

# ParTecK 2018

Governance, Big Data / AI and Social Change

# Needs, wants, sustainability

- What are basic human needs v wants?
- What about how we satisfy them?
- Usefulness of categorizing need satisfiers.

# Needs matrix Max-Neef

	Need	Being (qualities)	Having (things)	Doing (actions)	Interacting (settings)
1	<b>subsistence</b>	physical and mental health	food, shelter, work	feed, clothe, rest, work	living environment, social setting
2	<b>protection</b>	care, adaptability, autonomy	social security, health systems, work	co-operate, plan, take care of, help	social environment, dwelling
3	<b>affection</b>	respect, sense of humour, generosity, sensuality	friendships, family, relationships with nature	share, take care of, make love, express emotions	privacy, intimate spaces of togetherness
4	<b>understanding</b>	critical capacity, curiosity, intuition	literature, teachers, policies, educational	analyse, study, meditate, investigate,	schools, families, universities, communities,
5	<b>participation</b>	receptiveness, dedication, sense of humour	responsibilities, duties, work, rights	cooperate, dissent, express opinions	associations, parties, churches, neighbourhoods
6	<b>leisure</b>	imagination, tranquility, spontaneity	games, parties, peace of mind	day-dream, remember, relax, have fun	landscapes, intimate spaces, places to be alone
7	<b>creation</b>	imagination, boldness, inventiveness, curiosity	abilities, skills, work, techniques	invent, build, design, work, compose, interpret	spaces for expression, workshops, audiences
8	<b>identity</b>	sense of belonging, self-esteem, consistency	language, religions, work, customs, values, norms	get to know oneself, grow, commit oneself	places one belongs to, everyday settings
9	<b>Freedom</b>	autonomy, passion, self-esteem, open-mindedness	equal rights	dissent, choose, run risks, develop awareness	anywhere

# Need Satisfiers

How does need satisfaction relate to sustainability?

Categories of satisfiers

- Violators
- Pseudo Satisfiers
- Inhibiting Satisfiers
- Singular
- Synergistic

# Sustainability - Growth

How we satisfy a need is measurable in relation to sustainability.

Sustainable business when growth is the indicator creates a problem!

Growth – Sustainability tension.

can grow if you do x, it meets a consumer need but inhibits other needs or produces pathology.

# Tensions

- Subject – Object
- individual – communal
- Centralized – Decentralized
- Growth – Sustainability

# Problem or Polarity?

Problem to solve or polarity to manage?

- Problem:
  - Solveable with a right answer, or several right answers that are independent of one another
  - Knowledge is passed on this way in a culture
- Polarity:
  - Manageable with 2 or more answers that are interdependent
  - Socialization is passed on this way in a culture

[http://www.jpr.org.uk/documents/14-06-19.Barry\\_Johnson.Polarity\\_Management.pdf](http://www.jpr.org.uk/documents/14-06-19.Barry_Johnson.Polarity_Management.pdf)

# Solvable





# When Polarity Mgmt?

Polarity management becomes more adequate than Problem solving as the system or issue:

- Increases in complexity
- Increases in diversity
- Increases in speed of change
- Increases in resistance to change

# Polarity Synergy

Polarity Management is one route to more synergistic need satisfaction

Synergistic need satisfaction is more sustainable than other categories of need satisfaction