**Respond to the following quote:**

“It is quite true that man lives by bread alone — when there is no bread. But what happens to man’s desires when there is plenty of bread and when his belly is chronically filled?”

Consider: What does the quote mean to you? How can you explain it in another way? To what is the quote referring? Can you think of an example?

**MASLOW’ S HIERARCHY OF NEEDS**

Maslow:

* American psychologist / 1908-1970 / Among the most cited psychologists of the 20th c.
* Wanted to understand what motivates people.
* He was interested in human potential, and how we fulfill that potential.
* Believed that people possess a set of motivation systems unrelated to [rewards](http://www.simplypsychology.org/operant-conditioning.html) or [unconscious desires](http://www.simplypsychology.org/psyche.html).
* Stated (in 1943) that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on.

**TASK:**

List things that people “need” in order to survive and to feel whole.

* Start with the basics, and move on from there.
* Can you combine “needs” into specific categories? If so, do it.
* In what order do you feel the “needs” must be fulfilled?

Create a pyramid chart with your needs…What must be fulfilled first? Next? And so on… Be prepared to show your chart to the class.

**MASLOW’S HIERARCHY OF NEEDS:**



*1. Biological and Physiological needs - air, food, drink, shelter, warmth, sex, sleep.*

*2. Safety needs - protection from elements, security, order, law, stability, freedom from fear.*

*3. Love and belongingness needs - friendship, intimacy, affection and love, - from work group, family, friends, romantic relationships.*

*4. Esteem needs - achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others.*

*5. Self-Actualization needs - realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.*

**UPDATED HIERARCHY:**

Changes to the original five-stage model are indented and include a seven-stage model and a eight-stage model, both developed during the 1960's and 1970s.

*1. Biological and Physiological needs - air, food, drink, shelter, warmth, sex, sleep, etc.*

*2. Safety needs - protection from elements, security, order, law, stability, etc.*

*3. Love and belongingness needs - friendship, intimacy, affection and love, - from work group, family, friends, romantic relationships.*

*4. Esteem needs - self-esteem, achievement, mastery, independence, status, dominance, prestige, managerial responsibility, etc.*

*5. Cognitive needs - knowledge, meaning, etc.*

*6. Aesthetic needs - appreciation and search for beauty, balance, form, etc.*

*7. Self-Actualization needs - realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.*

*8. Transcendence needs - helping others to achieve self actualization.*

**Self-actualization:**

**Self-actualized people:**

* Are fulfilled and doing all they are capable of
* Are always “becoming” and never static in terms of self-growth (continual process)
* Come to find a meaning in life that is important to them

**Can be measured by:**

* the concept of peak experiences
  + a person experiences the world totally for what it is, and there are feelings of euphoria, joy and wonder

**Characteristics of self-actualizers:**

1. They perceive reality efficiently and can tolerate uncertainty;

2. Accept themselves and others for what they are;

3. Spontaneous in thought and action;

4. Problem-centered (not self-centered);

5. Unusual sense of humor;

6. Able to look at life objectively;

7. Highly creative;

8. Resistant to enculturation, but not purposely unconventional;

9. Concerned for the welfare of humanity;

10. Capable of deep appreciation of basic life-experience;

11. Establish deep satisfying interpersonal relationships with a few people;

12. Peak experiences;

13. Need for privacy;

14. Democratic attitudes;

15. Strong moral/ethical standards.

**Behavior leading to self-actualization:**

(a) Experiencing life like a child, with full absorption and concentration;

(b) Trying new things instead of sticking to safe paths;

(c) Listening to your own feelings in evaluating experiences instead of the voice of tradition, authority or the majority;

(d) Avoiding pretense ('game playing') and being honest;

(e) Being prepared to be unpopular if your views do not coincide with those of the majority;

(f) Taking responsibility and working hard;

(g) Trying to identify your defenses and having the courage to give them up.

**SOME SELF-ACTUALIZED INDIVIDUALS :**

* Albert Einstein
* Eleanor Roosevelt
* Abraham Lincoln
* Thomas Jefferson
* William James
* Aldous Huxley
* Gandhi
* Beethoven
* Mother Theresa

This five stage model can be divided into basic (or deficiency) needs (e.g. physiological, safety, love, and esteem) and growth needs (self-actualization).

The deficiency, or basic needs are said to motivate people when they are unmet. Also, the need to fulfil such needs will become stronger the longer the duration they are denied. For example, the longer a person goes without food the more hungry they will become.

One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization.

Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by failure to meet lower level needs. Life experiences, including divorce and loss of job may cause an individual to fluctuate between levels of the hierarchy.

Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs.