Lecture Series: Chapter 15  MASLOW: Need Hierarchy Theory  

New Jersey: Prentice Hall.

Principal Features

Preview: Overview of Maslow's Theory

"Maslow's theory has implications for major theoretical questions."

Table 15.1  Preview of Maslow's Theory

[Page 411]
Need Hierarchy Theory: Maslow

"Abraham Maslow believed that people develop through various levels toward their full potential."

Complete the following:

"A few reach the highest level of development and are called … (442)

"Most, however, stop at a lower level along the way, stuck in needs that cannot be …

"Maslow's greatest interest was in the few who become …

Maslow's Vision of Psychology

"Abraham Maslow distrusted the methods of mainstream psychology."

[Issue] Maslow's concerns regarding methods of mainstream psychology. (444-445)
"Maslow postulated (that people) progress through a hierarchy of needs, or motives."

**Deficiency Motivation**

"The first four levels of the need hierarchy can be understood as motivation to overcome the feeling of a deficiency and are collectively called deficiency motivation."

**Physiological Needs**

(446-447)
### Safety Needs

[Description] Safety needs.

### Belongingness and Love Needs

[Description] Belongingness and love needs.

### Esteem Needs

[Description] Esteem needs.
Being Motivation

"Once the deficiency needs are more or less adequately met, the person functions at a higher level, which Maslow called being motivation, as opposed to deficiency motivation."

The Need for Self-Actualization

"At this highest stage, the person is no longer motivated by deficiencies but rather by the need to 'actualize' or fulfill his or her potential."

Differences Between D-Motivation and B-Motivation

[Illustrations] Need for self actualization.  (448)

[Illustrations] Differences between D-motivation and B-motivation.  (449)
"Maslow preferred the term **self-actualization** to such terms as *psychological health* (or illness)."
"Maslow reported a study of self-actualized people … "

Characteristics of Self-Actualized People

"Based on his observations, Maslow identified a number of characteristics of self-actualized people."

Efficient Perception of Reality

[Description] Efficient perception of reality.
Acceptance

[Description] Acceptance.

Spontaneity

[Description] Spontaneity.

Problem-Centered

[Description] Problem-centered.
Need for Privacy (Solitude)

[Description] Need for privacy (solitude).

Independence of Culture and Environment (Autonomy)

[Description] Independence of culture and environment (autonomy).

Freshness of Appreciation

[Description] Freshness of appreciation.
**Peak Experiences**

"Probably the best known characteristic that Maslow described is the capacity for mystical experiences, which he called peak experiences."

**Human Kinship**

[Description] Human kinship.
Humility and Respect

[Description] Humility and respect.

Interpersonal Relationships

[Description] Interpersonal relationships.

Ethics and Values

[Description] Ethics and values.
Discrimination Between Means and Ends

[Description] Discrimination between means and ends.

Sense of Humor

[Description] Sense of humor.

Creativity

[Description] Creativity.
Resistance to Enculturation

[Description] Resistance to enculturation.

(455)

Resolution of Dichotomies

[Description] Resolution of dichotomies.

(455-456)

Measurement and Research on Self-Actualization

"The key concept in Maslow's theory is self-actualization. While Maslow explored this construct through observation, rather than formal measurement, others have attempted to assess self-actualization by a questionnaire."
Personal Orientation Inventory

[Description] Personal Orientation Inventory (POI).

Obstacles to Self-Actualization

If self-actualization is an innate potential, why is it not universally developed?

[Illustrations] Obstacles to Self-Actualization.
"… Maslow's aim was to improve the human condition through his theorizing … his ideas have been applied to diverse areas."

"… these applications are part of the human potential movement, which strives to improve the human condition by fostering the development of individuals to their highest potential …"

**Therapy**

[ Illustrations ] Psychotherapy based on Maslow's theory.  

**Growth Centers**

[ Illustrations ] Growth centers based on Maslow's theory.
Workplace

"Maslow's need hierarchy has become a major concept for industrial-organizational psychologists."

[Illustrations] Workplace applications of Maslow's theory. (459)

Consumerism

"… Maslow's need hierarchy provides a framework for reaching potential customers."

[Illustrations] Consumerism. (459-460)
Religion and Spirituality

"Maslow thought at length about religion … his voice was one of a chorus of advocates of a spiritualized psychotherapy."

[Illustrations] Relationship of Maslow's theory religion and spirituality.

Education

"Maslow described the goal of education to 'the self-actualization' of a person …"

[Illustrations] Relationship of Maslow's theory to education.
Gender

"Maslow encouraged women, as well as men, to live up to their full potential."

Illustrations] Maslow's theory and gender. (461)

Maslow's Challenge to Traditional Science

"Traditional scientific objectivity and methods are always more difficulty to apply when humans are the object of inquiry"

"Humanistic psychology, in particular, because of its emphasis on subjective experience and its valuing of experience and growth, regularly faces the dilemma of a scientific method that seems inadequate to study the phenomena that really matter."

Illustrations] Maslow's challenge to traditional science. (461-463)
Other Growth Themes in Psychological Theory

"The themes that Maslow described are represented in other psychological theory and research, too, including research on intrinsic motivation and a newer these, positive psychology."

Self-Determination Theory and Intrinsic Motivation

"Edward Deci offers a different theoretical analysis that corresponds to the thrust of Maslow's argument that there is a fundamental motivation within individuals that is healthy."

Illustrations] Relationship of Maslow's theory to self-determination and intrinsic motivation. (463-464)

Positive Psychology

"A number of psychologists who currently express the emphasis on health and self-actualization that Maslow and other humanists (have) advocate …"

Illustrations] Relationship of Maslow's theory to positive psychology (464)

END