

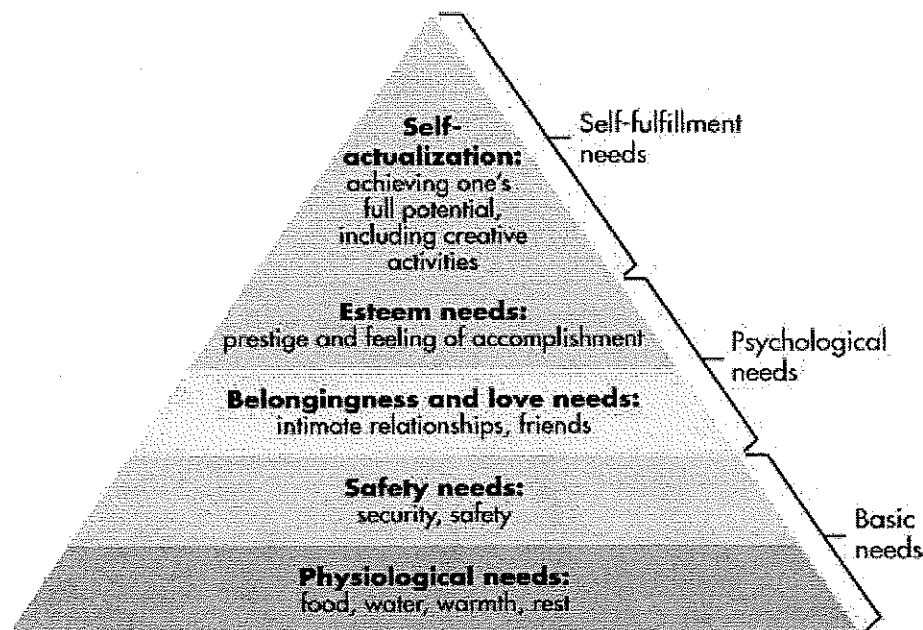
- **HOMEOSTASIS** is the maintenance of a steady internal state. For example, the body's temperature-regulation system, which works like a room thermostat.
- Not only are we pushed by our need to reduce drives, we also are pulled by **INCENTIVES** – positive or negative stimuli that lure or repel us.

**OPTIMUM AROUSAL**

- Optimal arousal theory holds that some motivated behaviors actually increase arousal. Those who enjoy high arousal are most likely to seek out intense music, novel foods, and risky behaviors.
- However, with too much stimulation comes stress.
- **YERKES-DODSON LAW**, suggest that moderate arousal would lead to optimal performance. This is where performance increases with arousal only up to a point, beyond which performance decrease.

**A HIERARCHY OF MOTIVES**

- **HIERARCHY OF NEEDS** is Maslow's pyramid of human needs, beginning at the base with physiological needs that must first be satisfied before higher-level safety needs and then psychological needs become active. At the self-actualization level, people seek to realize their own potential.



**BE ABLE TO ANSWER:** While on a long road trip, you suddenly feel very hungry. You see a diner that looks pretty deserted and creepy, but you are really hungry, so you stop anyway. What motivational perspective would most easily explain this behavior, and why?

**PRACTICE FRQ:** How can you use Maslow's hierarchy of needs to explain why a 1. Hungry young person would steal? 2. Lonely new student in a school would join a club? 3. Successful artist would continue to invest tremendous effort in her career?