I. Terms
   A. Motivation

II. Motivational Concepts
   A. Instincts & Evolutionary Psychology
      1. Instinct
      2. Drives & Incentives
         a. Drive reduction theory
         b. Incentive
   B. Optimum Arousal
      1. Sensation seekers
   C. A Hierarchy of Motives (Maslow’s Hierarchy of Needs)

III. Hunger
   A. The Physiology of Hunger (internal & external factors)
      1. Stomach signals
      2. Body Chemistry & the Brain
         a. Blood chemistry
         b. Lateral hypothalamus
         c. Ventromedial hypothalamus
      3. Psychology of Hunger
         a. Taste preference
         b. External triggers
         c. Cultural conditioning
      4. Best way to lose weight
      5. Eating disorders
         a. Obesity
         b. Anorexia nervosa
         c. Bulimia nervosa
         d. Causes of anorexia & bulimia - physical causes
            psychological/social factors

IV. Sexual Motivation
   A. The Sexual Response Cycle (Masters & Johnson)
      1. Stage 1 (Excitement Phase)
      2. Stage 2 (Plateau Phase)
      3. Stage 3 (Orgasm Phase)
      4. Stage 4 (Resolution Phase)
   B. Hormones & Sexual Behavior
      1. Testosterone
      2. Estrogen
   C. The Psychology of Sex
      1. External stimuli
      2. Imagined stimuli
   D. Adolescent Sexuality
   E. Sexual Orientation
      1. Myths
a. Seduction theory
b. “By default theory”
c. Poor parenting theory
d. Modeling theory

2. Causes
   a. Genetics
   b. Biology

V. The Need to Belong
   A. Aiding Survival
   B. Acting to Increase Social Acceptance
   C. Need for Success
      1. Achievement motivation
         a. Characteristics of high achievers
      2. Intrinsic (internal; from within) & extrinsic motivation (external)