

Maslow's Hierarchy of Needs: Part 2

Detailed view of need levels continued:

- Social/Love Needs include friends, belonging, and sexual intimacy. These are deficiency needs because relationships fill a void. Cravings at this level makes us aware of feelings of loneliness, emptiness and rejection.
- Self-Esteem Needs include the need for respect, recognition and appreciation. These are often divided to include the need for these things from others and from oneself.
- Self-Actualization is a growth need. People meeting this need are not filling a void, but rather being proactive in improving oneself to be their best. People at this level focus on peak experiences and envisions ethical standards.

Characteristics of Self-Actualized people include:

- Acceptance
- Spontaneous
- Autonomous
- Appreciative
- Dedicated

Maslow's Expanded Hierarch of Needs

- The top level of the pyramid was expanded to include 3 levels of self-actualization.
 1. Cognitive – seek knowledge
 2. Aesthetic – seek beauty
 3. Transcendence – help others to become self-actualized

Criticisms of Maslow's Hierarchy of Needs

- Not validated empirically
- Cultural differences may affect ordering of levels
- People can regress to lower levels