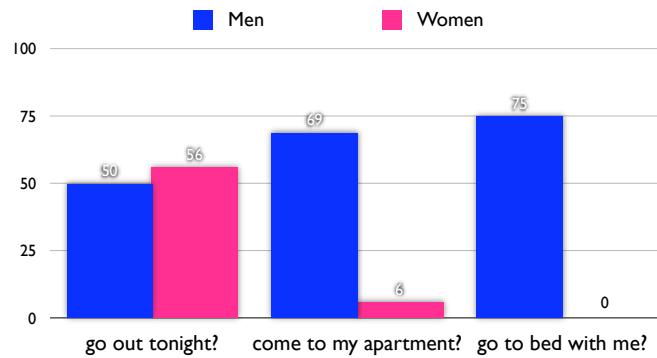


Motivation and Emotion

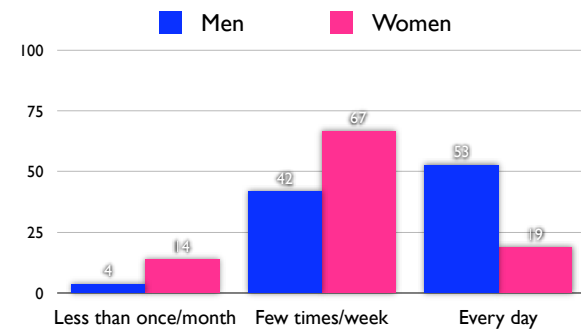
Chapter 9

Sexual Motivation

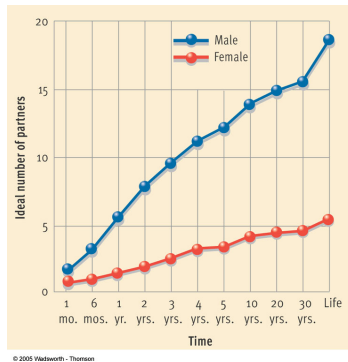
I've been noticing you around campus and I find you very attractive. Will you...



Thinking about sex



Desired number of sexual partners



The Coolidge Effect

Parental Investment Theory

Mate Preferences

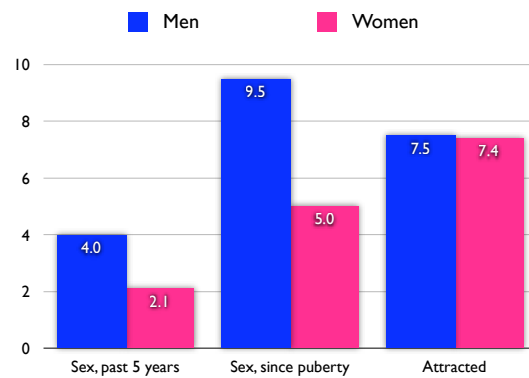
- Men value:
 - quantity
 - uncommitted sex
 - youth
 - attractiveness
- Women value:
 - quality
 - commitment
 - income
 - status
 - ambition

Sexual Orientation

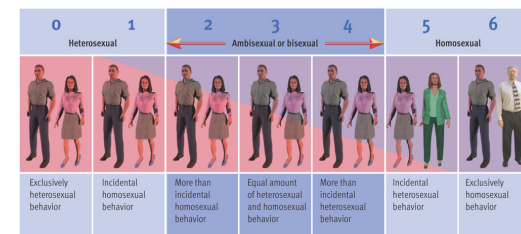
How many people are gay?

- 37% ???
- 10% ???
- 5% ???

Prevalence of homosexual sex and attraction



Kinsey's continuum



Is Bisexuality Real?

- Rieger, Chivers, & Bailey (2005)
- Straight men:
 - Erotic video of women: arousal
 - Erotic video of men: no arousal
- Gay men:
 - Erotic video of women: no arousal
 - Erotic video of men: arousal
- Bisexual men:

Emotion

- Components of emotion
 - Cognitive
 - Physiological
 - Behavioral

Emotion

- Components of emotion
 - Cognitive
 - Happiness

Factors that have little impact on happiness

- Money
- Age
- Parenthood
- Intelligence
- Attractiveness

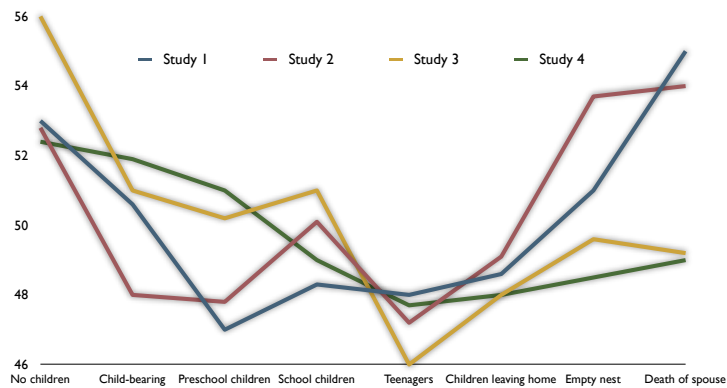
Factors that moderately predict happiness

- Health
- Social activity
- Religion

Factors that strongly predict happiness

- Work
- Personality
- Love/marriage

Marital Satisfaction Over Time



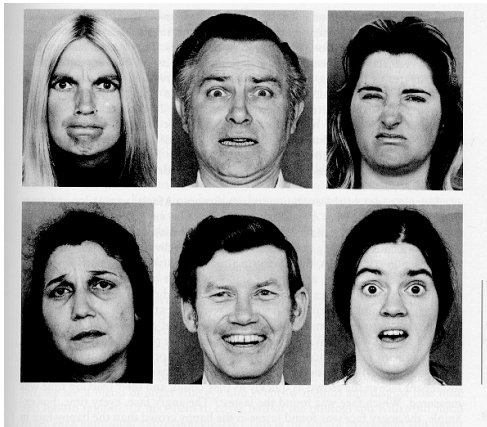
Hedonic Adaptation

Emotion

- Components of emotion
 - Cognitive
 - Physiological
 - Autonomic arousal
 - Polygraph

Emotion

- Components of emotion
 - Cognitive
 - Physiological
 - Behavioral
 - Nonverbal expression
 - Facial feedback hypothesis



- Joy
- Fear
- Disgust
- Surprise
- Anger
- Sadness
- Contempt



Culture and Emotion

- Ekman & Friesen (1975)
- Display rules

- # Culture and Emotion
- Ekman & Friesen (1975)
 - Display rules

Theories of emotion:

Commonsense

Stimulus	Conscious Feeling	Autonomic Arousal
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Theories of emotion:

James-Lange

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Theories of emotion:

Cannon-Bard

```
graph LR; Stimulus --> Subcortical[Subcortical brain activity]; Subcortical --> Conscious[Conscious Feeling]; Subcortical --> Arousal[Autonomic Arousal];
```

Stimulus

Subcortical
brain activity

Conscious
Feeling

Autonomic
Arousal

Theories of emotion:

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Stimulus

Subcortical
brain activity

Conscious
Feeling

Autonomic
Arousal

Theories of emotion: Schacter

Stimulus	Autonomic Arousal	Appraisal	Conscious Feeling
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