7.1 Theories of Motivation  
A. Identify and apply basic motivational concepts to understand the behavior of humans and other animals.

Ex:

Incentives

Ex:

Ex:

Secondary Drive  
Definition:

Ex:

Intrinsic Motivation  
Definition:

Extrinsic Motivation  
Definition:

Ex:

What is it?

Operant Conditioning factors motivate us

Biological factors motivate us

Homeostasis

Ex:

Primary Drive  
Definition:

It is different from emotions -

Key   
 = VT = Ex  
 = VP

Motivation is defined as

Ex:

Ex:

Instincts are different  
Definition:

\_\_\_\_\_ for Humans

B. Compare and contrast motivational theories, including the strengths and weaknesses of each.

C. Describe classic research findings in specific motivations.

D. Identify contributions of key researchers in the psychological field of motivation and emotion.

**Basic Motivational Concepts**