Motivation

The biology of love

Neurological origins of passionate love begin in infancy when infants attach to mother.

Certain neurotransmitters and hormones involved in pleasure and reward are activated in mother-baby, adult lover, and close friend bonds.

Endorphins

Functional MRIs have shown other neurological similarities.

Certain parts of the brain light up when people look at pictures of sweethearts and biological children.

The psychology of love

The need for affiliation

The motive to associate with other people, by seeking friends, companionship, or love

Predictors of love

Proximity: choosing friends and lovers from the set of people who are closest to us

Similarity: choosing friends and lovers who are like us in looks, attitudes, beliefs, personality, and interests

The attachment theory of love

Like infants to their caregivers, adults have attachment styles to their partners.

Secure: rarely jealous or worried about abandonment

Avoidant: distrustful, avoids intimate attachments

Anxious-ambivalent: agitated and worried partner will leave

Distribution of attachment styles

A representative survey of American adults indicated:

- Securely attached: 66%
- Avoidant: 25%
- Anxious: 11%

Ingredients of love

Sternberg’s triangular theory of love

Passion: euphoria and sexual excitement

Intimacy: being free to talk about things, feeling close to and understood by loved ones

Commitment: needing to be with the other person, being loyal

Ideal love involves all three.
Gender, culture, and love

Males and females respond similarly to
Love at first sight
Passionate love
Companionate love
Unrequited love
Secure and insecure attachment
Being the break-up recipient

Hormones and sexual response

Testosterone appears to promote sexual desire in both sexes.
Documentation included several studies of men and women.
However, not a simple relationship
Sexual behavior also increases testosterone.
Psychological factors are usually more important than hormones.
Sexual offenders who are chemically castrated don’t always lose sexual desires.

Arousal and orgasm

Freud differentiated between “immature” clitoral orgasms and “mature” vaginal orgasms.
Kinsey suggested that males and females had similar orgasms but that females were less sexual.
Masters and Johnson asserted that women’s capacity for sexual responses surpassed men’s.
But didn’t examine differences based on developmental, experiential, or cultural factors

Sexual-response cycle

Physiological responses don’t always correlate with subjective experiences.
Psychologists still disagree on whether there are sex differences in sex drive.
Social psychologists suggest
Males’ sexual behavior is more biologically determined
Females’ sexual desires and responsiveness are more affected by circumstances, the specific relationship, and cultural norms.
The psychology of desire

Motives for sex
- Enhancement
- Intimacy
- Coping
- Self-affirmation
- Partner approval
- Peer approval

Sexual coercion & rape

Persistent gender differences occur in perceptions of, and experiences with, sexual coercion.

Of a representative sample of 3000 people 25% of the women said that a man (usually husband or boyfriend) had forced them to do something sexually.

Only 3% of men said they had ever forced a woman into a sexual act.

Motivations for rape

Peer approval

Anger, revenge, or desire to dominate and humiliate victim

Narcissism and hostility toward women.

Contempt for victim and a sadistic pleasure in inflicting pain.

Culture of desire

Sexual scripts: sets of implicit rules that specify proper sexual behavior for a person in a given situation, varying with the person’s age, culture, and gender

Role of sexual scripts in African American women’s behavior

The riddle of sexual orientation

Factors which do not explain homosexuality
- A smothering mother
- An absent father
- Emotional problems
- Same-sex play in childhood and adolescence
- Parental practices
- Role models
- Seduction by an older adult

Biological explanations

Studies demonstrating brain differences have not been replicated.

Prenatal exposure and androgens

May be moderately heritable
Genetic links

Identical twins have highest concordance rates for sexual orientation
Suggests some genetic link in sexual orientation

Difficulty in identifying causes

Sexual identity and behavior are different and occur in different combinations.
Some are sexually attracted to both men and women.
Some are heterosexual in behavior but have homosexual fantasies.
Sexual behaviors can differ in different cultures.

Motives to achieve

Need for achievement: a learned motive to meet personal standards of success and excellence in a chosen area

Importance of goals

Goals improve motivation when...
the goal is specific.
the goal is challenging but achievable.
the goal is framed in terms of approach goals instead of avoidance goals.

Types of goals

Performance goals: goals framed in terms of performing well in front of others, being judged favorably, and avoiding criticism
Mastery goals: goals framed in terms of increasing one’s competence and skills

Effort vs. intelligence

Children who chose performance goals
Children who lied to others about how they did
Expectations and self-efficacy

**Self-fulfilling prophecy**
An expectation that comes true because of the tendency to act in ways to bring it about.

**Self-efficacy**
A person’s belief that he/she is capable of producing desired results, such as mastering new skills and reaching goals.

Working conditions

**Conditions that increase job involvement, motivation, and satisfaction**
- Work provides sense of meaningfulness.
- Employees have control over part of work.
- Tasks are varied.
- Company maintains clear and consistent rules.
- Employees have supportive relationships with superiors and co-workers.
- Employees receive useful feedback.
- Company offers opportunities for growth.

Opportunities to achieve

When a person lacks fair chance to make it, he or she may be less than successful.

Motivational conflicts

**Approach-approach conflict**
Equally attracted to two activities or goals.

**Avoidance-avoidance conflict**
Choosing between the “lesser of two evils”.

**Approach-avoidance conflict**
One activity or goal has both positive and negative elements.

**Multiple approach-avoidance conflicts**
Several choices, each with advantages and disadvantages.

Maslow’s pyramid of needs

Needs arranged hierarchically.

- Low-level needs must be met before higher-level needs will be addressed.

Universal needs

**Autonomy:** feeling choices are based on true interests and values.
**Competence:** feeling able to master hard challenges.
**Relatedness:** feeling close to others who are important to you.
**Self-esteem:** self-respect.