

Week 3
Exercise/Homework

Exercise/Homework Reflections on human creativity, motivation and communications.
Please read through the lecture notes on creativity/motivation as well as the Virginia Postrel article on Aesthetics/Maslow's Hierarchy of Needs. Do a group discussion and reflect on the following questions (below):

- a. In small groups, discuss, compare and contrast the different views of human motivation - the Psychoanalytical (Freudian, Jungian), Behavioural, Cognitive and the Humanistic. How would these different views affect human (and consumer) behaviour? Are these theories all equally valid? Do additional research if you have to, to consider these points.

Answer a:

I think that it is in human nature for people to normally choose function over form, but because as time evolves, people tend to upgrade themselves and so many types of choices of range are available. It wouldn't have been a problem until some people choose form over function, even when function isn't up to standard or even low in standard. It is a mistake almost all consumers failed to realize, until when product is bought and tried, then that is the point where some consumers will regret their decision making.

- b. Draw out Maslow's Hierarchy of Needs diagram. Fit your top 10 personal values on to the diagram, and reflect on your own chain-of-values. Where do most of your values lie? How do these affect your daily activities, shape your motivations and activities, and your consumption patterns?

Maslow's Hierarchy of Needs diagram

