

Maslow's hierarchy

Abraham Maslow (1908-1970)



Motivation

Motivation is the process that account for an individual's intensity, direction and persistence of effort toward attaining a goal.

Intensity: is concerned with how hard a person tries.

Direction: towards right path

Persistence: long term determination towards goal achievement.

Motives

- Basically, there are two types of motives : biological and psychosocial. Biological motives are also known as physiological motives as they are guided mostly by the physiological mechanisms of the body.
- Psychosocial motives, on the other hand, are primarily learned from the individual's interactions with the various environmental factors.

Motives

- Biological Motives focus on the innate, biological causes of motivation like hormones, neurotransmitters, brain structures (hypothalamus, limbic system, etc.). For example, hunger, thirst and sex motives.
- Psychosocial Motives focus on psychological and social (as well as environmental) factors and how they interact with each other to produce motivation. For example, need for achievement, affiliation, power, curiosity and exploration, and self-actualisation motives.

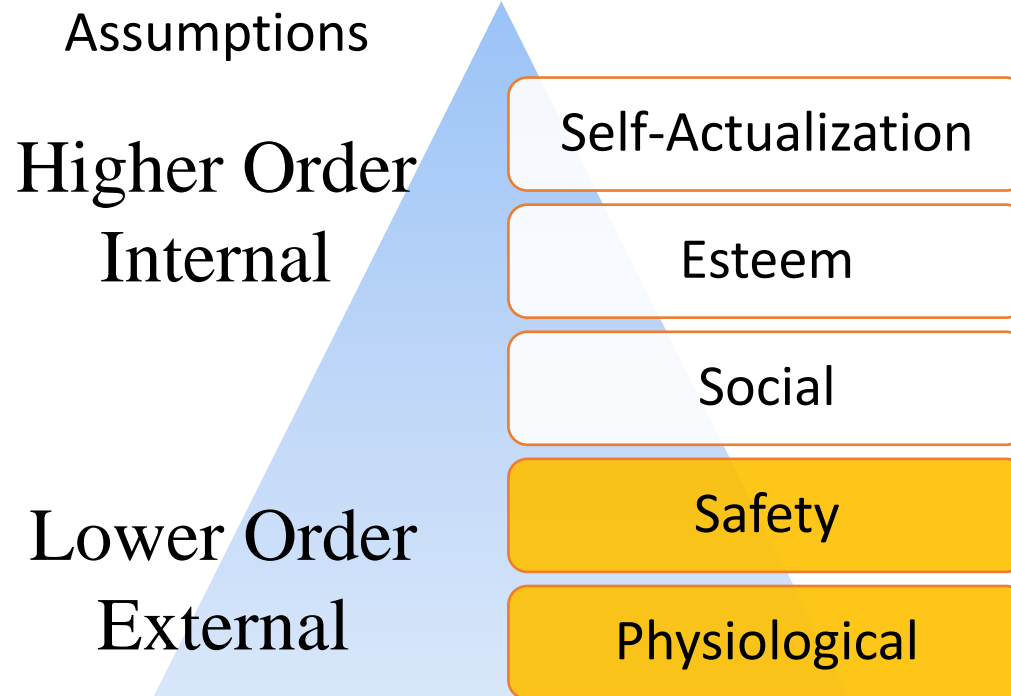
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Maslow's Hierarchy of needs

There is a hierarchy of five needs. As each need is substantially satisfied, the next need becomes dominant.

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- Individuals cannot move to the next higher level until all needs at the current (lower) level are satisfied
- Must move in hierarchical order

- A hierarchy of five needs- physiological, safety, social, esteem, and self-actualization, as each need is satisfied, the next need becomes dominant.
- **Lower-order needs:** needs that are satisfied externally, such as physiological and safety needs.
- **Higher-order needs:** needs that are satisfied internally, such as social, esteem, and self-actualization needs.
- Lower level needs are more dominant. Higher level needs arise only when the needs at the lower have been satisfied.

Satisfaction of one need level may not decrease its importance, but increase importance of next level needs.

Hierarchy of needs differs across cultures.

Needs vary according to:

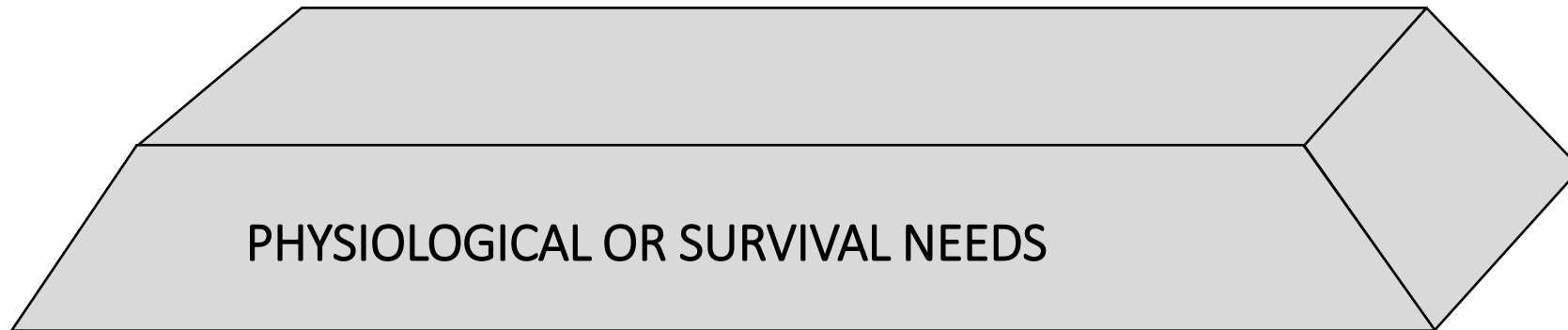
- A person's career stage.

- Organizational size.

- Geographic location.

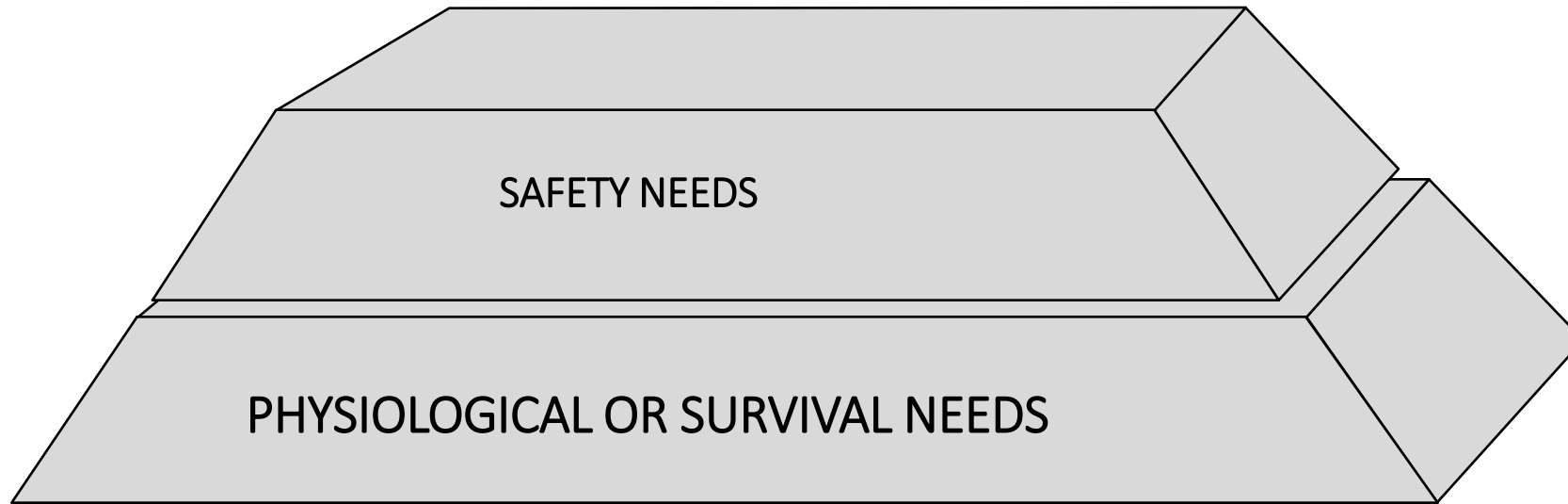
Physiological Needs

This includes hunger, clothing and shelter needs.



Safety Needs

Security and protection from physical and emotional harm.



Social Needs

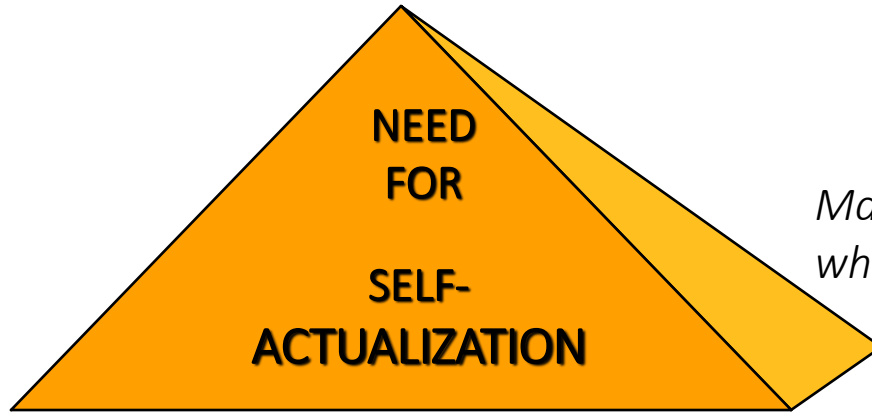
Affection, belongingness, acceptance and friendship.



Esteem Needs

Internal factors such as **self-respect** and achievement, external factors such as status, recognition and achievements.



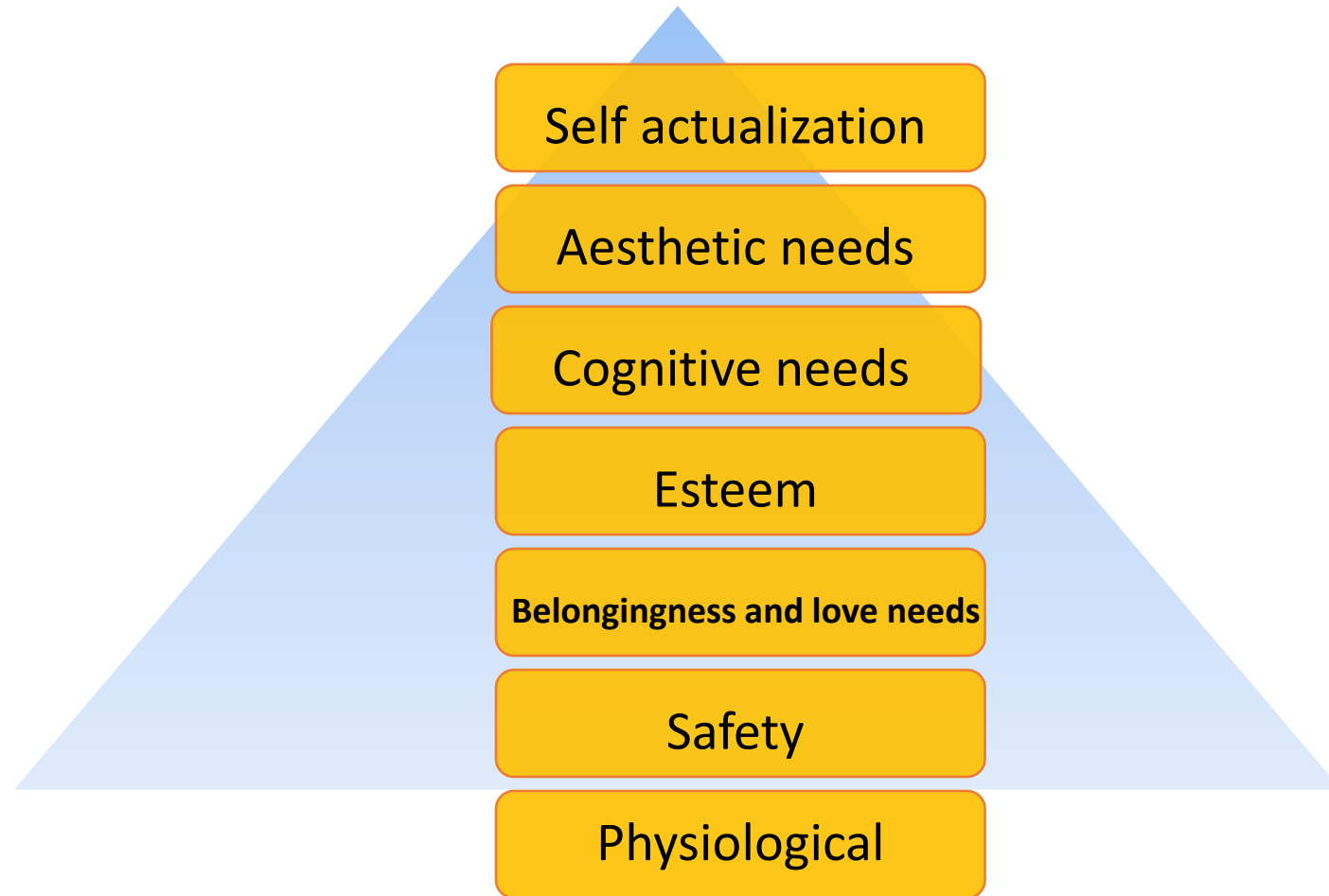


Man's tendency to actualize himself, to become what he can

Self Actualization: drive to become what one is capable of becoming includes growth, achieving one's potential and self achievement.

The highest level need of Human being is that of self-actualization, i.e. **'to become everything one is capable of becoming'**.

Maslow's Hierarchy of needs-Modified



Cognitive needs: Maslow believed that humans have the need to increase their **intelligence**. Cognitive needs is the expression of the natural human need to learn, explore, discover and create to get a better understanding of the world around them.

Aesthetic needs: Based on Maslow's beliefs, humans need to refresh themselves in the presence and beauty of nature while carefully absorbing and observing their surroundings to extract the beauty that the world has to offer. This need is a higher level need to relate in a beautiful way with the environment and leads to the beautiful **feeling of intimacy** with nature and everything beautiful.

Characteristics of Self-Actualizing Person's

- 1. They have more efficient perception of reality and more comfortable relation with it:** they live in the real world, they are good judges of people. They can easily detect the fake & dishonest. They are able to accept and live comfortably with complexities, conflicts and problems of the real life.
- 2. They cheerfully accept themselves, other people and the world for what they are:** they can live comfortably even with their shortcomings, it means that they have cheerful friendly attitude towards themselves. If they fail or make mistake, their attitude is 'so what'?

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- I will try to do better next time. They respect themselves & have a realistic appreciation for themselves.
3. **Spontaneous, simplicity and naturalness:** they are spontaneous in behavior and thoughts. Their behavior is composed of simplicity and naturalness & have no artificial behavior.
 4. **They are problem centered rather than ego centered:** these type of people have some mission in life. Their focus is on the social or national problems rather than focusing on their own rewards, satisfaction.

5.The quality of detachment the need for privacy: egolessness and detachment are the two values important for self-growth of the person towards 'good person'. By maintaining dignity and self-respect they face the challenges.

6. Autonomy: self actualized people are relatively independent of the particular society and culture to which they belong. They do not need recognition, support or approval of others for their development and satisfaction.

- 7. **Continued freshness of appreciation:** self-actualizing people have the wonderful capacity to appreciate again & again.
- 8. **Spiritual experience:** they are highly devotional person or spiritual.
- 9. **Feeling for mankind:** self-actualizing persons have a deep feeling of sympathy and affection for the whole of humankind. They have desire to help and improve human conditions. They treat the world as a family.

10. **Interpersonal relations:** self-actualizing people have deeper and mature interpersonal relations than others. Their circle of close friends is small.
11. **The democratic character structure:** a person with democratic temper respects every human irrespective of class or gender. They treat them equally, respects their rights and views.
12. **Discrimination between means and ends, and between good & evil:** they are clear about ends & means. They are highly ethical people who can distinguish between right and wrong.

- 13 **They have a philosophical thoughts:** self actualized people are idealistic in their behavior
- 14 **Creativeness:** these persons find innovative solutions, to the problems, generate new ideas and develop better ways of doing things.
- 15 **Resistance to enculturation:** (the dominance of any particular culture, the process by which an individual learns the traditional content of a culture.) These people generally adjust in any culture and customs but they do not believe in any cultural boundations.

Thank you