

Motivation Lesson #1

Motivation:

Instincts and Evolutionary Psychology:

Drives and Incentives:

Homeostasis:

Incentives:

Optimum Arousal:

Yerkes-Dodson Law:

Zuckerman's sensation seekers

Heirarchy of needs

The Physiology of Hunger:

Body Chemistry and the brain:

Hypothalamus

Set point

Basal Metabolic Rate

Glucose

The Physiology of Obesity

Fat Cells

The Genetic Factor

Social effects