

# Drive Reduction Theory Tested:

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*"Harold, I think you misunderstand -- it's not  
'survival of the FATTEST'."*

- Drive reduction theory has some limitations.
- Have you ever eaten when you weren't hungry?
- What about a person that excessively works out?
- How do we account for other motivating factors like: achievement, power, and curiosity?

# Motivation Theories

## Incentive

People are motivated to do things because of external rewards.

Where our needs *push*, **incentives** (positive or negative stimuli) *pull* us in reducing our drives.

Someone who smells Thrashers french fries (incentive) feels a strong hunger drive, based on the good feeling experienced from the taste, not due to a biological need for food.



Behavior not always motivated internally

But, we are not just homeostatic systems....<sub>2</sub>



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# Motivation Theories

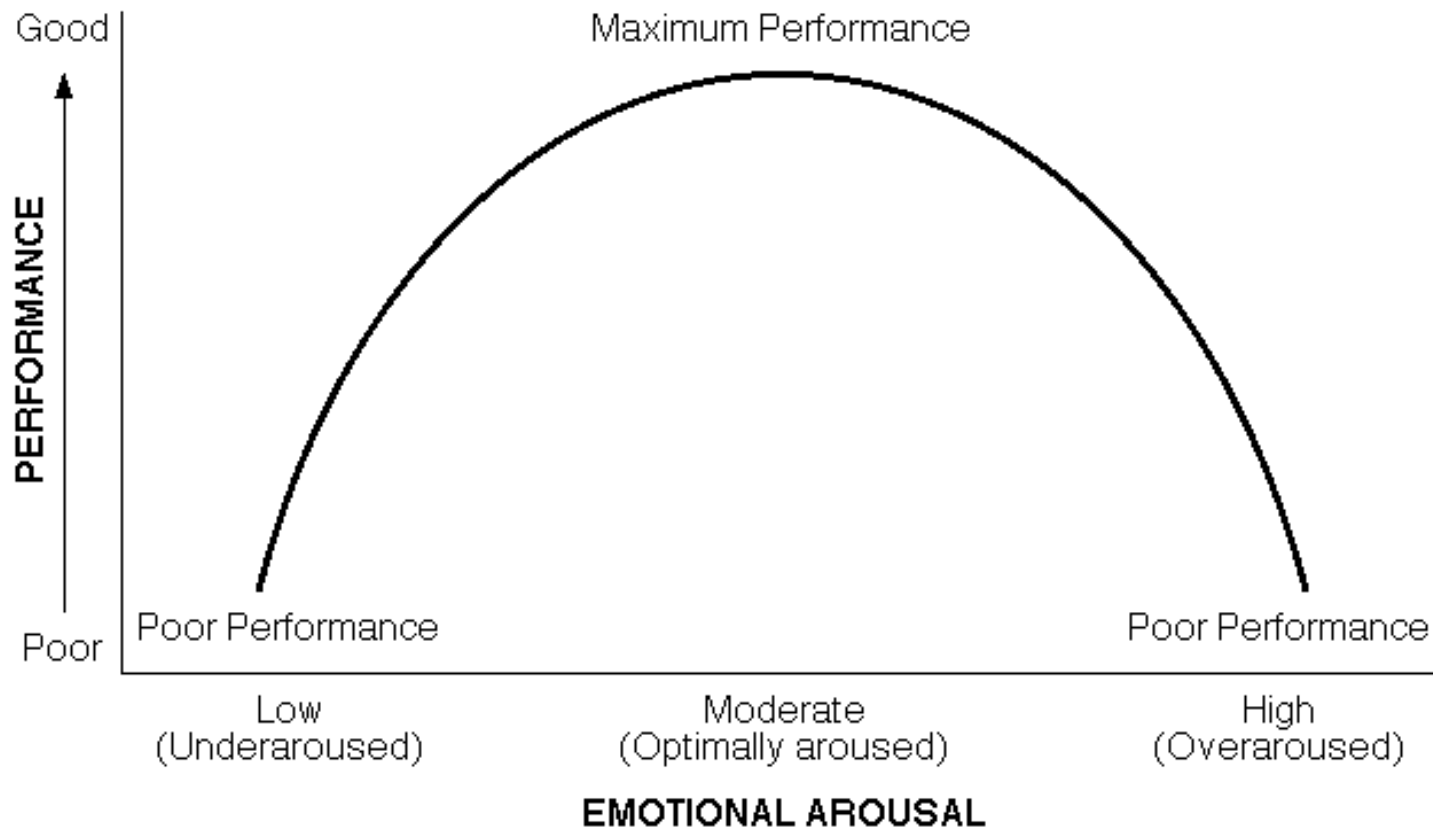
## (Optimum) Arousal Theory

- We are motivated to seek an optimum level of arousal, not to eliminate it.



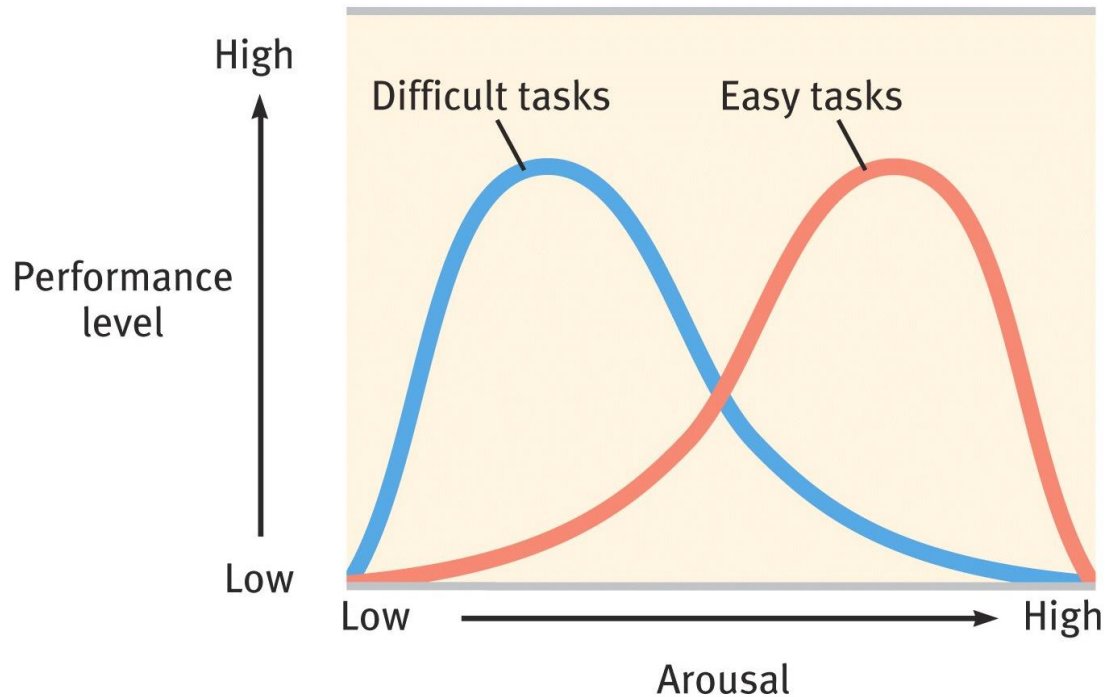
# The Yerkes-Dodson Law (a.k.a. the Inverted-U Hypothesis)

Optimal task performance occurs at an intermediate level of arousal, with relatively poorer performance at both lower and higher arousal levels



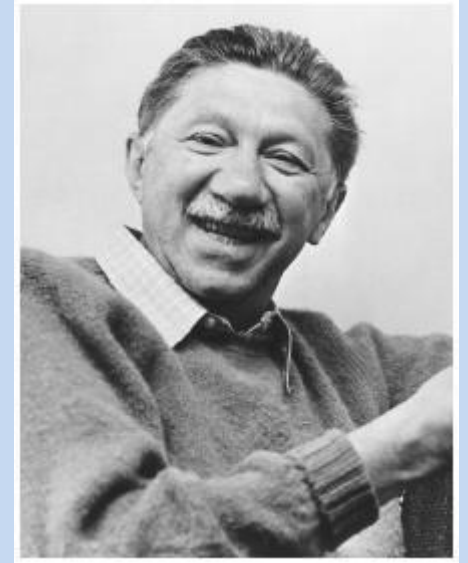
# Arousal and Performance

Arousal in short spurts is adaptive. We perform better under moderate arousal, but optimal performance varies with task difficulty.

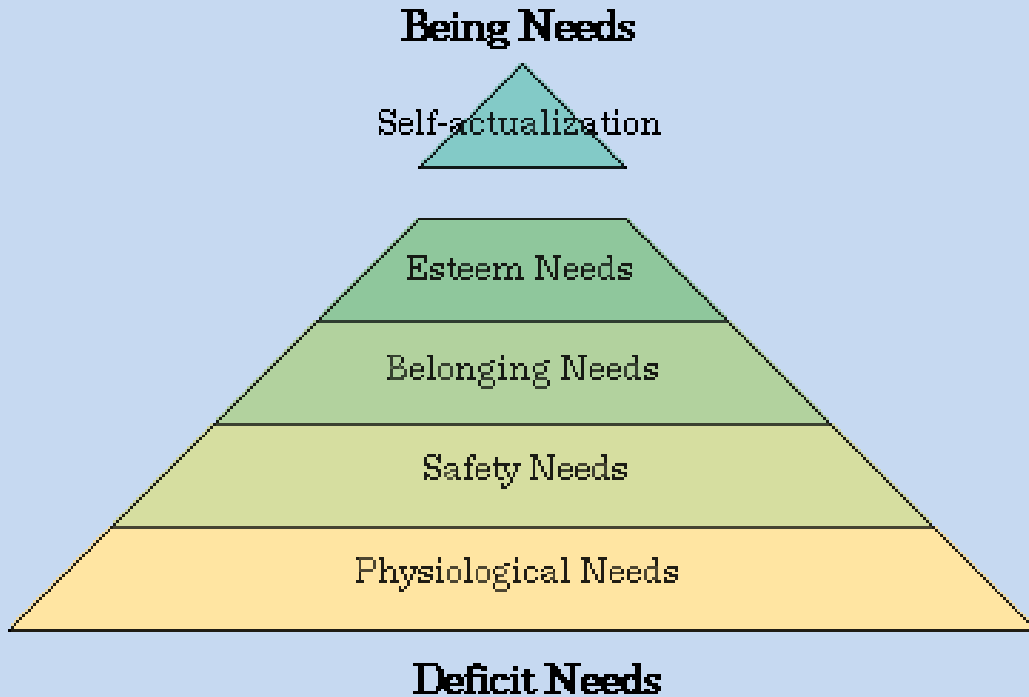


# Maslow's Hierarchy

- Maslow said that there is a natural hierarchy or rank to the needs humans have.
- Before one of the higher needs can be fulfilled, the needs on the levels below must be met, at least to some degree.
  - Most needs are met at a rate of about 85% before a person can move onto a higher need.



# Maslow's Hierarchy



## Maslow's hierarchy of needs

proposed in his 1943 paper "A Theory of Human Motivation" and fully expressed in his book "Motivation and Personality" in 1954.

Abraham Maslow was one of the most important representatives of the **humanistic and transpersonal psychology**.



Abraham Maslow  
1908 - 1970





# Maslow's Hierarchy/Humanistic

- Maslow argued that humans behave to satisfy specific types of needs. He broke them into five categories:
  1. *Biological*: Hunger, thirst, warmth
  2. *Safety*: Avoid danger
  3. *Attachment*: Wanting to belong to something
  4. *Esteem*: Seeing oneself as competent and effective
  5. *Self-actualization*: Being all that you can possibly be

# Criticism of Maslow

- Although critics will admit Maslow's Hierarchy was the first real step toward a comprehensive theory of motivation, they say it isn't complete.
  - People often neglect their basic biological needs for more social needs
  - Cross-cultural needs: individualistic vs. collectivist cultures see needs differently (ethnocentrism)
  - Sensation seeking: Why would someone jump out of a plane for "fun?"
- Other areas it doesn't explain?

# Hunger



Hunger is both physiological and social / psychological.

# Physiological and Social

- Physiological: based on primary drives
- Social: preferences heavily influenced by experience and culture
- Ex: Grasshoppers in your eggs? Mmmmmm..
- Ok in areas of Mexico
- Not Ok at Denny's in Salisbury



Chapulines

# What is the significance of Ancel Keys' study?

- Describe Ancel Keys' study.
- What did he demonstrate with his experiment?

# Minnesota Starvation Experiment

Ancel Keys - WWII

Tested 36 conscientious objectors.

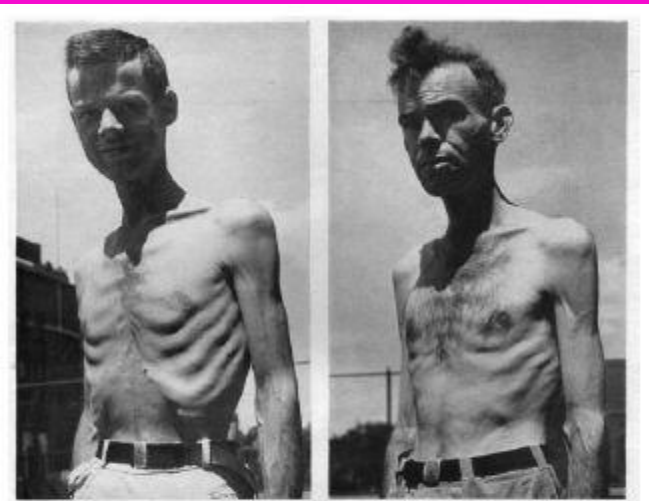
- Given enough food to maintain their weight

- Food cut in half

- Men's weight dropped 25% of starting weight

- Psychological effects

- Obsessed with food (Hierarchy)



## MEN STARVE IN MINNESOTA

CONSCIENTIOUS OBJECTORS VOLUNTEER FOR STRICT HUNGER TESTS TO STUDY EUROPE'S FOOD PROBLEM

FIGURE 2 Life magazine photograph of conscientious objectors during starvation experiment. July 30, 1945. Volume 19, Number 5, p. 43. Credit: Wallace Kirkland/Time Life Pictures/Getty Images.



FIGURE 1A Minnesota volunteers after weight loss. Photo by Wallace Kirkland. Copyright 1980 by Life-Time-Warner

