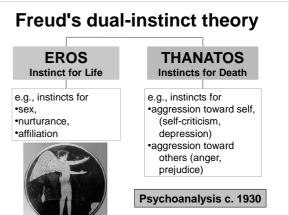


Freud's drive theory **Reeve (2009)** Source of Drive Impetus of Drive Object of Drive Aim of Drive Bodily deficit Intensity of the Environmental Satisfaction psychological discomfort object capable of satisfying by removing the bodily deficit (anxietv) bodily deficit Development of mental representations of self through your relationships with others. Based on Reeve (2009, p. 30) 2 5



Based on Reeve (2009, pp. 393-394) 6

psychodynamic theory The Unconscious Freudian unconscious

Outline – Unconscious motivation

Adaptive unconscious .

Psychodynamic perspective

■ Psychoanalytic →

psychodynamic

■ Drive → wish?

Contemporary

Dual-instinct theory

Unconscious

motivation

Implicit motivation

.

Subliminal motivation
 Based on Reeve (2009, p. 391)

Psychodynamics Repression

Reading:

Ch 14 (pp. 391-416)

- Suppression
- Do the Id & Ego actually exist?
- Ego psychology
 - Ego development Ego defense
 - Ego strength
- Object relations
 - theory
- Criticisms

$Drive \rightarrow wish$

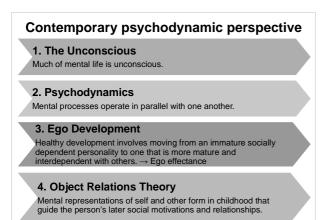
- Unlike hunger and thirst, neither sex nor aggression conform to a physiological model of drive
- Drive theory evolved into a "wish model"

 a discrepancy theory i.e., motivation arises from a mismatch between "present state" and "ideal state"
- Contemporary psychoanalysts
 - propose that psychological wishes, not instinctual drives, regulate and direct behaviour
 - Focus on helping people recognise, improve upon, or avoid problematic interpersonal relationships Based on Reeve (2009, pp. 394-395) 7

Subliminal motivation

- Subliminal stimuli are "below threshold" (absolute threshold) for conscious perception.
- Information processed at an unconscious level has emotional effects.
- However, people do not necessarily act on subliminal information (to the disappointment of marketers).

Based on Reeve (2009, pp. 400-401)



Based on Reeve (2009, pp. 395-396)

Three contemporary views on the unconscious Freudian Adaptive Implicit unconscious unconscious motivation Automatically Automatically e.g., sets goals, appraises makes attend to emotionally judgments. the and initiates linked environment environmental action events Based on Reeve (2009, pp. 396-400) 9

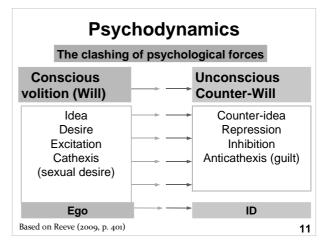


Illustration of psychodynamics

1. Repression

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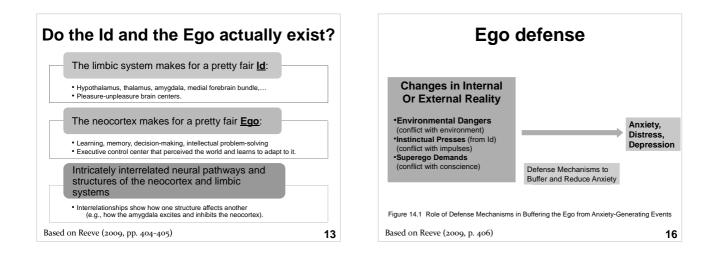
- Process of forgetting information and an experience by ways that are unconscious, unintentional, and automatic.
- Ego's counterforce to the Id's demanding desires.

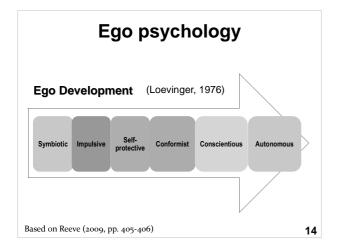
2. Suppression

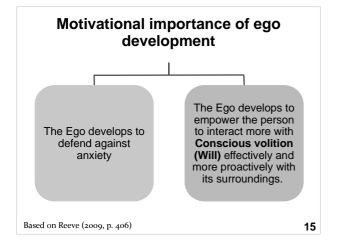
 Process of removing a thought from attention by ways that are conscious, intentional, and deliberate.

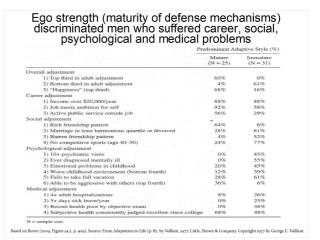
Based on Reeve (2009, pp. 402-404)

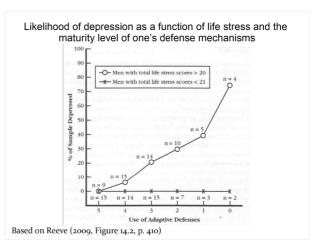
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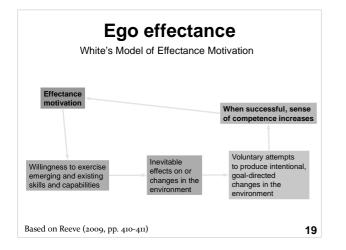


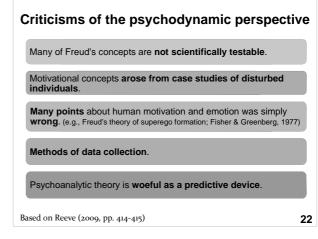


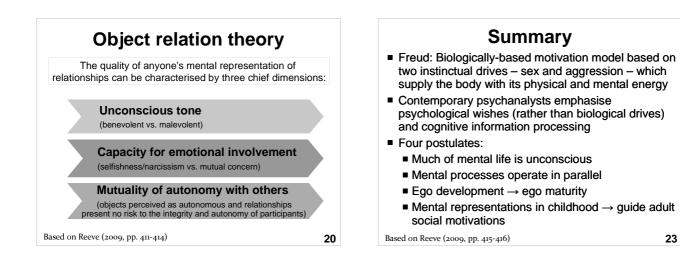


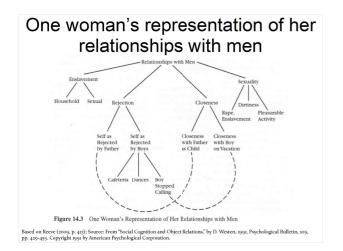


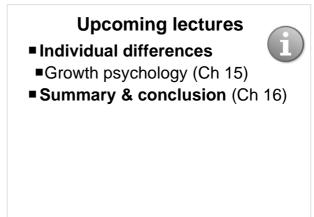


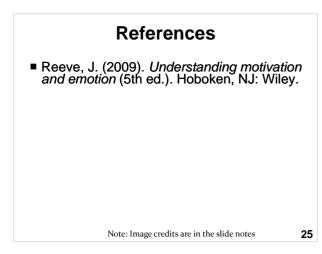












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