

Module 7: Motivation, Emotion, and Stress

Topic 1 Content: Cognitive and Emotional Theories of Motivation

Introduction

Cognitive and Emotional Theories of Motivation

Click the tabs at the bottom of the interactivity.

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EDUCATION

Arousal Theory

Humanistic Theory

Achievement Motivation

The image shows a man and a woman standing in a field of sunflowers with their arms raised towards the sun. The sun is low on the horizon, creating a silhouette effect. The background shows a city skyline in the distance. The text 'Cognitive and Emotional Theories of Motivation' is at the top. Below it is the instruction 'Click the tabs at the bottom of the interactivity.' and the 'whro EDUCATION' logo. At the bottom, there are three white tabs with red borders containing the text 'Arousal Theory', 'Humanistic Theory', and 'Achievement Motivation'.

Click the tabs at the bottom of the interactivity to learn about various cognitive and emotional theories of motivation.

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Arousal Theory

The slide is titled "Cognitive and Emotional Theories of Motivation". On the left, a woman with long black hair, wearing an orange and white striped shirt, is giving a thumbs up. A vertical red bar to her left contains the text "Arousal Theory". To her right, a grey box contains the following text:

- Maintain physiological or psychological arousal.
- If level of arousal drops, a person will seek to increase it.
- If level of arousal is too high, a person will seek to reduce it.

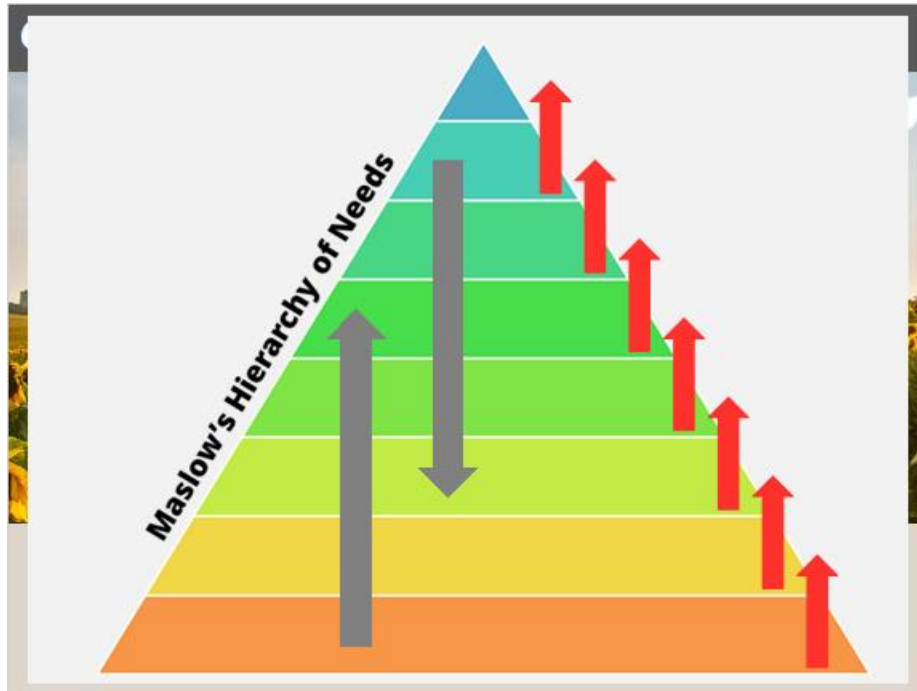
At the bottom of the slide, there are three white boxes with red borders, each containing a theory name: "Arousal Theory", "Humanistic Theory", and "Achievement Motivation".

The arousal theory suggests that humans seek behavior in order to maintain an optimal level of physiological or psychological arousal. According to this theory, everyone has his or her own level of preferred arousal. When the level drops below a person's optimal level, he or she will seek to increase it. Examples include finding social opportunities or deciding to play an exciting video game. The opposite is also true. If someone's level of arousal becomes overstimulated, he or she might try to reduce it by doing something relaxing. For instance, after spending time with many people for the whole day, someone might prefer a quiet evening alone, listening to relaxing music or taking a nap.

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Humanistic Theory



The Humanistic theory of motivation contends that people are motivated by cognitive and emotional needs that allow for personal growth. In 1943, one of the pioneers of the humanistic theory, Abraham Maslow, wrote that he believed all humans are motivated to achieve certain needs, including an innate desire to act on the potential they see within themselves, or what he called self-actualization.

Maslow suggested that human needs could be organized by a pyramid. The lowest level of the pyramid is made up of the most basic, physiological needs, like food, water, and sleep. As you go up the pyramid, the needs become more complex. The second level of the pyramid, for example, represents the need for safety. This includes feeling secure in your job, family, and health. The third level represents love and belonging through friendships and family. Moving up the pyramid to the fourth level, Maslow said people focus on the need for esteem; this includes self-esteem, achievement, and respect of and by others. Other levels include the need to know and understand and aesthetic needs. The top level of the pyramid involves the need for self-actualization, for example, a person's need for morality, creativity, lack of prejudice, and acceptance of facts. The final part of the pyramid is transcendence, or the need to help others reach their full potentials.

Maslow believed that once an individual meets one level's needs, he or she is then motivated to fulfill the next level. If lower needs are not met, a person cannot strive for higher level needs. For example, how can you focus on getting an education if the basic needs of food and sleep have not been met? In addition, Maslow believed people move up and down this pyramid throughout their lives. Imagine being successful at work but then suddenly finding yourself out of a job. This would cause your focus to shift to the lower needs on the pyramid like maintaining food, shelter, and a sense of security.

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Achievement Motivation

The infographic is titled "Cognitive and Emotional Theories of Motivation" and features a background image of a young woman with glasses holding a green folder. A vertical red bar on the left contains the text "Achievement Motivation". To the right of the woman, a grey box lists four characteristics of achievement motivation. At the bottom, three white boxes with red borders are labeled "Arousal Theory", "Humanistic Theory", and "Achievement Motivation".

Cognitive and Emotional Theories of Motivation

Achievement Motivation

- Prefer challenging and realistic goals.
- Have high standards for success.
- Strive to get ahead.
- Tend to be persistent, energetic, and ambitious.

Arousal Theory Humanistic Theory **Achievement Motivation**

People who prefer challenging but realistic goals are said to have a high need for achievement. High achievers have high standards for success, and strive to get ahead of their peers in school or on the job. Research has discovered that high achievers tend to be persistent, energetic, and ambitious.