Psy3109 notes

Chapter 1
Hot / cool theory (delay of gratification)
Hot is for quick emotional responding to unconditional or conditional triggers (just do it)
Cold designed for complex representation and thought; devoid of emotion

Instinct used by biologists to explain that there is an innate or biological basis for adaptive behavior
Biologists say instinct is a behavior emerging from hardwiring due to environment trigger
E.g. Birds flying south due to weather
This ensures survival of species

Learning plays role in modifying Fixed action pattern however but to what degree

Psychologists abandoned instinct due to theoretical objectives
Use fewest number of constructs - parsimony
Using instinct meant coming up with more than one instinct... That's un parsimonious
Instinct wasn't even useful in predicting new behaviors (specific behavior in specific context)
Theoretical model has driven bio is evolutionary theory

Mcdougall wanting parsimony, subsumed all instincts Unser few broad headings
Then linked them to matching emotion (emotion give rise to instinct)
Bio saw instinct and emotion as synonymous
Mcdougall shifted focus of understanding behavior to motivational constructs
Instincts lost its usefulness

Psych have not abandoned evolutionary theory however
Animals motivated by desire to ensure survival of the genes in future gens
Sex for preserving legacy of genes

Bio see instinct as behavioral pattern growin out brain wire
Psych sees it as source of motivation
Thus psych uses urges needs drives

Idea that needs give rise to action is no longer valid
Needs rather give ruse to dispositions
Whether they lead to action depends on circumstances such as past rewards and how one thinks about the world
Factor analysis is a more empirical way to establish underlying psychological structure of human motivation
All human behavior can be explained by 5 to 7 basic needs/dispositions and this can all be linked to biological systems

Maslow hierarchy of needs
Phys, safety, belonging, esteem, self act
Human action caused by both avoidant and approach needs
Deficiency needs more compelling then growth needs

Growth and mastery theory grew from backlash against learning theories that suggest all behaviour is learned
Growth theory says we have bio disposition to master our environment
Idea consistent with evolutionary approach to behaviour (not random but rather driven by our bio)
Wants to uncover hrs process that guide the tendency to master - perhaps develop from fundamental curiosity or exploratory need?
Early researchers focused on curiosity and exploratory behaviour

However the disposition to explore is fragile
When individuals are anxious or stressed, no engagement in exploratory behaviour; rather they tend to seek out the familiar
Makes sense from Evo perpective since immediate threats to individual must always be dealt with first to ensure survival
Stress and anxiety often aroused when indiv experiences some immediate threat
Nicholls argues that people can be differentiated into 2 types. One who tend to habitually respond to the world as threatening (ego) and those who habitually respond to world as benign (mastery)
So, ego or mastery type depends on our anxiety, arousal, stress, or emotion
So, some people are more prepared to treat new events as source of threat

Idea that humans have disposition to master picked up by humanists though haven't withstood test of scrutiny

Cog theories grew out the idea that humans can form mental rep of their environment that can be used to guide behaviour
Humans can make multiple choices
Behaviour isn't merely the result of a habit that propels us blindly forward

Cognitive choice theories designed to explain how and why people make immediate choices
Expectancy value theory suggest that humans have expectations about outcomes but they also attach values to these outcomes
Expectancies and values are multiplicative

Goal theories grew from idea that humans have expectations about the future and that one way to make these expectations is to make goals
Locke and Latham say that these goals help provide direction and persistence that characterize goal attainment

Social cognitive theories incorp the idea that people have perceptions not only about their present level of skills but also about their ability to devel skills
Future goals thus depend on self concept

Main points:
2 types of motivation - approach and avoidant

8 themes: behaviour reps an attempt to adapt it; important to determine what arouses and energizes behavior; necessary to understand what governs direction; important understand persistence; feelings are important; individ differences; humans can self Reg their behaviour; humans have limited volition
Darwin says behaviour caused by underlying bio
Mcdougall attempts to explain all human behaviour via limited set of instincts that provide E and direction
Murray (need theorist) suggests that humans can be defined by set of needs that provide E for behaviour and direction
Maslow hierarchy
Factor analysis shows 5 personality factors: extraversion, neuroticism, agreeableness, conscientiousness, openness
Growth motivation theories stem from idea that organisms need to learn how to successfully interact with environment
Growth theorists suggested that reason animals explore is to gain mastery
Goal orientation theories, people adopt different orientations to the environment depending on whether threatened. When threatened, they adapt ego orientation; otherwise they adopt mastery
Expectancy value theories suggest that people have expectations about whether they likely to attain goals. People always choose best combination of expectancy and value
Social-cognitive theories of goal setting, whether people inclined to set specific attainable goals depends on their feelings of self - efficacy

Chapter 2
Motivation is concerned with the link between dispositions and actions, through interaction of bio, learned and cog processes
These processes are components of motivation
Human behaviour isn't as infinitely flexible it seems nor totally preprogrammed

Evo psyche suggest that behaviour due to design of brain
Extended adaptation suggests that we're able to use our old brain to adapt to new present

Temperament is example
It was adaptation that allowed ancestors to better deal with hostile world
Temperament -> personality
Personality though is more complex and due to that complexity we are better able to respond to our environment
BAS vs BIS
Bas activated by conditioned signals of rewards and non-punishment, arousal up, approach behaviour
Bis activated by punishment and non reward, novel stimuli
Arousal up, and leads to inhib of on going behaviour
Systems can vary in strength
Via training, we can learn to overcome the costs of having overacting bis or bas
Reward system (dopaminergic pathway),
Stimulation of system causes positive feelings
Drugs: amphetamines cause euphoria
Humans motivated to perform actions that produce positive feelings
PFC,

Left PFC is for good approach related positive affect
amygdala,
Higher activation leads to negative affect
NT,
Info transmitted via NT
NE linked to feelings of euphoria and depression; high good, low bad
Endorphins linked to pain killing and good mood (heroin and morphine)

All learning governed by attention
We can't learn everything so we learn certain things
Attention is only partially under our control - programmer to attend tothings that threaten our survival

Learning is associative process
Context affects the strength of response
Instrumental learning depends on administering a reward
Social incentive theory says that desire for social approval is a powerful motivator
Though, we do learn for intrinsic reasons eg imitation

Once habits are formed, it is not easy to replace them with new desired habits
Intentions often fails to produce desired response

Cognition involves thinking, perceiving, abstracting, synthesizing, organizing or any other process allowing conceptualizing the nature of the external world and the self
Attention theory, cognitive structures exist since we have limited ability to process information

Implicit theories are hypotheses, models, and beliefs that one has about the nature of the external world (world theories) and about what we need to do to satisfy desires (self theories)
We aren't fully aware, but guide our behaviour
Eg, play a role in feeling happy or contented

Bio factors can never be viewed as sole determinant of human behaviour
Humans exposed to wide variety of external rewards and this has profound effect in modifying the direction of their behaviour
Bio factors find their expression since humans learnt a response that stimulates bio mechanism
One can acquire behaviors based on a cognitive analysis of what's good for them
Intentions that they implement often become automatic behaviors

Main points
Concerned with understanding how dispositions can lead to action through interaction of bio learned and cognitive processes
Evo psyche trying to answer why brain is designed the way it is
Evpsy have argued that our social natural emerged as adaptation to become hunters and gatherers
Disposition to seek pleasure has been linked to reward systems, whereas tendency to avoid or withdraw has been linked to amygdala

Left PFC = good affect
NT important for creating mood experience and info
What we learn governed by attn
Attn not completely under our control and limited
Two types of learning: classical conditioning, and instrumental learning
Cognitive = processes that has to do with knowing
So, cognition involves thinking, etc that allows individual to conceptualize nature of the external world and self
Our beliefs attitudes and values are often copied from parents but also on exp and own desires
Implicit theories are hypotheses models and beliefs that we have about the nature of the external world (wt) and about what we need to do to satisfy our desires in this world (self theories)
Automatic behaviors refer to intentional behaviors that have become habitual
Analysis of why people run indicates that bio learned cog can be important for behaviour

Chapter 3
Food selection guided by taste
Humans prefer sweet (helps avoid toxins) carbs - the main fuel
Pref for fats, ensures we eat protein in add-on to fats

We can learn to select foods using taste mechanism
Eg we devel a food preference corresponding to our culture

Evolution hasn't prepared us to deal with modern foods that contain small amounts of toxins that can accumulate in the body or foods that taste good but lacking in nutrients

Obesity commonly defined as weight in excess of norm by approximate 25%
Obesity partly genetics ie fat ppl come from overweight parents, adopted children more likely to resemble birth parents, identical twins reared apart are more similar than fraternal twins
Due to similar metabolism or propensity to eat in response to external cues

E expense can also play a role
Three components: BMR, physical activity, SDA
BMR, 2/3 of our E expenditure, decreases with age
Slows down around age 20 (eg ppl put weight on around that age)

Set point theory says that the weight or each individual governed by set point (set by HT)
Lesions in HT can cause obesity and anorexia in animals

Leptin is important for satiety
Leptin receptors that are not sensitive to release of leptin may lead to cases of overweight

Positive incentive theory says we overeat when large or ample amounts of food are made available (sweets, fatty) aka high incentive
Possible to alter weight and achieve a settling point that can be highly stable

Overweight can also be due to learning

Child weight resemble mother weight, children of overweight mothers learn not only to overeat but also to eat foods high in calories

Fat ppl are depressed but studies suggest that depression is likely the result not the cause of obesity

Internal external theory developed from the observations that obese people often eat in response to external cues
Obese people respond to time of day, palatability of food, and other external cues
Nonobese tend to respond to internal cues
Rodin showed that insulin response to the sight and smell of food is greater in externally responsive people
Insulin governs how much we eat

Boundary theory says that we have two boundaries
One for hunger and one for satiety
Polivy and Herman say that restrained eaters have high satiety and thus tend to overeat. To maintain weight, dodgers set cognitive boundary.
If inclined to exceed cog boundaries, tendency to become disinhibited eaters for a time, usually remainder of day

There are two obstacles to dieting
First, when body starving, metabolic rate decreases thus frustrating the dieter attempt to lose weight
Second, dieting often produces craving for restricted foods, high calories

Culture says lean body is in But hard for many ppl to do
Weight loss is possible within limits though
Beat method for losing weight is to change eating habits and exercise
Self monitor!

Society needs to accept blah
Sometimes weight loss for obese people isn't healthy
Maintaining normal weight has it's health benefits
Yo yo weight is bad for health

Main points
Balanced diet carbs proteins fats
Humans prefer sweet fatty salty
We eat for the sensory qualities it provides
Obesity is 25% over norm
2/3 of our E expenditure is caused by BMR and 1/3 by exercise
Set point theory says HT sets our weight
Internal external theory says we are fat due to to letting food intake be caused by external cues
Boundary theory says that 2 separate mechanisms control our eating, hunger and satiety
Sisters tend to be restrained eaters who set cog boundary

Metabolism tends to slow down during deprivation (anabolism) and up after weight gain (catabolism)
Self monitoring is effective to reduce food in
Excess weight cause diabetes hypertension and cardio problems