CHAPTER FIFTEEN

MASLOW
Need Hierarchy Theory

CHAPTER OVERVIEW

- NEED HIERARCHY THEORY: MASLOW
  - Maslow’s Vision of Psychology
  - Hierarchy of Needs
    - Deficiency Motivation
    - Being Motivation
    - Differences between D-Motivation and B-motivation
    - Research Testing the Need Hierarchy
  - Self-Actualization
    - Characteristics of Self-Actualized People
    - Measurement and Research on Self-Actualization
    - Obstacles to Self-Actualization
CHAPTER OVERVIEW

APPLICATIONS AND IMPLICATIONS OF MASLOW’S THEORY

- Therapy
- Growth Centers
- Workplace
- Consumerism
- Religion and Spirituality
- Education
- Gender

MASLOW’S CHALLENGE TO TRADITIONAL SCIENCE

OTHER GROWTH THEMES IN PSYCHOLOGICAL THEORY

SELF-DETERMINATION THEORY AND INTRINSIC MOTIVATION

POSITIVE PSYCHOLOGY

PREVIEW OF MASLOW’S THEORY

<table>
<thead>
<tr>
<th>Table 12.3</th>
<th>Preview of Maslow’s Theory</th>
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<tbody>
<tr>
<td>Individual Differences</td>
<td>Individuals can be said to differ in their position in the need hierarchy, that is, their level of development toward self-actualization. Self-actualized people are the few people who reach the highest developmental stage - self-actualization. Maslow describes these individuals in detail.</td>
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<tr>
<td>Adaptation and Adjustment</td>
<td>Only a few people reach the highest developmental stage - self-actualization. Maslow describes these individuals in detail.</td>
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<tr>
<td>Cognitive Processes</td>
<td>Self-actualized people perceive the world accurately and are creative.</td>
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<td>Society</td>
<td>A better society can be imagined (Utopian).</td>
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<td>Biological Influences</td>
<td>Changes in society, work settings, and religious institutions should be made. Growth cannot be established to foster development.</td>
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<td>Development</td>
<td>Biological motivations are the foundation of personality, but once satisfied, they become unimportant. Sex differences are influenced by biology.</td>
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NEED HIERARCHY THEORY: MASLOW...
ABRAHAM MASLOW

• Born in 1908 in Brooklyn, NY
• Parents were poor Russian Jewish immigrants
• Studies at Cornell and University of Wisconsin
• Professorships at Brooklyn College and Brandeis University
• Founding member of the Association for Humanistic Psychology
• Died in 1970

MASLOW’S VISION OF PSYCHOLOGY

▸ PROBLEM-CENTERED (NOT METHOD-CENTERED)
▸ EXPERIENTIAL KNOWLEDGE
▸ THIRD FORCE PSYCHOLOGY
▸ TAOIST SCIENCE

HIERARCHY OF NEEDS

▸ DEFICIENCY MOTIVATION
▸ BEING MOTIVATION
▸ DIFFERENCES BETWEEN D-MOTIVATION AND B-MOTIVATION
▸ RESEARCH TESTING THE NEED HIERARCHY
Hierarchy of Needs

Deficiency Motivation

Basic needs:
- Physiological needs
- Safety needs
- Belongingness & love needs
- Esteem needs

Being Motivation

Higher needs:
- Self-actualization
Differences between D-motivation & B-motivation

- D-motivation: deficiency
- B-motivation: being "metamotivated"
- D-love is jealous
- B-love is trusting

Research Testing the Need Hierarchy

- Several studies support the hypothesis that lower order needs are satisfied before higher order needs

Self-Actualization

- Characteristics of self-actualized people
- Measurement and research on self-actualization
- Obstacles to self-actualization
Characteristics of self-actualized people

efficient perception of reality

acceptance
spontaneity

problem-centered

need for privacy (solitude)
Independence of Culture & Environment (autonomy)

Freshness of Appreciation

Peak Experiences
human kinship

humility and respect

interpersonal relationships
ethics and values

discrimination between means and ends

sense of humor
creativity

resistance to enculturation

resolution of dichotomies

Eupsych
Measurement and Research on Self-Actualization

- Personal Orientation Inventory (POI)

- Two Scores:
  - Inner Directed Supports: the degree to which one is his/her own sense of support
  - Time Competence: the degree to which one lives in the present with full awareness, contact, and full feeling reactivity

POI scores are higher in:

- Normals, compared to clinical groups
- People at the end of marathon therapy sessions, as compared to the beginning
- People with lower depression and neuroticism on other tests
- People with high creativity on other tests
- People who are autonomous, on other tests
- People who have higher academic achievement

“Growth takes place when the next step is subjectively more delightful, more joyous, more intrinsically satisfying than the last. The only way we can ever know what is right for us is that it feels better subjectively than any alternative.”

(Maslow, 1956, p. 36)
Obstacles to Self-Actualization

- Choice between Safety & Growth
- Unmet lower-order needs
- Higher needs are weaker, only "instinctoid"
- Jonah complex

Applications and Implications of Maslow's Theory

- Therapy
- Growth Centers
- Workplace
- Consumerism
- Religion and Spirituality
- Education
- Gender
Maslow’s Challenge To Traditional Science

Does his theory contain biased values?
Such as individualism
Science persuades
“To cram truth down the reluctant throat”
Values emerge from his theory

Other Growth Themes in Psychological Theory

Self Determination Theory and Intrinsic Motivation

Intrinsic motivation: Motivation to perform an activity for its inherent satisfaction (rather than as a means to some other goal)

Examples:
- Playing a musical instrument for pleasure, rather than for pay
- Gardening or fishing as a hobby, instead of as a means of getting food
Positive Psychology

"THE EMPHASIS ON THE IMMEDIATE EXPERIENCE AS AN ASPECT OF HEALTH FUNCTIONING"
- Rathunde, 2001

Chapter review

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- Applications and Implications of Maslow's Theory
- Maslow's Challenge To Traditional Science

OTHER GROWTH THEMES IN PSYCHOLOGICAL THEORY
- Self Determination Theory and Intrinsic Motivation
- Positive Psychology