**SEMStation (Social Entrepreneurship Media Station)**

I will briefly explain to you the concept, aim and motivation underlying the Social Entrepreneurship Media Station, or SEMStation, the new and powerful media platform for positive thought and entrepreneurial action.

The story begins about a year ago, when my academic studies brought me to focus on the concept of self-efficacy. One of the things I learned while doing this is that in order to make people truly happy, you need to understand what drives and motivates them at an individual level, rather than at the aggregate level of social mass (inter)action. I noticed that the common characteristics of positive, energetic and influential people, those capable of making a difference in their lives and in the lives of others, were their courage and high level of confidence. This led me to focus the academic research I conducted in relation to my Master thesis on the developments in the field of cognitive science, management control and positive psychology, with a focus on the success factors influencing human confidence.

This research gave me a number of interesting and inspiring insights, the most important of which can be put in its simplest form as follows: society is divided into two groups of people. One group consists of people that are located in the loss, or pain-avoiding, paradigm; they live their lives full of negative thoughts, they have an external locus of control, believing they cannot influence their environment and the role they play in it, their focus is on avoiding pain (and therefore risk) as much as possible and they act in ways that lack transparency, appreciation and respect for other people. The other group consists of people that are located in the gain, or success-seeking, paradigm, where people think positively, they have an internal locus of control, feeling they can actively influence their environment and the course of their own lives, increasing their confidence, stress resistance, and making them less susceptible to depression and other health problems, they wake up happy, full of energy and power to reach their goals and enjoy life. People located within the respective groups show remarkable similarities in terms of attitude, motivation and behavior. The first group is driven by fear, the fear of pain, failure, defeat, and so forth, and characterized by ensuing low confidence. The second group on the other hand is driven by a drive for success, for learning, for bettering themselves and the environment and people around them, these people are characterized by the courage of their actions and high levels of personal confidence.

The two factors determining the levels of confidence consist of the environment people are in and the way in which this environment is perceived, where the latter is by far the most important. Meaning that what primarily determines the paradigm you are in is your own intrinsic perception of and attitude towards the world around you. The positive thing is that this perception can be changed if you are frequently exposed to strong opposing information from the environment, that differs from the paradigm you hold. A risk in this is formed by the fact that people in the loss, or pain-avoiding, paradigm are more sensitive and susceptible to these environmental cues than people in the gain, or success-seeking, paradigm. Everything that is framed in a negative way is given much more importance, leaving them vulnerable to progressing negative influences on their way of thinking.

**The powerful message that we can take away from this is that the domain you are in is a choice that primarily depends on yourself, on whether you decide to see the situation as an opportunity or as a threat and on the type of information you choose yourself to be exposed to.**

Because these two paradigms create two parallel universes in the world we live in, because there are so many of us on this planet and because so many channels, sources and media platforms fight for our attention, it creates an incentive for the media to increase their impact by providing negatively framed information. The incredibly large number of media outlets creates a leverage effect, magnifying the influence of negatively framed news and messages on our daily lives, our thoughts and the world we live in, further increasing the amount of people holding the loss paradigm

This situation creates a huge need and an equally sized opportunity for the creation of a powerful positive media platform, using powerful initiatives and positively framed information to improve the way in which people see the world and subsequently increase the confidence level of people first at the individual, and then at the aggregate level.

This platform will provide positive news, create opportunities and help people seek the success they want and need in their lives and in their environment. This sustainable platform will provide an online space, where people can talk about opportunities and success in their life and create and discuss innovative entrepreneurial solutions to help them learn from and grow through any issue they face. It will be a platform where best practices are shared and where people will be appreciated for their achievements.

The focus will be to create cross-disciplined teams by bringing together the most successful, passionate and intelligent people from different fields such as business, social business, human sciences, engineering and many others.

**This is why SEMStation is being developed by a multicultural team of passionate people to unite others driven by courage, the courage to help, the courage to love and the courage to solve problems, anywhere, anytime.**