

## **MODULE 40 SOCIAL MOTIVATION: AFFILIATION NEEDS**

### **AFFILIATION**

- The deep need to belong, our affiliation need, seems to be a basic human motivation.

### **THE BENEFITS OF BELONGING**

- Those who felt a need to belong survived and reproduced most successfully, and their genes now predominate (Darwinism).
- Feelings of love and belonging activate brain reward and safety systems (prefrontal cortex).
- Too many withdrawn, frightened, speechless, traveling into adulthood there are two main forms: *insecure anxious attachment*, constantly craving acceptance but remaining vigilant to signs of possible rejection. Others are trapped in *insecure avoidant attachment*, feeling such discomfort over getting close to others that they employ avoidant strategies to maintain their distance.
- Social isolation can put us at risk for mental decline and ill health.

### **THE PAIN OF BEING SHUT OUT**

- Ostracism or social exclusion. Ostracism brings depressed moods, initial efforts to restore their acceptance, and then withdrawal. Cyberostracism has become a thing ... being unfriended or having a message go unanswered. Real pain and the brain reacts to this.

### **CONNECTING AND SOCIAL NETWORKING**

- Cellphones, texting and e-mailing, and social networking sites have affected the way we communicate.
- Narcissism is self-esteem gone awry. Those who score high are especially active on social networking sites.

**BE ABLE TO ANSWER:** How might the evolutionary perspective, drive-reduction theory, and arousal theory explain our affiliation needs?

**PRACTICE FRQ:** Explain three potentially negative effects of social networking.