

Contents

I	OVERVIEW	1
Chapter 1	Introduction	3
Chapter Preview		3
Introduction		3
The Concept of Motivation		3
The Measurement of Motivation		4
Characteristics of Motivation		5
Activation		5
Direction		6
The Study of Motivation: Categories of Analysis		7
Nomothetic Versus Idiographic		7
Innate Versus Acquired		7
Internal Versus External		8
Mechanistic Versus Cognitive		8
Levels of Analysis		9
Physiological Analysis		9
Individual Analysis		10
Social Analysis		11
Philosophical Analysis		11
Analysis of Teresa's Problem		12
Major Constructs in Motivation		13
Energy		13
Heredity		14
Learning		14
Social Interaction		14
Cognitive Processes		14
The Activation of Motivation		14
Homeostasis		15
Hedonism		15
Growth Motivation		15
Philosophical and Physiological Roots of Motivational Theory		15
Philosophical Antecedents		16
Physiological Antecedents		18
The Flow of Ideas about Motivation		19

The Author's Bias	22	
Suggestions for Further Reading	22	
II	BIOLOGICAL APPROACHES TO MOTIVATION	23
Chapter 2	Genetic Contributions to Motivated Behavior	25
Chapter Preview		25
Evolution		26
Early Instinct Theories		27
James		27
McDougall		28
Criticisms of the Early Instinct Theories		30
Ethology		31
Ethological Terms		31
Theoretical Models		34
Intention Movements and Social Releasers		38
Conflict Behavior		39
Reaction Chains		40
Imprinting		40
Criticisms of the Ethological Approach		42
New Directions in Ethology		43
Modifications to the Basic Ideas of Ethology		44
Physiological Control of Innate Behavior		45
Human Ethology		46
Sex and Aggression		52
Summary		55
Suggestions for Further Reading		55
Chapter 3	Physiological Mechanisms of Arousal	56
Chapter Preview		56
Introduction		56
Early Formulations of Emotional Arousal		57
The James-Lange Theory		57
The Emergency Theory of Emotional Arousal		59
Schachter's Cognitive-Physiological Theory of Emotion		61
Arousal Theory		63
The Reticular Activating System		65
Hebb's Theory		66
Psychophysiological Measures		66
Problems with Arousal Theory		67
Sleep		67
General Properties of Sleep		68
Stages of Sleep		69
Dreams		71
Sleep Deprivation		72

Physiology of Sleep	73
Possible Functions of Sleep	75
Stress	77
Definition of Stress	77
Systemic and Psychological Stress	78
Endocrine System Activity and Stress	78
The General Adaptation Syndrome	80
Diseases of Adaptation	81
Life Change, Stress, and Illness	82
Sexual Arousal	88
Stages of the Human Sexual Response Cycle	88
Other Bodily Changes During Sexual Behavior	89
Summary	90
Suggestions for Further Reading	91
Chapter 4 Physiological Mechanisms of Regulation	92
Chapter Preview	92
Local Theories	92
Central Theories	93
Homeostatic Regulation	94
Regulation of Hunger	95
Short-Term Regulation	95
Long-Term Regulation	99
Failure of Regulation	102
Anorexia Nervosa	102
Bulimia Nervosa	104
Obesity	107
Homeostatic Regulation Reconsidered	112
Regulation of Thirst	113
Extracellular and Intracellular Mechanisms	113
The Kidney	113
Osmometric Thirst	115
Volumetric Thirst	115
Inhibitory Control of Drinking	116
Regulation of Sexual Motivation	117
Hypothalamic Regulation	118
Regulation of Aggressive Motivation	120
The Limbic System	120
Types of Aggression	123
Summary	124
Suggestions for Further Reading	125
III DRIVES, INCENTIVES, AND LEARNING	127
Chapter 5 Drive Theory	129

Chapter Preview	129
Early Formulations of Drive	130
Freud's Moving Force	131
Criticisms of the Freudian Model	133
Drive	133
The Rise of the Drive Concept	134
Woodworth's Drive Theory	136
Hull's Drive Theory	137
Problems with Drive Theory	144
Sexual Motivation as Drive	147
Problems with the Sex Drive Concept	148
Summary	150
Suggestions for Further Reading	150
Chapter 6	The Development and Direction of Motivation by Learning
	152
Chapter Preview	152
Pavlovian Classical Conditioning	153
Experimental Neurosis	155
Elimination of Motivated Behaviors Through Conditioning	157
Interoceptive Conditioning	158
Learned Aversions	159
Learned Taste Aversions in Cancer Patients	161
Operant Conditioning	164
Quantity, Quality, and Contrasts of Reinforcement	165
Primary and Secondary Reinforcement	167
Classical-Operant Interactions in Motivation	171
Acquired Fear	171
Conditioned Emotional Responses (CERs)	172
Learned Helplessness	173
Symptoms of Helplessness	174
Observational Learning (Modeling)	177
Modeling Processes: Attention, Retention, Reproduction	178
Modeling Processes: Vicarious Reinforcement	178
Learning and Aggression	179
Classical Conditioning and Aggression	180
Operant Conditioning and Aggression	181
Modeled Aggression	181
Sexual Motivation and Learning	183
Summary	184
Suggestions for Further Reading	184
Chapter 7	Incentive Motivation
	185
Chapter Preview	185
Incentives as Energizers	186

Incentive Motivation K	187
The Persistence of Behavior	189
Incentives as Generators of Emotion	193
Mowrer: Fear, Hope, Relief, and Disappointment	193
Incentives as Carriers of Information	195
Tolman: Cognitive Formulations	195
Predictability	197
Klinger: Meaningfulness	200
Incentive Aspects of Sexual Motivation	203
Female Attractiveness	204
Male Attractiveness	205
Summary	206
Suggestions for Further Reading	207
Chapter 8 Hedonism and Sensory Stimulation	208
Chapter Preview	208
Hedonism	208
P.T. Young: Sign, Intensity, and Duration	209
Sensory Stimulation and the Hedonic Continuum	210
Pain	213
Gate Control Theory of Pain	213
Novelty, Curiosity, and Exploratory Behavior	215
Behaviors Released by Stimulation	216
The Need for Stimulation	217
Attachment	219
Opponent-Process Theory: Hedonism Revisited	227
Drug Addiction	228
Thrill Seeking	230
Social Attachment	231
Summary	232
Suggestions for Further Reading	233
IV COGNITIVE APPROACHES TO MOTIVATION	235
Chapter 9 Cognitive Motivation: Expectancy-Value Approaches	237
Chapter Preview	237
Tolman's Purposive Behavior	238
Characteristics of Molar Behavior	238
Purpose and Cognition	239
Kurt Lewin's Force Field Theory	242
The Person	243
The Psychological Environment	245
Expectancy-Value Theory	247
Expectancy-Value Theory and the Need for Achievement	250
Achievement Styles	262

Criticisms of Need-Achievement Theory	263
Summary	264
Suggestions for Further Reading	265
Chapter 10 Cognitive Motivation: Social Motivation and Consistency	266
Chapter Preview	266
Coaction and Audience Effects	267
Conformity	268
Compliance	271
Zimbardo's Mock Prison	274
Bystander Intervention	277
A Model of Intervention	279
Cognitive Consistency Theory	285
Balance Theory	285
Cognitive Dissonance	287
Research on Dissonance	289
Criticisms of Dissonance Theory	293
General Problems of Consistency Theory	295
Summary	296
Suggestions for Further Reading	297
Chapter 11 Cognitive Motivation: Attribution Approaches	298
Chapter Preview	298
Attribution Theory	298
Heider's Naive Psychology	300
The Jones and Davis Correspondence Theory	301
Kelley's Theory	303
Research on Attribution	305
Attribution and Learned Helplessness	314
Summary	317
Suggestions for Further Reading	317
Chapter 12 Cognitive Motivation: Competence and Control	319
Chapter Preview	319
Carl Rogers and Positive Regard	320
The Fully Functioning Individual	321
Criticisms of Rogers's Approach	322
Abraham Maslow and Self-Actualization	322
Hierarchy of Needs	324
Competence and Personal Causation	331
Competence	332
Personal Causation	332
Summary	337

Suggestions for Further Reading	338
V APPLICATIONS OF MOTIVATIONAL THEORY	339
Chapter 13 The Emotions as Motivators	341
Chapter Preview	341
Emotion from a Biological Perspective	343
Darwin	343
Ethology	344
Emotion from a Learning Perspective	347
Emotion as Drive	348
Emotional Modeling	350
The Preparedness of Emotional Learning	351
Emotion from a Cognitive Perspective	352
Attribution of Emotion	353
The Circumplex Model of Emotion	355
Emotion as Primary and Universal	357
The Tomkins Model	358
Izard's Model	359
Plutchik's Model	360
Facial Expression and Emotion	361
The Facial Feedback Hypothesis	364
Summary	365
Suggestions for Further Reading	366
Chapter 14 Conclusions	367
References	370
Name Index	419
Subject Index	427