

### Maslow's Need Hierarchy -Gratification and Deprivation

|                    | Gratification  | Deprivation   |
|--------------------|--|---|
| Need level         |  |   |
| Physiological      | Homeostasis<br><br>Better with later deprivation<br><br>No longer motivating | Obsession with food etc.<br><br><br>Strong motivator  |
| Safety             | Sense of security and safety<br><br>No longer motivating                     | Compulsive/obsessive neurosis.<br>Neurotic dependence on protector.<br><br>Strong motivator |
| Love/Belongingness | Love and be loved<br><br>No longer motivating                                | Maladjustment and severe psychopathology<br><br>Strong motivator                            |
| Self-esteem        | Self confidence, worth & adequacy<br><br>No longer motivating                | Severe neurosis, Inferiority, discouragement or compensatory trends<br><br>Strong motivator |
| Self-actualization | Self-fulfillment<br>There is across persons<br><br>Remains a motivator       | Creative struggle?  |