

## HUMAN BEINGS ARE NOT COMMERCIAL BEINGS INTRINSICALLY

ZULFIKAR MOINUDDIN AHMED

In this note I will ruminate and explore a very basic thing, and not worry about established theories. I was never impressed with models of Homo Economicus. The thing I will be thinking about, among others, is what makes people do something for someone else *without any compensation* and *without any coercion at all*. I think this is a nontrivial issue. So many Darwinian theories and sociological theories are strongly erroneous. They try to produce theories where *altruism* has some distance based on kinship. They are obsessed with the idea that all actions we take are driven in the end by the selfish gene wanting to propagate.

I will tell you something different. I will tell you about what does not fit into these theories.

Zulf is walking one day on Valencia Street in San Francisco. It's a relaxing day and I have no stress on any project that needs delivery at all. I have some good weed. I mix the weed with tobacco, look at the sun and smoke with satisfaction. I am feeling good, a little high not too much. And I walk in a relaxed pace enjoying the colour and the sights, the beautiful young ladies, the energy of the streets.

Then I walk past a woman or man with some homebrew artwork. I stop and look at the work. I look for a while. I say to myself. This man or woman has some real genius here. This is very good. This is quite good. I see he or she is selling a piece for \$120. I am not in financial straits this day, say. I will evaluate and say, "You have genius. You know, I'll pay you \$2,500 for this piece. I have the money. Then I buy the piece for \$2,500 and get his or her information. Then I contact some MoMA people in New York and say, "I'm Zulf. I discovered someone who has genius. I bought a piece. You think you can evaluate this man?"

This is fiction, but that's my personality and it's not out of the question at all when I do have the money. This is a thought experiment.

So what is going on here? What is going on here is that there is no lack of self-interest here at all. I consider it my self-interest to do something for this man or woman. It does not matter if it's rare or common. It is unlikely that someone on Valencia Street will impress me that much but it is not out of the question.

The point is that if someone is impressed by something you have, even if they are not your kin, they will do something for you. It might not be a huge thing. It could be a small thing, like tell a friend, "I came across this man or woman on Valencia Street with great talent in their art work". Or it might be something grander where I arrange agents and an exhibition.

Now it is not possible to impress anyone at all with much design. I see a lot of marketing and business people who think they can decipher the secrets of impressing anyone. This is not so easy. What moves us and impresses us are very subtle to know. People's entire subjective and social cultivation and life history might give

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us some sense of it. And that is how people do many things for others without any financial compensation at all. And they do it quite happily and without coercion.