

ABRAHAM MASLOW

ADULT LEARNING AND HUMAN RESOURCE DEVELOPMENT

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AFTER THIS PRESENTATION YOU WILL KNOW:

- Who Abraham Maslow is, and background information about his life and studies
- How Maslow's studies relate to HRD and adult learning
- How to determine what type of Maslow's needs are present in certain situations

“The human being is simultaneously that which he is and that which he yearns to be.”

BIOGRAPHY OF ABRAHAM MASLOW

April 1, 1908 –
June 8, 1970



LIFE



- Born in Brooklyn, NY to uneducated Jewish parents who were immigrants from Russia
- 1st of 7 children
- Parents pushed academic excellence on their children
- To satisfy his parents, he first studied law at the City College of New York (CCNY).
- After three semesters, he transferred to Cornell, and then back to CCNY.
- Married Bertha Goodman, his first cousin, against his parents wishes. They had 2 daughters

- Moved to Wisconsin to attend the University of Wisconsin. Here, he became interested in psychology, and his school work began to improve dramatically.
- He spent time there working with Harry Harlow, who is famous for his experiments with baby rhesus monkeys and attachment behavior.

LIFE

He received his BA in 1930, his MA in 1931, and his PhD in 1934, all in psychology, all from the University of Wisconsin.

A year after graduation, he returned to New York to work with E. L. Thorndike at Columbia, where he became interested in research on human sexuality.

He began teaching full time at Brooklyn College.

He served as the chair of the psychology department at Brandeis from 1951 to 1969. While there he met Kurt Goldstein, who had originated the idea of self-actualization in his famous book, *The Organism* (1934).

LIFE

The psychology division researchers in Columbia University in those days were involved in testing and measuring children and adult intelligence and their ability to learn.

Maslow gravitated to this field of knowledge; the papers produced by him from 1937 onwards manifest his shift towards social behavior, personality traits, self-esteem, and motivation theory, in relation to human beings.

LIFE

He spent his final years in semi-retirement in California, until, on June 8 1970, he died of a heart attack after years of ill health.

THEORIES

Peak Experiences

Hierarchy of Needs

Theory Z

Humanistic Psychology

Maslow's Hammer

Transpersonal Psychology

Self-Actualization

Wrote 11 novels



CONTRIBUTIONS

Abraham Maslow brought to the world of psychology fresh perspective with his concept of "hierarchy of human needs".

His idea of an "authentic self", that core part of an individual that strives towards growth, is now considered one of the foundation stones of the Humanistic movement.

Along with other psychologists such as Clark Moustakas, Abraham Maslow initiated "Humanism", which he referred to as the "third force" of psychology after Pavlov's "behaviorism" and Freud's "psychoanalysis".



**HOW IS THE RESEARCH PERFORMED
BY MASLOW RELATED TO HUMAN
RESOURCE DEVELOPMENT?**



Maslow's
“Hierarchy Of
Needs” is
related to
Human
Resource
Development
because one
cannot learn
until basic
needs are met.

HIERARCHY OF NEEDS

This theory states that the lower the needs are in the hierarchy, the more important they are. People tend to abandon the higher needs in order to pay attention to meeting the lower needs.

For example, when we are ill, we care little for what others think about us. All we want is to get better.

WHAT ARE THE LEVELS WITHIN THE HIERARCHY?

Psychological: health, food, sleep

Safety: shelter, removal from danger

Love/Belonging: love, affection, being part of groups

Esteem: self-esteem and esteem from others

Self-Actualization: achieving individual potential

Hierarchy of Needs

Self-actualization

morality,
creativity,
spontaneity,
problem solving,
lack of prejudice,
acceptance of facts

Esteem

self-esteem,
confidence, achievement,
respect of others, respect by others

Love/Belonging

friendship, family, sexual intimacy

Safety

security of body, of employment, of resources,
of morality, of the family, of health, of property

Physiological

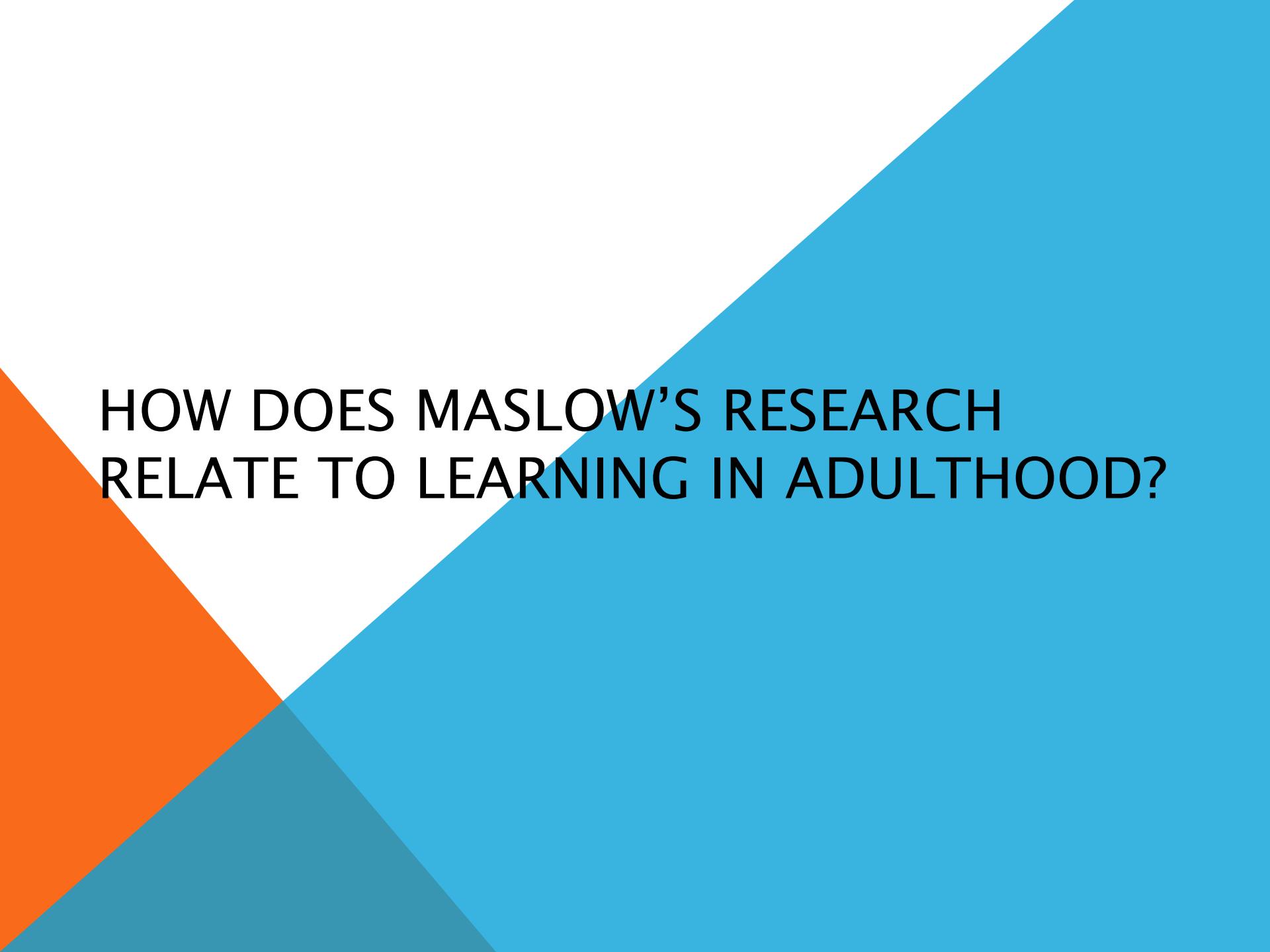
breathing, food, water, sex, sleep, homeostasis, excretion

HOW IS THE HIERARCHY RELATED TO HRD?

One cannot learn until basic needs are met.

When it comes to training, it is important to evaluate the different needs, values, drives and priorities of those whom the training is intended for.

If the basic needs of a group are not met, this could affect the overall work atmosphere and work ethic between the trainees.



**HOW DOES MASLOW'S RESEARCH
RELATE TO LEARNING IN ADULTHOOD?**

MAXIMIZING MOTIVATION

The classical theory of motivation demands that much of the lower-level needs have to be met before the learner can move up to the next level.

Education experience has to guarantee a number of conditions

MASLOW'S NEEDS & ADULT LEARNING

Physiological needs (warmth, food, drink, shelter)

- Attention to the environment: adequate accommodation, regular refreshment breaks, a reasonable working day

Safety needs (physical and psychological security)

- Guaranteeing freedom from external threats (fire, etc.); secure boundaries; no obvious ego threats

Social needs (legitimate membership; community)

- The opportunity to interact through social exchange (during registration, opening activities through introductions and an opportunity to share experiences and thinking)

Esteem needs (respect, confidence, competence)

- The opportunity to acquire knowledge and skills; the ability to manifest appropriate attitudes through structured learning interventions with supportive and authentic feedback

Cognitive needs (to know and to understand)

- Through demonstration, modeling, specific instruction and feedback
 - Different levels of cognition, skill acquisition, and attitudes

Aesthetic needs (to value order)

- A program that works, experienced and competent instructors who care about learning (for themselves and others)

SELF-ACTUALIZATION: TO BE AN AUTONOMOUS INDIVIDUAL

An experienced faculty capable of manifesting these behaviors as a matter of routine gives learners confidence and also models appropriate behavior

- In touch with reality
- Acceptance of self and other
- Problem solving
- Tolerant of ambiguity

SELF-TRANSCENDENCE

Develops actualization among others

- Concern for others' development
- Ego security; not threatened by others' achievements

SUMMARY

Adults are usually voluntary learners that need to be actively engaged in their own learning

Adult learners need goal oriented, relevant, practical experiences in order to get the most from teaching

Motivation is not only intrinsic, but affected by many external factors as well

CONCLUSION

Maslow dedicated his life to studying psychology and more specifically, human needs.

Humans cannot learn until their basic needs are met.

- Basic needs include: Psychological, Safety, Love/Belonging, Esteem, Self- Actualization

Trainers need to evaluate trainees needs and values before training in order to reach goals and objectives effectively.

CONTINUED...

Adult learners need to be engaged in training.

Adult learners want practical examples that relate directly to real life situations.

Basic motivational needs must be met before an adult learner can move to the next level.



NOW A MASLOW ACTIVITY!

ACTIVITY

This activity, taken from wisc-online.com, gives six situations

In each situation, you must provide the need taking precedence and the need that is being sacrificed

Good luck!

A WOMAN, RECENTLY DIAGNOSED WITH DIABETES, IS MAKING SEVERAL CHANGES TO HER DIET AND IS SHORT-TEMPERED AND IRRITABLE WITH HER FAMILY.

Need taking precedence?

physiological

Need being sacrificed?

love and belonging

AN INSECURE, RECENT WIDOW READS NOVELS
CONSTANTLY INTO THE NIGHT, MAKING IT
DIFFICULT TO WORK THE NEXT DAY AND
SPEND FREE TIME WITH OTHERS.

Need taking precedence?

safety

Need being sacrificed?

love and belonging

A VERY WEALTHY, TALENTED WRITER GIVES UP WRITING BECAUSE HE HASN'T BEEN ABLE TO GET HIS LAST FOUR NOVELS PUBLISHED.

Need taking precedence?

esteem

Need being sacrificed?

self-actualization

A FAMOUS, PROFESSIONAL SINGER GIVES UP
HIS SINGING CAREER BECAUSE HIS WIFE
THREATENED TO LEAVE HIM.

Need taking precedence?

Love and belonging

Need being sacrificed?

esteem

**AN UP-AND-COMING MOVIE STAR GAINS 100
POUNDS TO PLAY A CERTAIN PART.**

Need taking precedence?

esteem

Need being sacrificed?

physiological

**AN UNEDUCATED, VERY UNHAPPY MOTHER
AND WIFE STAYS MARRIED TO HER ABUSIVE
HUSBAND BECAUSE SHE WAS AN ORPHAN.**

Need taking precedence?

love and belonging

Need being sacrificed?

physiological

THANK YOU

