Maslow's Hierarchy of Needs and Its Application in College Students' Ideological and Political Education

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Abstract: In real life, the spiritual enlightenment and the development of ideological and political education required for college students' life are necessary measures to optimize the management problems of college students. In the early stage of work, people should not blindly formulate rules and regulations, conduct large-scale campus research, and use Maslow's hierarchy of needs as a guide to customize the treatment plan according to actual problems. It is guaranteed to implement four guiding principles of pertinence, security, order, and ingenuity to solve the five needs of college students in learning and life, namely, physical, safety, social, self-esteem and self-realization needs.

1. Introduction

Since the beginning of the 21st century, with the continuous improvement of science and technology and the gradual improvement of people's quality of life, more and more new things are appearing around us, especially college students. On the one hand, these new things can make our lives more convenient, but on the other hand, they may bring the ideological and political concepts of contemporary college students to some unsatisfactory tests. As General Secretary Xi Jinping said, the essence of ideological work is the work of being a human being. Therefore, this requires colleges and universities to be closely connected with students when conducting ideological and political education, so that this education not only surrounds students, but also serves students and develops ideological values that affect students. Therefore, the work of ideological and political education cannot be separated from theoretical knowledge, but also related to the characteristics of the work education object. Nowadays, in this information age, college students have more different requirements in terms of demand. Therefore, in order to adapt to this characteristic, we must implement the “people-oriented” education concept when carrying out ideological and political education to college students. Paying attention to, understanding, respecting, caring for, promoting and developing people's own values. At the same time, we must also innovate and reform, change innovations in the past traditional education mode, keep in mind the teachings of General Secretary Xi, and conscientiously complete the work of ideological and political education in colleges and universities.

American psychologist Abraham Maslow put forward Maslow's hierarchy of needs in “Human Incentive Theory.” Abraham Maslow divides human needs into five pyramidal models: low to high: physiological needs, security needs, social needs, respect for needs, and self-fulfilling needs. Abraham Maslow is a hierarchy of needs theory from the perspective of human motives, which emphasizes that human motivation is determined by the needs of others [1]. Therefore, this is the concept of people-oriented thinking, which is what makes it unique. Since in essence, ideological and political education is the work of human beings, Maslow's theory of hierarchy of needs has a human-centered thinking logic that coincides with the concept of ideological and political education. Therefore, in the ideological education work for college students, Maslow The hierarchy of needs will have a certain guiding significance for it.
2. Maslow's hierarchy of needs

What is the demand? The so-called demand, as the name implies, is the requirement that people have to make due to their needs. It is the reflection of the individual's lack of something in the human brain in life. It is objective. It includes both physical and social aspects. Demand is divided into the following five levels: physiological needs, security needs, social needs, respect for needs, and self-fulfilling needs.

1. Physiological needs

Physiological needs are the most basic and minimum requirements of human beings. Such as meeting the needs of things such as hunger, cold, etc., clothes, shelter, etc. If these demands are not met to a minimum, human beings will not be able to survive and prosper. Therefore, physiological needs are the first and most basic needs of human beings. In Maslow's view, in order for high-level demand to become the main reason for promoting behavior, it is necessary to meet low-level needs, so that low-level incentives are reduced, so that it no longer has a dominant position. Therefore, physiological needs, as the most basic needs of human beings, occupy a basic position in Maslow's hierarchy of needs.

2. Security requirements

Security needs for college students, usually because the objective reasons in daily life are resolved, will further deepen the considerations. These factors are usually when the material needs of life are met, some progress is made in academic research, or when the demand for mental substances is insufficient. Because in the context of society, the first direction of people's struggle is to solve the problem of food and clothing. If we have certain advantages in social competition, the solution to the problem of food and clothing is like pushing off a stone that is pressed against the body [2]. This is explained in Maslow's hierarchy of needs. The relationship between physiological needs and security needs, like today's and tomorrow's two meals, today's fullness can only represent the satisfaction of the shallowest physiological needs, the second meal. The presence or absence of rice is the second level of safety needs in life needs. Only when it is guaranteed that the next meal is not considered on the basis of the first meal, is it really satisfying the security needs.

3. Social needs

Social interaction is a problem that must be faced and solved by college students. In Maslow's theory of demand, the essential reason for social demand is that after the collision of the Abstract concept of love, people have their own speculations and suspicions about individuals or groups because of the different concepts of understanding. After this long suffering, I will be eager to get true friends and care. This time I need teachers or classmates to guide students to redefine social understanding.

4. Self-esteem needs

After the social needs are met, it is the search for self-esteem. In college, the self-esteem of college students is usually not easily revealed. However, according to the survey results, the conclusion is that each student will reflect on the performance and recognition of their own values, eager to use their own value to gain recognition and respect from the society or teachers and students. This is defined as the happiest embodiment of life in Maslow's hierarchy of needs.

5. Self-realization needs

After the self-esteem needs are met, the sense of collective honor and personal honor will be poured into people's lives and work, and they will urgently want to sublimate their own values and contribute to the collective or individual. In the level of Maslow's theory of demand, it is defined as the highest level of human needs, which is also the mark of the highest recognition of human values.

3. The application of Maslow's hierarchy of needs in the ideological and political education work

The time of college life is short-lived, but this short four-year period is a golden time in the life
stage. It carries the growth of a person. The student will become a relatively mature and ignorant, ignorant and childish teenager in high school. Young people, but the university is not a real society after all. The university students have not yet assumed the pressure to step into the society. Students have broadened their knowledge level in university life, enhanced their practical ability in all aspects, and gained more interest in cultivating. The opportunity to cultivate correct values in the life of a little bit, to build their own three views and work towards dreams [3]. General Secretary Xi also pointed out that in university education, it is necessary to fully implement the education of the whole process and all-round education. So how to implement this work is a difficult problem for university education. Maslow's hierarchy of needs theory can be used to focus on this issue, linking Maslow's hierarchy of needs with the daily management of college students, and guiding education throughout the process. When you do it, you can get unexpected results.

(1) Reasonably meeting the physiological needs of college students

In order to meet the physiological needs of college students, in the Maruss hierarchy of needs theory, the human needs are hierarchical, in which physiological needs are the basis of all needs, the satisfaction of physiological needs is the basic survival needs, and the food and clothing It is the basis of physiological needs. Schools must implement relevant subsidy policies in this regard, ensure their fairness and openness, ensure that the grants are distributed to each student who needs funding, and maintain the basic rights of students. For medical guarantees, students are encouraged to purchase medical insurance, but they are not forced to purchase by themselves. The relevant teachers must confirm the situation of each student, and must ensure the purchase of each insurance by confirming the signature of the student himself. It is subjectively purchased by students and safeguards the sovereignty of students. In addition to medical insurance, the basic physiological knowledge should be explained separately for boys and girls. The basic physiological knowledge of boys and girls can be achieved by setting up relevant classes or teachers to answer questions about students online. The school can also provide catering support for all teachers and students on holidays, which can meet the needs of students to improve the quality of food during the holidays, and bring blessings to all teachers and students on holidays, laying a foundation for students' healthy life in the future.

(2) Ensuring the stability of the campus and meeting the security needs of college students

The protection of students' safety needs. In the daily life of college students, in addition to the basic needs of food and clothing, security needs are also indispensable. Student safety is also a very important issue in campus management. In Maslow's hierarchy of needs, security needs are only Secondly, in response to the very important needs of physiological needs, schools should constantly sum up experience in the past safety hazards and constantly improve the safety management measures of the campus. At the same time, we must pay attention to the continuous innovation of education methods and strengthen the development of safety education. When recruiting new students, the school can adopt the method of opening parent conferences, so that teachers and parents can communicate effectively, and more to understand the situation of students, so that teachers and parents can unite to better carry out safety management. Students who have already entered the school must improve their personal information in a timely manner, and also ensure the accuracy of the information. It is necessary to take the initial work of taking the students to understand the entire campus environment, and invite local public security organs to conduct safety knowledge lectures. In addition, it is necessary to establish a sound dormitory management system to ensure the supervision of late return, and it is possible to better carry out the relevant management of the dormitory by selecting the dormitory leader [4]. Report all the problems in time to the school to ensure the renewal of the system. The safety management of students should be implemented at the individual level. The establishment of the computer information platform can ensure that students can get relevant notifications in time to ensure the smooth progress of safety work.

Ideological educators who are colleges and universities should encourage students to actively participate in some of their favorite club activities to improve their communication skills. It is also important to note that the first thing is to help college students establish a good concept of friendship, avoid “friends”, and help college students establish a correct relationship. Learn to correctly handle
the relationship between love and learning. Finally, It is said that if college students have problems in interpersonal relationships, they should pay attention and guidance in a timely manner.

(3) Establishing a reasonable order to ensure the needs of students

Orders and rules provide college students with social needs. After college students first entered the university campus, their hearts were filled with joy and curiosity. And everyone has new classmates and new class groups. At the same time, it is inevitable that the students will conduct the selection of the class cadres. Under the leadership of the class teacher, they will conduct democratic selection within the class with the principles of fairness, justice and openness. At the same time, each dormitory will also be selected for their respective bedroom chiefs. These classes, whether they are class cadres or bedroom chiefs, are voted out by everyone, and they should be more responsible to do their job. In the university campus, both the school and the college to which the classmate belongs will carry out many activities to train the students' ability to show themselves through various talents. Classes use a variety of class meetings and class gatherings to create a harmonious class atmosphere and promote interaction between classmates. And we have to organize more and more kinds of activities, which can enhance the cohesiveness of the class. Under the leadership of the class cadres, let the students become more familiar, meet more friends and meet social needs.

(4) Changing the way of education to meet the self-esteem needs of college students

Classmates need to do their best to do their best, and the most important thing is to meet the respectful needs of college students. Whether it is a school-level teacher at the school or a teacher in the courtyard. As long as the students respect the teacher, the teacher will respect the students as well. Create a good atmosphere of respect and let the students develop a good habit of mutual respect. At the same time, college students must not only respect teachers but also respect students. Regardless of the level of classmates, learning is good or bad, everyone needs to be respected and respected. Respect for the word is mutual, between classmates and classmates, between classmates and teachers. Mutual respect can make the relationship between the students more harmonious. Strengthen the collective concept.

Give students the space to achieve their own needs. The university campus is to provide college students with a place where they can learn freely and keep making progress. Generally speaking, the university is an excessive stage for students from strict high school to entering society. There is no strictness in high school and no reality in society. Therefore, college students at this time need to realize themselves and create their own values. We need to believe that although the success of the students is inseparable from the teacher's guidance, but they are inseparable from their own strict requirements [5]. If there are young people with dreams and ambitions, then they need more time to develop their potential. Promote more positive energy in society and let them realize their self-worth.

4. Conclusion

University ideological and political education is not just a love country spoken by the teacher. Love learning, the real success of ideological and political education is to follow the rules and inducement. Guide the students' thinking to the right track. The right thinking is conducive to their active learning and truly realize the importance of learning. And the correct ideological and political education can make the talents taught by the university not become talents [6]. We should combine Maslow's hierarchy of needs theory to make a demanding plan for students and implement them in a targeted manner. Coordinated in various aspects to fully mobilize the enthusiasm of students.

References


