MOTIVATION

Physiology of hunger

Keys' research
Cannon's research
Body chemistry
  Insulin up, glucose down
  Hypothalamus stimulation
    Lateral—hunger increases
        Orexin produced
    Ventromedial—hunger declines
  Hormones
      Ghrelin—hunger increases
      PYY—suppresses hunger
  Proteins
      Leptin—decreases hunger
      Orexin—increases hunger

Psychology of hunger

Neophobia (avoidance of unfamiliar
    food)
Eating disorders
  Anorexia nervosa
    At least 15% underweight
    Continue to view self as fat
  Bulimia nervosa
    Binge-purge pattern
    Not necessarily low weight
Obesity (30% in US)

Theories of motivation

Instinct theory (evolutionary)
  - fixed patterns, unlearned
Drive-reduction theory (Clark Hull)
  Object is homeostasis
    - Pulled by incentives (external)
Arousal theory
  Yerkes-Dodson Law
    Easy task—high arousal
    Difficult task—moderate
Maslow's hierarchy of needs
  Physiological at base, then safety,
  belonging & love, esteem,
  self-actualization, transcendence
  Need to belong
    Ostracism—activates anterior cin-
    gulate cortex (also activates with
    pain)

Achievement motivation

Flow
I/O psychology
Personnel psychology
  To avoid the interviewer illusion
    Structured interviews
    360-degree feedback
Grit (determination, breeds success)
Theory X vs. Theory Y
Task leadership vs. social leadership
  Great person theory
  Transformational leadership

Physiology of sex

Kinsey report
Masters & Johnson research
  Sexual response cycle
    Excitement—plateau—orgasm—
    resolution (refractory period)
  Sexual disorders
    Premature ejaculation
    Erectile dysfunction
    Orgasmic disorder
Hormones
  Estrogen / androgens (testosterone)

Psychology of sex

External stimuli
  Habituation occurs
  Decreased satisfaction w/sexual part-
  ners
Gender roles/gender identity
Sexual orientation
  Estimated 3-4% men, 1-2% women
  But could be higher (response bias)
  Identical twin studies support genetic
  basis
  Hypothalamus differences (LeVay)
  Anterior commissure differences
  Fraternal birth order effect
  Same sex attraction in animals
    (6-10%)
  Finger length/fingerprint ridges
  (7th/16th week of development)