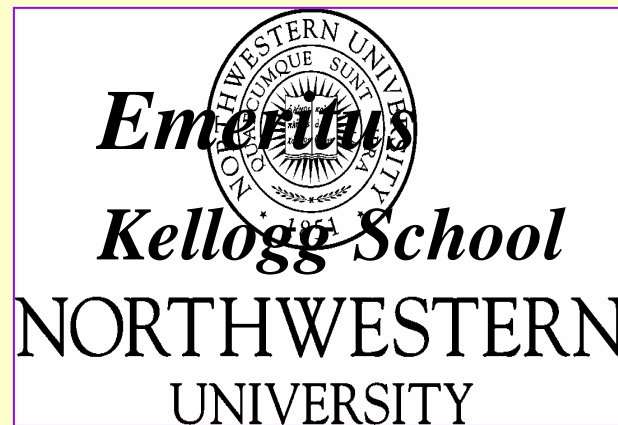


THE SEARCH FOR WELL-BEING

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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.



THE SEARCH FOR WELL-BEING

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



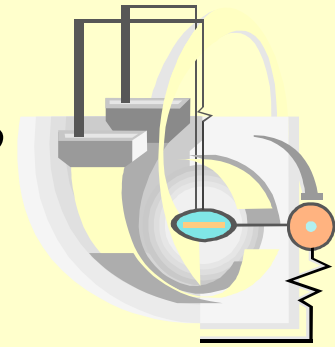
Mobility, constant music, TV, movies, videos, excitement of extreme sports, new experience, concerts, drugs, pornography, violence, sex, nudity, vulgar language, fun, writing dissertations and journal articles.

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**



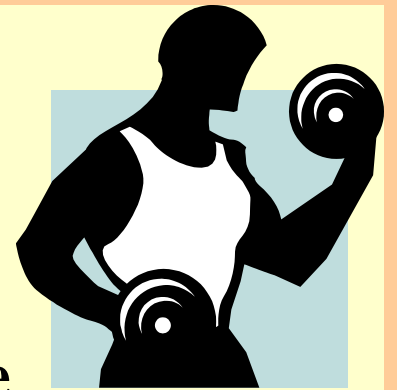
**Single households, divorce, single mothers, abortion,
gay market and marriage, intermarriage, early
maturation, role reversals, working women, childcare,
dual careers and incomes, need for prepared foods,
Internet shopping, eating out, pets.**

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?**