

EDUCATION

AGENT OF SOCIALIZATION

THEORIES OF MOTIVATION

- **Abraham Maslow's Hierarchy of Needs**
- **Clayton Alderfer's ERG Theory**

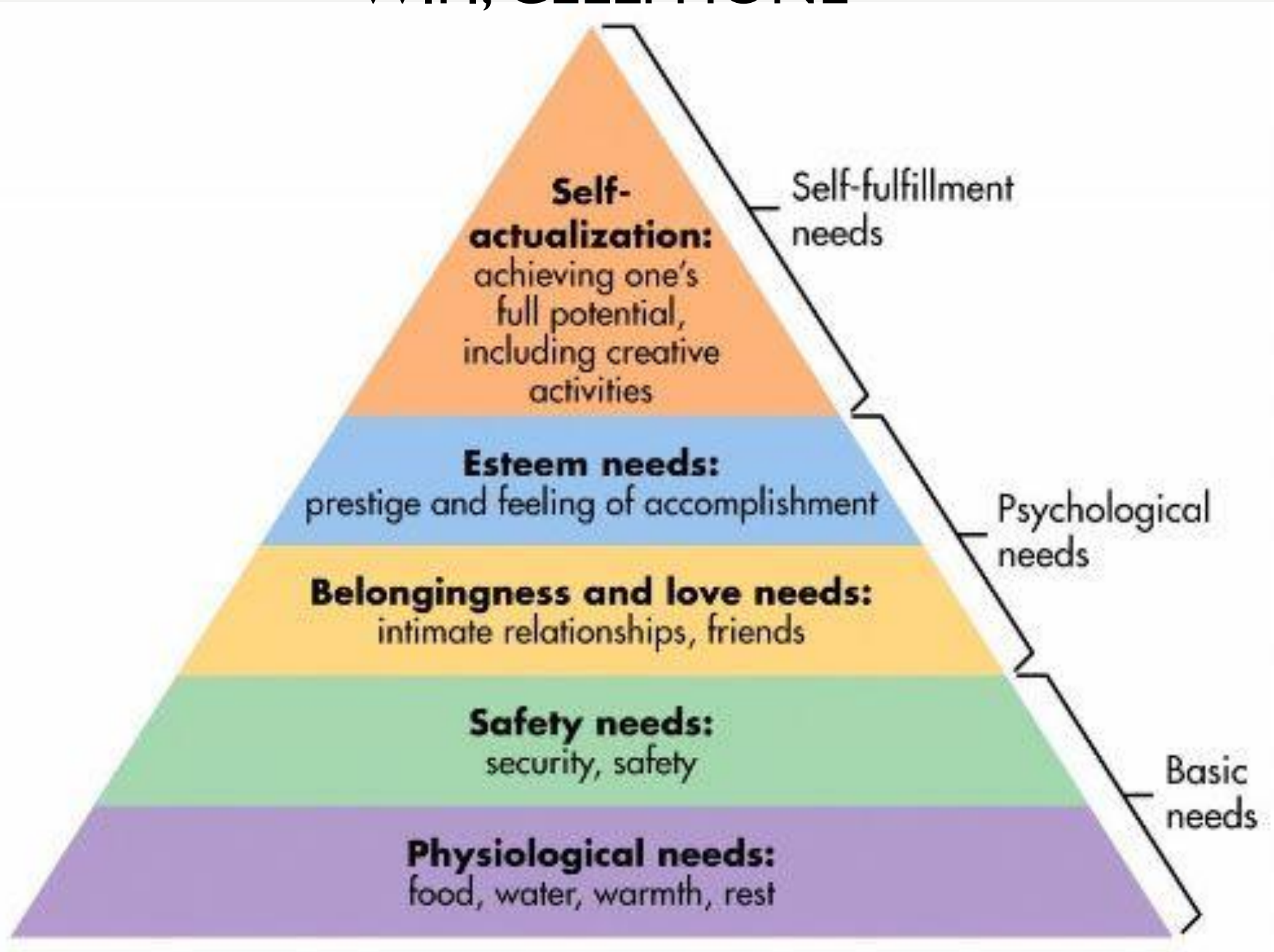
Maslow's Hierarchy of Needs



Alderfer's ERG Theory



WIFI, CELLPHONE



1. BIOLOGICAL AND PHYSIOLOGICAL NEEDS

- air
- food
- drink
- shelter
- warmth
- sex
- sleep

2. SAFETY NEEDS

- **protection from elements, security, order, law, stability, freedom from fear.**

3. LOVE AND BELONGINGNESS NEEDS

- **friendship, intimacy,**
affection and love

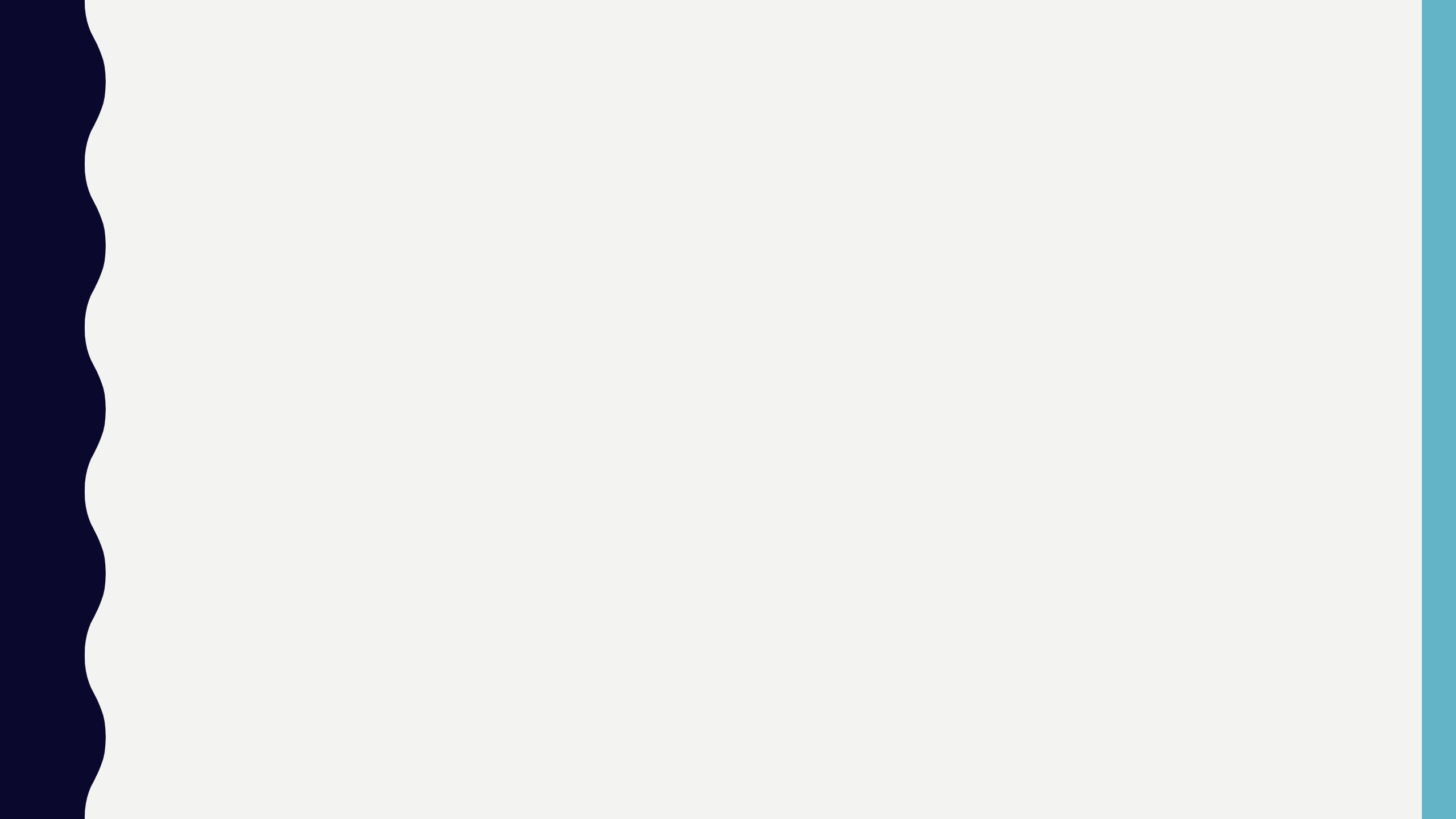
*– from work group, family,
friends, romantic
relationships.*

4. ESTEEM NEEDS

- **Achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others**

5. SELF-ACTUALIZATION NEEDS

- **Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences**



ALDERFER'S THEORY

- Existence:
- **refers to needs pertaining to the continuation of biological life.**

ALDERFER'S THEORY

- Relatedness:
- refers to the needs that pertain to being able to live in harmony with other people.

ALDERFER'S THEORY

- **Growth:**
- refers to the internal need of all individuals to achieve the utmost of their potential and to flourish creatively, regardless of the field that they belong to.