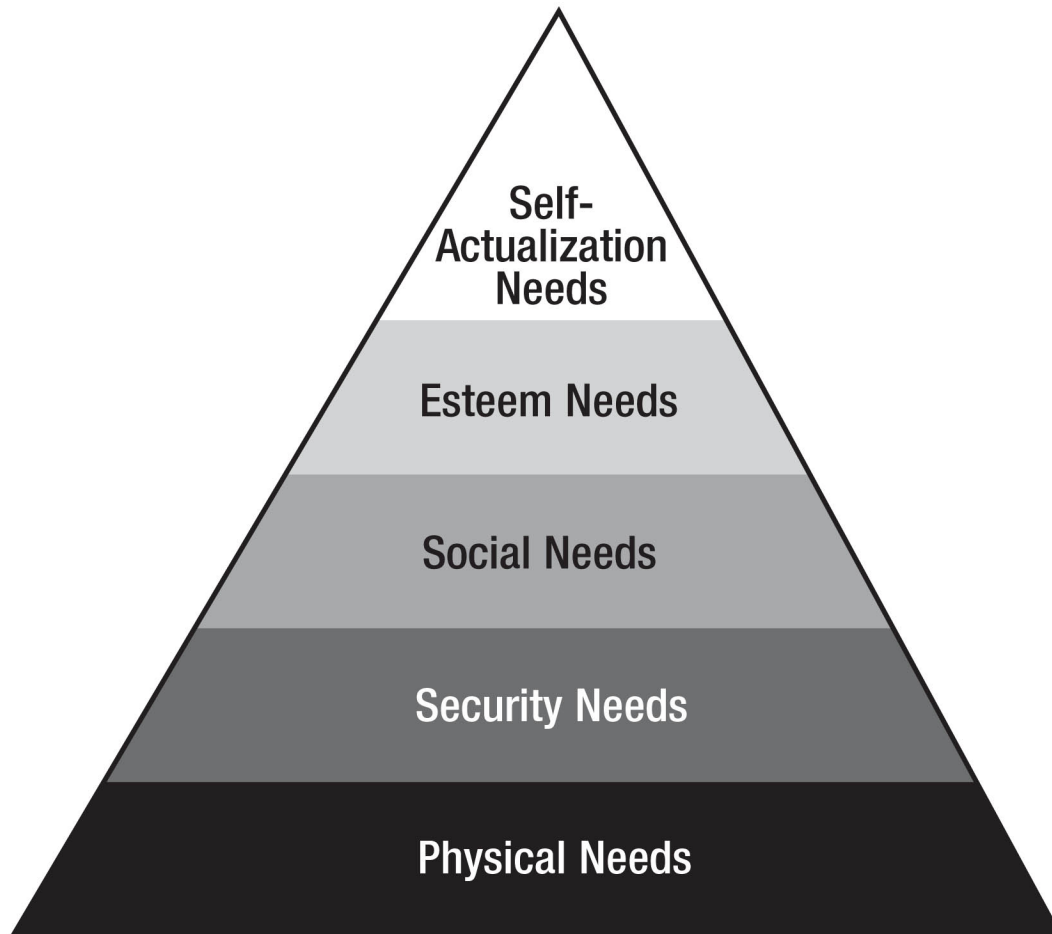


# Hierarchy of Needs

**FIGURE 7.2**



**Needs as Motivators** Needs motivate much of our behavior. If we are hungry, we seek food; if we are lonely, we seek companionship; if we are bored, we seek stimulation.

*When might someone ignore a lower-level need in order to fulfill a higher-level need?*