

A THEORY OF HUMAN MOTIVATION



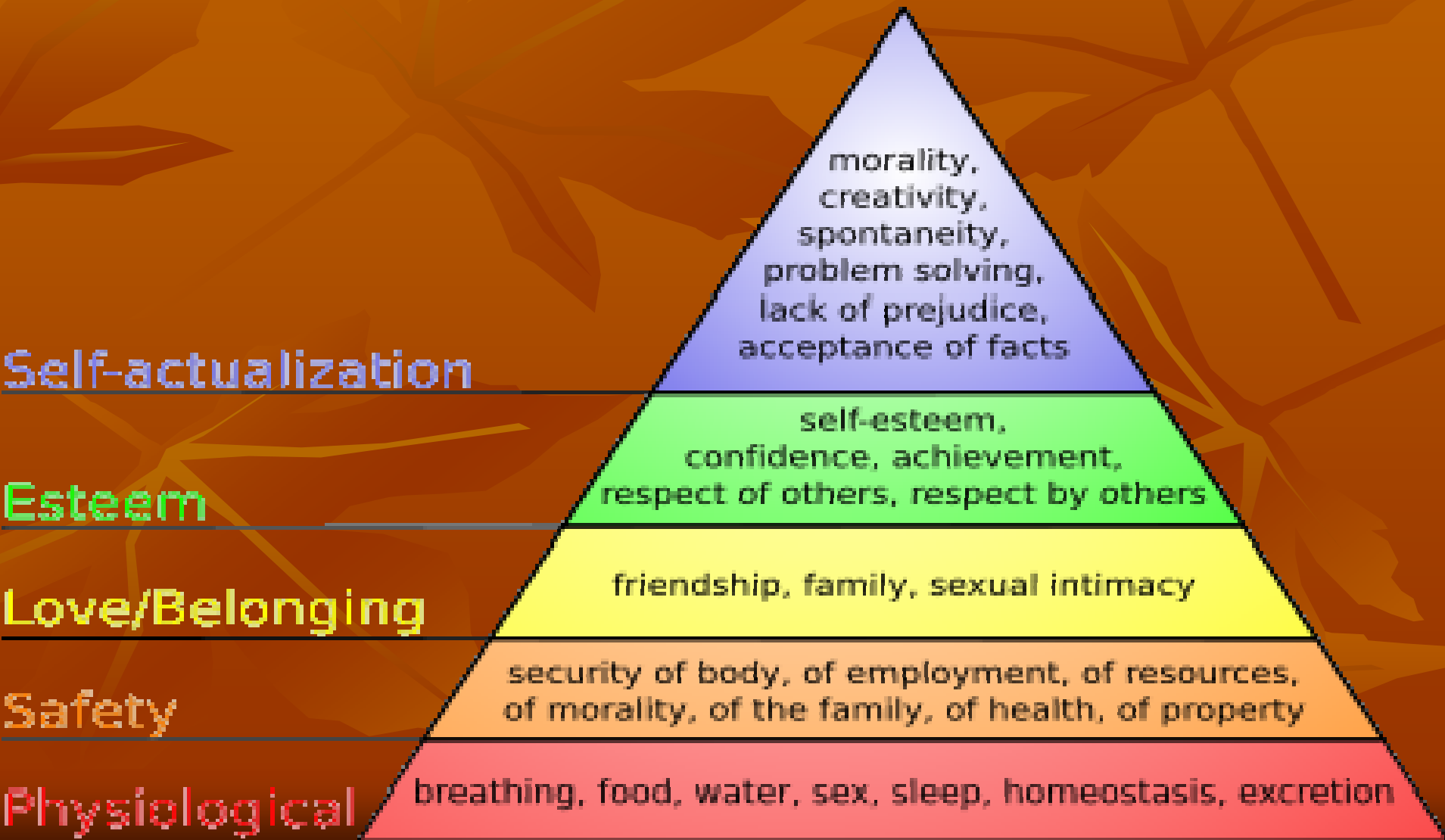
Abraham H. Maslow

ABRAHAM MASLOW

Abraham Maslow developed the theory of human motivation now known as Maslow's Hierarchy of Needs. A psychologist, Maslow noted that some human needs were more powerful than others. He divided those needs into five general categories, from most urgent to most advanced: physiological, safety, belonging/love, esteem, and self-actualization.

Maslow first published his theory in the 1940s, and it became a widely accepted notion in the fields of psychology and anthropology. Maslow was a professor at Brandeis University from 1951 until 1969; his major texts included *Motivation and Personality* (1954) and *Toward a Psychology of Being* (1962).

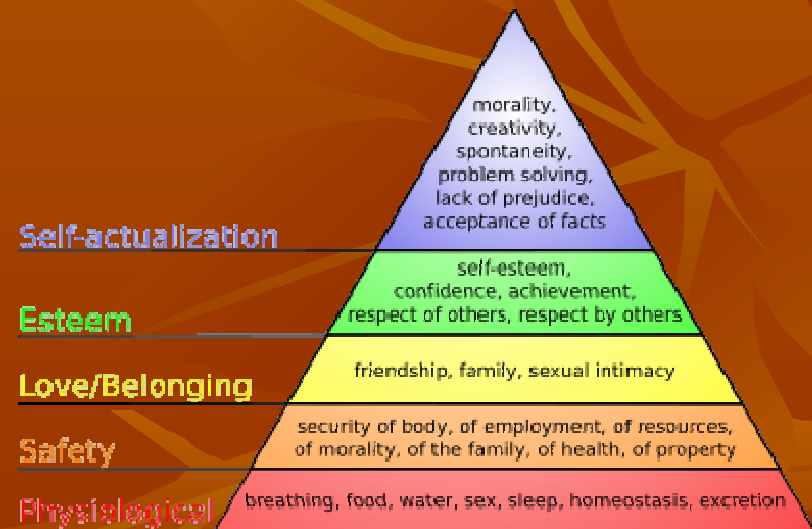
THE HIERARCHY OF NEEDS



PHYSIOLOGICAL NEEDS

Needs related to Physiological survival and biological maintenance

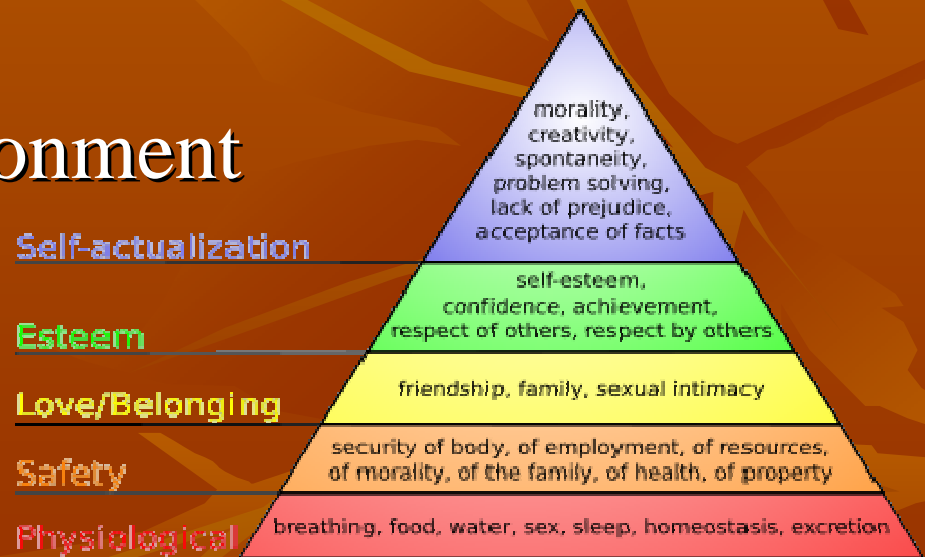
- Food
- Water
- Sleep
- Shelter
- Sex



SAFETY NEEDS

The organisms requirement for an orderly,
stable predictable world

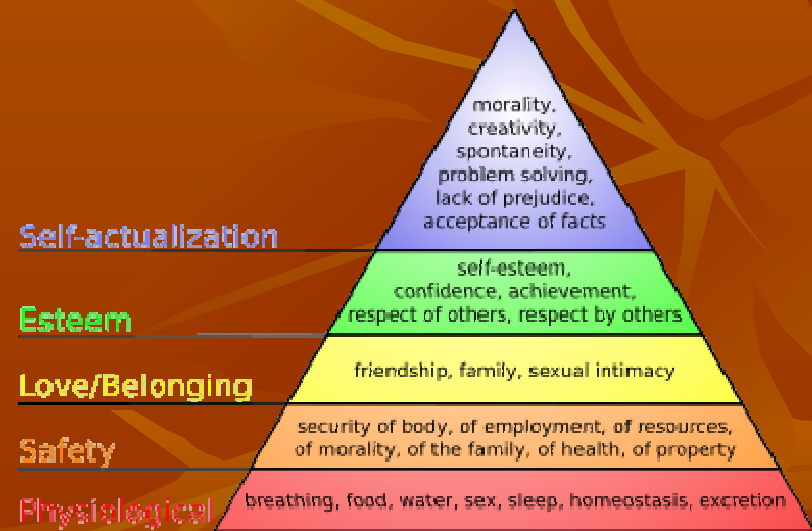
- Job security
- Living in a safe environment
- Absence of danger



BELONGING AND LOVE NEEDS

An individual who seeks affection and intimate relationships with others

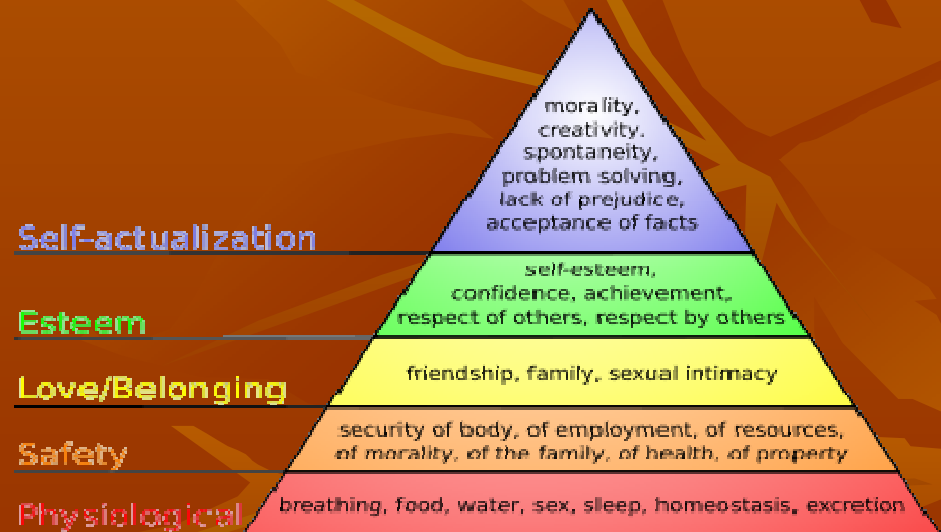
- Family
- Friends
- Sweethearts
- Clubs
- Peer groups
- Gangs



SELF-ESTEEM NEEDS

Respect from others as well as a need for self-respect

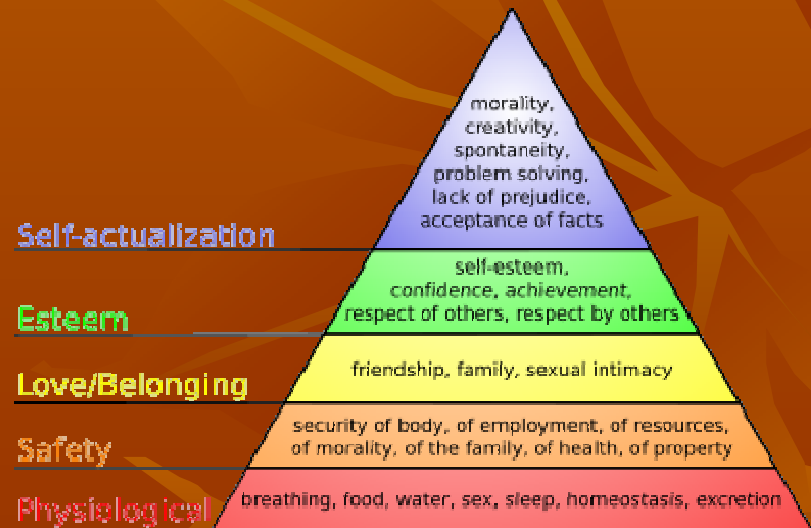
- Recognition
- Acceptance
- Competence
- Independence



SELF-ACTUALIZATION NEEDS

The desire to fulfill one's highest potential

- Awareness
- Honesty
- Freedom
- Trust



The background of the slide features a pattern of stylized autumn leaves in various shades of orange and brown, creating a textured, organic feel.

CHARACTERISTICS OF SELF-ACTUALIZERS

AWARENESS

- Efficient and accurate perception of reality
- Continued freshness of appreciation without preconceptions
- Tendency to have peak experiences
- Clear ethical awareness and standards but not necessarily conventional ones

HONESTY

- Philosophical sense of humor that pokes fun at our shared human pretensions
- Deep feeling of kinship with all humanity
- Selective and deep interpersonal relations with small circle of intimates
- Democratic character structure accepting of all people

FREEDOM

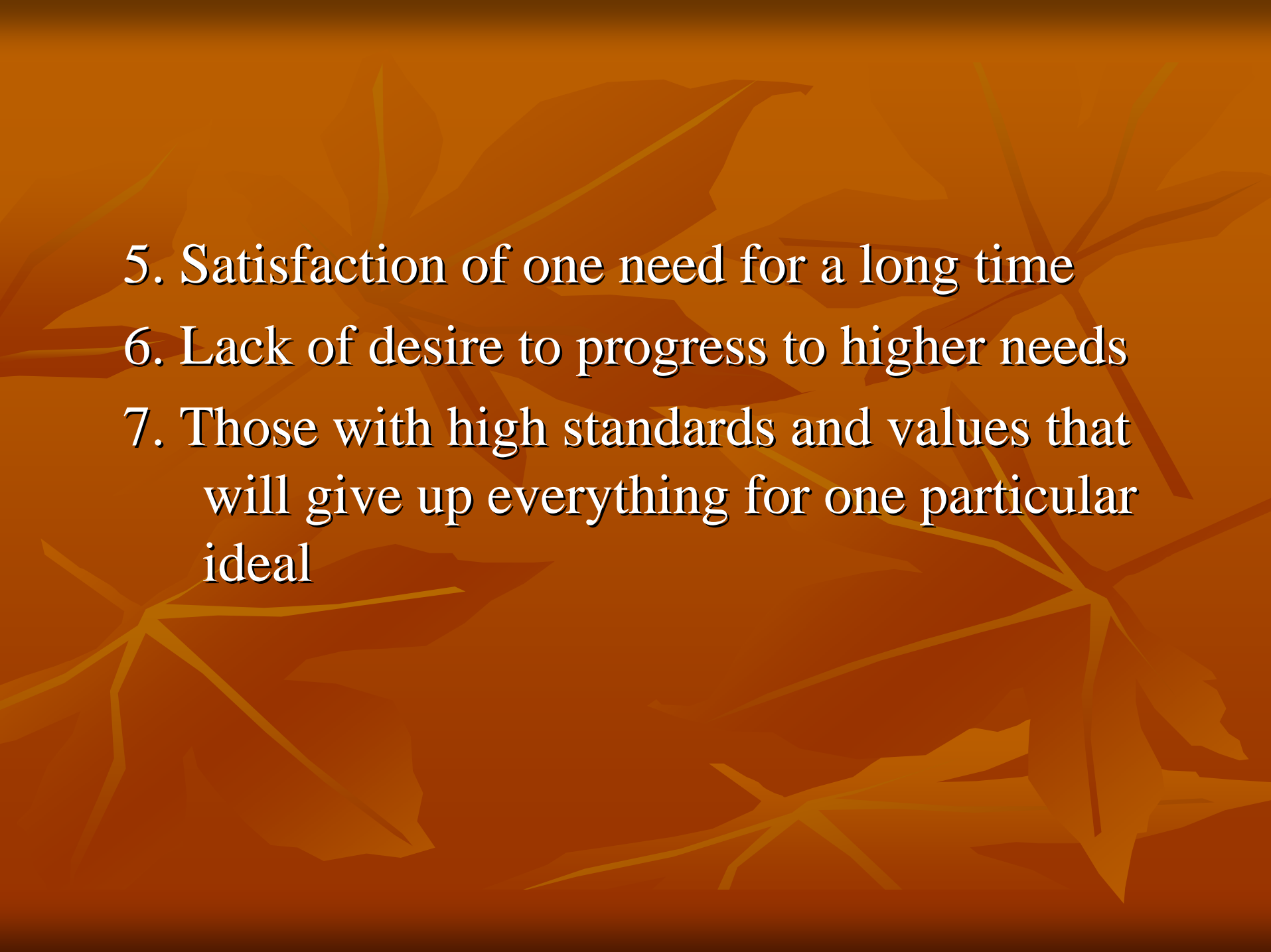
- Detachment and a need for privacy
- Autonomous and independent of culture and environment
- Creativeness characterizing whatever they do
- Spontaneity, simplicity, and naturalness

TRUST

- Problem-rather than self-centered
- Acceptance of self, others, and nature for what they are
- Resistance to cultural conformity

EXCEPTIONS TO THE HIERARCHY OF NEEDS

1. People who feel self-esteem is more important than love
2. Those who feel creativeness is paramount
3. Those whose aspirations are permanently lowered, (I.e.) chronically unemployed
4. The “Psychopathic Personality” scarred from life's beginnings

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5. Satisfaction of one need for a long time
 6. Lack of desire to progress to higher needs
 7. Those with high standards and values that will give up everything for one particular ideal

- Degrees of Relative Satisfaction- No need must be satisfied 100% for the next need to emerge
- Unconscious Character of Needs- Overall these needs are unconscious rather than conscious
- Cultural Specificity and Generality of Needs- Even in different cultures we are more alike than different

- Multiple Motivations of Behavior- Motivational determinants are a result of several or all of the basic needs simultaneously
- Multiple Determinants of Behavior- There are many determinants of behavior other than motives
- Goals in Motivational Behavior- Most appropriate point for any motivational behavior

- Animal and Human Centering- Studying animal behavior is not necessary to understand human motivation
- Theory of Psycho-pathogeneis- The conscious motivational content of everyday life which can be important or unimportant
- The Role of Gratified Needs- Needs cease to play an active role as soon as they are gratified

“A healthy man is primarily motivated by his needs to develop and actualize his fullest potentials and capacities. If a man has any other basic needs in any active, chronic sense, then he is simply an unhealthy man”

Abraham H. Maslow