

**1943 Maslow's Hierarchy of Needs** is a *theory* in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation".

His theories parallel many other theories of human developmental psychology. Focus on the stages of growth in humans.

Terms: Physiological, Safety, Belongingness and Love, Esteem, Self-Actualization and Self-Transcendence needs to describe the pattern that human motivations generally move through.

Maslow believed that inside each person there was a drive to thrive. This drive is expressed differently in each individual just another example of the power of diversity found throughout the living universe.

Maslow studied the healthiest 1% of the college student population. His theory was fully expressed in his 1954 book *Motivation and Personality*.

## 1970's Criticism / Conflict

Other researchers found little evidence for the ranking of needs

The order in which the hierarchy is arranged has been criticized as being ethnocentric.

Maslow's hierarchy of needs fails to illustrate and expand upon the difference between the social and intellectual needs of those raised in individualistic societies and those raised in collectivist societies (*OA & AA*).

The needs and drives of those in individualistic societies tend to be more self-centered than those in collectivist societies, focusing on improvement of the self, with self-actualization being the apex of self-improvement.

In collectivist societies, the needs of acceptance & community will outweigh the needs for freedom & individuality (*12 Step Traditions*).

The term "Self-actualization" may not universally convey Maslow's observations; this motivation refers to focusing on becoming the best person that one can possibly strive for in the service of both the self and others.

The position and value of sex on the pyramid has also been a source of criticism regarding Maslow's hierarchy. (*BB P. 68-70*)

