

## Topic 7: Maslow's Hierarchy of Needs

Name: \_\_\_\_\_

Each of us is motivated by \_\_\_\_\_.

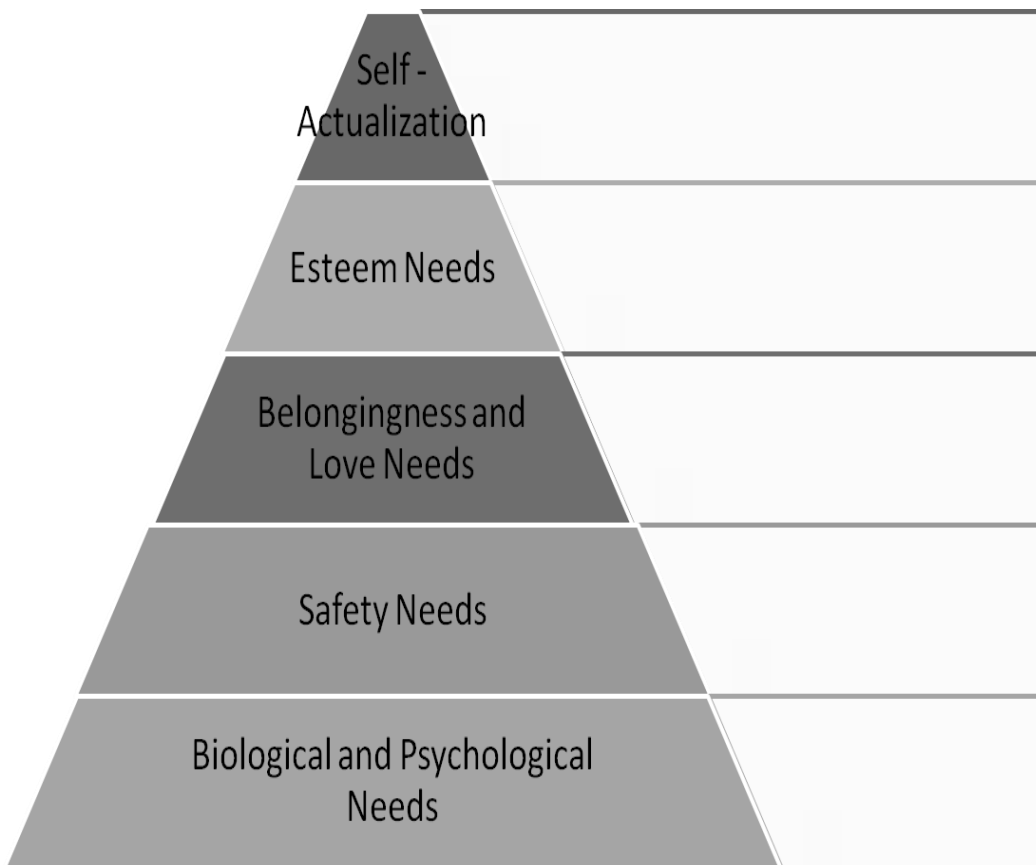
- \_\_\_\_\_ we make,
- the things we do all come from our basic \_\_\_\_\_

Psychologist Abraham \_\_\_\_\_ developed a theory of motivation.

Maslow arranged needs into a \_\_\_\_\_.



### Maslow's Hierarchy of Needs



In Maslow's theory a person is not motivated to satisfy needs at a level until \_\_\_\_\_ the needs are met at a \_\_\_\_\_ level.

Ex. A person starving is not motivated to seek \_\_\_\_\_

Media tries to sell items based on these needs.

The chart list types of products or ads that are targeting a particular need.

Need	Examples
1. Biological	- Food
2. Safety	- Insurance
3. Belonging & Love	- Social media
4. Esteem	- Make up
5. Actualization	- College/university

Questions:

- Media tries to turn **needs into wants**. In the chart above hi-light or circle those items that are necessary for survival. In which levels to most of these items occur? \_\_\_\_\_
- From **person to person** needs **vary**.
  - List 3 of your **personal needs**
  - List 3 **factors** that may affect your **ability to meet** your needs.
- In the Venn diagram below compare the needs of a person who lives **downtown** in a big city to someone who lives in the **county**.

