

CONCEPTUAL FRAMEWORK FOR COMMONCOLLECTION

CommonCollection is a social website where people can connect and utilize individual talents, knowledge, creativity, visions and give or ask for needed help. CommonCollection is a global platform for a way of living on the planet that is socially aware and ecologically conscious. There are untapped resources of human potentials and goodwill. With CommonCollection it is possible to help others person to person, receive what is needed, share, collaborate and form collective actions. - **CommonCollection is a frame of hope where needs and unutilized potentials meet.**

Fundamentally is the realization of needs and unutilized potentials together with the growing amount of people yearning for unity and taking care of the planet strong parameters for taking advantage of new technology in development of this project. The project idea is based on assumptions, which partly come from perceptions normal for most people, personal experiences, over time found theories and results of science of which a selection will be described in brief below.

One afternoon in 2007 in J.F. Kennedy Airport in New York I am waiting along with one of my children for our flight back to Copenhagen. We have enjoyed ourselves in the city, enjoyed its atmosphere and diversity. I have had meetings with two

enthusiasts aiming to make improved medical and possibly psychological care available for everyone. As always after a few days in New York I feel inspired and full of hope. I buy myself a magazine, where I read about two journalists from respectively Newsweek and Washington Post, who have created a blog, where people can **share and debate about issues that really matters to**

them. The blog quickly becomes a great success with many viewers. This article together with another in the magazine about **many people's desires to volunteer** became the beginning of the social site CommonCollection. It is clear to me that we are many people, who yearn for unity with each other by sharing deep important issues and tasks. On the plane home I write the following:

CommonCollection is a way of satisfying the growing amount of people yearning for unity and for taking care of the planet. People who want a way of living on the planet that is socially aware and ecologically conscious.

The site helps people to connect in a deeper way and communicate and act accordingly about things that really matters to them.

It is a widespread perception that there is a need for improvement of social, human and environmental conditions. **There are wars, poverty, inequality problems and not least an endangered climate.** Serious problems threaten our existence on the planet. Depression is the most comprehensive psychological problem in the western world. Many people are tired, sad and exhausted.

Despite of the diversity of the existing problems, they seem to fall back on something manmade. It may thus seem, as if we are in many areas getting to live out a destructive tendency, which if it continues could have incalculable consequences. To philosophize over the bleak conditions in both people and nature is not what should fill this introduction to the foundation of the site CommonCollection. It should only serve as part of an introduction to the registered needs fundamental to the site.

Sociologist Allan Ehrenberg questions in his book "The Exhausted Self,

Depression and Society”, “why and how has depression made its claim as today’s most important psychological problem?” He asks to what extent does that tell something about the changes of individuality in the late 20th century? – Depressions success story begins when the disciplinary behavioral model, the authoritarian rules and compliance with the ban, which identified the social classes and the two gender’s fated trajectory, give way in favor of a set of standards that move humans to take individual initiatives and encourage him to realize himself. Ehrenberg talks about **a social liberation, which for many may also create depressive states**, and the rapid growth in depressive disorders, he refers to as the paradoxical result of a social individualization process. Liberation creates a necessity of altered consciousness. Ehrenberg says that **currently subjects are suffering from a condition of social deficits in their personality**, while a hundred years ago they faded away in the conflict with the repressive norms of the society.

If depression according to Ehrenberg is understood as the life of term’s exact opposites, my addition is here, that humans are suffering on one hand from the liberation and on the other the opportunity of self-actualization, and herein the ego’s management of this option, which is based on the ego's fundamental view of ourselves as separate and incomplete individuals.

In the book “The Amazing Power of Social Networks and How They Shape our Lives”, Nicolas Christakis, sociologist and physician, known for his research on social networks, explains that the purpose of social networks is to transmit positive and desirable outcomes. There is a natural advantage of a connected life, as we gain more than we lose by living within social networks. Research shows that **altruism tends to spread**; when a person has been treated well by someone, she goes on to treat others well in the future. Peer to peer contact is favored, as **we would rather give a gift to a person we know, a friend, who**

will never repay us than give a gift to a stranger who will. The reason is that we give to sustain the network and it is the network itself that we value. Being imbedded in a network affects us. **Network based connections often matter more than our race, class, gender, or education.** Christiakis urges in relation **to reduce poverty to help the poor form new relationships with other members of society**, as when we target the periphery of a network to help people reconnect, we help the whole fabric of society, not just any disadvantaged individuals at the fringe. "The ubiquity of human connection means that each of us has a much bigger impact on others than we can see. **When we practice random acts of kindness, they can spread to dozens or even hundreds of other people.** And with each good deed, we help to sustain the very network that sustains us." N. Christiakis et al. (loc 4615).

A branch of psychology, positive psychology, rooted in the humanistic psychological tradition, is working with the study of positive experiences and traits of individuals and institutions for enhancing human happiness and wellbeing. A "Happiness Formula" has been developed saying that: Happiness equals set point being our genetic predispositions of approx. 50% + living conditions of approx. 10% + voluntary activities approx. 40%. According to the "Happiness Formula" about 40% of human happiness is up to us as individuals, regardless of predispositions and life circumstances. **Science connects pro-social and giving activities with happiness and health, and tells that there appears to be a fundamental human drive toward helping others, which is built into the human brain in a basic biological system.** (The Hidden Gifts of Helping. Stephen G. Post. 2011). **Physically, mentally, emotionally people benefit greatly from the positive emotions that arise through the simple act of giving.** Physically frequent volunteering has been scientifically linked to feeling healthier and to longevity. Mentally and

emotionally studies have shown significant positive impact on lowered stress levels, sense of well-being and purpose in life.

Clay Shirky is lecturer in social media, theory and practice at the New York University. He argues that with the capabilities of the Internet further liberation is created that enables significant possibilities and behavioral change. Shirky says that the Internet has liberated existing tendencies and motives. The Internet has through unlimited possibilities for free of cost reproductions of all digital elements for anyone, who has an internet connected device (computer, tablet, smartphone) removed old barriers to universal participation and revealed that people rather want to be co- creators and activity sharing beings than passive consumers of what a few think they should be watching. Fewer young people with access to interactive media are watching television. The opportunities to comment, share, label, discuss with others in the world are favored. He claims that the Internet has shown that **people are more creative and generous than we ever imagined, and that people like to spend al their free time without financial rewards on the Internet in order to find an outlet for a basic human urge to creative expression and connectedness.** (See Information 2/8-10 and C. Shirky. Cognitive Surplus, Creativity and Generosity in a Connected Age. 2010).

That television is losing volume in relation to satisfy especially younger people is worth noticing. Where television emerged as an opportunity and won a foothold after the Second World War, when man got more spare time and the mentioned societal liberation of individuals took place, then the picture is now, that the population group of younger people is choosing not to watch television and make more use of their time interactively on the Internet.

Viktor Frankl, 1905-1997, professor of neurology and psychiatry says in his

book “Psychology and Existence”, that “.... **man's principal motivation is the will to meaning**. It is pulling us, it is from the Self, and it is meeting the existence. If it was only by the ego, a projection of wishful thinking, it would immediately lose its demanding and challenging nature. Frankl understood miserable human conditions as absence of meaning, and he predicted it as the major problem of mankind around the millennium. Frankl says, that between stimulus and response in us humans there is room, where we have the possibility to choose, what he believes is important in people's lives; to find meaning.

The German social psychologist and psychoanalyst Erich Fromm 1900-1980, says that by giving one reinforces the living in oneself. When one is giving, one can not avoid calling something alive in the receiver, which works back at oneself. When one is truly giving, one can not fail to receive, what is given. Giving implies that one also makes the other person a giver and they both take part in the joy of what they have called to life. (I. Yalom. Existential Psychotherapy. 2005. p. 392). **Giving to others is joyous and is tapping of unutilized human potential**; as Fromm says giving brings the intended in both the giver as well as the receiver.

About the love in humans philosopher and existentialistic thinker Martin Buber meant that **love was man's natural state of mind in life** and that isolation was a fallen state. Humanistic oriented psychologist, Abraham Maslow saw love as a basic inborn human need and as a human potential and Erich Fromm considered love as a way of mastering life as a solution to the problems in life.

New science is connecting pro-social and giving activities with finding meaning

in life, happiness and health. Accordingly giving to others has proven to have an emotionally, mentally and physically healing effect on the giver. Experience show that people like to act creatively and generously and to spend all their free time without financial rewards on the Internet in order to find an outlet for a basic human urge to creative expression and connectedness. Researchers on social networks explain that the ubiquity of human connection means that each of us has a much bigger impact on others than we can see and acts of kindness can spread. It is recommended in relation to reduce poverty to help the poor form new relationships with other members of society.

With existing wars, inequality problems, poverty, an endangered climate and depression as today's most comprehensive psychological problem, it is essential to support giving, sharing and connection between people and projects.

CommonCollection is creating possibilities to give, share and connect with people and projects in need by taking advantage of the newest technologies including Blockchain technology and the existing possibilities of the Internet in general. **It is a platform within which, it is possible to connect directly person-to-person with people and projects, help others, get help, receive what is needed, share, collaborate and form collective actions utilizing individual talents, knowledge, creativity and visions in working for a way of living on the planet that is socially aware and ecologically conscious.**

- CommonCollection is a frame of hope, where needs and unutilized potentials meet.

I have here in brief mentioned some of the basic assumptions, which are

fundamental to the project idea. With problems on one side of social as well as human and climatic, there are corresponding potentials in humans, the time and the newest technologies such as Blockchain technology and the Internet.