Emotion & Motivation

Theories of Emotion

Valence	+ or - experience
James-Lange Theory of Emotion	Stimulus → arousal → emotion
Cannon-Bard Theory of Emotion	Stimulus → arousal & emotion
Two Factor Theory of Emotion (Stanley Schacter & Jerome Singer)	Physiological activity & cognitive interpretation → emotion
Appraisal / Reappraisal	Process of (re)assessing meaning of an event
Misattribution of Arousal	Misinterpret arousal → mislabel emotion state
Klüver-Bucy Syndrome (temporal lobe syndrome)	Indiscriminate eating & hypersexaulity (limbic sys.)
Nucleus accumbens *"Reward Area"*	Dopamine pathways; motivation, addiction
Amygdala Latin: "almond"	Limbic system; emotion, esp. fear, threat, anger
Low road vs. High road (Joseph LeDoux)	Emotion processing pathways: fast (w/o cortex) & slow (frontal cortex)
Leucotomy / Frontal Lobotomy (Egas Moniz / Walter Freeman)	Sever frontal lobe connections to blunt emotional outbursts

Emotional Expression

Universality Hypothesis (Charles Darwin)	Emotions expressed similarly for all people
6 Basic Emotions (later 7) (Paul Ekman)	Joy, sadness, anger, fear, surprise, disgust (contempt)
Facial-feedback hypothesis	Activation of facial muscles influences emotional state
Display rules	Cultural concepts of where, when, & how to express

Motivation

Hedonic priniciple	Gain pleasure, avoid pain
Instinct	Inherited tendency motivates fixed behavior
Drive	Departure from optimal state motivates behavior
Homeostasis Greek "same state"	Drive to maintain particular state
Primary vs. Secondary Drive	Aid survival (get food) vs. associated (earn money)
Drive Reduction Theory	Drive motivates behavior to reduce drive (rewarding)
Arousal Theory	Optimal level of arousal for individual; seek experiences
Yerkes-Dodson Law	Arousal & performance: inverted-U shaped curve
Flow (Mihaly Csikszentmihaly)	Pleasurable state; optimal match of challenge & skill

Hunger

Orexigenic - Greek "source of appetite"	"On" signal for hunger; **lateral hypothalamus**
Anorexigenic - Greek "without source of appetite"	Satiety; **ventromedial hypothalamus**
Orexin	Hunger signaling hormone
Ghrelin	Orexigenic hormone (stomach)
Leptin	Anorexigenic (fat cells)
Bulimia Nervosa Greek "ravenous hunger"	Disorder; cycle of bingeing & purging
Anorexia Nervosa Greek "without hunger"	Disorder; very low calorie intake & fear of being fat
Set point theory	Bodyweight point motivates # of calories to consume
Basal metabolic rate / metabolism	Rate of energy storage / expenditure

Sexual Motivation

Estrus (females)	Period of fertility & sexual receptivity in some species
Human Sexual Response Cycle (William Masters & Virginia Johnson)	**E**xcitement, **P**lateau, **O**rgasm, **R**esolution – similar for males/females
Refractory Period (males)	Rest period after orgasm
Testosterone (androgen)	"male" sex hormone
Estrogen	"female" sex hormone

Other Motivations

Hierarchy of Needs (Abraham Maslow)	basic; security; belonging; esteem; **self-actualization**
Intrinsic Motivation	Driven by inner satisfaction
Extrinsic Motivation	External reward/punishment
Overjustification Effect	Rewards ↓ intrinsic motiv.
Marshmallow Test (Walter Mischel)	**Delay of gratification**; delay reward for larger later
Insufficient Justification	Small reward/punishment suggests intrinsic factors
Need for Achievement	Desire to accomplish & win
Approach vs. Avoidance Motivation	Experience positive vs. avoid negative outcome