

Research on the Management of College Students Based on the Hierarchy of Needs Theory

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Received: 9 October 2024; **Accepted:** 30 October 2024; **Published:** 20 November 2024

Abstract:

For college students, Maslow's hierarchy of needs theory can help managers better understand the needs of college students, thereby improving their satisfaction. With the development of modern society, it is necessary to have a deep understanding of the needs of college students, analyze the current situation and reasons for the problems in college student management, and take targeted measures to improve the effectiveness of student management.

Keywords:

Hierarchy of Needs, College Students, Management

1. Introduction

With the development of society and the deepening reform of education, higher education institutions aim to cultivate outstanding students with comprehensive qualities and meet their diverse needs. In this context, how to effectively manage students based on the hierarchy of needs theory to promote their healthy growth and development has become an important issue facing universities. The application of the hierarchy of needs theory in college student management helps efficient managers better understand the specific needs of students and develop management strategies that are efficient and adaptable to their needs. By paying close attention to the needs of students at different levels and taking corresponding incentive measures, students' learning motivation can be stimulated, learning efficiency can be improved, and a good campus cultural atmosphere can be created to enhance students' satisfaction and sense of belonging.

2. An Overview of Hierarchy Theory is Needed

The hierarchy of needs theory was proposed by American psychologist Abraham Maslow, who ranked human needs from low to high into five levels: physiological needs, safety needs, belongingness and love needs, esteem needs, and self actualization needs. Among them, the lowest level is physiological needs, which are the most basic needs and crucial for survival.

3. The Current Situation of College Student Management Based on the Hierarchy of Needs Theory

3.1. Physiological needs of college students

Private university students face some current issues in meeting their main physiological needs. Firstly, accommodation conditions may vary greatly, with some student dormitories facing issues such as limited space, outdated facilities, or inadequate maintenance, which can affect students' living comfort and safety. Secondly, in terms of diet, although most schools have canteens, the types of food are sometimes too limited and the nutritional balance is not balanced enough to meet the taste preferences and health needs of all students. In addition, due to high academic pressure, students often lack sufficient rest time, coupled with an unreasonable schedule, leading to a decline in sleep quality, which may have adverse effects on their physical health in the long run. Finally, although most private universities are equipped with sports facilities, the quantity and quality may not be sufficient to meet the exercise needs of all students, especially during peak hours when the use of sports venues may become very tight. These issues collectively result in insufficient protection of the basic living conditions, healthy diet, rest, and physical exercise needs of students in private universities.

3.2. The safety needs of college students

Private college students face some current issues in terms of safety needs, mainly including insufficient campus safety management measures, hidden safety hazards in accommodation environment, lack of psychological health support, and weak awareness of network security. Firstly, the security forces of some schools may not be strong enough, and the coverage of monitoring facilities may not be comprehensive, leading to frequent incidents of theft, harassment, and other problems on campus. Secondly, there may be fire hazards, structural aging, or improper maintenance issues in student dormitories, which can affect residential safety. In addition, with the increasing pressure of academic and employment, students' mental health problems have become increasingly prominent. However, many private universities provide limited psychological counseling services to meet the needs of students. Finally, in the context of the digital age, network security issues such as online fraud and personal information leakage occur frequently, and some students have insufficient awareness of such risks and weak self-protection abilities. These issues collectively constitute a threat to student safety and urgently need to be addressed through measures such as strengthening campus safety facilities, improving mental health service systems, and enhancing cybersecurity education.

3.3. The Belonging and Loving Needs of College Students

Private college students face some current issues in terms of their need for belonging and love. Firstly, due to the diverse backgrounds of students, some may find it difficult to integrate into the collective and lack a strong sense of belonging to the campus. Secondly, school clubs and activity organizations may not be rich or active enough, limiting students' opportunities to establish friendships and social networks. In addition, the teacher-student relationship can sometimes be distant, and teachers may not be able to fully focus on students' personal growth and emotional needs due to teaching and research pressures. Family support may also appear insufficient due to geographical distance or parents being busy with work, resulting in

students lacking timely emotional comfort when facing difficulties. Although mental health services exist, limited resources and low accessibility prevent some students with psychological distress from receiving effective help and support. These factors work together to affect the formation of stable social connections and personal happiness among students during their school years, increasing their likelihood of feeling lonely and anxious. Therefore, enhancing community cohesion, promoting positive interpersonal communication, and providing more comprehensive mental health support are key to improving this situation.

3.4. Respect and Self actualization Needs of College Students

Students in private colleges and universities face some current issues in terms of respect and self actualization needs. Firstly, due to the fact that schools may place more emphasis on academic performance and employment rates, some students feel that their personal interests and strengths have not been fully recognized and supported, which affects their self-esteem and personal sense of achievement. Secondly, there is sometimes a lack of equal communication atmosphere in teacher-student interaction, and teachers do not attach enough importance to students' opinions and suggestions, making students feel that their voices on campus are marginalized. In addition, the personalized development opportunities provided by schools are limited, such as insufficient resources for innovation and entrepreneurship support, artistic and cultural activities, which restrict the space for students to explore and develop their own potential. Meanwhile, a highly competitive environment may lead to significant comparative pressure among students, which can affect the establishment of individual confidence. Finally, although many private universities offer career planning services, these services are often basic and difficult to meet the diverse career development needs of students, thus hindering their process of achieving personal career goals. In summary, in order to better meet the needs of students for respect and self realization, private universities should strive to create an educational environment that encourages innovation, respects individuality, and supports comprehensive development.

4. Management Strategies for College Students Based on the Hierarchy of Needs Theory

Based on Maslow's hierarchy of needs theory, meeting the physiological needs of college students is the foundation for establishing effective management mechanisms. Here are some specific measures for addressing the physiological needs of college students:

4.1. Ensuring the physiological needs of students

Private universities usually take a series of measures to ensure that students' basic living conditions are guaranteed in order to meet their physiological needs. Firstly, provide a safe and comfortable accommodation environment, including clean and tidy dormitories and necessary living facilities, to ensure the quality of students' rest. Secondly, the school cafeteria offers a diverse range of dining options, emphasizing nutritional balance and food safety to meet the dietary preferences and health needs of different students. In addition, school hospitals or medical clinics should be established to provide students with basic medical services, and regular physical examinations and health education activities should be carried out to enhance students' self-care awareness. At the same time, well-equipped sports facilities are

provided and students are encouraged to participate in physical exercise to help them maintain good physical condition. Through these comprehensive measures, private universities are committed to creating a learning and living environment conducive to students' physical and mental health development.

4.2. Meet the safety needs of students

Private universities usually adopt a series of comprehensive measures to ensure the safety and stability of campus environment in order to meet the safety needs of students. Firstly, strengthen campus security forces, including deploying professional security personnel, installing surveillance cameras, and implementing access control systems to prevent and respond promptly to potential security threats. Secondly, regular fire safety inspections should be conducted to ensure that the fire-fighting facilities in dormitories, classrooms, and other places are complete, and fire drills should be organized to improve the emergency evacuation capabilities of teachers and students. In addition, the school will also carry out various safety education activities, such as network security, traffic safety, anti fraud education, etc., to enhance students' self-protection awareness and skills. In terms of mental health, we provide psychological counseling and support services to help students cope with academic pressure and emotional distress, and reduce psychological safety hazards. Through these multi-faceted security measures, private universities are committed to creating a learning and living environment that reassures parents and students.

4.3. Satisfy students' needs for belonging and love

Private universities have taken various measures to promote connections and support among students in order to meet their needs for belonging and love. Firstly, the school encourages students to participate in collective activities by establishing diverse clubs and interest groups, thereby enhancing communication and cooperation among each other and forming a close social network. Secondly, organizing various campus cultural activities such as cultural festivals, sports events, etc. not only enriches students' extracurricular life, but also provides them with a platform to showcase themselves and enhance friendships. In addition, the school focuses on creating an open and harmonious teacher-student relationship, encouraging teachers to pay attention to students' personal growth and development, providing guidance and assistance, and making students feel supported and cared for by their teachers. At the same time, a mental health service center will be established to provide students with psychological counseling and support services, helping them solve emotional problems and enhance their psychological resilience. Through these measures, private universities strive to build a caring and supportive community environment, allowing students to feel a strong sense of belonging and establish positive interpersonal relationships during their time in school.

4.4. Satisfy students' needs for respect and self actualization

Private universities have taken a series of measures to promote personal growth and comprehensive development in order to meet the needs of students' respect and self realization. Firstly, the school is committed to creating an inclusive and supportive learning environment, encouraging students to express their opinions and creativity, and enhancing interaction between teachers and students through group discussions, project collaborations, and other forms, so that students feel respected and valued. Secondly, provide diverse course options and professional guidance to support

students in personalized learning based on their interests and career plans, helping them discover and develop their personal potential. In addition, the school actively organizes various academic competitions, research projects, and social practice activities to provide students with opportunities to showcase their talents and gain a sense of achievement. At the same time, establish a comprehensive career development service system, including career planning consultation, internship opportunity recommendation, etc., to help students smoothly transition to the workplace and achieve their career goals. Through these comprehensive measures, private universities not only focus on students' academic achievements, but also pay more attention to cultivating their confidence and personal value, thereby better meeting students' needs for respect and self realization.

5. Conclusions

This article explores the impact of different levels of needs on students' learning attitudes, behavioral performance, and overall well-being by applying Maslow's hierarchy of needs theory to college student management. The research results indicate that meeting students' physiological and safety needs is fundamental, but higher-level needs such as a sense of belonging, respect, and self actualization are equally crucial for stimulating students' intrinsic motivation and promoting comprehensive development. Through the analysis and optimization suggestions of the existing management mode, we realize that the management of universities should adopt more comprehensive and personalized strategies to support the development of students. This approach not only helps to improve student satisfaction and academic achievement, but also enhances the attractiveness and competitiveness of the school. In summary, the student management framework based on the hierarchy of needs theory provides us with a valuable perspective to help educators better understand and respond to students' needs. Through continuous practice and improvement, we believe that we can create an educational environment that is more conducive to students' growth and success.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

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