PSYCHOLOGICAL OPERATIONS
EXTENSION COURSE
SUBCOURSE 2
INDIVIDUAL AND GROUP BEHAVIOR
INTRODUCTION

The basic purpose of psychological operations is to influence both individual and group behavior in order to accomplish a desired objective. The objective may be political, psychological, economical, or military (or a combination of these), depending on the situation requiring application. To understand psychological operations it is necessary that the operator become knowledgeable in some of the basic mechanisms that guide behavior. In this subcourse you will examine, by means of programmed texts, some of the factors influencing individual and group behavior.

The subcourse consists of four lessons and an examination arranged as follows:

LESSON 1. The Individual: Motivation.
LESSON 2. The Individual: Perception.
LESSON 3. The Individual: Frustration.
LESSON 4. The Human Group.
EXAMINATION.

Thirteen credit hours are allowed for the successful completion of this subcourse.

You will have no time limit working this subcourse, any lesson therein, or the examination. For statistical purposes you are requested to enter in the proper space on the answer sheet the total number of hours spent reading the text assignments and solving the exercises.

Texts furnished: Attached programs.

Materials furnished: None.

When you have completed your study of the text assignment for a lesson, fill in the heading of the answer sheet and solve the exercises of that lesson by placing your answers in the appropriate spaces. After you have completed the exercises, check your solutions, using the text references as necessary. When you have finished all the lessons and are satisfied with the correctness of your solutions, check to see that the answer sheet heading is correctly filled in, and mail the answer sheet in the envelope provided.
INTRODUCTION TO LESSONS 1, 2, AND 3: THE INDIVIDUAL

In your work in psychological operations, as an advisor or in dealing with your own men, you will be working with people. It will be your task to influence these people in some way, small or large, by suggesting a small improvement in behavior or attempting to change completely the set of attitudes of a hostile population. And, as effective salesmen have long known, you have to know people to change people. It will be the purpose of this lesson to help you "know" people.

These lessons will introduce you to the major determinants of human behavior--motivation, perception, and frustration. The way in which each affects behavior and how each can be used by you are the major forces of these lessons. But it must be remembered that each does not exist in isolation--they are closely interrelated--and each reflects to a great extent the society in which the individual lives. Thus, the content of these lessons must be understood in the light of the following lesson that deals with groups of people, for individuals do not live in isolation. An individual is a part of a society, and may belong to many groups, all of which interact with these determinants of human behavior in a complex way to produce our actual behavior.

The content of these lessons will deal with normal people, the "average man," and is designed to apply to all cultures, not just the Western culture. Remember that you will be dealing with "normal" people in other cultures, and our purpose is to familiarize you with these other people as well as yourself.
LESSON 1

TITLE. The Individual: Motivation.

CREDIT HOURS. 3.

TEXT ASSIGNMENT. Attached Program.

MATERIALS REQUIRED. None.

LESSON OBJECTIVE. To give the student the ability to name, identify, and recognize significant factors which motivate individual behavior.

SUGGESTIONS. None.

ATTACHED PROGRAM

(The attached program is approved for resident and extension course instruction only. It reflects the current thought of the School and conforms as closely as possible to Department of the Army doctrine. Development and progress render such doctrine continuously subject to change.)
1. When a military man works long hours in order to perform his duties to the best of his ability, we usually say that he is motivated. And, because you will be spending some time completing this material, we can say that you, too, are___________.

26. At puberty, all people develop sexual desires of one kind or another. Thus, like hunger and thirst, these desires must be considered___________. And, although this is a need which some people do not satisfy, it is obviously possessed in some form by___________________.

51. Read exhibit 2. In Maslow's hierarchy of needs, the lowest, or most dominant, needs are the_________________________________needs. The esteem needs, which are called________________________needs, are less dominant than the *_______________________________________________.

___________________________________________________________
1a. motivated

26a. innate
   all people
   Note that sexual needs must be satisfied by the majority of people or humanity will die out.

51a. physiological (or, physical)
   higher
   *lower (or physical needs)
2. People, who, like the hard working military man and yourself, spend time and effort in order to accomplish something are said to be ________.

27. We can say three things about physical needs:

1. They must *
2. They are considered
3. They are possessed by__________

52. Use exhibit 2. Recall that if a physical need, such as hunger, is not satisfied for a long enough time, it will dominate all our behavior, and no other less-dominant needs can claim our attention. However, once the physical needs are satisfied the next "higher" needs, the ________ needs will *___________________________. 
2a. motivated

27a. *be satisfied in order to live
    innate
    all people

52a. safety
    *dominate all our behavior
3. All human behavior takes some time and is directed toward accomplishing something. Thus, we can say that all human ____________ is ____________.

28. Most people in the United States satisfy their hunger need with meat, potatoes, vegetables, and salad. In the Orient, rice is the principal food, and meat is forbidden by religion to many people. All these people have the same need, but the behavior and goals they use to satisfy the need are ____________.

53. Use exhibit 2. As with the physical and safety needs, as each level of needs is satisfied, the next higher needs will emerge and will ____________. Thus, the (higher/lower) ____________ needs must be satisfied before the ____________ needs may become dominant.
3a. behavior
motivated

28a. *different

53a. *dominate our behavior
lower
higher
4. One of the most important things we can say about behavior is that _________________.

29. Different people satisfy their needs in __________________ ways. Because much of what we do is learned from our society, the behaviors and goals that we use to satisfy our needs are also _________________________________.

54. Read exhibit 3. We have seen that, in general, the __________________ needs must be fully satisfied before __________________ needs can ______________. In practice, however, it is probable that __________________ needs may exist to some extent before ________ needs are fully satisfied.
4a. all behavior is motivated

29a. different
*learned from our society

54a. lower
  higher
  *become dominant
  higher
  lower
5. Recall that our military man spent long hours on the job, he was persistent in his work, and his behavior was aimed in a given direction to accomplish his mission. Thus, we can say that his behavior is motivated and is characterized by two things, ____________ and ________________.

30. Read exhibit 1. Recall that the behavior and goals that we select to satisfy our needs are *___________. Consequently, goals that are so important to society that they become needs in themselves are called *___________.

55. Use exhibits 2 and 3. Clearly, it will be difficult for PSYOP personnel to appeal to people in an embattled area, who are hungry and insecure, with abstract messages that appeal to their needs for self-esteem because *___________.

13
5a. persistence 
   } (any order)
direction  

30a. *learned from society
    *learned needs (The terms "psychological" or "sociogenic" needs may also be used, but this program will use the term "learned" needs.)

55a. *their lower needs still need to be satisfied, so these higher needs have not been developed
6. A young, single soldier sees an attractive girl who works in an office near his unit. He spends a number of weeks trying to meet her in order to ask her out. In terms of characterizing his behavior, the fact that he spent all this time is an example of ________________, his goal of getting a date is an example of ________________.

31. Achievement may initially be an intermediate goal to satisfy a physical need; but, because of the value society places on achievement, it usually becomes a need itself, something to be satisfied for its own sake. Consequently, achievement is considered a ________________ need.

56. Use exhibits 2 and 3. Picture a quiet community where people are well fed and clothed and have close social relationships and personal esteem. Suddenly, because of an insurgency or war, their supply of food is almost completely cut off and their safety becomes very precarious. Under these conditions of semi-starvation and lack of security, the needs for belongingness and love and esteem will probably (remain at a high level/be reduced in dominance) ________________.
6a. persistence
direction

31a. learned

56a. be reduced in dominance
7. All human behavior is _________________.

Behavior is characterized by ___________ and ___________.

32. A large number of learned needs have been identified by psychologists, and different psychologists list different learned needs. From this, it appears that although physical needs are the same from person to person, learned needs may *_____________________ from one person to the next.

57. Use exhibits 2 and 3. Prior to World War II, many people in Europe lived in comfort; they were dominated by their higher needs. But during the war, they were plunged into a concern for basic survival where they had to scrape garbage cans to obtain sufficient food. From this, we can see that their behavior became *_____________________.
7a. motivated
  }
  }
  persistence {any order}
  }
  direction }

32a. *differ

57a. *completely dominated by their physical needs
8. What causes persistence in our behavior? There are driving forces within all of us called needs (other terms are drives, wants, motives) that cause us to be active, to "behave," until the need is satisfied. For example, hunger is such a ___________ _________ because it causes us ___________ _________.

33. The need for achievement is considered by some psychologists to be very strong in the Western culture, but it appears to be weaker in some Oriental cultures. The need for "saving face" is very strong in Oriental societies, but is less strong in the Western culture. From these two examples, what can we say about the strength of learned needs in terms of different cultures? ___________ _________.

58. If deprivation of the lower, more basic, needs suddenly occurs, the higher needs which dominated the individual's behavior will ___________ _________.
8a. need (NOTE: drive, want, or motive would be correct, but in this program we will use the term "need" for convenience.)

*to behave, or be active, until the need (hunger) is satisfied

33a. *They differ in strength from one culture to another.

58a. *be reduced (until the lower needs are satisfied)
9. Needs cause our behavior to be persistent because they * ______________________________.

34. The strength of learned needs (is the same/differs) ________________________
from person to person and * ________________________________.

59. Recall the village where people lived in comfort before an insurgency. Following the defeat of the insurgency their physical and safety needs are again satisfied and the needs for belongingness and love, esteem, and self-actualization again dominate their behavior after a short time. Thus, after temporarily deprived basic needs are re-satisfied, the higher needs * _________________________________.

______________________________.
9a. *cause us to behave until the need is satisfied

34a. differs
*from culture to culture

59a. *will re-emerge to dominate behavior after a short time
NOTE: However, if lower needs have been deprived for a long period of time, it will take longer to re-establish the higher needs.
10. Our behavior is characterized by persistence because of our _______

35. Just because a need is learned does not mean that it is less powerful than a physical need. The fact that men risk their lives on a battlefield is a good indication that learned needs may be *__________ than physical needs.

60. Needs may be arranged in a hierarchy of dominance in which *__________. If, for people whose higher needs are fully developed, sudden deprivation of the lower needs occurs, then *___________. Following satisfaction of the lower needs, *___________.

23
10a. needs

35a. *more powerful, stronger

60a. *the lower needs must be satisfied before higher needs may become dominant

*the higher needs will be reduced in dominance, and the lower needs will become dominant until they are satisfied

*higher needs will be re-established
11. In the game of soccer, or when kicking an extra point in football, the object is to get the ball through the _______ posts. Although our behavior may or may not have anything to do with posts, all behavior is directed toward some___________________.

36. We occasionally hear about people who die in poverty but who have saved thousands of dollars. For some social, physical, or economic reason, the need for wealth became *___________________________.

61. Maslow's hierarchy is an especially useful method for considering the needs of people in an insurgent, authoritarian, or impoverished environment. However, for a large number of people, most needs are rather well satisfied, so their behavior may be governed by a number of different momentary needs. For example, if you had not eaten for a few hours, your behavior may be partially governed by *___________________________.

25
11a. goal

goal

36a. *more powerful than the physical needs

61a. your need for food
12. Recall our busy military man again. The objective of his work was to accomplish his mission, and all his duty time (and some extra) was directed toward this. Accomplishing the mission is his objective, or

37. Although the satisfaction of physical needs is usually more important than the learned needs, there are many cases where, through the process of social, economic, or physical influence, *

62. Most of us may perceive a large number of different needs each day because each need is at a different state of satisfaction. If our hunger or thirst had not been satisfied recently, we would perceive these needs—they would force themselves on us. In general, then, the needs we perceive at a given time may depend upon *
12a. goal

37a. *learned needs may become more important than physical needs

62a. *the state of their satisfaction
13. A man who is hungry seeks food. Hunger is the ______, and the food is the___________.

38. By this point, it should be clear that our behavior is related to needs and goals in a complex way. For example, three people in a village may join an insurgent force but for different reasons. One might join in order to gain power, another joins because he is promised food, and the last joins because he has been threatened with death if he does not. Thus, three different people use (the same/different) ______________ behavior to satisfy (the same/different) ______________ needs.

63. One thing that determines the needs we perceive at a given moment is *
Assume that you have just eaten a good meal and had plenty of water to drink. Now, if a delicious piece of pie or frosty beer is placed in front of you, your hunger or thirst will probably be stimulated by these new cues or goals in your environment. Thus, another factor that determines the needs we perceive is the________________________.
13a. need
goal

38a. the same
different

63a. *state of satisfaction of our needs
*cues and goals in the environment
14. Goals may be objects, or activities with respect to those objects, which satisfy the relevant need. Clearly, to a hungry man, food would be an (object/activity with respect to the object) __________ which will ____________.

39. People frequently buy cars for different reasons. In terms of behavior and needs, they are using ______________ to satisfy ______________.

64. Let's say that your sex need has been recently satisfied, and afterward you go to a burlesque show. The music would be a cue, and the girls would become a goal in the environment. Thus, your sex need would be re-stimulated by the __________ and __________ in the ______________.
14a. object

*satisfy his hunger (the relevant need)

39a. *the same behavior

*different needs

64a. cues }
}
goals } (any order)
}
environment }
15. If you are thirsty, beer would be a goal which is an (object/activity with respect to the object), but drinking the beer is an . Both, however, are goals because they would .

40. We have seen that in different people different needs may be satisfied by the same behavior. However, the reverse will also be true in that, for different people, the same needs may be satisfied by behaviors.

65. Two things that determine which needs we perceive are:
   a. 
   b. 
   The way we look at things (called our "frame of reference"), however, will influence our perceptsives of a need or our reaction to cues and goals. For example, a snake may stimulate different needs in different people because of differences in .
15a. object
   activity with respect to the object
   *satisfy the relevant need (thirst)

40a. different

65a. *state of need satisfaction
     *cues and goals present in our environment
     *the way we look at things (or, our frame of reference)
16. Goals are _____ or * __________________________
which * __________________________.

41. The needs for power and achievement may result in many different behaviors. For example, in a country undergoing insurgency, villagers may attempt to satisfy their need for power by joining the insurgent forces, by joining the government forces, by becoming a leader in his village, etc. Thus, these villagers are satisfying__________ need with __________________________.

66. If you didn't like the taste of beer, or if you belonged to a monastic order where sex interests were forbidden, then a beer or the state of your sexual need satisfaction would probably not stimulate your perception of needs because of a difference in * __________________________.
16a. objects
   *activities with respect to the object
   *satisfy the relevant need

41a. the same
   different behaviors

6f. *the way we look at things (frame of reference)
17. Because attainment of a goal satisfies the relevant need, goals are the end result of the activity stimulated by the need. Clearly, goals may be immediate or remote in time. Goals such as eating or drinking may be considered goals, but a goal such as becoming a general officer will be in time.

42. Although, for different people, similar behaviors may be related to similar needs, we have also seen that two other relationships between needs and behavior occur.

   a. * may be related to *.

   b. *.

67. The specific needs that we perceive at a given time depend upon:

   a. *.

   b. *

   c. *.
17a. immediate
   remote

42a. a. *Similar behavior may be related to different needs * (any order)
    b. *Different behaviors may be related to similar needs *

67a. *the state of need satisfaction* * (any order)
    *cues and goals present in our environment* * (any order)
    *the way we look at things (frame of reference)*
18. We can now say two things about goals. Goals are defined as __________ or *____________ which __________. In addition, goals may be _______________ or _______________ in time.

43. Our behavior depends upon the degree to which needs are satisfied. Just after eating a large dinner, we will not seek any food because the hunger need has been _______________. However, after a period of a few hours, we will be hungry again. In other words, as time goes by our hunger need _______________.

68. Recall that needs provide a push, and goals give direction to our behavior. We perceive different needs at different times, and each of these needs may be directed toward and satisfied by a number of different _______________.

18a. objects

*activities with respect to objects
*satisfy the relevant need

immediate }
  } (any order)
remote   }

43a. satisfied

*will increase and needs to be satisfied again.

68a. goals
19. In summary, then, we have seen that the direction of our behavior is determined by __________________; persistence is provided by our__________________.

44. The term "deprivation" may be used to describe the lack of satisfaction of a need. For example, a man who has not seen his wife for a long time would be said to be suffering___________________.

59. The selection of a goal to satisfy a particular need depends upon a number of things. Perhaps the most important factor is a goal's acceptability in terms of the norms and values of a society. For example, in some Oriental religions, certain types of meat may not be eaten: for practitioners of the religion to eat these foods would violate their religion and, in general, would be a violation of the__________________ and__________________ of their_________________.

41
19a. goals

needs

44a. deprivation

69a. norms }

} values } (any order)

} society)
20. Let's consider our needs a little more deeply, because it is these needs that provide the very basis for our behavior. Clearly, the reason that we eat, drink, love, work, play, and even stay away from haunted houses is basically to satisfy our various _________ 

45. The strength of a need varies with its state of satisfaction, and the longer it has been deprived, the stronger it gets. A need will be weak after it has been ____________, but will be a strong, driving force when ________________________ 

70. a. The selection of a goal depends upon one or more of the following factors:
   (1) Cultural norms and values.
   (2) Biological (physical) capacity.
   (3) Personal experience.
   (4) Accessibility in the physical and social environment.

   b. Next to each situation below, write the factor that would most likely account for the behavior.
   (1) You are 5 feet tall and decide not to be a basketball player.
   * ________________________ 
   (2) You meet a girl from Alaska who is very nice, but you decide not to continue dating her because she returns to Alaska. *
   (3) You marry a blue-eyed blonde because of good past relationships with blue-eyed blondes. *
   (4) You joined the Army because it is an acceptable occupation among your friends. * ________________________ 

43
20a. needs

45a. satisfied

*it has not been satisfied, or has been deprived, for a period of time.

70a. (1) biological capacity
(2) accessibility in the physical (and social) environment
(3) personal experience
(4) cultural norms and values
21. Needs may be positive or negative. Clearly, needs such as hunger, that drive us toward something would be _______ needs; other needs, such as the avoidance of bodily injury, that cause us to avoid something are called _______ needs. But both are needs because they

46. A need may be strong due to *
but the strength will be decreased when *

71. Many Africans collect cattle or water buffalo as a measure of wealth because this goal is acceptable in terms of their * . A farmer may join an insurgent band because he has been treated well by them. His selection of this goal is due to his * ________________________________.
21a. positive
   negative
   *cause us to behave until the need is satisfied

46a. *deprivation, or lack of satisfaction, for a period of time
    *it is satisfied

71a. *cultural norms and values
    *personal experience
22. There are two major categories of needs, "physical" needs that must be satisfied if we are to live, and "learned" needs which are values of the society in which we live. Hunger, thirst, and respiration are examples of __________ needs; power, achievement, and status are examples of __________ needs.

47. Of the two types of needs, physical or learned, the type that would generally be most affected by deprivation, e.g., those that would usually provide the greatest driving power, are the __________ needs. Thus, our strongest needs are our __________ needs.

72. A man who has been seriously weakened by illness will probably not be interested in joining the military; his goal is limited by his __________. People in Communist areas, East and West, may wish to escape to freedom, but this goal is limited by its lack of __________.
22a. physical
learned

47a. physical

72a. biological capacity
*accessibility in the physical and social environment.
23. Our physical needs are hunger, thirst, respiration, evacuation, sex, activity and rest, temperature regulation, and avoidance of organic injury. These physical needs provide a major basis for our behavior because all learned needs and all behaviors are directly or indirectly related to these needs. This may be most clearly seen in the more primitive societies (where tribal dances and ceremonies, taboos, etc. are directly related to hunting, growing crops, sexual maturity rites, etc.). In our own society, there is a greater veneer overlaying these basic needs, but their satisfaction is still the root of our behavior; it provides the reason we work, seek power, seek wealth, and even learn about psychological operations. It is for this reason that some time will be spent on these physical needs.

48. Needs organize our behavior so that they will be satisfied. You would expect, then, that the longer a strong need has been deprived, the more it will tend to _________.

73. Of the many goals that may be selected to satisfy a particular need, the selection of a particular goal is dependent upon:

a. _________.

b. _________.

c. _________.

d. _________.
23a. Go on to the next frame.

48a. *organize our behavior towards satisfaction of the need, direct our behavior

73a. *cultural norms and values
*biological capacity
*personal experience
*accessibility in the physical and social environment}
24. If we cannot get any liquid to satisfy our thirst, then we will die in a few days. Thus, we must satisfy our physical needs in order to _____________.

49. For people who have been deprived of food for a long time, who are on a starvation or semi-starvation diet, hunger will become the major determiner and organizer of their behavior, all their behavior will be directed toward or related to food. Thus, if a strong need is deprived for a long period of time it will become _____________.

74. Last frame--end of program.
49a. *the major determiner of behavior
25. Needs with which we are born are called innate; innate needs are possessed by all people. Thus, because we are born with physical needs, physical needs are considered ________________ and are possessed by ________________.

50. With the large number of needs of varying strength that we have, there must be some way of arranging them in terms of their importance, or dominance. For example, you would expect that if we are hungry, our hunger need will usually be more __________________ than our need for status.
25a. innate
   all people

50a. important (or, dominant)
Turn back to the middle row, frame 26.

Turn back to the bottom row, frame 51.
EXHIBIT 1

THE LEARNED NEEDS

In any society, the satisfaction of a need is usually a complex process. It includes the setting of many goals and the performance of a variety of behaviors. For example, in the United States, in order to get food we usually go to the store, buy the food, cook it, and eat it. But consider the actual sequence of events that leads to this final sequence of activities. First, we must have the money with which to buy the food. We work at some job to get the money and must perform an acceptable job in order to continue earning. Certainly, in order to obtain the job in the first place, we must have certain acceptable qualifications which must be traced back much further, but the point is that the sequence of behaviors and goals that lead to eating may be long and complex. And during this process, goals upon which society places a high value may become needs themselves and provide the driving force necessary for behavior. These are what are called the "learned needs."

Some of the major learned needs that have been identified by psychologists are:

a. Need for Power--control over what happens to us, control over others.
b. Need for Achievement--the accomplishment of something difficult or succeeding in a task.
c. Need for Affiliation--to be with or near other people, have social relationships.
d. Need for Prestige--to be looked up to, be respected.
e. Need for Wealth--for material gain. This need is especially strong in the Western world, but less so in other cultures.
f. Avoidance of Ostracism--avoid being different, avoid criticism, avoid rejection.
A hierarchy of the dominance of needs has been developed by a well-known psychologist, A. H. Maslow*. His hierarchy, arranged in order of dominance is as follows:

<table>
<thead>
<tr>
<th>Need</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Physiological (physical) needs</td>
<td>hunger, thirst</td>
</tr>
<tr>
<td>2. Safety needs</td>
<td>security, order, stability</td>
</tr>
<tr>
<td>3. Belongingness, love needs</td>
<td>socialization, affection</td>
</tr>
<tr>
<td>4. Esteem needs</td>
<td>self-respect, self-esteem, achievement</td>
</tr>
<tr>
<td>5. Need for self-actualization</td>
<td>self-fulfillment</td>
</tr>
</tbody>
</table>

The needs necessary to life itself--the physical needs--are called "lower" needs. Those less necessary for life are "higher" needs, and the more abstract the need, the "higher" it is.

Maslow's hierarchy of needs does not require that a lower need be completely satisfied before a higher need may start to emerge. The charts above roughly show how this takes place, and are arranged to show how, with psychological development, needs arise, are satisfied, and other needs arise. At time 1, early in our development, physical needs completely dominate us. As these physiological needs become satisfied, the safety needs start to emerge (time 2). Later, as the physical needs are almost completely satisfied, the safety needs grow in importance and may be partially satisfied (time 3). Upon complete satisfaction of the physical needs, the safety needs become dominant and, because safety is partially satisfied, the belongingness and love needs emerge (time 4). When the first two are completely satisfied, belongingness and love needs become dominant, and esteem needs emerge (time 5).

Clearly, for most people in the United States, the physical and safety needs are fully satisfied most of the time, and the needs for belongingness and love, esteem, and self-actualization must be developed and satisfied in accordance with the hierarchy. Generally, we must feel that we are part of a group or are friendly with people (satisfying the needs for belongingness and love) before we can develop needs for prestige, success, etc., which depend upon our being part of a group. And we must have satisfied our need for esteem before we can feel a need for self-fulfillment; we must feel secure in our relationships with other people and in being successful first. It should be apparent that the development is relative. In this way, you can see how this hierarchy actually applies to our lives and that it does have relevance to our development of needs.
EXERCISES

Requirement: In the following multiple-choice exercises, only one answer is required. Select the best answer to each exercise and fill in solidly the space under the selection on the answer sheet. If more or less than the required number are selected, no credit will be given for the solution to the exercise. Each exercise has a weight of 6.25 points.

1. The study of the direction and persistence of action is the study of:
   a. Interaction.
   b. Motivation.
   c. Cognition.
   d. Arousal.

2. The initiating, directing, and sustaining forces of behavior, either positive or negative, are expressed as:
   a. Goals.
   b. Self.
   c. Needs.
   d. Culture.

3. The end of a need, the sought after action, is referred to as:
   a. Remote.
   b. Important.
   c. Physical.
   d. Goals.

4. The satisfaction of need by attaining a goal, such as eating or drinking is a (an):
   a. Immediate goal.
   b. Negative arousal.
   c. Positive cognition.
   d. Interaction need.

5. Needs which we are born with are:
   a. Positive.
   b. Organized.
   c. Cognitive.
   d. Physical.
6. All people have:
   a. Self-evaluation needs.
   b. Motivational needs.
   c. Physical needs.
   d. Arousal needs.

7. As we grow up, needs other than those of the body are:
   a. Learned.
   b. Aroused.
   c. Organized.
   d. Remote.

8. The value a society places on achievement is a:
   a. Group need.
   b. Positive need.
   c. Physical need.
   d. Learned need.

9. Except for needs relating to our body:
   a. Goals differ from culture to culture.
   b. Needs differ from culture to culture.
   c. Motivation differs from culture to culture.
   d. Deprivation differs from culture to culture.

10. Not satisfying a need is called:
    a. Arousal.
    b. Cognition.
    c. Deprivation.
    d. Self-evaluation.

11. To the end of satisfying our needs, our behavior is:
    a. Selective.
    b. Affiliated.
    c. Learned.
    d. Organized.
12. Dominant needs are most:
   a. Organized.
   b. Negative.
   c. Immediate.
   d. Important.

13. According to Maslow, our most important needs are:
   a. Negative.
   b. Positive.
   c. Physical.
   d. Learned.

Requirement: In the following multiple-choice exercise two answers are required. Select the two best answers to each exercise and fill in solidly the spaces under the selections on the answer sheet. If more or less than the required number are selected, no credit will be given for the solution to the exercise.

14. Needs which attract us and needs which cause us to avoid something are:
   a. Positive.
   b. Negative.
   c. Physical.
   d. Learned.

15. The two major categories of needs are:
   a. Deprivation.
   b. Positive.
   c. Organized.
   d. Negative.