

MOTIVATION

What are stimulus motives? Stimulus motives, like physiological motives, are innate, but they involve motives to increase rather than decrease stimulation. Sensory deprivation studies show that lack of stimulation is aversive. People and many lower animals have needs for stimulation and activity, exploration and manipulation. Sensation seekers may seek thrills, act on impulses, and be easily bored.

Do people seek cognitive consistency? Cognitive-dissonance theory hypothesizes that people dislike situations in which their attitudes and behavior are inconsistent. Such situations apparently induce cognitive dissonance, which people can reduce by changing their attitudes. People also engage in effort justification; that is, they tend to justify attitude-discrepant behavior to themselves by concluding that their attitudes may be different than they thought they were.

What is achievement motivation? Achievement motivation is the need to accomplish things. People with high achievement motivation attain higher grades and earn more money than people of comparable ability with lower achievement motivations.

What is the need for affiliation? This is the need to be with other people. It prompts us to join groups and make friends. Anxiety tends to increase our need for affiliation, especially with people who share our predicament.

Why are people aggressive? Various theories account for aggression in different ways. Sociobiological theory views aggression as instructive and linked to evolution. Psychodynamic theory views aggression as stemming from inevitable frustrations. Learning theories view aggression as stemming from experience and reinforcement. Cognitive perspectives predict that people are aggressive when they see aggression as appropriate for them.