

Even Social Media needs have a hierarchy: check what social network is fulfilling them

Twitter, Facebook, LinkedIn and Tumblr all fulfill some special need (we don't even know of, mostly) every day of our life.

Here's some pretty view of all social networks from the most basic psychological needs point of view - and what drivers our behaviour.

Abraham Maslow's hierarchy of needs is an important psychological theory that addresses the stages of growth in humans.

Typically displayed in the shape of a pyramid, the largest and most base physiological needs - breathing, food, water, sleeping etc - are displayed at the bottom, followed by safety, love/belonging, esteem and self-actualisation.

Check this cool infographics!

