

ABRAHAM MASLOW & HUMANISTIC PSYCHOLOGY

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WHAT WE'LL COVER TODAY

1. History of the Third Force in Psychology
2. Abraham Maslow & His Contributions
3. Creation of the Association of Humanistic Psychology
4. Humanistic Psychology
5. Person Centered Therapy

THE HISTORY OF HUMANISTIC PSYCHOLOGY

- After World War II, a group of psychologists who were dissatisfied with behaviorism and its conception of human nature created humanistic psychology
- Two meetings were held in Detroit where psychologists discussed **self, self-actualization, health, creativity, intrinsic nature, being, becoming, individuality, and meaning**, concepts they believed would be central to this new approach
- They referred to Humanistic Psychology as the “**Third Force**”

FOR SOME HISTORICAL CONTEXT

- The “First Force” – Behaviorism (Pavlov, Skinner, Watson)
- The “Second Force” – Psychoanalysis (Adler, Erikson, Jung, Stack-Sullivan, Horney)

HISTORY OF HUMANISTIC PSYCHOLOGY: THE KEY PLAYERS

- Rollo May
- Carl Rogers
- Clark Moustakas
- Henry Murray
- Sydney Jourard
- Anthony Sutich

BUT MOSTLY



ABRAHAM MASLOW (1908-1970)

“I was awfully curious to find out why I didn't go insane”

Video: <https://www.youtube.com/watch?v=MRd-ajUbN98>



MASLOW IN THE 40'S

- While working at Brooklyn College, he began research that behaviorists saw as “unorthodox”
 - A Theory of Human Motivation – Abraham Maslow (1943)
- He was shunned by his colleagues and couldn't publish his research in APA journals
- His research attempted to define people in terms of what they could become

A THEORY OF HUMAN MOTIVATION (1943)

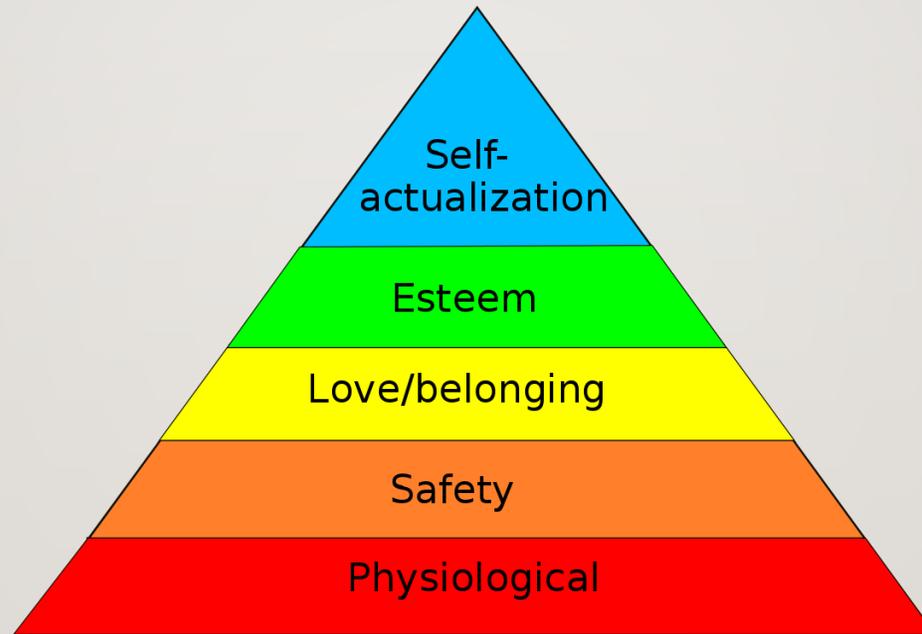
Conclusions

- The integrated wholeness of the individual is the foundation of motivation
- Physiological drives are not central to human motivation
- Motivation is centered on basic and ultimate goals
- Universal goals are fundamental to motivations
- Any behavior must be understood through the lens of what need or needs it satisfies
- Needs are hierarchical
- Lists of motivations serve no practical nor theoretical purpose

MASLOW'S CONTRIBUTIONS

1. Hierarchy of Needs
2. Peak Experiences

MASLOW'S HIERARCHY OF NEEDS



BASIC NEEDS

Physiological:

- Food
- Water
- Shelter

Safety

- Physical
- Mental
- Emotional

PSYCHOLOGICAL NEEDS

Belongingness and Love

- Friends
- Family
- Intimate Relationships

Esteem

- Pride in your self as a person
- Positive self-concept and self-efficacy

SELF-ACTUALIZATION

- Purpose and meaning in life
- Characteristics of self-actualized individuals include acceptance of self and others, spontaneity, autonomy, and creativeness.
- Maslow estimated that less than 1% achieve self-actualization and typically not until later in life.

PEAK EXPERIENCES

- Peak experiences are profound moments of love, understanding, happiness, or rapture, when a person feels more whole, alive, self-sufficient and yet a part of the world, more aware of truth, justice, harmony, goodness, and so on. Self-actualizing people have many such peak experiences
- Video: <https://www.youtube.com/watch?v=zcOHMGe7lYg>

CREATION OF THE ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

- In 1954, Maslow created a mailing list of about 125 like-minded psychologists which eventually became the subscriber base for the Journal of Humanistic Psychology and the members of the Association for Humanistic Psychology
- The purpose of the journal and professional organization were to construct a set of theories and body of research separate from the behaviorist mainstream
- Maslow stated that “these groups...are interested in helping the individual grow toward fuller humaneness, the society grow toward synergy and health, and all societies and all peoples move toward becoming one world and one species.”
- The first meeting took place in the summer of 1963 in Philadelphia with about 75 people

THE SAYBROOK CONFERENCE

- Humanistic Psychology emerged as the “Third Force” at the Saybrook Conference in November of 1964.
- Prior to this conference, Carl Rogers and Gordon Allport had been reticent to participate in the AHP but their attendance gave credibility to the movement
- At this conference, humanism shifted from a fringe, protest movement to a mainstream alternative to psychoanalysis and behaviorism

THE REVOLUTION

- Maslow believed that humanism would bring “new ways of perceiving and thinking, new images of man and of society, new conceptions of ethics and values, new directions in which to move...a new philosophy of life, a new conception of man, the beginning of a new century of work”

WHAT IS HUMANISTIC PSYCHOLOGY ANYWAY?

Humanism is:

1. Holistic – focuses on the whole person
2. Phenomenological – personality is studied from an individual's subjective point of view

WHAT HUMANISTS BELIEVE

- Motivation is purposeful, choice-oriented, intentional, and self-motivated
- Personality is positive, social, and realistic
- Human nature is inherently good when given the right environment and opportunity for growth
- A person is a “being in the process of becoming”

ASSUMPTIONS

1. Phenomenology is central
2. People have personal agency
3. People are basically good and have a self-actualizing tendency

PERSONAL AGENCY

- The exercise of free will
- Refers to life choices and paths taken
- People make choices based on self-perceptions and perceived circumstances

HUMANISM VERSUS BEHAVIORISM

- The process of becoming is not simply a matter of genetics, biology, or the contingencies of external reinforcement.
- Humans have subjective values that guide their behavior, not just a collection of conditioned responses
- Humanists argues that even if you could create a complete list of behaviors, that the list could not capture the whole human experience

HUMANISM VERSUS PSYCHOANALYSIS

- Humanists critiqued psychoanalysis based on its pessimistic and fatalistic view of human nature.
- They argued that nothing but **destruction, incest, and murder** would result if human nature is fully expressed based on Freud's conception of the world.

HUMANISM & POSITIVE PSYCH

- According to humanistic psychologist Nelson Goud, “the recent Positive Psychology movement focuses on themes addressed by Maslow over 50 years ago”
- Goud also believed “that Maslow would encourage the scholarly approach [positive psychology] uses for studying topics such as happiness, flow, courage, hope and optimism.”
- Maslow even referred to his brand of humanistic psychology as “positive psychology”, however, it lacks the empirical validation to qualify
- Humanistic and positive psychologists agree that humans are more than the sum of their parts

THE IMPACT OF HUMANISTIC PSYCHOLOGY

- Humanistic psychology gave rise to several different therapies, all guided by the idea that people possess the inner resources for growth and healing and that the point of therapy is to help remove obstacles to individuals' achieving this.

MOST NOTABLY

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=24D-FEPTYJ8](https://www.youtube.com/watch?v=24D-FEPTYJ8)

PERSON CENTERED THERAPY – CARL ROGERS

Core Conditions:

- Congruence – therapists present a true and accessible self that clients can see is honest and transparent
- Unconditional Positive Regard – therapists are nonjudgmental to convey their feelings of understanding, trust, and confidence in their clients
- Empathy – therapists understand and accept their clients thoughts and feelings

Techniques

- Reflections
- Paraphrasing
- Summarizing

Rogerian therapy is nondirective and doesn't explicitly use interventions, as such, many of the techniques are now referred to as micro-skills

WHAT WE LEARNED

1. Abraham Maslow was integral in the establishment of Humanism as the “Third Force in Psychology”
2. The Hierarchy of Needs and Peak Experiences are Maslow’s biggest contributions to psychology
3. Humanism is holistic and phenomenological
4. Humanism is **NOT** behaviorism
5. Person Centered Therapy (Carl Rogers) is Humanistic Psychology’s legacy in psychotherapy

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