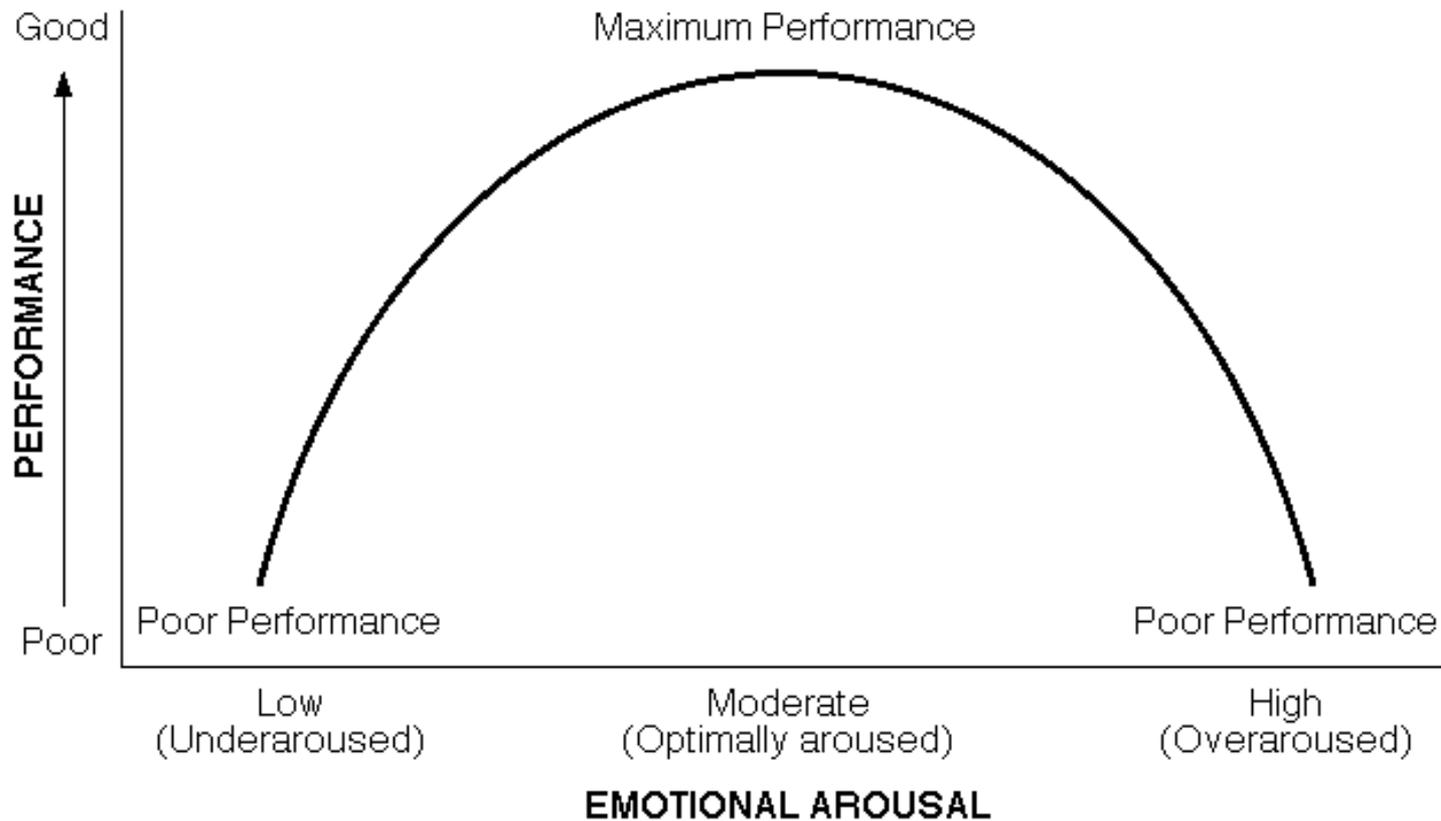


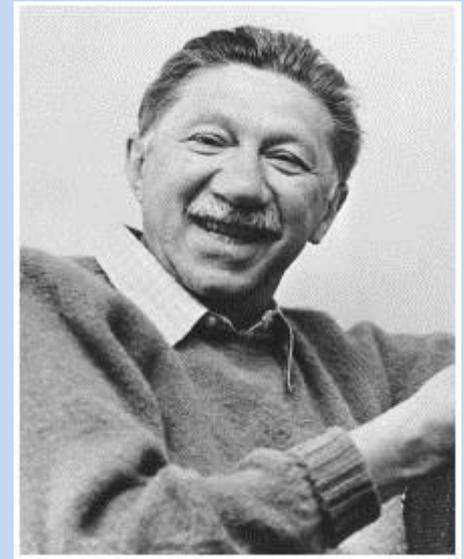
# The Yerkes-Dodson Law (a.k.a. the Inverted-U Hypothesis)

Optimal task performance occurs at an intermediate level of arousal, with relatively poorer performance at both lower and higher arousal levels



# Maslow's Hierarchy

- Maslow said that there is a natural hierarchy or rank to the needs humans have.
- Before one of the higher needs can be fulfilled, the needs on the levels below must be met, at least to some degree.
  - Most needs are met at a rate of about 85% before a person can move onto a higher need.

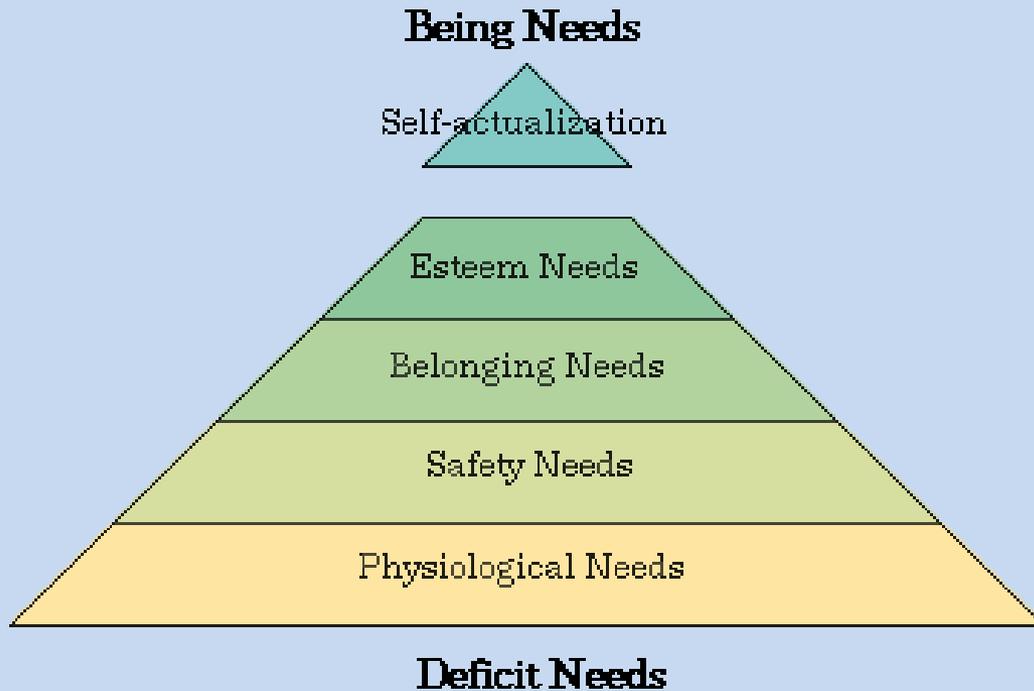


# A hierarchy of needs

- Each group will receive a set of 15 cups
- Students should read the examples on the cups, and physically stack the cups into a hierarchy of needs.
- The hierarchy should begin with the most basic needs for a human being, and each level should represent a step toward being "all that you can be."
- Hint: The base level should consist of 5 cups.
- When you complete the hierarchy, each group should prepare answers to the following questions for discussion:
  - Which situations were the most difficult to place into the proper place in the hierarchy?
  - How did you eventually decide on the correct level?
  - Explain, using examples from the cups, the basic principles of Maslow's hierarchy of needs theory.
  - There are those who criticize Maslow's hierarchy. Using your critical thinking skills, point out some possible shortfalls of this theory.



# Maslow's Hierarchy



## Maslow's hierarchy of needs

proposed in his 1943 paper "A Theory of Human Motivation" and fully expressed in his book "Motivation and Personality" in 1954.

Abraham Maslow was one of the most important representatives of the **humanistic and transpersonal psychology**.



Abraham Maslow  
1908 - 1970



# Maslow's Hierarchy/Humanistic

- Maslow argued that humans behave to satisfy specific types of needs. He broke them into five categories:
  1. *Biological*: Hunger, thirst, warmth
  2. *Safety*: Avoid danger
  3. *Attachment*: Wanting to belong to something
  4. *Esteem*: Seeing oneself as competent and effective
  5. *Self-actualization*: Being all that you can possibly be

# Criticism of Maslow

- Although critics will admit Maslow's Hierarchy was the first real step toward a comprehensive theory of motivation, they say it isn't complete.
  - People often neglect their basic biological needs for more social needs
  - Cross-cultural needs: individualistic vs. collectivist cultures see needs differently
  - Sensation seeking: Why would someone jump out of a plane for "fun?"
- Other areas it doesn't explain?

# *Hunger*



Hunger is both physiological and social / psychological.

# Physiological and Social

- Physiological: based on primary drives
- Social: preferences heavily influenced by experience and culture
- Ex: Grasshoppers in your eggs? Mmmmmm..
- Ok in areas of Mexico
- Not Ok at Denny's in Salisbury



Chapulines

# What is the significance of Ancel Keys' study?

- What did he demonstrate with his experiment?

# Minnesota Starvation Experiment

Ancel Keys - WWII

Tested 36 conscientious objectors.

- Given enough food to maintain their weight

- Food cut in half

- Men's weight dropped 25% of starting weight

- Psychological effects

- Obsessed with food (Hierarchy)



FIGURE 2 *Life* magazine photograph of conscientious objectors during starvation experiment. July 30, 1945. Volume 19, Number 5, p. 43. Credit: Wallace Kirkland/Time Life Pictures/Getty Images.



FIGURE 2A Minnesota volunteers after weight loss. Photo by Wallace Kirkland. Copyright 1990 by Life-Time-Warner.



# Who was Washburn?

- What occurred in his well-known study?
- What did it demonstrate about hunger?

# Physiology of Hunger

- Washburn's studies showed hunger was partially related to the stomach.
- But those with their stomachs removed still feel hunger.

