

WHAT THE WORLD NEEDS NOW: IDENTIFYING THE RELATIVE DEGREE OF SPECIFIC MASLOVIAN NEEDS AND DEGREE OF SPECIES-LEVEL SELF-IDENTIFICATION IN INTERSTELLAR MESSAGES SUBMITTED BY A MULTINATIONAL SAMPLE. T.A. Lower¹, D. A. Vakoch², Y. Clearwater³, B.A. Niles⁴, and J. E. Scanlin¹, ¹Department of Psychology, University of Alaska Fairbanks, P.O. Box 756480, Fairbanks, AK, 99775, USA, talower@alaska.edu, ²SETI Institute, 515 N. Whisman Road, Mountain View, CA 94043, USA, dvakoch@seti.org, ³NASA Ames Research Center, Moffett Field, CA 94035, USA, yvonne.clearwater@nasa.gov, ⁴Counseling Program, School of Education, University of Alaska Fairbanks, P.O. Box 756480, Fairbanks, AK, 99775, USA, baniles@alaska.edu.

As we contemplate topics for interstellar discourse that may be of particular interest to an independently evolved, extraterrestrial civilization, subjects that highlight core aspects of humankind seem especially promising. In this project we examined the range of human needs as well as forms of self-identity that were reflected in the text messages, pictures, and sounds submitted by people from over 50 countries around the world through the SETI Institute's online project *Earth Speaks*, in which participants were asked what messages they would want to send to an extraterrestrial civilization.

Using a widely known organization and differentiation of human needs proposed by Abraham Maslow, we examined message content through the geographic distribution, variation, and relative strength of perceptions on particular human need areas around the globe. These need areas are wide-ranging, and include such diverse topics as access to clean water, social and political equality, spirituality and spiritual concerns, love and affiliation, and disease or poverty. In addition, we examined relationships between basic human needs expressed in these messages and other key demographic variables.

Finally, we explored the extent to which messages reflect self-identity that is either 1) global and at the level of the species (identifying with being "human") or 2) group-specific (e.g., belonging to a particular nationality, ethnicity, political party, social class, or religion). We then compared the frequency of references to being human to the frequency of these other group references, providing a measure of degree of affiliation at the species level, versus other forms of affiliation and identification.