

PSYCHOLOGICAL MOTIVATIONS FOR POSTING

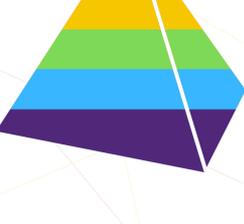
What truly motivates a person to use social media

Some researchers highlight the prime purpose is 'needs'.



According to Abraham Maslow's Hierarchy of Needs, there are four types of needs that must be satisfied before a person can act unselfishly.

Maslow has set up a hierarchic theory of needs often depicted as a pyramid consisting of five levels.



The top level is termed growth needs associated with psychological needs

The four lower levels are grouped together as being associated with physiological needs

PSYCHOLOGICAL NEEDS

Basic needs/psychological needs include food, water, shelter, rest, security, and safety.



They are the strongest needs because if a person were deprived of all needs, the basic ones would come first in the person's search for satisfaction.

PSYCHOLOGICAL NEEDS AND SOCIAL MEDIA

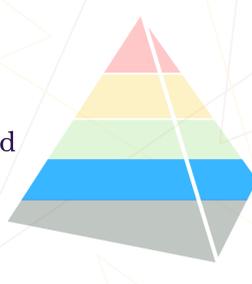
There is no connection between basic needs and the need to use social media.



Although there is empirical data to support the argument of social media as a basic need, we can agree with researchers that while social media plays a role in our lives, it should not in fact be considered a physiological (basic) need.

SAFETY NEEDS

Safety needs include belonging and love needs; specifically, intimate relationships and friends.



Examples of safety and security include a place to live, a way to make a living, one's health, and an overall safe environment.



Maslow went a step further and included routine and predictability into the safety rung.

SOCIAL MEDIA AND SAFETY NEEDS

For many users, social networks offer a way to showcase their professional accomplishments to potential employers, find jobs through their own networks, and alert friends to job openings.



Individual needs, such as finding a place to live or work, can be met through the use of social media. It is an easy way to showcase one's talents and skills.

Conversely, social media use can also be detrimental, as it can put renters or job seekers at risk due to comments or pictures posted on their platforms.



NEEDS FOR LOVE, AFFECTION AND BELONGING



Once the needs for security and physiological well-being are satisfied, the next class of needs for love, affection, and belonging can emerge.

Maslow explained that people strive to overcome feelings of loneliness and alienation. This includes both giving and receiving love, affection, and a sense of belonging.



According to Maslow, the order of physiological needs, safety, love, followed by esteem, is the norm for most people.

SOCIAL MEDIA AND LOVE AND BELONGING NEEDS

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Today, with the heavy use of computers and smartphones, relationships are formed, strengthened and ended through social media platforms.

Many people use social media to stay connected with their friends and family. However, technology should not replace the platform for real interaction.



People should be aware of the disadvantages of social media platforms when pursuing a relationship or even love. True feelings simply cannot be felt or ascertained through a laptop screen or smartphone speaker.

NEEDS FOR ESTEEM

When the first three classes of needs are satisfied, the needs for esteem can become dominant.



Humans have a need for a stable, firmly based, high level of self-respect, and respect from others.



When these needs are satisfied, the person feels self-confident and valuable as a person in the world. When these needs are frustrated, the person feels inferior, weak, helpless and worthless.

SOCIAL MEDIA AND ESTEEM NEEDS

While social media is a valuable tool, we can argue that looking for someone to boost somebody up from afar is not healthy.



A person's profile is how they have decided to present themselves to their followers. For many, this presentation is a tactic for gaining more followers, a tactic that leads to a sense of belonging and ultimately, positive self-esteem.

SELF-ACTUALIZATION NEEDS

When all of the foregoing needs are satisfied, then and only then are the needs for self-actualization activated.

Maslow describes self-actualization as a person's need to be and do that which the person was "born to do."



The self-actualization need is the desire for development and creativity within an individual.

Although self-esteem can be achieved and lost quickly on Instagram and social media, the final need in Maslow's hierarchy is more difficult to meet. It belongs to the real, offline world. It is beyond superficial likes.

