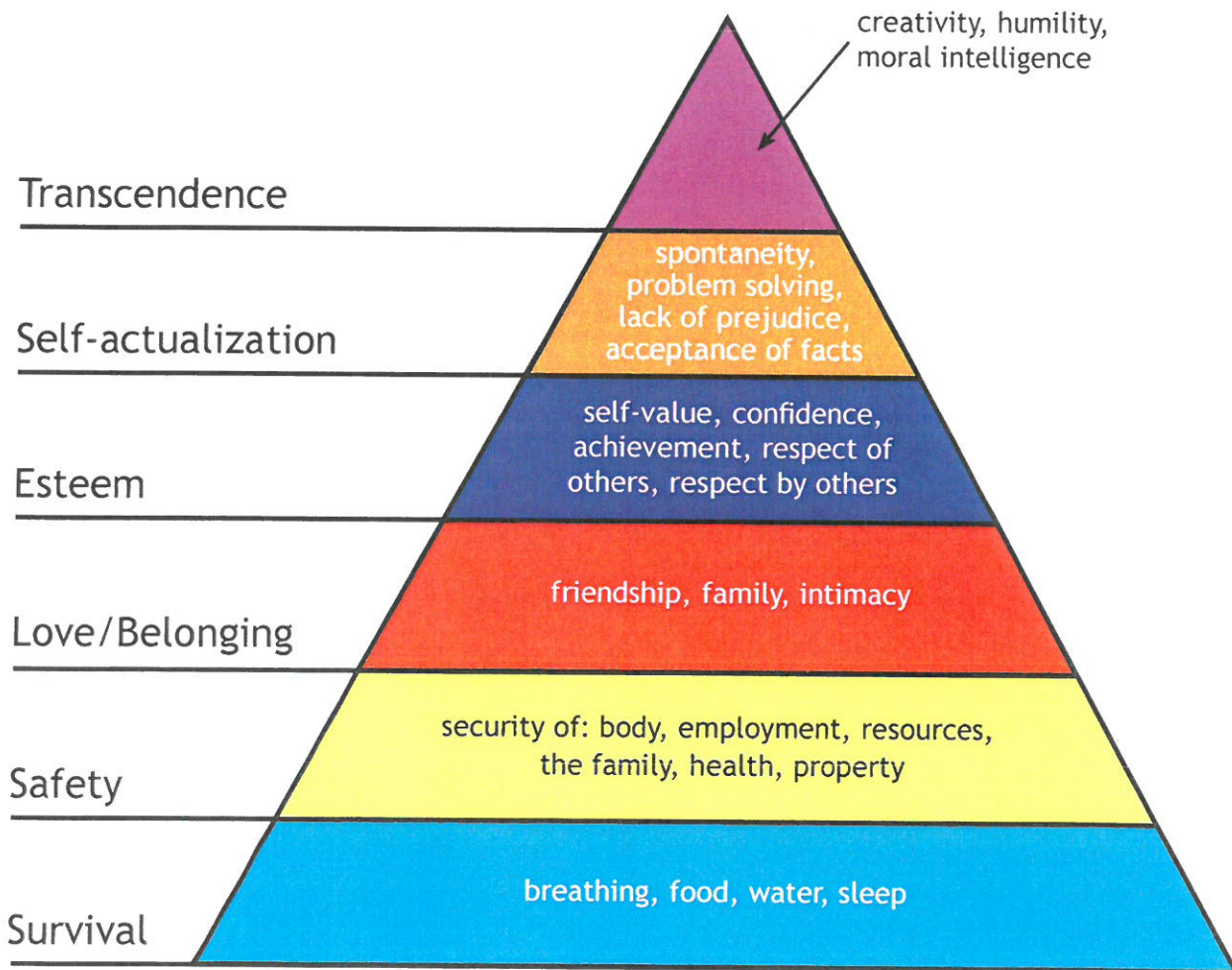


# Maslow's Hierarchy of Needs

- Was proposed by Abraham Maslow in 1943 in a paper titled, *A Theory of Human Motivation*.
- Maslow studied the healthiest 1% of the college student population and what he called "exemplary people" such as Albert Einstein, Eleanor Roosevelt and Frederick Douglass to form his theory.
- Maslow's hierarchy levels are predetermined in order of importance. The higher needs can only be experienced after the lower needs are fully met.



Safety Needs: When survival needs are satisfied, safety needs dominate behavior. Individuals want a predictable, orderly world with justice and consistency. Safety needs have been absent for most of human history but now are mostly satisfied although those living in poverty often must still address these needs on a daily basis.