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Maslow's Hierarchy of Needs

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Maslow's Hierarchy of Needs

- ▶ Abraham Maslow first introduced the concept of a hierarchy of needs in his 1943 paper, titled "*A Theory of Human Motivation*," and again in his subsequent book, "*Motivation and Personality*."
- ▶ This hierarchy suggests that people are motivated to fulfill basic needs before moving on to other, more advanced needs.
- ▶ Maslow believed that physiological and psychological needs motivate our action.



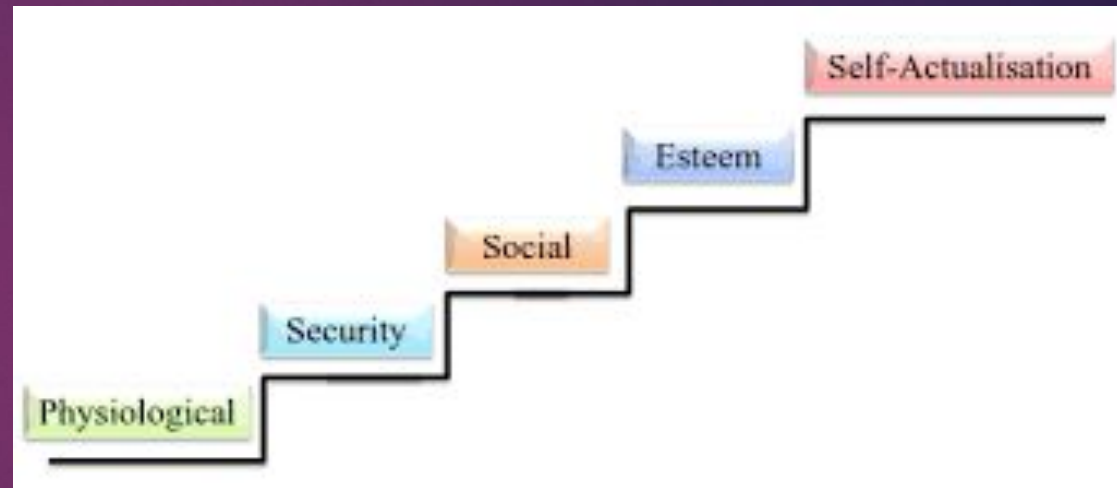
Maslow's Hierarchy of Needs

- ▶ As a humanist, Maslow believed that people have an inborn desire to be self-actualized, that is, to be all they can be.
- ▶ To achieve this ultimate goal, however, a number of more basic needs must be met. This includes the need for food, safety, love, and self-esteem.
- ▶ Maslow believed that these needs are similar to instincts and play a major role in motivating behavior.
- ▶ There are five different levels of Maslow's hierarchy of needs, starting at the lowest level known as physiological needs.



Physiological needs

- ▶ The physiological needs include those that are vital to survival. Some examples of physiological needs include:
 - ▶ Food
 - ▶ Water
 - ▶ Breathing
 - ▶ Homeostasis
- ▶ In addition to the basic requirements of nutrition, air, and temperature regulation, physiological needs also include shelter and clothing. Maslow included sexual reproduction in this level of the hierarchy as well, since it is essential to the survival and propagation of the species.



Security & Safety needs

- ▶ At the second level of Maslow's hierarchy, the needs start to become a bit more complex. At this level, the needs for security and safety become primary. People want control and order in their lives. Some of the basic security and safety needs include:
 1. Financial security
 2. Health and wellness
 3. Safety against accidents and injury
- ▶ Finding a job, obtaining health insurance and health care, contributing money to a savings account, and moving to a safer neighborhood are all examples of actions motivated by security and safety needs.
- ▶ Together, the safety and physiological levels of Maslow's hierarchy of needs make up what is often referred to as "**basic needs.**"



Social needs

The social needs in Maslow's hierarchy include love, acceptance, and belonging. At this level, the need for emotional relationships drives human behavior. Some of the things that satisfy this need include:

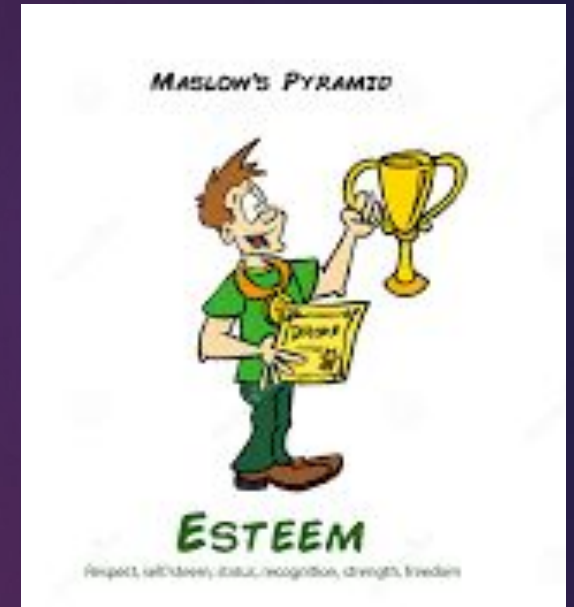
- ▶ Friendships
- ▶ Romantic attachments
- ▶ Family relationships
- ▶ Social groups
- ▶ Community groups
- ▶ Churches and religious organizations



In order to avoid loneliness, depression, and anxiety, it is important for people to feel loved and accepted by others. Personal relationships with friends, family, and lovers play an important role, as does involvement in groups—such as religious groups, sports teams, book clubs, and other group activities.

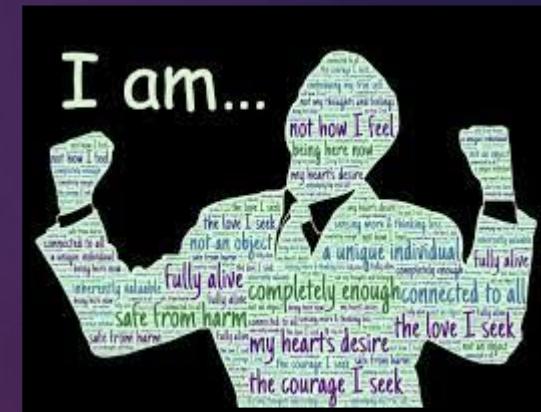
Esteem needs

- ▶ At the fourth level in Maslow's hierarchy is the need for appreciation and respect.
- ▶ At this level, it becomes increasingly important to gain the respect and appreciation of others. People have a need to accomplish things, then have their efforts recognized. In addition to the need for feelings of accomplishment and prestige, esteem needs include such things as self-esteem and personal worth.
- ▶ People need to sense that they are valued by others and feel that they are making a contribution to the world. Participation in professional activities, academic accomplishments, athletic or team participation, and personal hobbies can all play a role in fulfilling the esteem needs.
- ▶ Together, the esteem and social levels make up what is known as the "psychological needs" of the hierarchy.

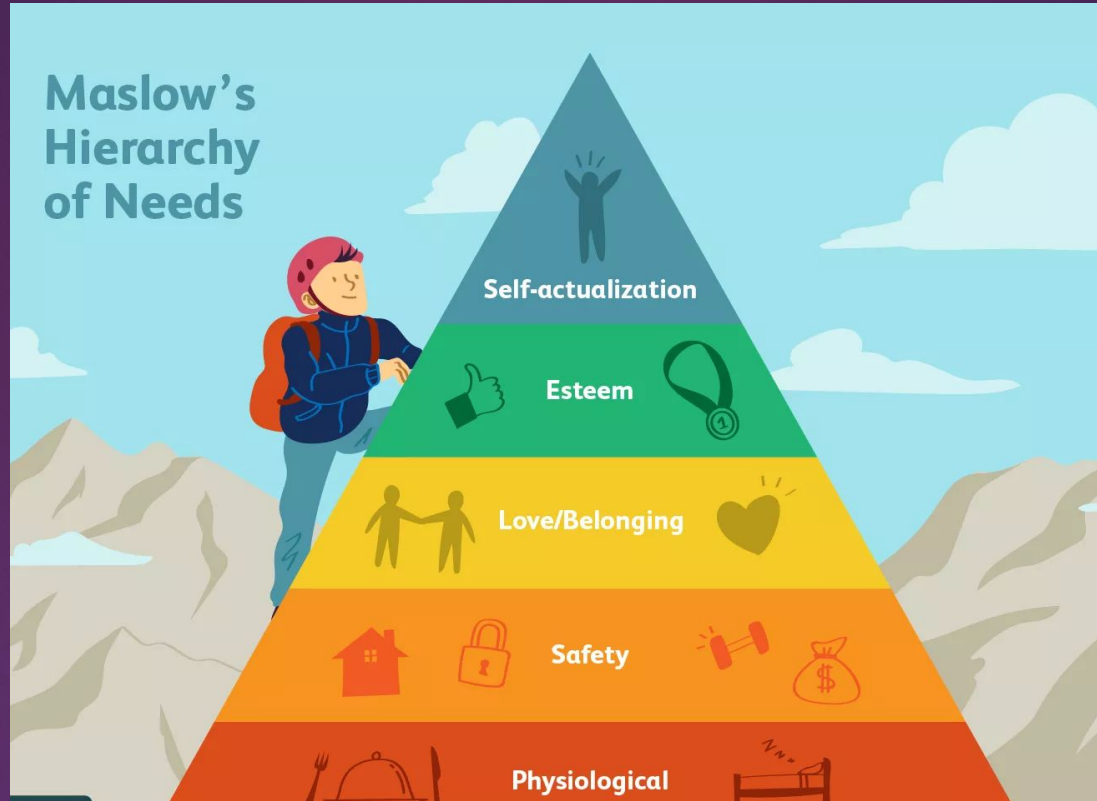


Self Actualization needs

- ▶ At the very peak of Maslow's hierarchy are the self-actualization needs. Self-actualizing people are self-aware, concerned with personal growth, less concerned with the opinions of others, and interested in fulfilling their potential.
- ▶ "What a man can be, he must be," Maslow explained, referring to the need people have to achieve their full potential as human beings.
- ▶ Maslow's said of self-actualization: "It may be loosely described as the full use and exploitation of talents, capabilities, potentialities, etc. Such people seem to be fulfilling themselves and to be doing the best that they are capable of doing. They are people who have developed or are developing to the full stature of which they capable."



Progressing Through the Pyramid of Needs



Maslow's hierarchy of needs is often displayed as a pyramid. The lowest levels of the pyramid of needs are made up of the most basic needs while the most complex needs are at the top. Once lower-level needs have been met, people can move on to the next level of needs. As people progress up the pyramid, needs become increasingly psychological and social.

Different types of needs

- ▶ Maslow's hierarchy of needs can be separated into two types of needs:
 1. **Deficiency needs**: Physiological, security, social, and esteem needs are deficiency needs, which arise due to deprivation. Satisfying these lower-level needs is important to avoid unpleasant feelings or consequences.
 2. **Growth needs**: Maslow called the needs at the top of the pyramid growth needs. These needs don't stem from a lack of something, but rather from a desire to grow as a person.
- ▶ While the theory is generally portrayed as a fairly rigid hierarchy, Maslow noted that the order in which these needs are fulfilled does not always follow this standard progression.

For example, he noted that for some individuals, the need for self-esteem is more important than the need for love. For others, the need for creative fulfillment may supersede even the most basic needs.

Expanded hierarchy of needs

In 1970, Maslow built upon his original hierarchy to include three additional needs at the top of his pyramid, for a total of eight:

- ▶ **Cognitive needs:** This centers on knowledge. People generally want to learn and know things about their world and their places in it.
- ▶ **Aesthetic needs:** This addresses the appreciation of beauty and form. People might fulfill this need through enjoying or creating music, art, literature, and other creative expressions.
- ▶ **Transcendence needs:** Maslow believed that humans are driven to look beyond the physical self in search of meaning. Helping others, practicing spirituality, and connecting with nature are a few ways we might meet this need.

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