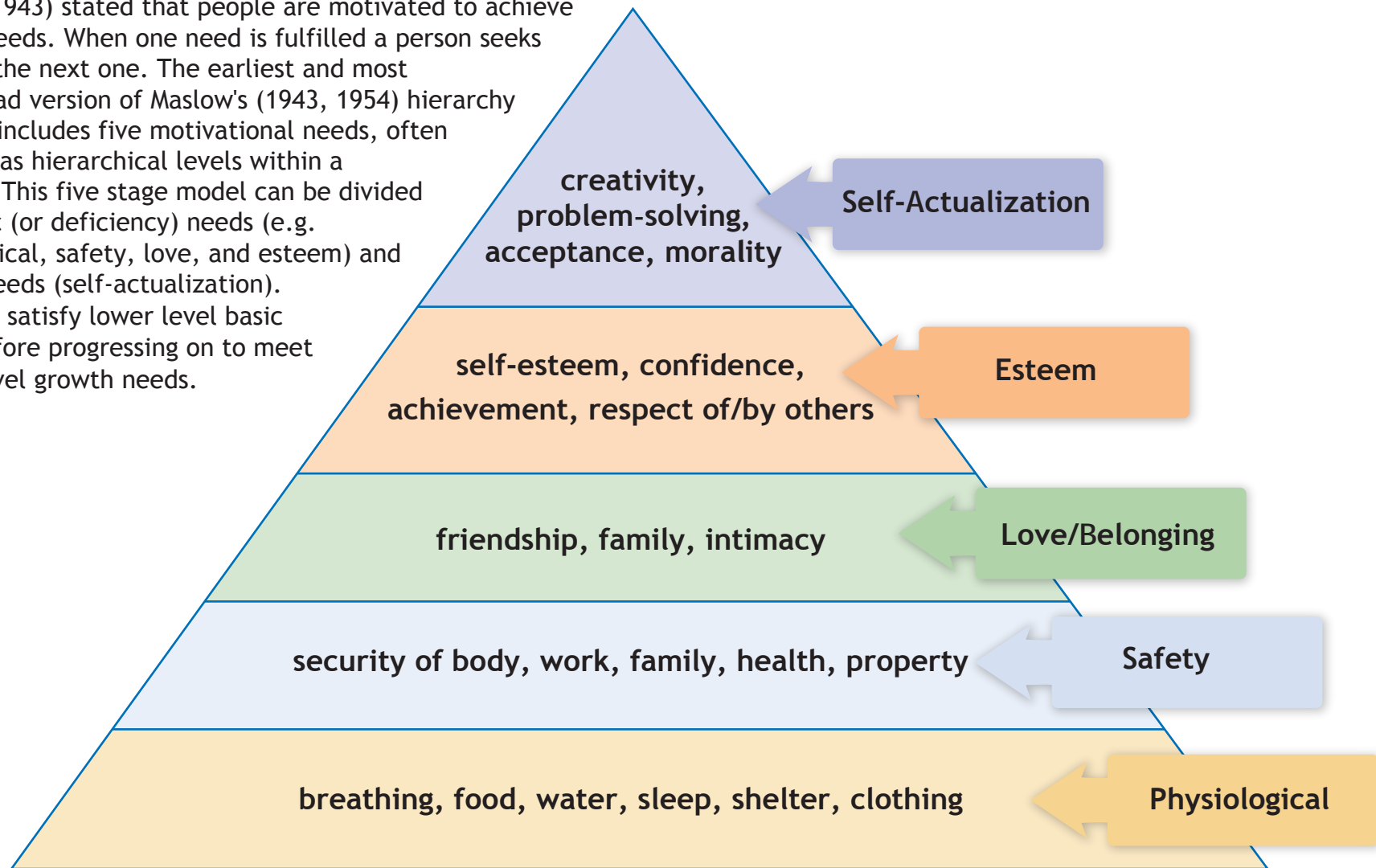


Need It Want It

Maslow's Hierarchy Of Needs



Maslow (1943) stated that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one. The earliest and most widespread version of Maslow's (1943, 1954) hierarchy of needs includes five motivational needs, often depicted as hierarchical levels within a pyramid. This five stage model can be divided into basic (or deficiency) needs (e.g. physiological, safety, love, and esteem) and growth needs (self-actualization). One must satisfy lower level basic needs before progressing on to meet higher level growth needs.



McLeod, S. A. (2007). *Maslow's Hierarchy of Needs*. Retrieved from <http://www.simplypsychology.org/maslow.html>