - approach to motivation that assumes behavior arises from physiological needs that cause internal drives to push the organism to satisfy the need and reduce tension and arousal.

**Homeostasis** - the tendency of the body to maintain a steady state.



## Theory of Motivation

**Drive** - a psychological tension and physical arousal arising when there is a need that motivates the organism to act in order to fulfill the need and reduce the tension.

**Need** - a requirement of some material (such as food or water) that is essential for survival of the organism.

# Famous people, who studied motivation:



**Clark Hull was the behaviorist who developed the drive-reduction theory of motivation.**



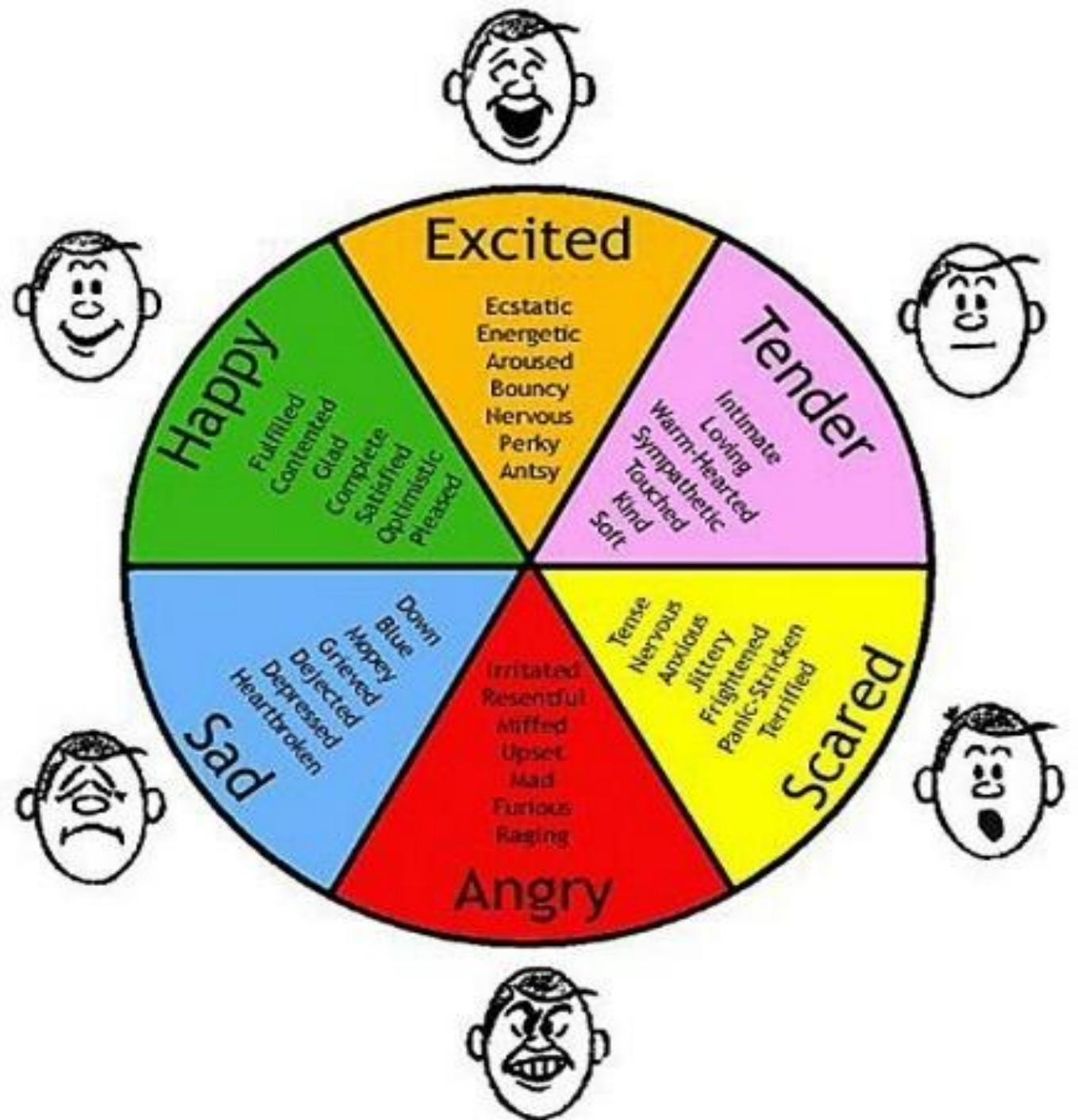
**Kenneth Spence was a prominent American psychologist whose theoretical work on learning and motivation complemented the efforts by Clark L. Hull. He is known as neo-behaviorism.**



**Emotion**



Emotion - the “feeling” aspect of consciousness, characterized by a certain physical arousal, a certain behavior that reveals the emotion to the outside world, and an inner awareness of feelings.



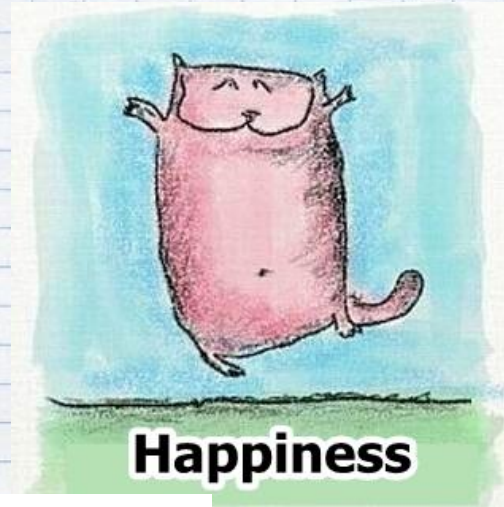
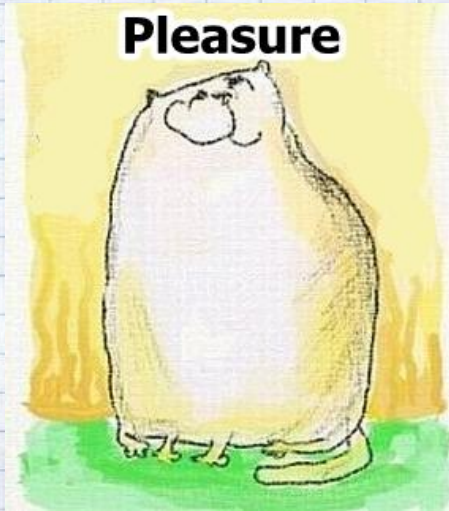


# Theory of Emotion

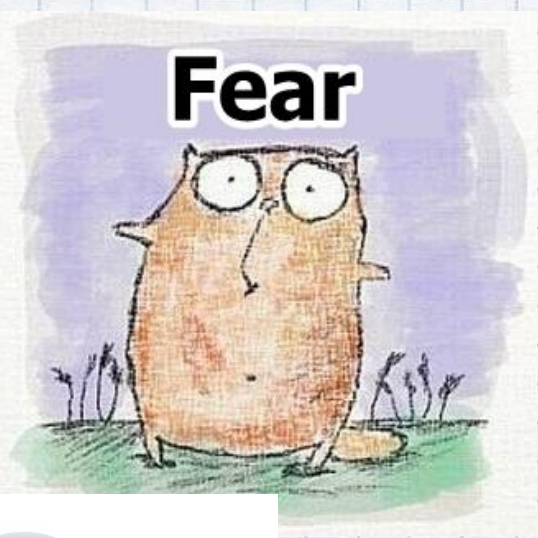
- Common Sense Theory of Emotion - a stimulus leads to an emotion, which then leads to bodily arousal.
- James-Lange theory of emotion - theory in which a physiological reaction leads to the labeling of an emotion.
- Cannon-Bard theory of emotion - theory in which the physiological reaction and the emotion are assumed to occur at the same time.
- Cognitive arousal theory – theory of emotion in which both the physical arousal and the labeling of that arousal based on cues from the environment must occur before the emotion is experienced.

# Types of emotions

## Good emotions



## Bad emotions





Use it.