THE SEARCH FOR WELL-BEING

Sidney J. Levy, Ph.D.
University of Arizona

Emeritus
Kellogg School
Northwestern University
THE SEARCH FOR WELL-BEING

BASIC MOTIVES DON’T CHANGE

*The two main wishes (Freud) are to
  • Love and be loved
  • Be a productive worker
  • Plus, generally,
    • Be an attractive person
    • Be part of exciting groups
    • Create a desirable home environment
    • Be in the know
  • And thereby have a healthy sense of well-being
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BUT...The ways to satisfy these wishes change over time, differ among market segments, and are often frustrated.
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SHORT TERM TRENDS

Short term trends come and go: are current, visible, stimulate us, and absorb our attention.

Examples: Stock market; interest rates; fashion colors for Fall; movies, music, crimes, politics, books; cars; diets; Etc.
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LONG TERM TRENDS

Long term changes affect possibilities:
Technology
  -> Communications
  -> Productivity
    -> Social Striving
    -> Liberation
  -> Individuality
LONG TERM TRENDS

- Technology
  Physical, Chemical, Biological
- Communication
  Information, Entertainment
- Productivity
  Creativity, Innovation, Prosperity
- Social Striving
  Participation, Mobility, Display
- Liberation
  Self-assertion, Feminism, Entitlement
- Individuality
  Diversity, Narcissism
AVENUES TO WELL-BEING

• Communication (Love)
  Contact, Information, Entertainment, Control
  Being in touch, having access, exchanging, learning, enjoying

Face-to-face, voice-, snail-, e-mail, cell-phones, books, courses, conferences, cassettes, the Internet, the media, hand computers, goods and services from Discovery Toys, Excel Communications, World Book, JCR and JCP.
AVENUES TO WELL-BEING

• Productivity (work):
  Fosters Achievement, Enables Acquisition, Materialism
  Creativity, novelty, hectic life, “rat race,” boredom

  Mobility, constant music, TV, movies, videos, excitement of extreme sports, new experience, concerts, drugs, pornography, violence, sex, nudity, vulgar language, fun, writing dissertations and journal articles.
AVENUES TO WELL-BEING

• Technology:
  Solves problems, makes “anything.”
  Proliferates objects, provides services, insatiably stimulates desires.

  Innovation provides the latest appliances, equipment, gadgets, SUVs, cell phones, baby strollers, the worlds of Sharper Image, Bed Bath and Beyond, Microsoft, Circuit City, Virgin Mobile…
AVENUES TO WELL-BEING

• Social Striving
  Participation, Mobility, Display
  Competition, emulation, status striving,
  upgrading, one-up-man-ship, indebtedness

Travel abroad, ethnic restaurants, home elaboration,
  crystal, china, candles, bigger, better, refinement,
  collections, receptivity to AtHome America, Custom
  Corner, Northern Lights at Home, Tupperware, via
  advanced degrees, better jobs, and tenure.
AVENUES TO WELL-BEING

Liberation:

Self-assertion, Feminism, Entitlement, Sexual Freedom, Civil rights, Litigation

Single households, divorce, single mothers, abortion, gay market and marriage, intermarriage, early maturation, role reversals, working women, childcare, dual careers and incomes, need for prepared foods, Internet shopping, eating out, pets.
AVENUES TO WELL-BEING

Individuality:

Diversity, Narcissism, Choice

Distinctiveness, endless segments, body preoccupation, self-indulgence

The Post-modern search for experience, variety, novelty, personal style and service, custom design, jewelry, adornment, tattooing, piercing, retro, vintage, avant garde, fitness, homeopathics, and alternative medicine. Also, having original ideas and gaining reputation in your field.
AVENUES TO WELL-BEING

• What are your avenues to well-being?
• How will you achieve individuality and distinction with your ideas and in your research career?