



Morality



Inventor God

Year ~0

Morality generally refers to the actual action patterns, conventions, rules or principles of individual individuals, groups or cultures. It would be better to say norms, values, categorical imperatives, which serve the general public as well as the individual, the counterpart to egoism.

Use Cases

To keep the system stable and create sufficient reserves, so that it does not break down, if something small goes wrong and / or become Sodom & Gomorra (Hebrew ועמורה).



Fixation (psychology)



Inventor Sigmund Freud

Year ~1905

"Fixation" (German: Fixierung) is a concept (in "human" psychology) originated by Sigmund Freud (1905) to denote the persistence of **anachronistic sexual traits**. The term subsequently came to denote object relationships with and attachments to people or things in general persisting from childhood into adult life

Use Cases

For Kids: playing / learning (toys), sports, coping strategy, ...

For Adults: can unfortunately be adapted to sell random junk that has slightly to do with Soccer / Football / *-ball / Burger ...