Some Definitions of Affiliation/Belongingness/Relatedness

The **Need for affiliation (N-Affil)** is a term that was popularized by David McClelland and describes a person's need to feel a sense of involvement and "belonging" within a social group; McClelland's thinking was strongly influenced by the pioneering work of Henry Murray who first identified underlying psychological human needs and motivational processes (1938). It was Murray who set out a taxonomy of needs, including achievement, power and affiliation—and placed these in the context of an integrated motivational model. People with a high need for affiliation require warm interpersonal relationships and approval from those with whom they have regular contact. People who place high emphasis on affiliation tend to be supportive team members, but may be less effective in leadership positions.

http://en.wikipedia.org/wiki/Need_for_affiliation


**Belongingness** is the human need to be an accepted member of a group. Whether it is family, friends, co-workers, or a sports team, humans have an inherent desire to belong and be an important part of something greater than themselves. The motive to belong is the need for "strong, stable relationships with other people." This implies a relationship that is greater than simple acquaintance or familiarity. The need to belong is the need to give and receive affection from others. This use of the concept is aligned with the work of Abraham Maslow who theorized about a hierarchy of five basic needs: physiological, safety, belongingness, self-esteem, and self-actualization.

http://en.wikipedia.org/wiki/Belongingness


**Relatedness** is part of a theory of needs that was proposed as an alternative to Maslow's theory and to a simple frustration hypothesis for the problem of relating need-satisfaction to strength of desires. The theory is based on a 3-fold conceptualization of human needs: existence, relatedness, and growth (ERG). It does not assume lower-level satisfaction as a prerequisite for the emergence of higher-order needs. It does include propositions relating the impact of higher-order frustration to the strength of lower-order needs. Empirical tests of differential predictions among Maslow's theory, the simple frustration hypothesis, and ERG theory were conducted by a questionnaire study with 110 employees at several job levels from a bank. Results tend to support ERG theory more than Maslow's theory or the simple frustration hypothesis. (32 ref.)


**Alternative uses of the concept**

