

# MOTIVATION: HUNGER

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# OVERVIEW

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- ◎ Hunger is the desire to eat
  - We have a drive to eat food
  
- ◎ Hunger can affect us in many different ways
  
- ◎ Sections of our lesson:
  - Causes of hunger
  - Psychology and hunger
  - Body image
  - Eating disorders

# LEARNING TARGETS

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- ◉ Explain the physiological and psychological motivations related to hunger
- ◉ Evaluate the psychological problems associated with the hunger drive

# CAUSES OF HUNGER

# LATERAL HYPOTHALAMIC NUCLEUS

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- Causes the feeling of hunger
- Lesioning= absence of hunger motivation
  - Aphagia
  - A lesioned rat died of hunger despite having food available
- Excessive stimulation= huge desire to eat
  - Hyperphagia

# SET-POINT THEORY

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- ◎ The body regulates itself, based on a “set point”
- ◎ Set Point theory (Keesy and Powley): we have a predetermined weight, set by the hypothalamus that the body tries to maintain.
  - According to this theory, this is why diets sometimes do not work.

# PSYCHOLOGY AND HUNGER

# BIOLOGICAL FACTORS

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- ◎ Cannon and Washburn
  - Two psychologists who studied hunger
- ◎ Stomach Contraction theory: We know we are hungry when our stomach contracts.
  - Balloon study.
- ◎ Later opposed
  - people who have their stomach removed still get hungry



# COLORS

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- ◎ Colors can contribute to hunger
- ◎ One may build an appetite after seeing a yellow banana rather than seeing a red banana
- ◎ Blue is known as a hunger suppressant
  - Most foods we eat do not contain the color blue
- ◎ Oranges and yellows can also increase hunger

# LEARNED APPETITES

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- We are trained to eat at certain times of the day
  - Often triggers hunger
- Smell, taste, and/or texture of food may also trigger hunger.
- Culturally learned—If one doesn't like sushi, the smell of sushi would not appeal to him.

# BODY IMAGE

## ◎ Based on Culture

- Africa: Bigger is better
- Western cultures: Dying to be thin

## ◎ Factors

- Family
- Peers
- Magazines
  - 47% of girls reported wanting to lose weight because of magazine pictures

# MEN V. WOMEN

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## ○ Lever (2003)

- Personal perfect body v. mate with perfect body
- 60,000 respondents
- 9 in 10 women preferred self to have a perfect body
- 6 of 10 men preferred mate with a perfect body

# EATING DISORDERS

# ANOREXIA NERVOSA

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- ◉ Mental condition in which person feels overweight and devotes each minute and thought to thinness even if they are significantly underweight.
- ◉ Mostly in women in their early teens to twenties
- ◉ 1 in 200 females in the U.S

# BULIMIA NERVOSA

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- An eating disorder in which a person typically a women binge eats and then vomits or takes laxatives to “purge” their over-eating
  - Instead of vomiting, some bulimics over exercise for short bursts which produces a similar effect
- Similar to anorexia, but less extreme and easier to hide



# OBESITY

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- Excess body fat has accumulated to the extent that it may have an adverse effect on health
  - Reduced life expectancy
  - Increased health problems
- Leads to other diseases
  - Heart Disease
  - Type 2 Diabetes
  - Types of cancer
- Can be solved by diet and healthy exercise

# TED TALKS

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- [http://www.ted.com/talks/heribert\\_watzke\\_the\\_brain\\_in\\_your\\_gut.html](http://www.ted.com/talks/heribert_watzke_the_brain_in_your_gut.html)
- [http://www.ted.com/talks/kelly\\_mcgonigal\\_how\\_to\\_make\\_stress\\_your\\_friend.html](http://www.ted.com/talks/kelly_mcgonigal_how_to_make_stress_your_friend.html)
- [http://www.ted.com/talks/joachim\\_de\\_posada\\_says\\_don\\_t\\_eat\\_the\\_marshmallow\\_yet.html](http://www.ted.com/talks/joachim_de_posada_says_don_t_eat_the_marshmallow_yet.html)

**ACTIVITY**

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