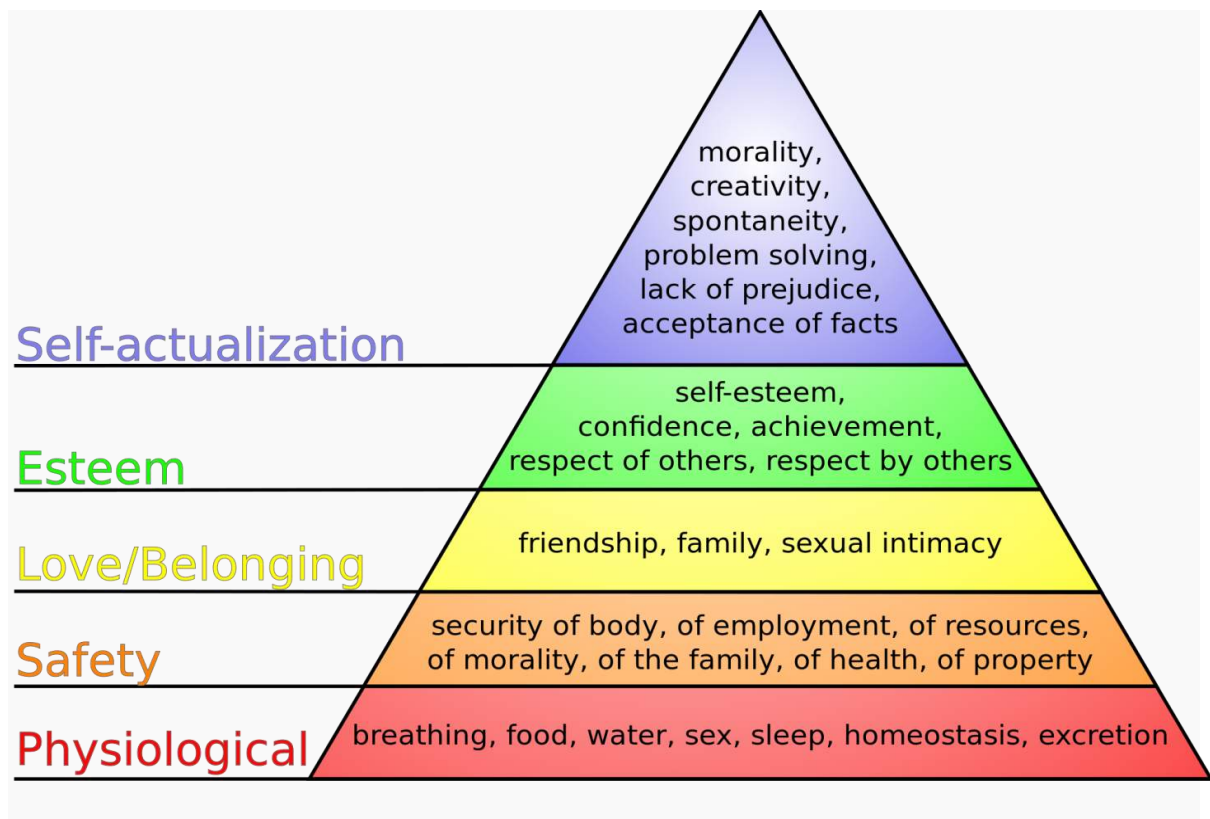


MASLOW'S NEED HEIRARCHY THEORY

Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid.

Needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up. From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem, and self-actualization.



Physiological Needs – The most basic needs of all are those that are needed to sustain us as individuals and as a species. They include food, drink, shelter, breathing, sex, comfort and sleep. These are biological requirements for human survival, e.g. air, food, drink, shelter, clothing, warmth, sex, sleep.

If these needs are not satisfied the human body cannot function optimally. Maslow considered physiological needs the most important as all the other needs become secondary until these needs are met.

Safety Needs – Once an individual's physiological needs are satisfied, the needs for security and safety become salient. People want to experience order, predictability and control in their lives. These needs can be fulfilled by the family and society (e.g. police, schools, business and medical care). This level of needs to be met are those that offer us some guarantee of being able to satisfy our [physiological needs](#) in the long-term. These include fiscal and personal security, health, protection from the elements, emotional security, financial security (e.g. employment, social welfare), law and order, freedom from fear, social stability, property, health and wellbeing (e.g. safety against accidents and injury).

Social (or Love and Belonging) Needs – The human is a social animal and there is a deep-seated requirement for company in life. After physiological and safety needs have been fulfilled, the third level of human needs is social and involves feelings of belongingness. The need for interpersonal relationships motivates behavior

Examples include friendship, intimacy, trust, and acceptance, receiving and giving affection and love. Affiliating, being part of a group (family, friends, work). Social needs include Lovers, intimacy, families, communities, relationships and a sense of belonging.

Esteem Needs – are the fourth level in Maslow's hierarchy - which Maslow classified into two categories: (i) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).

Maslow indicated that the need for respect or reputation is most important for children and adolescents and precedes real self-esteem or dignity.

Basic social needs become more complex for people and there is a need for our efforts to be recognized by others. [Esteem](#) needs may be fulfilled by social status, [achievements](#), mastery, prestige, etc.

Self-Actualized Needs – The final, top layer of the hierarchy, is associated with our ability to grow as an individual. are the highest level in Maslow's hierarchy, and refer to the realization of a person's potential, self-fulfillment, seeking personal growth and peak experiences. Maslow (1943) describes this level as the desire to accomplish everything that one can, to become the most that one can be.

Individuals may perceive or focus on this need very specifically. For example, one individual may have a strong desire to become an ideal parent. In another, the desire may be expressed economically, academically or athletically. For others, it may be expressed creatively, in paintings, pictures, or inventions.

These needs include peace, contentment, self-growth, maximum experiences, etc. When a lower level of need fulfilment is not in place; it is technically possible to be fulfilled at a higher level. However, this is seen by Maslow as an unstable fulfilment. If you're starving it doesn't matter if you're seen as the world's leading physicist, for example, eventually your hunger is going to overwhelm any satisfaction you get from your professional status.

We naturally seek to stabilize the lowest level of the hierarchy that is uncertain before we try to retain higher levels