

# Guided Reading Activity 12-1

## Theories of Motivation

For use with textbook pages 313-317

**Directions:** Outlining Locate the heading in your textbook. Then use the information under the heading to help you write each answer.

### I. Theories of Motivation

#### A. Introduction

1. What does research on motivation and emotion focus on? on the underlying why of behavior
2. Why must psychologists infer motivation from goal-directed behavior? motivation can not be observed directly (based off of goal-directed behavior)

#### B. Instinct Theory

What are some instincts?

1. What is the main flaw in instinct theory? instincts don't explain behavior; they label behavior

#### C. Drive-Reduction Theory

1. What causes a need? a lack of something desirable or useful
2. What does a need lead to? a drive  
(internal condition that can change over time - goal-oriented)
3. According to drive-reduction theory, what happens when an organism's random behavior reduces a drive? the organism acquires a habit (when drive is felt again, organism tries same response)
4. What did Harry Harlow's experiments with monkeys show? food is not a major source of love for a mother

Hunger, Curiosity, fatigue

Drive seeks HOMEOSTASIS

when deprived of need an organism becomes tense + agitated

#### D. Incentive Theory

1. What does incentive theory stress? role of environment in motivating behavior
2. If you aren't very thirsty, what might cause you to consume a soft drink? you need a strong incentive (really enjoy soda taste)

Strong drive = weak incentive  
Weak drive = strong incentive

#### E. Cognitive Theory

1. If you work overtime because you really enjoy what you are doing, what kind of motivation are you experiencing? intrinsic motivation - personally rewarding  
extrinsic motivation - reduce needs or obtain external incentives

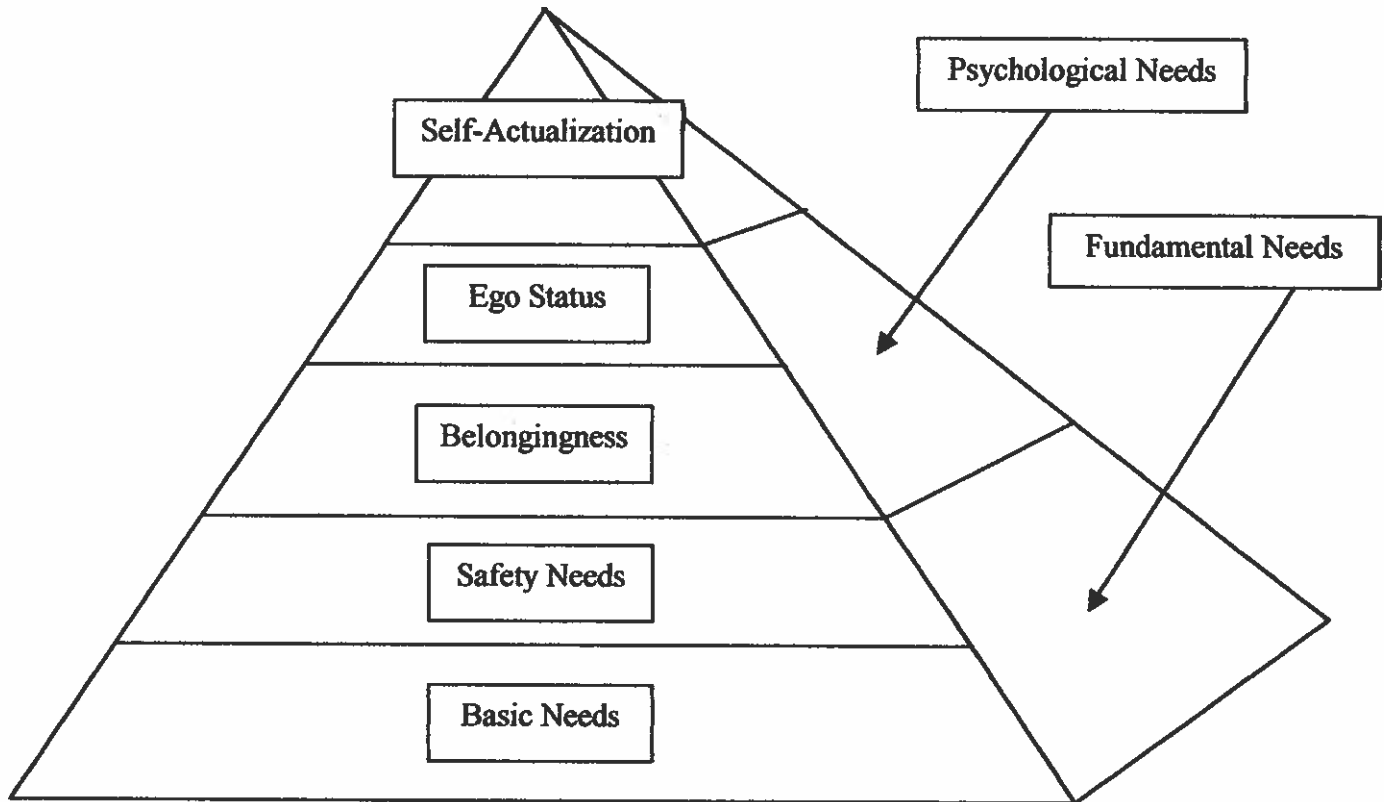
Sports?

Sandlot vs. Professional

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# Maslow's Hierarchy Of Needs

*(Lower level needs must be adequately satisfied before you become concerned with higher needs)*



**Basic Needs** – food, clothing, shelter, creature comforts, sex drives

**Safety Needs** – security, avoiding harm, keeping what you have earned

**Belongingness** – to affiliate with others; being accepted as a member of a group

**Ego Status** – to achieve, be competent, gain approval and recognition

**Self-Actualization** – personal freedom, creativity, fulfilling personal potential