

Chapter 7 Summary

- Motivation is any condition—usually an internal one—that initiates, activates, or maintains the individual’s goal-directed behavior. Many interesting and valuable ideas about the nature of human motivation appear in classical works of prominent social scientists. Theories of sociobiology claim that general biological laws of evolution are perfectly suitable as a fundamental explanation of human motivation.

Theories of *social instincts* emphasize the crucial and universal role of basic instincts, similar in both humans and animals, as motivations of behavior. The sociological approach emphasizes the crucial role of social factors, for example, values and economic inequality, in determining the individual’s behavior.

- There are several psychological theories of motivation. Drive theories pay attention to needs, motivated states caused by physiological or psychological deprivation. Arousal theories of motivation suggest that people seek to maintain optimal levels of arousal by actively changing their exposure to arousing stimuli. Psychoanalysis emphasizes the importance of unconscious processes. Humanistic theories focus on human dignity, individual choice, and self-worth. Cognitive psychologists maintain that we are aware of our thought patterns and therefore can control our motivation and overt behavior.

- In general, most of the theories emphasize the universal nature of human motivation that is influenced by various environmental factors. These factors, in turn, are products of historic, religious, political, cultural, and socioeconomic developments.

- Typically, cultural norms and traditions regulate hunger. Cultures establish culture-linked eating habits, determine what is considered tasty and tasteless, and establish social taboos on particular foods and food products. Eating disorders are more common in young white females in industrial societies than in their peers in non-Western countries.

- Achievement motivation is acquired by the individual and influenced by his or her culture. On the national level, there is a strong relationship between individual achievement motivation and economic growth. However, there are “individually” oriented and “socially”

oriented achievement motives. The first type is common in Western cultures. The latter is more common in Southwest Asian countries, Korea, Japan, and perhaps in other collectivist cultures.

- There are no aggression-free countries or cultures. Aggressive motivation has many underlying factors, from chemical and physiological, to socioeconomic, psychological, and political. Cultures have different thresholds of tolerance toward various acts of violence and aggression. Poverty, lack of opportunities, socialization experiences, history of violence, and other factors contribute to violence.

- Sexual motivation is certainly regulated, at least in part, by human physiology, but culture determines various forms of its experience and behavioral manifestation. There are traditional and nontraditional sex cultures that practice either restrictive or permissive norms of sexuality. Sexual orientation, like homosexuality, for instance, as well as various forms of sexual disorders are linked to particular social practices and values.

Key Terms

Aggressive Motivation The desire to harm or injure others.

Arousal Theories Motivational theories based on an assumption that people seek to maintain optimal levels of arousal by actively changing their exposure to arousing stimuli.

Collectivist-Success Motivation A type of achievement motivation that directs a person to connect with others; the individual's contribution is seen as beneficial to the members of a particular group or society in general.

Confucian Work Dynamism: A cultural syndrome manifested in persistence at achieving economic goals, social stability, encouragement of prudence and savings, and promoting loyalty and trust by emphasizing shame.

Drive An internal aroused condition that directs an organism to satisfy some physiological need.

Extrinsic Motivation A type of motivation that engages people in various activities for a particular reward.

Individualist-Success Motivation A type of achievement motivation that affects one's attitudes and actions and is directed toward the attainment of personal goals.

Intrinsic Motivation A type of motivation that engages people in various activities for no apparent reward except the pleasure and satisfaction of the activity itself.

Motivation The psychological process that arouses, directs, and maintains behavior.

Need A motivated state caused by physiological deprivation (such as lack of food or water).

Need for Achievement A social need that directs people to strive constantly for excellence and success.

Self-actualization A final level of psychological development in which individuals strive to realize their uniquely human potential to

achieve everything they are capable of achieving.

Sex Culture A set of requirement, beliefs, symbols, and norms regarding sexuality and its expression.

Sexual Motivation A type of motivation that engages a person in sexual activity.