


I'm not robot  reCAPTCHA

Continue

Currently in psychology, there are many theories that aim to increase our emotional well-being as well as our own motivation for us to meet our vital goals and experience the benefits that our own personal development brings. One of these theories is the human motivation of psychologist Abraham Maslow, who identified the main needs of human beings and categorized them according to the hierarchical order of importance for survival and our own motivation. This humanist psychologist suggests that every time people meet our own needs, others will appear along the way, which we will also pretend to meet to make us feel fuller and more fulfilled. In this psychology-online article, we will delve into the theory of Maslow human motivation. In addition, let's explain with a good summary and examples of what this theory is all about. For psychologist Abraham Maslow, the needs of human beings propel us to have the will to overcome all the difficulties that come before us from day to day. When we talk about motivation, we mean those desires that drive us to want to achieve a goal and meet our human needs. That's why Maslow, devoted himself to researching what those needs are that people have, and eventually created a model known as the Maslow Pyramid. This model consists of 5 hierarchical levels that are as follows: Basic or physiological needs: refers to the basic needs for a person's survival. Safety: indicates the need to feel safe and protected in life. Membership: People need to belong to a social group and feel accepted. Recognition: these are all those needs for recognition and acceptance of one's own and on the other side. Self-realization: this is the highest level in the hierarchy of needs and to achieve it, we must have all other needs met because it refers to the feeling of being happy in life. Next, we will show you each of the needs of the Pyramid of Maslow with their examples, so that we can better understand what each of them refers to.

1. Basic or physiological needs: These are basic needs that are involved in our own survival, are able to breathe, eat and drink, dress, have sex, etc. For example, a person who has the right clothes to cover himself from the cold in the winter and can feed properly can be said to have basic or physiological needs that are covered allow them to survive. On the contrary, a person who lives on the street and is hungry and cold does not cover these needs that we need to survive, so he risks not being able to achieve it.
2. Security: In this group of needs are all those that give us security and that feel protected by providing us with independence and self-sufficiency. For example, a person who has a roof for sleeping, has enough health to work and be able to pay the rent of an apartment and be a quarterendant, is considered a person who has this type of need covered. On the contrary, a person who is not satisfied with this kind of need may not have a job, is not in good health and does not have a sleeping ceiling that provides safety and comfort, inter alia, so that the person does not have his own independence.
3. Affiliation: The person who has this type of need covered feels part of the social group and therefore feels appreciated and valued by the members of this group. For example, a person who has a family they know can rely on, a group of friends they can turn to when they need company and some advice, can have a partner they can trust and sexual intimacy. On the contrary, a person who is not satisfied with this need is lonely and isolated from society, because he does not belong to any social group or have a family to support it.
4. Recognition: If one is to more or less satisfy all the needs described above, it is another need that he will want to meet. A person who is satisfied with this need feels confident and knows how to recognize its personal value. A clear example would be a person who effectively does his job, likes what he does, and is recognized by other people for his work. On the contrary, a person who does not have this need covered, has low self-esteem, is not considered suitable for what he does, does not feel at ease in his work, and no one recognizes his work.
5. Self-realization: Person who is at this level is because he has other needs met in full. An example of a person at this level is an independent, confident, considered a successful person and feels he has everything he needs to be happy. He likes to help others and has an open mind, respects the thoughts and opinions of others, as well as his own, likes to constantly learn new things and takes great care of his personal development. The opposite of this person would be one who, despite success and who likes what he does, does not feel all satisfied and has a constant sense that something lacks of luck. One of the newest and quaint applications of human motivation theory is the Maslow Pyramid in Economics. Today, human impulses are studied when buying and consuming products according to your needs. In marketing, the motivation refers to campaigns to sell products and services. In this way, companies change advertising messages about what they want to sell in connection with a need they believe they can meet.

This article is only informative, in psychology-Online we do not have the power to make a diagnosis or recommend treatment. We invite you to discuss your particular case with a psychologist. If you would like to read more articles similar to Maslow's theory of human motivation, we recommend that you enter the category of Emotions.

Quintero, J. R. Q. A. (s.f.). Maslow's need theory. On December 16, 2018, Of Maslow Abraham Maslow's Hierarchy of Needs died in 1970, when he spent most of his long working life as a lecturer and university professor of psychology at Brandeis University in New York because, as he said himself, it was definitely the center of the psychological universe at the time. His previous studies at the University of Wisconsin included comparative and experimental psychology, biology and neurophysiology. In New York, he focused on studying psychoanalysis under Erich Fromm and was himself psychoanalyzed by Emil Oberholzer, an experience he considered to be the best learning experience of all. However, discussions with Alfred Adler not only revealed some shortcomings in various aspects of Freudian theory, but also gave him the lasting impression that Adler's contribution was not sufficiently appreciated by American psychologists. In addition to analytical school, Maslow also studied two other emerging schools of contemporary psychology at the time, which I call respectively holistic and cultural. The term holism (which comes from the Greek word holos means everything) was first introduced in 1926 by J.C. Smuts in his book Holism and Evolution to describe the principle that contributes to the origin and progress of all in the universe. Maslow sparked the application of a holistic approach to psychology by Max Wertheimer and Kurt Koffka, both prominent members of the Gestalt school. He later believed that he had found a bridge between holistic and analytical schools in the teachings of Kurt Goldstein, whose book Organism was published in Maslow's powerful influence that lasted for the rest of his life. In addition to researching the social and cultural aspects of psychology, Maslow also conducted a small field study of Indians in the northern United States, primarily with the help of anthropologist Ruth Benedict. In addition, he conducted several interviews with other anthropologists in New York in the 1930s, because Margaret shows that the orientation of her own academic work was still very experimental and she was very interested in some aspects of the behavior of monkeys and apes. His interest in social anthropology doesn't seem to go much further. In 1954, Maslow (then already at Brandeis University) published a volume of articles and works, all but five of which had already been published in the previous thirteen years under the title Motivation and Personality. Maslow had previously planned that this collection would be a synthesis of analytical schools, Gestalt and social anthropology, believing that they were intrinsically connected and that they were subspect of a single, larger whole that encompasses them all. He also hoped to make his previous work on experimental psychology more meaningful. In addition, he added, I felt that I would be allowed to better serve my humanist purposes. The Theory of Motivation, which appears in Chapter 5 of the Maslow Book and has so far been the most influential work of volume, was first published as an article in psychological review in 1943, and has been reprinted many times since. The main theme of the theory was announced in the previous chapter, which was also published as a free article in 1943: Man is an animal that has needs and rarely achieves a state of complete satisfaction, except for a short period of time. Once one desire is satisfied, the other seems to take its place. When satisfied, the next wish will move to the forefront, etc. It is characteristic of a human being who practically always wants something throughout his life. Then we face the need to study the relationships between them of all motivations, and therefore we face the need to leave isolated motivational units if we want to achieve a broader understanding of what we are looking for. In the Motivation Theory chapter that followed, Maslow sought to create some kind of hierarchy of superiority in basic human needs and to comment on the difference that this hierarchy would make to our understanding of motivation. He argued these their relations between them and divided them into five levels, which we then treated one by one. Physiological needs: The concept of physiological impulses was usually considered the starting point of motivational theory. Maslow advocated using the word necessity of the body's natural efforts to maintain or maintain a constant state of blood flow, along with the discovery that appetite, in terms of choosing a preference for good, are a sufficiently effective indicator of the body's actual deficiencies. Not all physiological needs were homeostatic, because the list could be expanded to include sexual desire, sleep, mere inactivity and maternal behavior in animals. If the significant loss of specificity of the description were significant, he argued that the list of physiological needs could be greatly expanded. Maslow, I believe, for two reasons, that physiological needs were unique rather than typical of basic human needs. Firstly, they could be considered relatively independent of each other and of other requirements. Secondly, in classic cases of hunger, thirst and sex, there was a localized physical basis for need. However, this unit could be equated with isolation: physiological needs could also be used to channel other types of needs. A man who thinks he is hungry, for example, can seek safety instead of carbohydrates or protein. If a person suffers from a lack of food and water chronically, he is dominated by a longing to eat and drink, and his interest in other needs is postponed. Therefore, physiological needs are the most dimensional needs of all. What this superiority means is precisely that human beings who lack something in life in an extreme way tend to try to meet their physiological needs before any other. Under this early dom, a person's attitude to the future can change: For a chronically hungry man, Utopia is the place where food abounds. It can be said that this man lives only for bread. However, suppose that a person has food in guaranteed quantities in the immediate future. Then, Maslow clarifies, another unsatisfactory need appears dominated by the organism. In other words, a satisfied desire ceases to be motivated. If a person has an inexhaustible supply of bread, immediately additional needs appear and replace the physiological need that dominates the organism. And when these are met in return, higher needs and so on. This is what Maslow meant that basic human needs are organized into a hierarchy of relative superiority. Maslow warned against a possible misinterpretation of his theory and promoted the hypothesis that individuals who have always met a particular need will be better prepared to tolerate further frustration in this area. On the other hand, those who suffered deficiencies would respond differently to possible satisfaction than those who would have been more fortunate when they were younger. Safety needs: When physiological needs are met, a new set of needs seems to focus on the safety of the organism. Due to the inhibition of adults, in order to manifest any kind of reaction to a threat or danger, this aspect of human behavior is more easily observed in children who strongly react to any change, for example, when we let them go, or when they are surprised by loud sounds, flashes of light, when they are suddenly moved or when they are not properly held. Maslow found other indications of the need for safety in children's preferences for routine and rhythm, his preference for a predictable and orderly world. The injustice or lack of coherence of parents seems to make the child nervous or insecure. This attitude may not be so much due to injustice on its own or some particular suffering involved, but because this treatment threatens to make the world an unreliable, uncertain and unpredictable place. There was a consensus on a well-founded view that a child is improving with limited leniency because he needs an organized and structured world. Seeing foreign, unknown or uncontrollable objects or illness or death can lead to frightening reactions in children. Especially now, the way a child desperately clings to his parents is an eloquent testimony to his role as protectors (very different from his role as a food supplier of affection). In adults, it is possible to see the expression of safety needs in the common desire to own a job, and then, with this desire already covered, in the desire to own a pension plan or life insurance, and with a desire to improve safety conditions at work. Another attempt to seek safety and stability in the world can be seen in a very common preference for family things in front of strangers, or well known before the unknown. Maslow added to the common theory that the attractiveness of regions and philosophies in a cohesive whole may partly lie in this general human need for security. Neurotic individuals can be defined as adults who have maintained their childish attitudes towards the world. They see the world as a hostile, unbearable and threatening place. His impulse to safety or flight can be transformed into a search for an almighty protector, or it can become a frantic effort to order the world not to discover any unexpected or unknown danger. And it will use all kinds of rituals, rules and formulas to prevent any unforeseen events. Undoubtedly, Maslow would admit that rituals and rules can play a completely different role in healthy and mature people. Social needs: If physiological and safety needs are met, then the needs of love, affection and belonging appear to be the dominant center of motivation. The affected person will notice intensively the absence of his friends, women or children; will strive to build emotional relationships with others and become a place in the group. Although Maslow distinguished between love and sex and showed that he was aware that love needed love to be given and accepted by love, an important feature of his psychology is that he usually reserved the word love for close personal relationships. There is much more to say and implement in this series of social needs. The need for respect: This division involves both the need or desire for high self-assessment (author respect or self-esteem) and the respect of others. Maslow divided this category into two others: a desire for virtue, success, proportionality, mastery, competition, trust against the world, independence and freedom. Craving reputation, prestige, status, superiority, recognition, attention, importance and appreciation of theological discussion of hybrid, as well as other sources such as the writings of Erich Fromm, Maslow stated that: We were learning more and more about the dangers of basing our self-esteem on the opinions of others, rather than on actual competence and competence for a given task. The most stable and therefore healthier self-esteem is based on the well-deserved respect of others, rather than relying on fame or outside celebrity or unjustified oddities. The need for self-relaxation: Although all these needs are met (Maslow wrote), we can expect that often (if not always), new dissatisfaction and new concerns will soon develop if an individual does what is individually trained. A must make music, the artist must paint, and the poet must write if they ultimately want to feel at peace with themselves. What a man can be is what he should be. We can call it the need for self-realization. This term, first coined by Kurt Goldstein, is used in this book in a much more specific and limited way. This refers to a person's desire for complacency, and this tendency in him needs to be done with what is in power. This trend could be expressed as a desire to become more and more what one is to become all that a person is capable of becoming... The clear emergence of these needs is usually due to some previous satisfactions of physiological needs and those that they value, love and safety. The desire to know and understand: Maslow admitted that there were two other types of needs for which he had not found a place in the aforementioned hierarchical order, and he believed that it was necessary to recognize their existence, and at the same time wanted to make it clear that at that time psychologists had little to say about them. However, he suggested that the principle of hierarchy superiority could also be applied in both cases, albeit in a fuzzy manner. Unfortunately, in the current presentations of Maslow's theory of needs in business administration courses, these two scales are usually completely omitted. It should also be noted that there is some ambiguity in Maslow's language regarding this point. When he wrote about higher needs, he sometimes invoked respect and self-realization; while other times, however, they bear in mind the cognitive and aesthetic needs described below. Maslow began collecting signs of such desires by observing the presence of something like human curiosity in monkeys and apes. He went on to say: Studies of mentally healthy people suggest that as a defining characteristic they are attracted to mysterious, unknown, chaotic, disorganized and what has no explanation. This seems attractive in itself; these areas are interesting in themselves and in themselves. By contrast, the reaction to well-known boredom is boring. The satisfaction of cognitive impulses is subjectively satisfactory. In addition, even after we know, we are driven, on the one hand, to know in more detail and thoroughness and, on the other hand, more generally in the direction of the philosophy of the world, theology, etc. The reality we acquire, whether isolated or atomized, is inevitably theorized, analyzed or organized, or both. This process has been referred to by some as a search for meaning. Have to project the desire to understand, systematize, organize, analyze, search for relationships and meanings, build a system of values. Maslow ended up warning against doing an overly marked dichotomy between cognitive and conative hierarchies (or basic needs). Key points in the classification of Maslow's needs into five categories: physiological, safety, social, self-esteem and self-realization, is a useful drawing for the leader of The Pra It is a tool for understanding human nature. The most basic needs are stronger, so when they are threatened, we go down the stairs and defend ourselves. Higher needs are weaker, but they are the ones that characterize us as human beings. High needs, according to Maslow, include not only the need to feel fulfilled, but also cognitive and aesthetic needs (desires to know and understand). We need truth as well as beauty in our lives. Maslow's difference between coping and expressive behavior reflects fundamental foresight. The artist is often very motivated, but because his work is a form of self-expression, he does not perceive it as a work. A vision of motivation that considers people to simply act to achieve goals in response to external rewards or punishments, such as mice in a box, is an incomplete vision. No one really knows anything about other human beings. The best thing you can do is assume that others are like you. JOHN STEINBECK STEINBECK