



Towards A Dynamic Model of Human Needs: A Critical Analysis of Maslow's Hierarchy

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Abstract

This paper critically analyzed Abraham Maslow's well-known hierarchy of needs theory (1943), identified its shortcomings, and examined previous studies in the literature on qualitative research methods. Moreover, it discussed the suitability of the theory to human needs and its scientific nature, considering the qualifications, dynamics, variability, and nature of human needs. Maslow proposed a rigid hierarchical framework, categorizing human needs from physiological to self-actualization. Over time, the theory faced criticism for disregarding scientific principles and overlooking the objective and subjective aspects of human needs. Instead of rigorous scientific research, the theory heavily relied on Maslow's personal observations and clinical experiences. This paper posits that Maslow overlooked socio-cultural influences that shape motivation and emphasizes how social and economic contexts prioritize needs. Moreover, the lack of empirical evidence is identified as a weakness compromising the theory's validity. The article also, proposes an updated framework considering the objectivity and subjectivity of human needs, scientific research principles, technological connections, sustainability, socio-cultural influences, arbitrary human behavior and needs, personal preferences, and emotional factors. It advocates for acknowledging that needs circulate dynamically through interpersonal networks rather than being staged rigidly, thereby supporting theoretical evolution. Additionally, the paper identifies and offers potential solutions to eight fundamental issues associated with the theory. In this study, a literature review was conducted, and Maslow's hierarchy of needs was analyzed and its deficiencies were identified and eliminated. Igor Kospov's model was examined and explained to eliminate its flaws. Finally, instead of Maslow's hierarchy of needs, the article proposes a model or set of clustered needs that are compatible with human needs and scientific, dynamic, interactive, prioritized by humans, and influenced and influenced by culture, technological developments and the human environment. The model, or clustered set of needs, consists of several clusters. These clusters are interconnected and influence each other. In other words, the same person can take steps towards self-actualization and experience the indispensable feature of social

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belonging while he satisfies the physiological needs of drinking water and eating, because human needs can vary from person to person, from place to place, from time to time and from situation to situation, even within the same person.

Keywords: Maslow's Hierarchy of Needs, Motivation Theory, Cultural and Social Influences on Motivation, Complex Human Needs, People's Needs and motivation, Dynamic Model of Human Needs

Introduction

Abraham Maslow's hierarchy of needs theory stands as a cornerstone in understanding human motivation and behavior. Proposed in 1943, Maslow's proposition outlined a structured hierarchy intended to categorize and rank human needs, ranging from basic physiological needs to the pursuit of self-actualization. However, the theory has come under significant criticism over time, its limitations pointed out and its validity questioned in contemporary contexts.

This article undertakes a critical examination of Maslow's hierarchy; It examines in depth its basic principles, its inherent disadvantages and its consequences within the complex fabric of modern society. Although Maslow's theory has shaped much of our understanding of human needs, it has also faced skepticism because it is based on subjective observations rather than empirical evidence. Moreover, since the theory's inception, it has evolved significantly with globalization, technological advances, and cultural changes changing the dynamics of human needs and motivations. This requires re-evaluation and adaptation of Maslow's framework.

This article critically examines Maslow's hierarchy of needs, questions its scientific validity, and explores overlooked socio-cultural influences that support human motivation. By examining these aspects and proposing an updated framework, it aims to initiate a discourse that not only critiques but also reshapes the fundamental concepts that drive our understanding of human needs and motivations in today's multifaceted society. Additionally, this article criticizes the fundamental shortcomings in Maslow's theory, sees eight problems and suggests solutions. More importantly, this article aims to contribute to the development of a more comprehensive understanding of human needs by discussing how the Theory can be adapted to today's complex and diverse world. In this context, accepting that human needs have a universal but dynamic structure can form the basis of efforts to update and develop theoretical frameworks. The article proposes an alternative model, or a set of needs organized in clusters to replace Maslow's hierarchy of needs. This model comprises multiple clusters that interact with one another, each requiring prioritization based on individuals, circumstances, location, and time.

Maslow's Hierarchy of Needs

In 1943, Maslow introduced his theory of motivation, which he continued to refine and expand upon for over a decade. The theory's final form was published in his 1954 book, "Motivation and Personality." Maslow's theory is based on the assumption that certain needs are universal to all humans and that these needs are related to feelings of well-being. He further posited that these needs apply across all cultures (Tay & Diener, 2011). Maslow's theory of

human motivation is often represented as a five-tier model of needs, arranged in a hierarchical fashion (Taormina & Gao, 2013). The levels of needs, starting from the most basic, are: physiological needs, safety needs, love needs, esteem needs, and the need for self-actualization. Maslow argued that "the clear emergence of these needs rests upon prior satisfaction" of the needs at the preceding level (1943, p. 376). Maslow's theory includes several key tenets:

1. Human beings are motivated by a hierarchy of needs, with the more basic needs requiring satisfaction before higher needs can be addressed.
2. The order of the needs is not rigid and may vary based on external circumstances or individual differences.
3. Most human behavior is multi-motivated and influenced by more than one basic human need (Taormina & Gao, 2013).

Maslow's "Hierarchy of Needs" model gained widespread appeal due to its ability to provide both a theory of human motives by categorizing basic human needs in a hierarchy, and a theory of human motivation that links these needs to general behavior (Wahba & Bridwell, 1986, p. 213). According to Westwood (1992) in Loh et al. (2000, p. 3), the model is underpinned by three primary principles: The Deficit Principle: When a need remains unsatisfied, it generates tension, which motivates action toward satisfaction.

1. This principle assumes that a satisfied need does not motivate, and that unmet needs are dominant (Maslow, 1970, p. 293).
2. The Prepotency Principle: Needs must be met in ascending order, and only after each lower-stage need is at least partially fulfilled can the next higher-stage need be pursued (Maslow, 1982, p. 236).
3. The Progression Principle: Physiological needs, such as food, shelter, and warmth, must be met before an individual will seek to satisfy needs further up the pyramid (Maslow, 1982, p. 236).

In essence, Maslow's model suggests that individuals are motivated by a hierarchy of needs, ranging from basic physiological needs to more complex psychological needs. These needs must be met in a sequential manner, with lower-level needs taking precedence over higher-level needs. Furthermore, Maslow's model made a clear distinction between "growth" needs (such as achievement and self-actualization) and "deficit" needs (such as safety and belonging) (Wahba & Bridwell, 1976). However, the model's inherent paradox lies in Maslow's assertion that all levels of needs are interdependent (Maslow, 1970, p. 97), while also maintaining that they are prepotent and progressive. This has led to the model being operationalized without due attention to the interdependence of needs. Additionally, Maslow's later refinement of the model, which made it less distinct and hierarchical, has also not been fully operationalized (Koltko-Rivera, 2006).

Loh et al. (2000) argue that "despite overwhelming evidence that the intrinsic nature of the theory does not work, its relevance stems not from its feasibility, but from its 'usability'" (p. 21). In essence, the criticism leveled against Maslow's "Hierarchy of Needs" model is that it has been applied in practice without fully considering its inherent complexity and the

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interdependence of needs. The model's usability, rather than its feasibility, has contributed to its enduring popularity.

Different Critiques of Maslow's Model

Wahba and Bridwell (1976) reached the conclusion through an in-depth examination of the Hierarchy of Needs (HON) that there is limited evidence supporting Maslow's proposed hierarchical order of needs. While acknowledging the existence of needs that must be met, the presence of a specific ranking for each individual is questioned. Hofstede (1984), building on this perspective, argued that the hierarchy is ethnocentric and based on Western ideology. Hofstede (1984) stated that the HON fails to adequately explain the differences in cultural needs among societies and their unique social and intellectual needs. Using the example of individualistic and collectivist societies, Hofstede (1984) demonstrated that the needs of individualistic cultures focus on self-actualization and individual satisfaction, whereas a collectivist society centers around community, acceptance, and belonging.

The placement of gender within the HON also faced criticism, as it is categorized alongside basic physiological needs like breathing and eating. Hofstede (1984) asserted that categorizing gender in this way forms an individualistic perspective that ignores the emotional and psychological impacts on an individual. Cianci and Gambrel (2003) criticized the HON for oversimplification and argued that it fails to account for societal needs during specific periods, such as economic downturns and wars. Additionally, studies by Tay and Diener (2011) revealed variations in the ranking of needs based on age, indicating that the hierarchy does not remain consistent across all age groups.

Other criticisms directed at the HON focus on Maslow's methodology. Mittleman (1991) pointed out the difficulty of generalizing findings because Maslow focused on the top 1% of achievers in university populations and referenced well-known academics and high achievers such as Einstein in his research.

Igor Kopsov (2019) also criticized Maslow's hierarchy and proposed a new model instead of Maslow's hierarchy of needs; “We propose a new Ring Model of human needs that resolves for limitations of the conventional approach. The model introduces flexibility in the representation of human needs, thus making it possible to eliminate rigidity in ranking of needs, allowing for ethnic variations, avoiding misconception in allocation of particular needs into specific categories, and providing an algorithm for individual adjustments in the hierarchy of needs”.

According to Igor Kopsov, “Ring Model makes possible the depiction of distinct needs rather than need's categories. In this layout, a rigid hierarchy is replaced by a dynamic field of needs that are distributed according to their weight (dominance), and not through potency ranking”. However, this model can be criticized on several points; such as;

Subjective Allocation of Weights: The model is based on individuals' subjective allocation of weights to their different needs. This subjectivity introduces potential bias and raises questions about the reliability and validity of the weight allocation process. because individuals may

perceive their needs in different ways and assign their weights in different ways over time and space or in changing conditions, and more importantly; human needs can be arbitrary.

Lack of Clear Differentiation: The model does not distinguish between different needs, wants, goals, desires, and desires. This lack of differentiation can oversimplify the complexity of human needs and motivations. Distinguishing between these concepts can provide a more nuanced understanding of human behavior and decision-making.

Negligible Needs: The model suggests that the most salient needs in a person's life circumstances are negligible and are not identified by the individual. However, it is unclear how these negligible needs are determined and whether they have any impact on an individual's well-being or behavior. Neglecting these needs can miss important aspects of human needs and motivations.

Stability of the Circle of Needs: The model suggests that the overall size of the circle of needs tends to be stable for a healthy adult. While stability may be true for certain needs, it does not account for changes in needs over time, personal development, or changes in life circumstances. Human needs may develop and change throughout a person's life, and the model's assumption of stability may not capture these dynamics.

Psychological Capacity Limitation: The claim that the size of the total circle of needs determined by an individual's psychological capacity at any given moment is limited may raise questions about how psychological capacity is defined and measured. This concept can be vague and difficult to implement.

The problem with Empirical Evidence: the empirical evidence or research studies that support the model have been conducted in certain regions and on certain people. Then he generalized the model. Its effectiveness in explaining human behavior and well-being is difficult to evaluate. Since human needs are dynamic, changeable and arbitrary, it is not right to put forward a definitive model.

The model did not take into account the complexity, variability, arbitrariness of human needs, ethnic groups, family influence, school influence, peer influence, cultures, economic and political situations, gender discrimination, psychology and psychological effects and the effectiveness of the environment.

Evaluating Maslow's hierarchy of needs: A critical perspective

Maslow's Hierarchy of Needs stands as a prominent theory in the realm of psychology, proposing a hierarchical organization of human needs, placing physiological needs at the base and self-actualization needs at the pinnacle. Nonetheless, this theory has not been immune to critique on multiple fronts. This article aims to delve into and ameliorate the theory's deficiencies, subjective biases, inflexibility in its hierarchical structure, and the perceived oversimplification inherent in the theory. The goal of this article is to critique and improve Maslow's hierarchy of needs, a popular psychological theory that ranks human needs from basic to advanced. The article identifies eight main problems with the theory and suggests possible solutions. Maslow's hierarchy of human needs has been examined and taken as eight

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problems (points) and the solutions to these eight problems have been suggested and evaluated as follows:

Problem 1: Neglecting the social and cultural context of needs. Cianci and Gambrel (2003) criticized the HON for its simplistic nature, arguing that it does not adequately address societal needs during challenging times, such as recessions or wars. They contend that the HON fails to capture the dynamic and contextual factors that shape individual needs. The theory focused too much on individual needs and ignores how they are influenced by the society and culture they live in. For example, Aristotle said that humans are social animals who need to cooperate and change their environment to meet their needs.

Solution 1: Incorporating the social and cultural factors of needs. The social and cultural context plays a significant role in shaping human needs and affecting their satisfaction. Human needs are influenced by various factors, including parenting style, friendship quality, and school climate, as demonstrated in a cross-sectional survey among Indonesian adolescents (Abidin, F. A., Tjandjaja, J. K., Joefiani, P., Koesma, R. E., & Siregar, J. R. (2023). The theory should acknowledge that human needs are not isolated, but shaped by the social and cultural context they arise in. The theory should also be tested and revised based on empirical evidence and not just on personal observations.

Problem 2: Ignoring the role of social and economic structures in motivation. The theory assumes that individuals can freely pursue their needs, without considering how social and economic structures can affect their motivation. For example, these structures can limit individuals' access to resources and opportunities, or influence their thoughts, personalities, and statuses.

Solution 2: Considering the role of social and economic structures in motivation. Social and economic structures play a significant role in motivation. Social structures, such as family, society, and cultural upbringing, shape social motivation, which is a learned psychological drive that humans gain through these structures (<https://www.studysmarter.co.uk/explanations/psychology/emotion-and-motivation/social-motivation/>).

According to Michelle Baddeley, Incentives are the fundamental driver in economic analysis. Money is often the main incentive, but a complex range of other socio-economic and psychological factors also drive our decision-making. 'Motivation and incentives' outline two groups of incentives and motivations: intrinsic and extrinsic (Michelle, January 2017). The driving force behind economic endeavors fundamentally represents a relatively enduring pattern in the organization of human activities and the motivational influences that propel them forward (The Canadian Journal of Economics and Political Science / Revue canadienne d'Economique et de Science politique, May 1940, Vol. 6, No. 2 (May 1940), pp. 187-202). According to that, the theory should recognize that human motivation is not only driven by internal needs, but also by external factors

that can enable or constrain the fulfillment of those needs. The theory should also account for how these factors can vary across different contexts and situations.

Problem 3: Lacking experimental evidence to support the theory: The theory is based more on Maslow's own observations and clinical experience than on rigorous scientific research. As a result, some researchers have questioned the validity of the theory. The theory also does not explain how Maslow determined the specific order of the needs in the hierarchy. Wahba and Bridwell (1976) conducted a comprehensive review of the HON and found limited evidence supporting the rigid hierarchical order proposed by Maslow. They argue that while humans do have needs that require fulfillment, the existence of a fixed hierarchy applicable to all individuals is questionable.

Mittleman (1991) criticized Maslow's methodology for being unrepresentative. Maslow's research primarily focused on the top 1% achievers of college populations and well-known academics, such as Einstein. This narrow sample makes it difficult to generalize the findings to the wider population. Shaw and Colimore (1988) analyzed the inherent contradictions within Maslow's work through a Marxist lens. They concluded that Maslow's capitalist ideology led him to conceptualize the hierarchy in a way that justified social inequalities under capitalism. Specifically, the authors viewed the hierarchy as reflecting Maslow's experience navigating a modern economic system that produces inequalities through capitalistic mechanisms (Shaw & Colimore, 1988). In their view, Maslow's theory functioned as a "new and seductive form of Social Darwinism" to rationalize the privileges afforded to elite members within that system (Shaw & Colimore, 1988, p. 56).

Solution 3: Providing experimental evidence to support the theory: The theory should be supported by empirical data from various sources and methods, such as surveys, experiments, interviews, etc. According to **Karl Popper "Scientific knowledge is objective"** (Yardımcı,2019). The theory should also justify the rationale behind the sequence of the needs in the hierarchy or allow for some flexibility in the order.

Problem 4: Being culturally specific and not universally applicable: Hofstede (1984) criticized the HON for its ethnocentric nature, rooted in Western ideology. He argued that the HON fails to account for cultural variations in needs, particularly between individualistic and collectivist societies. In collectivist societies, for instance, the need for acceptance and belonging within the community may take precedence over self-actualization and self-fulfillment. Maslow's theory of needs does not consider cultural differences. Another major weakness of Maslow's theory of needs is that it was designed based on clinical observation of the Western world (United States). The issue with this conceptualization lies in its alignment with the highly individualistic nature of American culture. Consequently, it overlooks the nuances of more communal cultures, like those embedded in diverse lifestyles. Human needs, influenced by social and cultural factors, necessitate collective efforts and societal transformations for effective addressal. Consequently, the universal applicability of the hierarchy of needs may be questioned, considering its potential limitations across various cultures.

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Solution 4: Being culturally sensitive and adaptable: Studies such as those conducted by Tay and Diener (2011) have demonstrated that the ranking of needs varies with age. This challenges the notion of a universal hierarchy of needs applicable across all age groups. The theory should respect and accommodate the diversity of human needs across different cultures and avoid imposing a single model or standard. The theory should also be open to modifications and adaptations based on cultural feedback and input.

Problem 5: Generalizing needs across cultures and individuals: The theory assumes that everyone shares the same basic needs, regardless of their cultural or individual differences. However, research has shown that cultural and individual differences significantly influence what individuals perceive as their basic needs. For example, collectivist cultures may prioritize belongingness and social connections over individualistic societies.

Solution 5: Recognizing the variability of needs across cultures and individuals: The theory should acknowledge that human needs are not homogeneous, but heterogeneous and diverse across different cultures and individuals. The theory should also allow for some customization and personalization of the hierarchy based on individual preferences and goals. Therefore, while there are basic human needs that are shared across cultures and individuals, it is important to recognize that the importance and satisfaction of these needs can vary based on social and cultural factors. It is also important to avoid generalizations when researching various cultures and individuals, as every society has members who do not conform to generalizations (Osnat, 2016).

Problem 6: Imposing a rigid hierarchical structure of needs: The theory suggests that individuals must fulfill lower-level needs before moving up to higher-level needs in a fixed order. However, human needs are not static or fixed. They can change over time, and different needs can coexist simultaneously. For example, while one person may be working on fulfilling their basic physiological needs, they may also prioritize their self-esteem needs.

Solution 6: Adopting a more flexible approach to the structure of needs: The theory should acknowledge that human needs are dynamic and fluid, rather than static and rigid. "Needs, like many other things in nature, are an interactive, dynamic and integrated system" (Şengöz, 2022). It does not assume lower-level satisfaction as a prerequisite for the emergence of higher-order needs (Alderfer, C.P, 1969). The theory should also allow for some variation and overlap in the hierarchy, rather than enforcing a strict sequence or progression.

Problem 7: Keeping new dimensions of needs out of the frame: Removing new dimensions of needs from the framework. The theory does not consider the new dimensions of human needs that arise due to technological and social changes. For example, the need for digital connection and belonging online is not part of Maslow's original hierarchy

but is important for many individuals in the modern world. The theory does not consider the diversity and complexity of human needs in a changing world.

Solution 7: Expanding the scope of needs to include new dimensions: The theory should be updated to reflect the new dimensions of human needs that have emerged due to technological and social changes. For example, the theory should include the need for digital connectivity and online belonging as part of the social and psychological needs, or as a separate category of needs. The theory should account for the variety and richness of human needs in the changing world.

Problem 8: Treating self-actualization as a final goal: The theory suggests that self-actualization is the ultimate goal, implying that individuals who achieve it reach a state of complete fulfillment. However, this view is too static and unrealistic, as human beings are always evolving and learning. The theory does not capture the dynamic and continuous nature of self-actualization. In another hand, Geller (1982) initially opposed the idea that self-actualization is independent of experience and transcends both history and culture, and also argued that the concept of self cannot be reduced to a fundamental genetic or biological nature.

Solution 8: Reconceptualizing self-actualization as a continuous process: The theory should acknowledge that self-actualization is not a final goal, but a continuous process of personal development and potential realization. The theory should embrace the idea that self-actualization is an ongoing journey that goes beyond Maslow's initial definition. The theory should also allow for multiple ways and levels of self-actualization, rather than a single standard or criterion. It would not be incorrect to assert that due to the empirical lack of evidence, cultural specificity, a deficiency in flexibility, and an excessive emphasis on individual needs, it can be said that Maslow's hierarchy of needs is somewhat arbitrary. While Maslow's theory has been influential in the field of psychology, it is crucial to approach it with a critical perspective and consider its limitations when applying it to real-world situations.

Considering these critiques, it is imperative to reevaluate Maslow's Hierarchy of Needs and formulate a more comprehensive and inclusive model. This reassessment should consider the dynamic nature of human needs, the influence of culture and individual differences, and the incorporation of emerging needs relevant to the modern era. Such a revised model, by acknowledging that various needs can be pursued concurrently, and that the fulfillment of higher-level needs can facilitate the satisfaction of lower-level needs, can embrace the concept of interdependence. Additionally, it should recognize self-actualization as an ongoing process rather than a static endpoint.

The reexamination and reevaluation of established theories like Maslow's Hierarchy of Needs are of great significance in the field of psychology. As our understanding of human behavior deepens, it is vital for theories to evolve and adapt to the complexities of the contemporary world, ensuring their relevance and applicability in a diverse and rapidly changing society.

“BELAL’S MODEL OF HUMAN NEEDS” As A Suggestions Model of Human Needs

Considering the dynamic and changing nature of needs, it has been seen that it is not correct to list human needs in a single hierarchy. However, it would be more reasonable to use a more flexible and adaptive model.

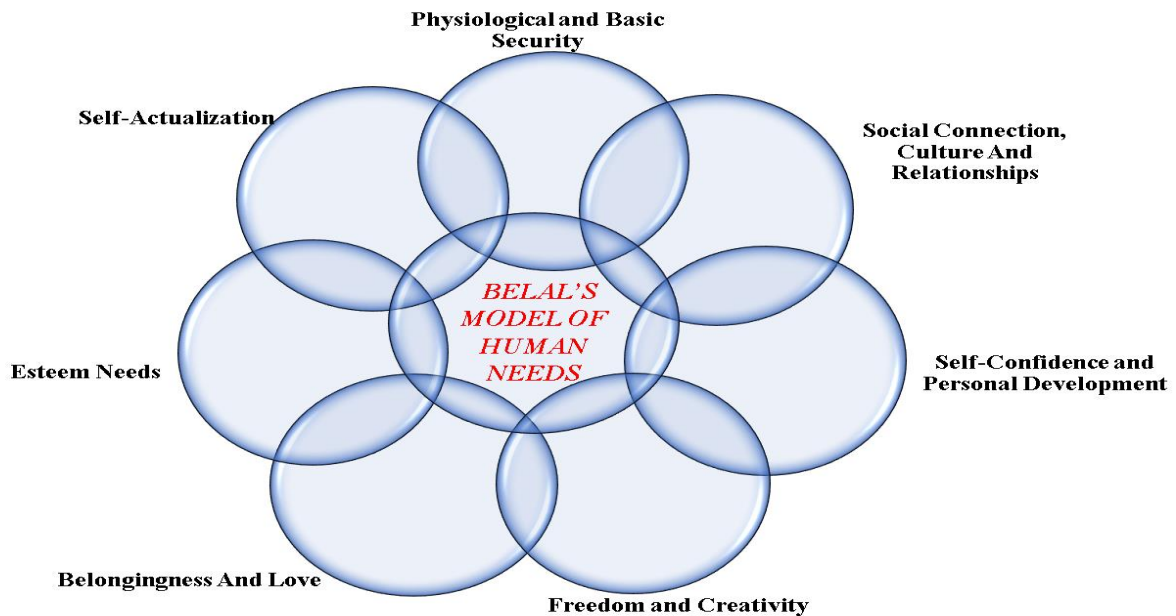


FIGURE 1: BELAL’S MODEL OF HUMAN NEEDS

One method that can be suggested is to think of needs in clusters and emphasize the interaction between these clusters. For example:

Physiological and Basic Security:

Psychological Needs: These are the most basic human needs necessary for survival. They include:

Breathing: It is the most important need to live.

Food and Water: Ensuring access to an adequate and nutritious food supply and clean water.

Shelter: Providing individuals with a safe and secure place to live, protecting them from the elements and potential threats.

Clothing: Meeting the need for appropriate clothing to protect the body from environmental factors.

Sleep: Ensuring adequate rest and sleep to maintain physical health.

Individuals who do not meet these basic needs may have difficulty focusing on other aspects of their lives, but they still have other needs while meeting them. In other words, while a person is drinking water or eating, they may need to think, read a book, watch television or do something else. because needs are not subject to any order or rule. A person may need, want, and think about several things at the same time.

Basic Security Needs:

While fulfilling, before fulfilling, or after fulfilling physiological needs, individuals seek security and stability in various aspects of their lives. This includes:

Security: Ensuring physical security and protection from harm. This may include living in a safe environment, free from violence or threats.

Health and Well-being: Access to healthcare and a sense of well-being contribute to a sense of security.

Stability and Predictability: Having a reliable and consistent routine, stable relationships, and a predictable environment promotes a sense of security.

Employment: Having a job or stable source of income provides financial security.

Basic safety needs are necessary to reduce anxiety and fear and enable individuals to focus on their personal and social development.

In summary, meeting physiological needs such as food, water, shelter, and sleep, and basic security needs related to safety, health, stability, and employment are critical for individuals to progress to higher levels of motivation and satisfaction.

Social Connection, Culture and Relationships: This is a group where human social interactions, a sense of belonging, cultural aspects (religion, language, traditions, customs, etc.), and love and relationships are collectively considered. In this context, providing an applicable framework to different populations can be achieved by acknowledging the impact of culture, context, and individual differences on human needs. Society and everything that constitutes it undeniably have an influence on human needs because humans are inherently social beings; they cannot live in isolation.

Self-confidence and Personal Development: Self-Confidence and Personal Development:

This category encompasses needs related to self-expression, success, and self-confidence. Additionally, it incorporates personal development, learning, and the utilization of skills. Recognizing the importance of fostering self-confidence and promoting continuous personal growth can significantly contribute to an individual's overall well-being. Self-confidence involves believing in one's abilities, acknowledging achievements, and feeling secure in personal identity. Success, whether in personal or professional endeavors, is a crucial element for fulfilling this need. Personal development focuses on the intentional enhancement of one's skills, knowledge, and overall capabilities. Continuous learning, acquiring new skills, and adapting to evolving circumstances contribute to an individual's sense of achievement and satisfaction. Understanding and addressing these needs within the context of self-confidence and personal development are integral components for fostering a healthy and motivated individual.

Self-actualization: This represents the top of Maslow's hierarchy of needs and reflects the need to realize one's full potential and express their unique abilities. This includes a process of personal growth, creativity, and achieving one's own goals. However, BELAL'S MODEL OF HUMAN NEEDS does not consider self-actualization as a final stage. In

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human nature, there is no specific time for something to happen. In some societies, it is necessary to be strong just to survive.

Individuals who pursue self-actualization participate in activities that align with their core values and interests. This may include things like achieving meaningful goals, expressing creativity, seeking personal growth, and contributing to the well-being of others. While doing these, social, economic, cultural, material and spiritual values, psychological state and similar factors affect these processes. Self-actualization, although subjective and personal, is affected by the environment.

Freedom and Creativity: Freedom and creativity are essential aspects of human life that contribute to personal growth, self-expression, and societal progress. They are interconnected and mutually reinforce each other. Let's explore the importance of freedom and creativity in more detail:

Self-Expression and Individual Freedom: Freedom provides individuals with the space and conditions to express themselves authentically and freely. It allows people to explore their thoughts, emotions, and ideas without fear of judgment or repression. Self-expression is crucial for personal growth, identity formation, and the development of a sense of purpose and fulfillment.

Innovation and Progress: Creativity flourishes in an environment of freedom, where individuals are encouraged to think outside the box and challenge established norms. It is through creative thinking that new ideas, inventions, and solutions to problems emerge. Innovation and progress in various fields, such as science, technology, arts, and social change, are driven by the freedom to explore new possibilities and push boundaries.

Cultural and artistic diversity: Freedom and creativity enable the expression of diverse cultural perspectives, traditions, and artistic forms. They allow for the preservation and celebration of cultural heritage, as well as the creation of new artistic expressions. Cultural and artistic diversity enriches society, fosters understanding between different communities, and promotes social cohesion.

Critical Thinking and Social Change: Freedom and creativity empower individuals to question existing systems, challenge injustices, and advocate for social change. They encourage critical thinking, analysis, and the exploration of alternative perspectives. Through creative expression, individuals can raise awareness about social issues, inspire empathy, and mobilize collective action.

Belongingness and love: The need to have intimate and affectionate relationships, to give and receive care and affection, and to experience trust and loyalty. Here are some key points about the need for belongingness and love in human beings:

Importance of Social Connection: Humans are social beings, and we have an innate desire to connect with others. Belongingness and love needs involve the desire for interpersonal relationships and being part of a group. Social connection is crucial for our mental and physical well-being.

Types of Needs: Belongingness and love needs encompass various aspects, including friendship, intimacy, trust, acceptance, receiving and giving affection, and love. These needs involve feeling cared for and supported by others in our lives.

Evolutionary Basis: The need for belongingness and love has evolutionary roots. As infants, we rely on our caregivers to meet our survival needs, and forming a bond with them is crucial for our survival. This bond and attachment continue to be important as we grow and develop.

Consequences of Unmet Needs: When our belongingness and love needs are not adequately met, it can have negative consequences on our well-being. Lack of social connection and support can lead to feelings of loneliness, isolation, and even mental health issues such as depression and anxiety.

Benefits of Satisfying Needs: When our belongingness and love needs are fulfilled, we experience numerous benefits. These include feeling loved, having a sense of belonging, increased confidence, ease in completing daily tasks, a sense of safety, and overall happiness.

Ways to Satisfy Needs: There are various ways to satisfy our belongingness and love needs. Some examples include building friendships, nurturing romantic relationships, expanding our social sphere, spending time with family, getting involved in the community, taking classes, joining sports teams, and seeking support from counselors or therapists.

The need for belongingness and love is an essential aspect of human beings' well-being. It involves the desire for social connection, interpersonal relationships, and feeling cared for and supported by others. Meeting these needs is crucial for our overall happiness and fulfillment.

Esteem needs: The need to have respect, recognition, and appreciation from oneself and others, and to achieve competence and mastery in one's endeavors. Esteem needs play a crucial role in the psychological well-being of human beings. Here is a breakdown of the importance of esteem needs in human beings:

Sense of Self-Worth: Esteem needs contribute to our sense of self-worth and personal value. When our esteem needs are met, we feel confident in our abilities and have a positive perception of ourselves.

Recognition and Achievement: Esteem needs involve the desire for recognition and achievement. We strive to accomplish goals and receive acknowledgment for our efforts, which boosts our self-esteem and provides a sense of accomplishment.

Social Acceptance: Esteem needs also encompass the need for social acceptance and validation from others. We seek approval and respect from our peers and desire to be accepted and valued within our social groups.

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Positive Relationships: Meeting esteem needs contributes to the development of positive relationships. When we have a healthy level of self-esteem, we are more likely to form and maintain meaningful connections with others.

Motivation and Productivity: Esteem needs serve as a motivational factor. When our esteem needs are fulfilled, we feel more motivated to pursue personal and professional goals, leading to increased productivity and success.

Emotional Well-being: Meeting esteem needs is essential for maintaining emotional well-being. When we feel respected and valued, we experience positive emotions and have a higher level of overall life satisfaction.

Esteem needs are vital for human beings as they contribute to our sense of self-worth, recognition, social acceptance, motivation, emotional well-being, and ultimately, self-actualization. Meeting these needs is crucial for leading a fulfilling and satisfying life.

Spiritual needs also can be there; The need to have a sense of meaning, purpose, and transcendence in life, and to connect with a higher power or a greater whole. The needs in such clusters must interact with each other and will vary in priorities depending on factors such as personal priorities, cultural differences and living conditions. In this way, instead of fitting needs into a single hierarchy, there will be a set of needs that will be more flexible, dynamic, variable, broad and respectful of the differences in human needs.

Technology, social media And Artificial Intelligence Needs: The human need for technology, social media, and artificial intelligence stems from various factors and has become increasingly prominent in modern society. These technologies have profoundly influenced how we communicate, connect, and obtain information. While they offer numerous benefits, they also present challenges and raise important questions about their impact on individuals and society as a whole. One fundamental human needs that technology fulfills is the desire for connection and communication. Social media platforms, such as Facebook, Twitter, and Instagram, have revolutionized how we interact with others. They provide us with the ability to connect with friends, family, and even strangers across vast distances, fostering a sense of belonging and community. Social media enables us to share our thoughts, experiences, and emotions, allowing us to express ourselves and seek validation and support from others. Moreover, technology has enhanced our access to information and knowledge. The internet has become an indispensable resource, enabling us to search for information, learn new skills, and engage in online education. This easy access to information has democratized knowledge, allowing individuals from diverse backgrounds to educate themselves and participate in intellectual discussions.

Artificial intelligence (AI) has also emerged as a significant technological advancement. AI systems have the potential to automate tasks, enhance decision-making processes, and improve efficiency in various domains. From voice assistants like Siri and Alexa to predictive algorithms used in healthcare and finance, AI has the capacity to augment human capabilities and transform industries. However, the pervasive use of technology, social media, and AI raises concerns and challenges. Excessive dependence on

technology can lead to addictive behaviors and social isolation. The constant exposure to social media can negatively impact mental health, as individuals compare themselves to carefully curated online personas and experience feelings of inadequacy or anxiety. Additionally, the rise of AI raises ethical questions regarding privacy, job security, and the potential for bias in algorithmic decision-making. It is crucial to strike a balance between utilizing these technologies for their benefits while being mindful of their potential drawbacks. This involves promoting digital literacy, critical thinking, and responsible use of technology. It also necessitates implementing policies and regulations that safeguard individual privacy, address algorithmic biases, and ensure the responsible development and deployment of AI systems. Ultimately, the human need for technology, social media, and artificial intelligence reflects our innate drive for connection, information, and progress. By harnessing these technologies mindfully and ethically, we can leverage them to improve our lives, enhance communication, and address societal challenges while being aware of their potential impact on our well-being and the world around us.

Focus on the concepts of growth and development, moving away from a fixed hierarchy and embracing a more fluid model that reflects lifelong learning, growth, and change. Incorporate emerging needs that may become more prominent for individuals today, such as digital connectivity, environmental sustainability, and mental health. In general, designing a new hierarchy of needs will require interdisciplinary collaboration, critical thinking, analysis, and an ongoing process of evaluation and improvement.

In summary; "BELAL'S MODEL OF HUMAN NEEDS" is adaptable, responsive and capable of meeting the evolving needs of individuals and communities. The model is also individual, dynamic, variable and open to change. In other words, it is shaped and adapted according to human needs. This model takes into account the complexity, variability, arbitrariness of human needs, ethnic groups, family influence, school influence, peer influence, cultures, economic and political situations, gender differences, psychological, sociological, ideological, technological, modern developments, social media and internet and the effectiveness of the environment. The model argues that human needs are interconnected and are met according to situation, time, place and severity. Human needs may have several needs at the same time. The model does not list human needs and does not recognize any priority other than physiological needs (air, water, food.....etc). Because other needs are variable and vary from person to person, society, region and even within the same person.

Conclusion And Discussion

Due to the dynamic nature of human needs, varying from person to person and society to society, and even within an individual based on circumstances (what might be essential today may not be so on another day or at a different time), and owing to their dependence on material and spiritual values, cultural and societal influences, and at times arbitrariness, It is not even possible to make a cycle of them, let alone fit them into a strict hierarchy.

Towards A Dynamic Model of Human Needs: A Critical Analysis of Maslow's Hierarchy

In this article, it is discussed how Maslow's hierarchy of needs can be approached from a critical perspective and adapted to today's complex and diverse world. Maslow's theory suggests a sequence starting from basic needs to the need for self-actualization. However, it has been emphasized that this theory ignores the social and cultural context by focusing on the internal needs of the individual. The importance of social and economic factors in shaping motivation is discussed, and it is also examined that the fact that the theory is not based on experimental data affects its scientific validity.

The article identified eight main problems with Maslow's Hierarchy of needs and suggested possible solutions. The article also went beyond criticisms of Maslow's Hierarchy of needs and made suggestions for updating the theory. In this process, accepting that human needs have an individual and dynamic structure will form the basis of efforts to update and develop theoretical frameworks. Creating a new needs model will require an interdisciplinary approach and a continuous evaluation process. This model should be flexible and inclusive, sensitive to the changing needs of individuals and societies.

Although human needs have a biological and psychological essence, they also include subjective elements influenced by personal preferences, emotional satisfaction, cultural interactions, status, technological developments or trends. The nature and satisfaction of needs vary from person to person and from society to society. For example, according to Maslow, self-actualization, which is considered the ultimate satisfaction for one person in the community, may be an indispensable or primary need for survival in another. Therefore, rigidly structuring human needs into a rigid hierarchy can be both significantly inaccurate and disconnected from reality.

The article advocates for a departure from Maslow's hierarchical structure, proposing instead a flexible model of clustered needs that aligns with human needs and scientific principles. The model will be named **"BELAL'S MODEL OF HUMAN NEEDS"**. This model, comprising various interconnected clusters, acknowledges the dynamic, interactive nature of human needs. It emphasizes that an individual can simultaneously pursue self-actualization while seeking social belonging and fulfilling basic physiological needs like breathing, drinking water and eating. Human needs are multifaceted and vary significantly from person to person, across locations, times, and situations. Hence, these clusters of needs interact and influence each other. The fluidity and variability within human needs underscore that an individual's journey towards self-realization can coexist with their pursuit of social connections and fundamental physiological requirements. This proposed model recognizes the influence of culture, technological developments, and the broader human environment on shaping and prioritizing these needs. This model refers to a move away from a rigid hierarchy to a more adaptable, changeable model that can be changed according to individual needs and acknowledges the complexity, arbitrariness, variability, and dynamism inherent in human needs. The model is characterized by its adaptability, individual focus, dynamism, and openness to change. The model acknowledges the intricate and diverse nature of human needs, considering factors such as ethnic groups, family dynamics, school and peer influences, cultural elements, economic and political conditions, gender disparities, psychological and sociological

aspects, ideological perspectives, technological advancements, modern developments, and the impact of the environment.

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As An author of the manuscript, I have read and agreed to its content and are accountable for all aspects of the accuracy and integrity of the manuscript; b) The submitted article IS original work that is not being considered or reviewed by any other publication and has not been published elsewhere in the same or a similar form.

Conflict of Interest

I declare that, during this study, from any institution or business that has a direct connection with the subject of the research, a company that provides and/or produces tools, equipment and materials, or any commercial company, During the evaluation process of the study, no material or moral support was received that could negatively affect the decision to be made regarding the study. I also declare that, regarding this study, the authors and/or their family members do not have any relationships with scientific and medical committee members or members, consultancy, expertise, employment in any company, shareholding or similar situations that may have a potential conflict of interest.

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