



CHANGE IN NEEDS OVER TIME

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ABSTRACT

When we look at the ancient world and earlier, we see that the most important struggle of mankind is to survive against the wild nature and to recognize nature and self. This need has become as important as shelter, food and security for the primitive man in particular. In later periods, the developments recorded by mankind have not lost their importance and led to the creation of myths, religions, gods. It is seen that such a crucial effort inevitably influences the artistic activities of these human communities, and even to some thinkers, the origin of art creation. There are certain factors that influence the needs of the individual. It is seen that both the biological characteristics and the family environment are effective. As the culture of the society and the moral characteristics of the society change over time, the needs also change. According to this hierarchy of needs; need for achievement, need for independence, need for self-actualization, need for consume, need to believe and need to build are explained. The purpose of this study is to emphasize the necessity of people to believe and build from the past, starting from the formal and architectural features of temple constructions. As a result of all the research, it was aimed to examine how human beings' needs change over time. According to the examples given; as time and society change, so do the needs of women and men. There has been an increase in the need for women to achieve independence and achievement.

Keywords: Needs, Architecture, Self-Actualization, Consume, Independence.

1. INTRODUCTION

When we look at the ancient world and earlier, we see that the most important struggle of mankind is to survive against the wild nature and to recognize nature and self. This need has become as important as shelter, food and security for the primitive man in particular. In later periods, the developments recorded by mankind have not lost their importance and led to the creation of myths, religions, gods. It is seen that such a crucial effort inevitably influences the artistic activities of these human communities, and even to some thinkers, the origin of art creation. Among these creation works are the belief structures that require primitive paintings, sculptures and mathematics, engineering knowledge. Therefore, from the most primitive to the most complex diversity, this phenomenon, especially revealed in beliefs, reveals that people are mythological perspectives. This emphasizes the importance of mythology for analyzing the primitive and national characters of societies. There are many ways to follow these traces of faith that human societies leave behind. But the best way is to analyze the structural formations that can be verified by archaeological evidence and even the facts supported by linguistic science. At this point it is seen that the paths of mythology, archeology and architectural sciences intersect (ErdilPolat, T., 2009).

2. PURPOSE, SCOPE AND METHOD OF THE STUDY

2.1. Purpose and Scope of the Study

The scope of this research is to examine the needs of Human. Maslow's hierarchy of needs is studied. According to this hierarchy of needs, need for achievement, need for independence, need for self-actualization, need for consume, need to believe and need to build are explained. The purpose of this study is to emphasize the necessity of people to believe and build from the past, starting from the formal and architectural features of temple constructions. Within the study, Athena Temple, Artemis Temple and Afrodit Temple have been featured in their images. Finally, as a result of all the research, it was aimed to examine how human beings' needs change over time.

2.2. Method of the Study

The methods used during the study are research and observation. Firstly, human's hierarchy of needs have been researched. Literature search was done. Resource books related to the subject have been researched. Information on previous investigations has been given. This information has been reviewed by the author. Observations were made within the scope of the study.

3. HUMAN'S HIERARCHY OF NEEDS

3.1. Maslow's hierarchy of needs

Human needs and desires create the point of action of economic life and economic activities. Some of these needs and desires are vitally important and must be done absolutely (Fig.1). For example, the need for nutrition (Fig.2) and shelter is essential, and the inadequacy and disability to do them can lead to the destruction of societies. These are 'minimum' requirements. However, the needs should be assessed from a different angle. Besides the basic needs of people, there are many 'maximal' needs and desires that enhance the happiness of people, their commitment to life and their life consciousness (Fig.3). When economic competence is provided, and there are attitudes, conscious or unconscious behaviors exhibited by people to ensure their mental competence.



Figure-1. Maslow's Hierarchy of Needs

In general, it is stated that social and personal characteristics have influenced people to show success and failure in any area. People have varying needs and varying behaviors depending on their social and familial characteristics. These behaviors can have positive and negative

consequences. Requirements are; achievement, rapprochement, control, social acceptance, independence, dependence, helping, respecting, etc.



Figure-2. Physiological Needs – Need for Nutrition



Figure-3. Need for Love and Belonging

3.2. Need for Achievement and Need for Independence

The need for achievement is perceived together with the need for independence in industrialized societies. For example; for an individual who is 18 years old in America, the meaning of success is perceived as being able to survive on his own and to live without being dependent on his parents. At the same time, the necessity of success exists in the necessity of social acceptance in Turkey. Individuals need to be free to be successful (Fig.4).

The importance and priority given to the needs of the individual trained in Turkish society and of the individual trained in American culture may vary by community. In addition, the grown-up individual who has the right to make important decisions is more likely to succeed.



Figure-4. Need for Freedom

The fear of failure and the eagerness of success are mentioned. Both can be the way to success, but there is a big difference between them. An individual who is afraid of failure will stay away from situations that are likely to fail because the failure may lead to psychological destruction. Individuals who have passion to succeed are fearless. They are not afraid of failure and trial, so they are more likely to succeed in life.

3.3. Need For Self-Actualization and Need For Consume

It seems that what drives postmodern people's actions is the need to consume and to enjoy (Jameson, 1994). It is inevitable that this vital truth, which can be called consumption power, plays a decisive role in aesthetic theory.

Moreover, since such a powerful social force has been introduced, a significant part of the postmodern cultural researchers have turned to psychoanalytic solutions of this anarchic determinant. For this reason, the behavioral patterns of the postmodern society, composed of consumer individuals, include research on what they want to buy.

In this context, for example, Rainer Funk (Funk, 2009) has developed important concepts in postmodern human psychoanalysis. He has also drawn a basic chart of how the desire for consumption and recreation aesthetics is directed. Funk describes postmodern people as "user passive type". His thought combines with Debord that postmodern people's basic needs are pleasure, entertainment and what they seek in everyday life as "artificial pleasures and consumption" (Debord, 1996). In this way, people are also fulfill the needs of self-actualization.

These rhetoric bring about the debates about "the aestheticization of everyday life". On the one hand, Funk's inferences (Funk, 2009), which postmodern humans have emphasized by psychoanalysis, perfectly match Venturi's views on advertising praise and the necessity of advertising in design (Venturi, R. and Brown, D.S., Izenour, S. 1993).

"Lifestyle" and "everyday aesthetics" play an important role in the life of the postmodern consumer. Any stylistic approach that leaves an important impression on any communicative tool, historical memory, markers, logos, and audiences is becoming a vital element in design (Erdil Polat, T., 2009).

3.4. Need To Believe and Need To Build

Mythology ensured that the most ancient works of antiquity artists were sacred areas and temple structures. Nature is considered sacred for the people of ancient times. For this reason it was important to build temples for the gods who ruled nature. Especially in the cities established by the colonization movement, there has been communities that want to make a homeland for them. These communities have done godly temples in order to feel safe as their first job.

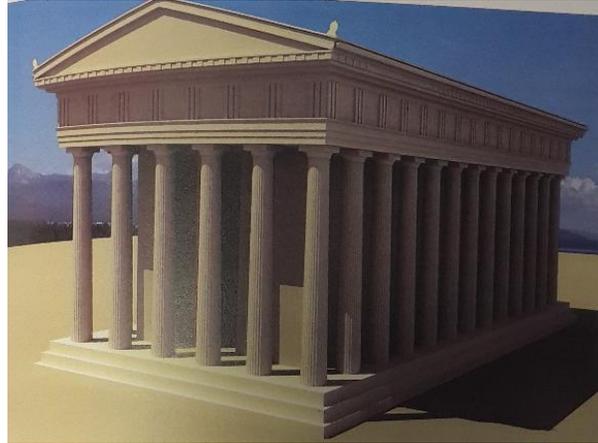


Figure-5. Athena Temple

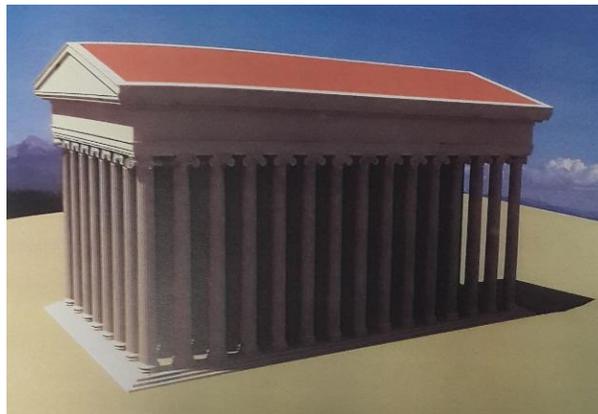


Figure-6. Artemis Temple

Selected sanctuaries for this purpose, and the temples built in these areas, are the historical documents of the area they are in. The sacred areas and temples are a reflection of the perception of the world around the city dwellers. These reflections have meaning by reading the city's mental map. The chosen gods in the city to be worshiped, the location and the formal characteristics of the temples dedicated to this god, and various symbolic expressions in their own way (ErdilPolat, T., 2009). Within the study, Athena Temple, Artemis Temple and Afrodit Temple have been featured in their images (Fig.5-Fig.6-Fig.7).

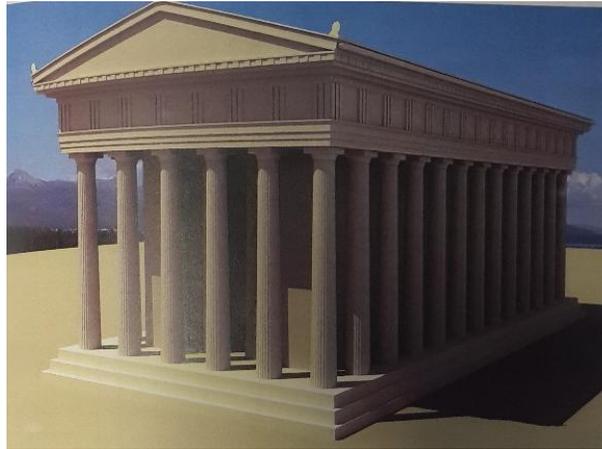


Figure-7. Afrodit Temple

The purpose of this study is to emphasize the necessity of people to believe and build from the past, starting from the formal and architectural features of temple constructions.

4. CONCLUSION: Change in Needs Over Time

There are certain factors that influence the needs of the individual. It is seen that both the biological characteristics and the family environment are effective. As the culture of the society and the moral characteristics of the society change over time, the needs also change. According to this hierarchy of needs(Fig.8); need for achievement, need for independence, need for self-actualization, need for consume, need to believe and need to build are explained. The purpose of this study is to emphasize the necessity of people to believe and build from the past, starting from the formal and architectural features of temple constructions. As a result of all the research, it was aimed to examine how human beings' needs change over time. According to the examples given; as time and society change, so do the needs of women and men. There has been an increase in the need for women to achieve independence and achievement.

Freud's View of the Human Mind:
The Mental Iceberg

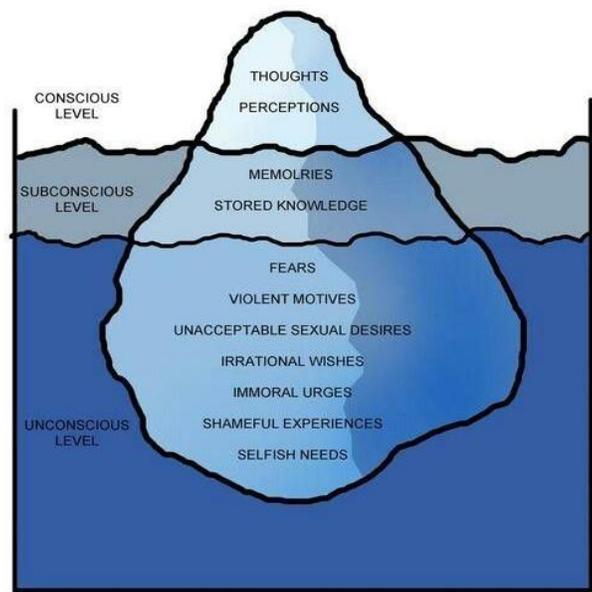


Figure-8. Subconscious Impulses

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