



The Unicist Ontology of Lifestyles

This is a synthesis on the results obtained from the research on the ontology of lifestyles led by Peter Belohlavek.

Unicist Lifestyles

Lifestyles are the archetypical behavior patterns of a society and its members. These archetypes serve a group as automatism to carry out their everyday activities functional to that society's purpose.

Hence, lifestyles are the result of the integration of a society's collective unconscious with its archetype, which define different ways of facing reality.

Archetypes resolve the weaknesses of a social group by turning uncertainties into assertive answers which guarantee the success of individual and social purposes.

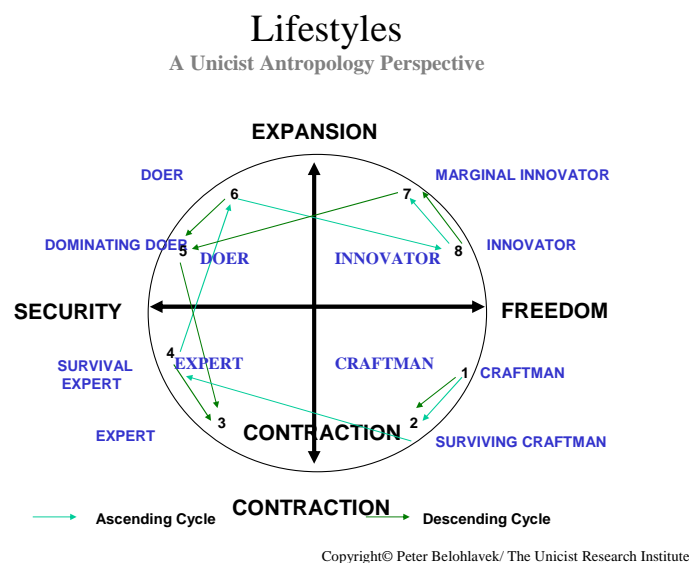
An individual's lifestyle makes him acceptable and functional to society's needs. It also allows him to find groups of identification across different cultures or communities.

There are four main lifestyle types: "Artisan", "Expert", "Doer", and "Innovator".

These four lifestyles have two sub-styles:

- 1) One sub-style for stable or evolution stages
- 2) One sub-style for unstable or involution stages

Whether a society is in a stable or unstable situation or in an evolution or involution process is ultimately subjective, and results from the perception of the collective unconscious.





The description of each lifestyle depends on the ultimate goals underlying each cultural archetype.

Two different archetypes will help us exemplify this issue:

- The American archetype
- The Venezuelan archetype

The USA Archetype

The American archetype is defined by the integration of three expansive values and three contractive values.

Expansive Values:

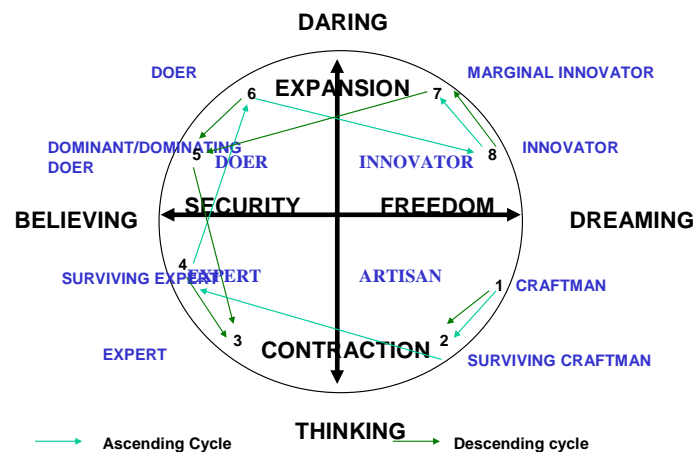
- *Daring
- *Dreaming
- *Believing

Contractive Values:

- *Thinking
- *Dreaming
- *Believing

The three expansive values define the *verbal function* of their culture – its *action*. The contractive values define the *adverbial function*, or the energy conservation of that culture. American lifestyles can be illustrated as follows:

LIFESTYLES - USA A UNICIST ANTROPOLOGY PERSPECTIVE



Copyright© Peter Belohlavek/ The Unicist Research Institute



The Venezuelan Archetype

The expansive and contractive archetypical structure of this country is characterized by:

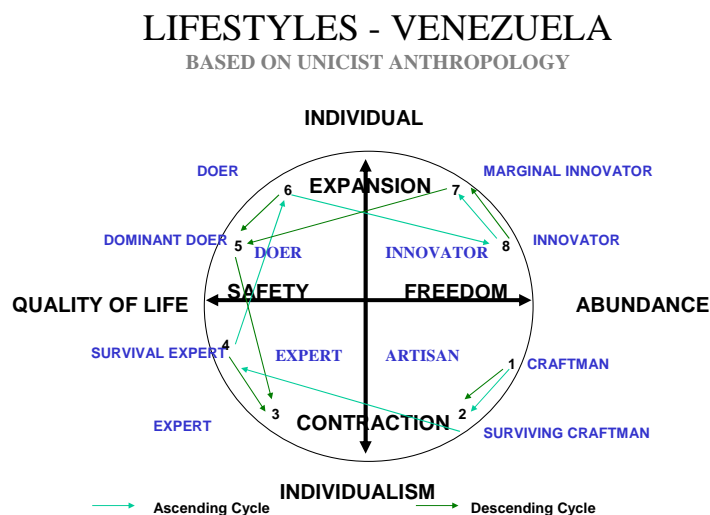
The expansive aspects of this archetype are:

- *Individualism
- *Abundance
- *Quality of Life

The contractive aspects of this archetype are:

- *Individualism (Survival)
- *Abundance
- *Quality of life

The graph below illustrates the conceptual structure of lifestyles in Venezuela.



In this way, we can see that an “expert” lifestyle, concerned with quality of life (Venezuela) is very different from an “expert” concerned with believing (USA).

Thus, although they may share the same ontogenetic structure in the collective unconscious, each one of the above mentioned lifestyles has completely different automatisms.

From this abstraction of lifestyles we can identify concrete elements which are usable when trying to influence the environment. Thus, we have identified those fields in which lifestyles are manifested as automatic behavior patterns functional to the individual and his environment.

These fields are:

- | | |
|-----------------|----------------|
| ▪ Ideologies | ▪ Money |
| ▪ Property | ▪ Added Value |
| ▪ Transcendence | ▪ Gained Value |

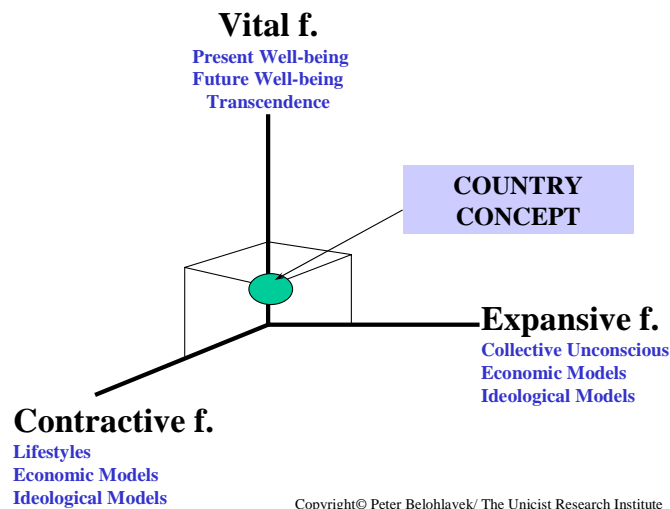


- Ethics
 - The community
 - Social Capital
 - Cooperation
 - State Structure
 - Leadership
 - Marginality
 - Power
 - Pleasure
 - Eating Habits
 - Tools
 - Communication
 - Languages
 - Technology
 - Work
 - Knowledge
- Ideas
 - Actions
 - Conflict
 - Competitiveness
 - Wars
 - Social Structures
 - Globalization
 - Sex
 - Goods
 - The Use of Time
 - The Family
 - Health
 - Art
 - Aesthetics
 - Dress codes

Lifestyles are the set of automatic behavior patterns through which archetypes manage to adapt to each of the areas described above.

A society's lifestyle regulates the group's energy as it tries to mould ideological and economic models to its own functionality.

COUNTRY CONCEPT STRUCTURE



The contractive function's goal is to regulate the energy of expansive action. The evolution of societies is regulated by lifestyles and their corresponding economic solutions with their underlying functional ideologies.

The knowledge of lifestyles sets the limits of the evolution of a specific culture.

The Unicist Research Institute