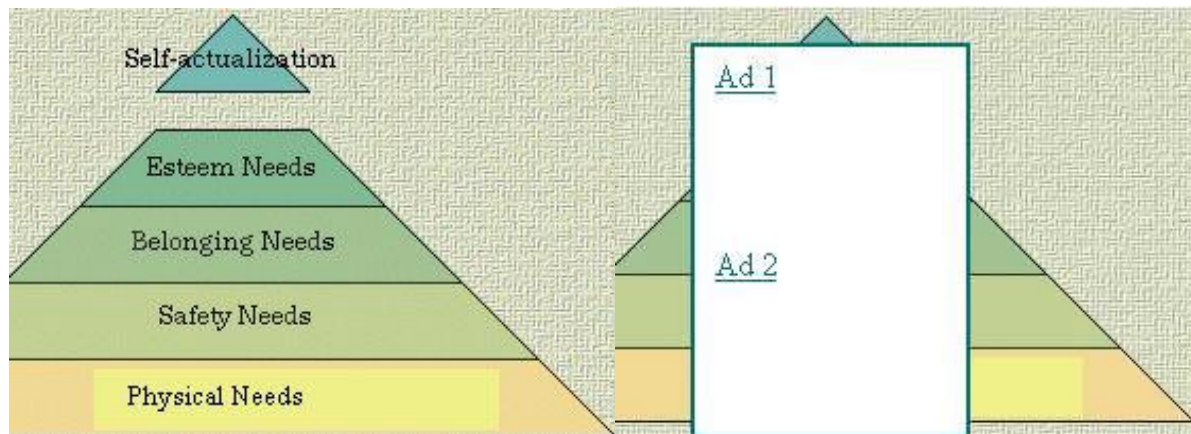# A Complete Guide to Maslow's Hierarchy of Needs

By

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According to Dr.Abraham Maslow, all humans have certain needs. He demonstrates this in a pyramid that represents the most needed needs on the bottom and the least needed needs on the top. In my opinion an person would have needs in this same order. However, some people have different needs or different order. For example, if you were to put my needs from least to greatest. My least need would be belonging needs, my next least needs would be Self-actualization, my third least need would be Esteem Needs, and my fourth least needs would be safety needs, then my most needed needs would be physical needs because my body needs to maintain a certain homeostasis in order to survive.

Physical needs are needed most by everyone because they included breathing, eating, sleep, water, and excretion which are all needed in everyday lives. Safety needs are also very important because without safety a society wouldn't have a good chance of survival. Esteem Needs are important because they manage self confidence and give you a goal or career path in life, which can give someone's life more meaning. Self-actualization is a need for better problem solving, and conceptual thinking. Finally Belonging needs are the needs to feel loved, or fit in a group.

People's needs can be also tailored by certain advertising. Now if I wanted to advertise an item in the market for teens, I would put for the first advertisement an add for personal thinking and/or career development because this is one of the most struggling choices for the

average teen. My second ad would be an advertisement for video games and web apps because the average teen also needs personal enjoyment and for proof most teens invest lots of their money on games and apps. The first advertisement deals with Esteem needs, as well as Self-Actualization which is what most successful teens care about. The second advertisement deals with Self Actualization and Belonging because teens usually use apps and games as a method of enhancing creativity or socializing with other fellow peers.

People's life paths often deal with how they look at their own personal heirarchy of needs, how do you look at yours?

Sources:

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2. ^ Maslow, A (1954). *Motivation and personality*. New York, NY: Harper. p. 236. ISBN 0-06-041987-3.
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