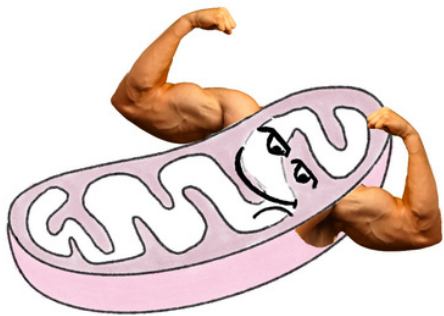


AP PSYCHOLOGY

UNIT 7

REVIEW

key theories of
motivation



DRIVE REDUCTION THEORY

KEY IDEA: motivation begins w/ physiological need caused by unbalanced homeostasis, creating a drive → motivating behaviour

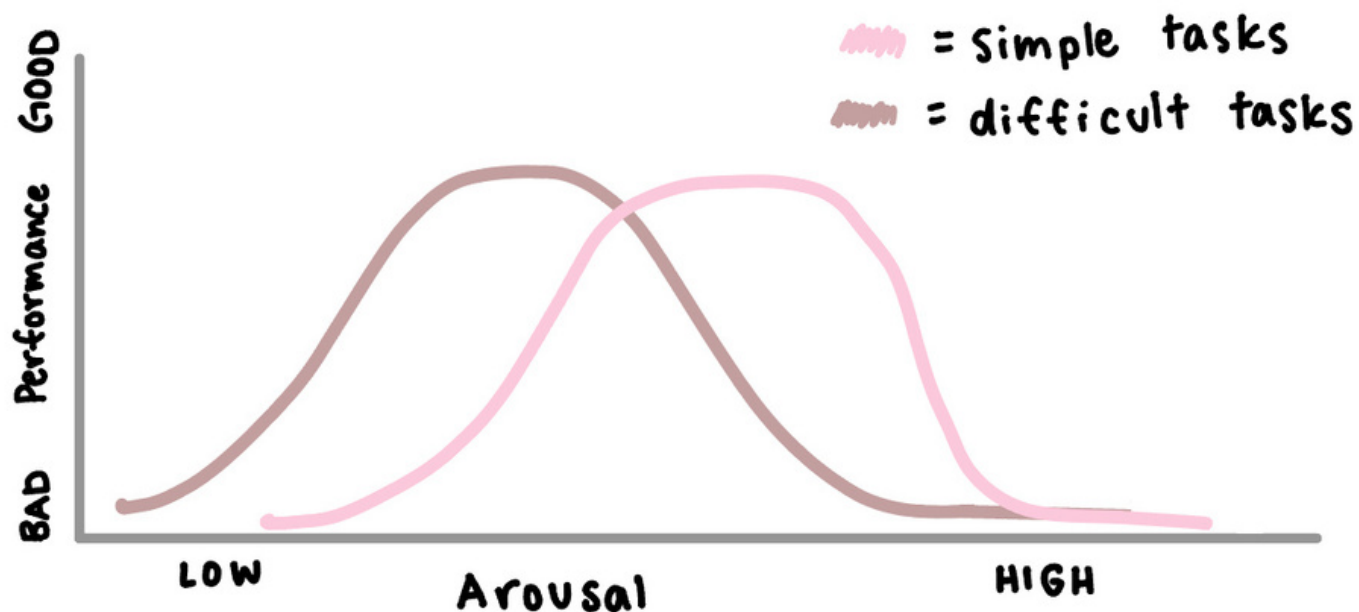
PRIMARY DRIVE: innate — hunger, thirst

SECONDARY DRIVE: learned — money, power

AROUSAL THEORY

KEY IDEA: behaviour is motivated by need to maintain an optimal arousal level

YERKES-DODDSON LAW: performance increases w/ arousal only up to a certain point



INCENTIVE THEORY

KEY IDEA: Behaviour is motivated by external stimuli (incentives)

INCENTIVE: positive or negative external stimulus that motivates behaviour

eg. raise, recognition

MASLOW'S HIERARCHY OF NEEDS

KEY IDEA: people are motivated to fulfill physiological & psychological needs that "progress" when one need is met

