

MASLOW NEED HIERACHY THEORY OF MOTIVATION
UG 1 SEMESTER
GENERAL PSYCHOLOGY

BY

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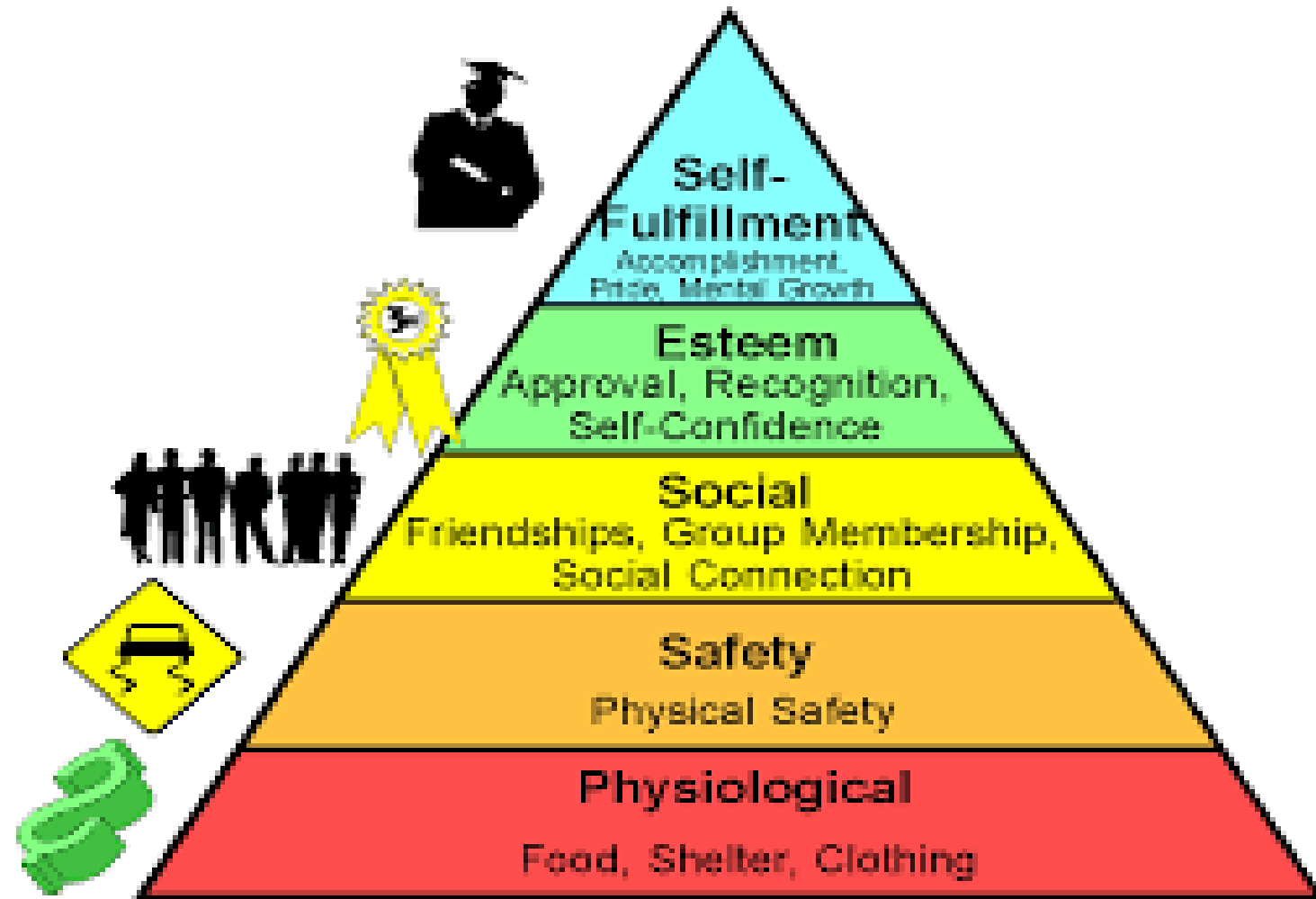
INTRODUCTION

- Abraham Maslow was a pioneering American psychologist best known for developing Maslow's Hierarchy of Needs, one of the most influential theories of human motivation. He is widely recognized as a founder of humanistic psychology, emphasizing positivity, personal growth, and the realization of human potential
- Motivation refers to the internal and external factors that stimulate people's desires and energy to be continually interested in and committed to a goal, task, or subject. Motivation acts as the driving force behind human actions, guiding behavior towards achieving specific objectives or fulfilling needs, whether basic or complex.

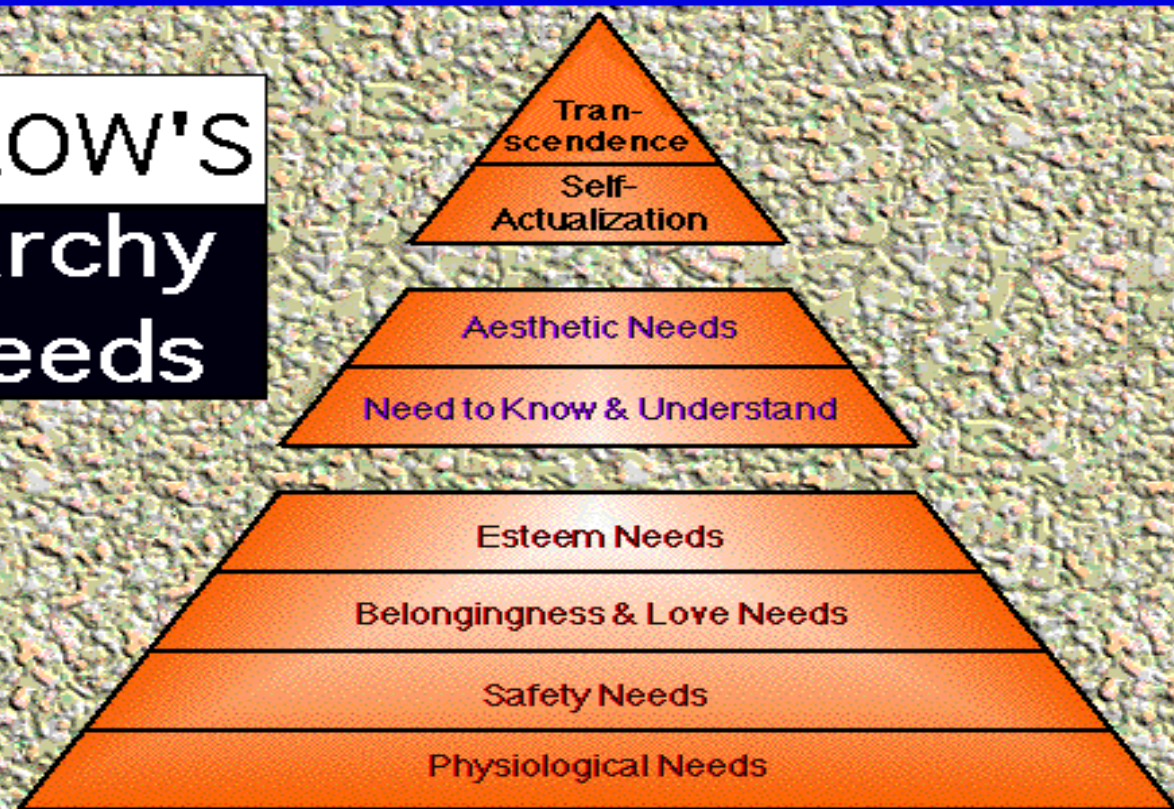
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- **Humanistic Psychology:**

Disillusioned with the negativity of psychoanalysis and behaviorism, Maslow founded humanistic psychology in the 1950s. This perspective emphasizes growth, positive qualities, and the full realization of human capabilities—what he called self-actualization.



MASLOW'S Hierarchy of Needs



CONTINUED

- **Five Levels of Maslow's Hierarchy**

- **Physiological Needs**

These are the most basic, fundamental needs for sustaining human life, including food, water, shelter, warmth, air, and sleep. These must be met first, as survival depends on them.

- **Safety Needs**

Once physiological needs are satisfied, individuals seek safety and security. This includes protection from physical and emotional harm, job security, financial stability, health, and order.

- **Social or Love and Belongingness Needs**

After safety, people desire relationships, affection, and a sense of belonging. This covers family bonds, friendships, intimacy, and being part of a group or community.

- **Esteem Needs**

When social needs are fulfilled, the motivation for esteem emerges. This encompasses self-respect, confidence, achievement, and recognition from others – both internal esteem (self-worth, accomplishment) and external esteem (status, prestige).

- **Self-Actualization Needs**

This is the highest level in Maslow's original framework, where individuals strive to realize their fullest potential and seek personal growth, creativity, and peak experiences. It involves pursuing and achieving one's ambitions and personal values.

USES AND CRITICISM

- Practical Uses:
Maslow's theory is widely used in education, business management, healthcare, and organizational behavior for understanding and enhancing motivation. It helps leaders identify which needs are unmet and guide strategies for personal and group development.
- The hierarchy is sometimes criticized for lack of empirical support, cultural bias, and its overly rigid ordering of needs. People may prioritize different needs in various contexts, and in reality, needs may overlap or develop simultaneously.

SUMMARY

Level	Description	Examples
Physiological	Basic survival needs	Food, water, sleep
Safety	Protection and stability	Health, security, finances
Love/Belonging	Social relationships	Friendship, intimacy
Esteem	Respect and recognition	Achievement, status
Self-Actualization	Fulfilling potential, personal growth	Creativity, purpose