

Answer on Question #52664, Management, Other

Explain Maslow's hierarchy of need

Explanation:

When we talk about Maslow's hierarchy of needs, it might give the impression that we are talking about a certain rigidly fixed structure needs. But in reality, the hierarchy of needs is not as stable as it might seem at first glance.

The issue of motivation is probably the most important in the whole personalization. Maslow believed that people are motivated to search for personal goals, and it makes their lives meaningful and significant. Indeed, motivational processes are the core of humanistic theory of personality. If one need is satisfied, other floats to the surface and directs the attention and efforts of man.

Human life is characterized by the fact that people almost always something have desired. Maslow suggested that all the needs of human innate or instinctive and that they are organized in a hierarchical system of priority or dominance. The information is provided in Figure 1.

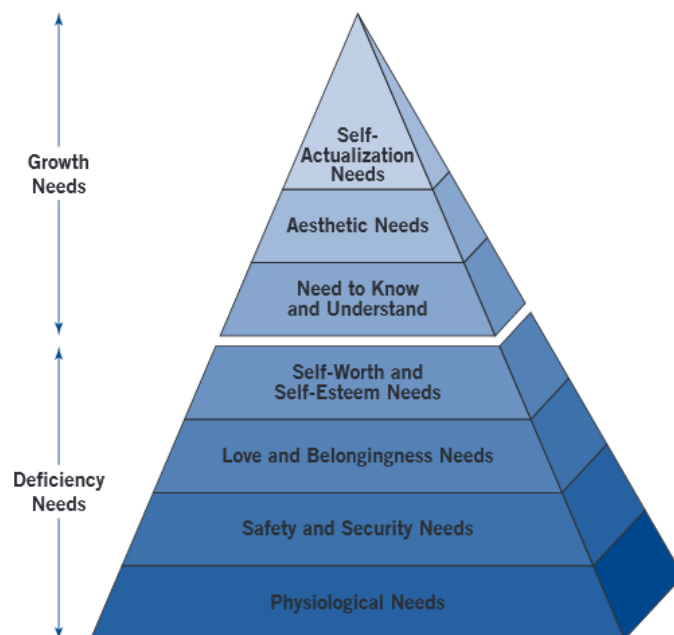


Figure 1 Maslow's hierarchy of needs.

The order of appearance needs the following:

- lower needs (physiological): sleeping, eating, etc.;
- the need for security;
- the need for love and belonging to a group;
- the need for communication, respect and self-esteem;
- The need for self-realization.

Maslow's hierarchy of needs includes different levels:

The upper three levels of the pyramid constitute a person's growth needs. Growth needs can never be satisfied completely. Contrary to the deficiency needs, for which motivation diminishes when a need is satisfied, as growth needs are met, people's motivation to meet them increases. The more these needs are satisfied, the more people want to pursue them.

Physiological needs. These are vital needs that affect the survival of the individual - the need for water, food, air or sleep. Maslow believed that these needs are fundamental in the hierarchy, as all other needs are secondary as long as they are not satisfied. People must have food to eat, water to drink, and a place to call home before they can think about anything else. If any of these physiological necessities is missing, people are motivated above all else to meet the missing need.

Security needs include the need for safety and security. Their satisfaction is certainly important for the survival of the individual, but not so far as satisfying the physiological needs. As an example, we can still lead the pursuit of stable employment, a reliable health care system, the choice of a safe haven or a need for housing in general.

Love and Belongingness Needs. Needs love and belonging is directly related

1) to the reproduction of labor as biological reproduction based on love;

2) maternity and care of offspring, which meet only the lower physiological needs of the infant is not enough, and the need for maternal love as an emotional initial phase of socialization of the individual.

Love can be interpreted in a broader sense as the world with loved ones. Love as a selfless care and search for agreement underlie language teaching, communication and principles of social behavior in everyday life, work.

Social needs include the need to belong, love and affection. Maslow considered them less important in comparison with the physiological needs and security needs. Not only friendship, romance and family relationships help meet this need for communication and acceptance, but also participation in social activities, different societies or religious groups.

The need for respect. After meeting the needs of the first three levels, the importance becomes a need for respect. Also at this level are the need for changes that affect the self-esteem, personal value of human, social acceptance and achievement.

The need for self-actualization. This is the highest level in the hierarchy of needs Abraham Maslow. Self-actualization people are aware of personal growth, less dependent on the opinions of others and are interested in realizing their potential.

Maslow's theory has made an extremely important contribution to the understanding of what underlies the desire of people to work. The leaders of various ranks have come to understand that the motivation of people is determined by a wide range of their needs. In order

to motivate a specific person, the manager must give him the opportunity to meet his essential needs through such a course of action that contributes to achieving the objectives of the organization. Not long ago, managers can motivate people almost exclusively economic incentives, as determined by the behavior of people, mostly the lower levels of their needs.

In our society, the physiological needs and the need for security play a relatively minor role for most people. Hence the obvious to management systems theorists conclude that the needs of higher levels may serve as the best motivating factors than the needs of the lower levels. This fact is confirmed by researchers, is conducting a survey of employees about the motives of their activity.

As a result, we can conclude that the manager should carefully monitor their subordinates to decide what needs drive them active. Because over time, these needs change, it cannot be expected that the motivation that worked once will work effectively at all times.

Although it would seem, the theory of human needs Maslow gave managers a very useful description of the motivation, the subsequent experimental studies have confirmed its far from complete. Of course, in principle, people can be attributed to one or another sufficiently broad categories, characterized by a need for higher or lower levels, but clearly a hierarchical structure Maslow need, apparently, does not exist. Satisfying any one needs not automatically harnessing the needs of the next level as a motivator of human activity. The main criticism of the theory of Maslow came to the fact that it failed to take into account the individual differences of people. So, based on its past experience, one person may be most interested in self-expression, while the behavior of another, seems to be similar to it and is also working to be determined primarily by the need for recognition, social needs and the need for security.

In fact, almost any of the healthy members of our society can be said that it is both satisfied and unsatisfied in all their basic needs. Our idea of the hierarchy of needs will be more realistic if we introduce measures meet the needs and say that the lower needs are satisfied to a greater extent than higher. If the purpose of clarity, to use specific figures, albeit conditional, it turns out that the average citizen of the physiological needs are met, for example, by 85%, the need for security is satisfied by 70%, the need for love - 50%, the need for self-esteem - on 40% and the need for self-actualization - by 10%.

The term "measure of satisfaction needs" allows us to better understand the thesis of the awakening higher needs after satisfying lower needs. It should be emphasized that the process of awakening needs no flash, no explosion; It should rather speak of a gradual, slow awakening and activation of the higher requirements. For example, if the requirement A is satisfied only by 10%, the need can not be detected at all. However, if the requirement A is satisfied by 25% the need for "waking up" to 5%, and when the requirement A gets 75% satisfaction, the need may find himself at all 50% and so on.