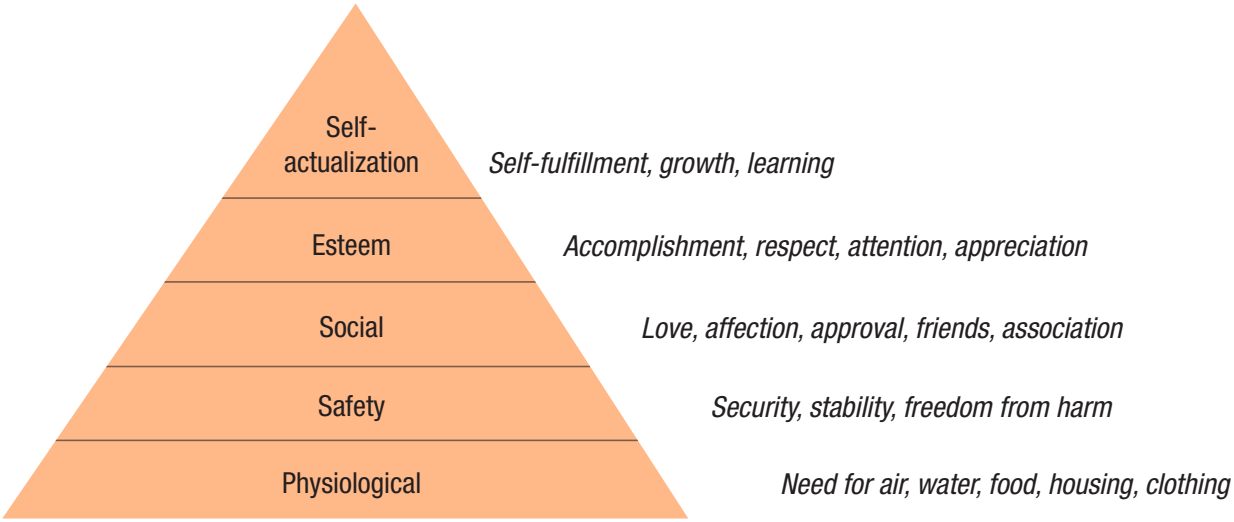Maslow's Hierarchy of Needs