

**STUDY YOURSELF  
DESIGN YOUR LIFE**



# **Study Yourself Design Your Life**

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# Abstract

We are improving our society in order to attain happiness. It wouldn't be an overstatement to say that happiness is our ultimate goal. On the contrary, even in a micro-designed world, people are still depressed. However, there is one thing that can change the situation. That thing is you, the most powerful person in your life. If it is so, you must know about yourself. But nobody places importance to it. Because people are already too busy to keep up with social criteria. So at the end of their life, they feel as if everything was in vain. The futility sometimes drives to an extreme situation and finally leads to suicide. Under these circumstances, people believe something is wrong and hope to make changes. Fortunately, Positive Psychology is expected to appropriately guide people. Making a comeback from exhaustion needs a drive. The drive can come along with a growth mindset. With this study, Design can play a role in bridging positive psychology and human life for ultimate well being.

*Key words : Design, Happiness, Growth mindset,  
Positive Psychology, Well being*

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# Chapter 1

# Introduction

Human beings are ceaselessly attempting to have a better life. That is how we have raised the level of civilization. The technology have gloriously flourished as never before. However, all cultures and manners in the world never change the fact that the number one reason of improving the quality of life is human happiness. Nowadays, Artificial Intelligence is current a hot potato. Emergence of Artificial Intelligence is expected to break a trail to the new world. However, even in this sophisticated world, why are we unhappy? For what reason, people are still suffering from depression, and committing suicide?

In particular, South Korea denotes this situation to the extreme degree. Materialism has thrived a highly developed material civilization. It was not long before extreme competition and social structure of conflict from the development place people under uniformity, exhausting and superficial relations of sorts. This inclination devastates our moral fiber. Notwithstanding, Korean people rarely, if ever, receive psychotherapy, no matter how traumatic their situation is. Seeing a psychiatrist gives disadvantages in the Korean society. It seems very difficult to keep Koreans from the problem. The hitherto design effectively bridges between technology and a state of material well being. Design can may be help.

In favor of the goal, positive psychology pertains to the issue from among a various field of psychology study. Martin Seligman, an American psychologist, highlighted the significance of positive psychology. Positive psychology is a study that concentrates on human potential in accordance with the scientific study and, by extension, with the study of the strengths that empower humans or communities to prosper. This study has influenced diverse areas, and particularly, education. Seligman's pioneering study on having authority on interventions that prevent depression, and building strengths and well-being is the beginning of aid to individuals' life that guides the life to authentic happiness.

As the matter stands today, one purpose without the sense of self and the ferocious competition for such a limited room for passing through make people overwhelmed. As a result, the problem reaches its breaking point. People nowadays do not want to passively wait for the moment to be free from it, but want to take an action to change the situation they confront. Luckily, the birth of the problem has become the generator of an attempt on the study. In order to alter the flow of the point into human's true goal (happiness), we should form a right relation between comprehension of humanity and development.

Hereupon, with this research, I investigate the relation between Design and Happiness, and acknowledge what happiness really means from a positive psychology perspective. Moreover, I would like to proceed with the design project which turns the positive psychology theory into practical use which can be easily accessed by general people.

# Methods and Research Range

This research observes societal and cultural problems from positive psychology view. In addition, psychology, considered too far off brings to individual's life for practical use through design.

This research finds the important factors through theatrical research based on positive psychology and case analysis of a problem and it proceeds with an applied project. The form of study is as in the following.

First, to comprehend the relation between the purpose of design and happiness, contemplate the changes of design paradigm through social background and natural philosophy that is a conceptual foundation of it. Besides, through the survey, to find the condition of happiness and the problem, examine these points from a psychological point of view.

Second, based on the result of analysis, to build up a hypothesis and inspect cases.

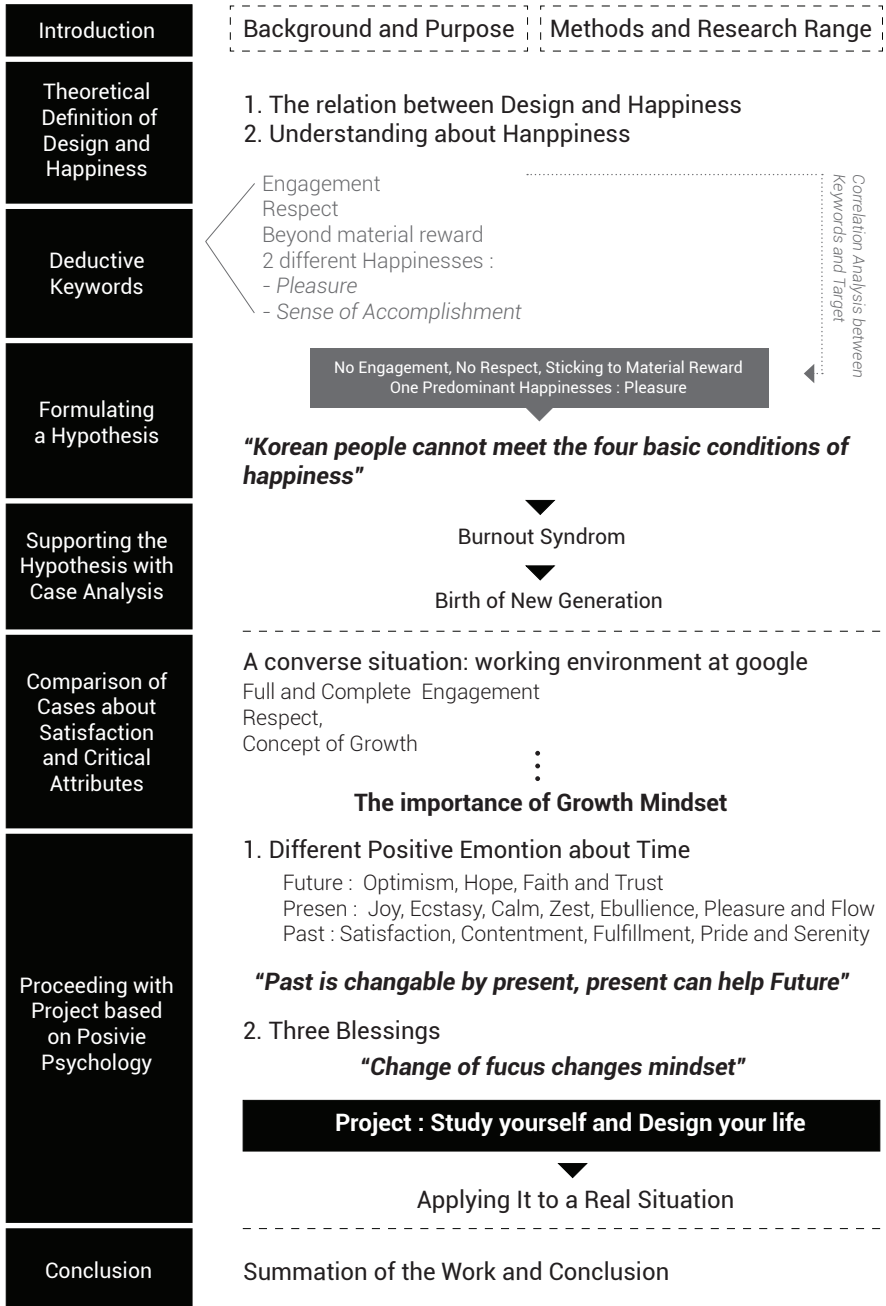
Third, by interviewing the person in a converse situation, scrutinize cases to find a salient point.

Fourth, refer to a pioneer's study and research the study. Then to set my own goal and process, reflect outcome to the project. Lastly, apply it to the real situation.

Fifth, to summarize the outcomes from all processes and finalize the study.



# Research Flow Chart



For Happiness :

## Chapter 2

# Definition of Design

A term is a social consensus. Giving the appellation in an attempt to communicate readily like we all have name and we are giving a name to newborn babies. As we enlarge our knowledge, we become able to comprehend differences and define phenomena. This tendency is getting subdivided. To share our new discovery and to illustrate it, we have been making new terms. The same holds true for Design. The concept of Design was already in our lives. However, we needed an appellation to call a different facet of Fine Art after the Industrial Revolution in 18th century. So we began to call something that has utilitarian purpose Design. Although the birth of the word pursued a fusion concept of industrial technology and Art solely. We soon realized the concept of Design is deeply concerned in our lives since human beings started to use a tool in order to achieve their goal with less difficulty.

This tool is design and the goal is the desire of human beings. So to speak, Design is a way to help people achieve their desire with less difficulty. Thus, we can say we have been spontaneously designing something all the time. Furthermore, people nowadays apply the concept of design everywhere. As a link between technology and human, the history of design follows industrial development and social progress. From Art which rates aesthetic above everything, through the Industrial Revolution which valued function, to Interface Design that we can see, hear, touch with our eyes, ears and hands, till Emotional Design. Object-Centered Design has turned into Human-Centered Design. Design has been expanding its territory into the direction which is willing to gratify our desire. We are indeed living in the design world.

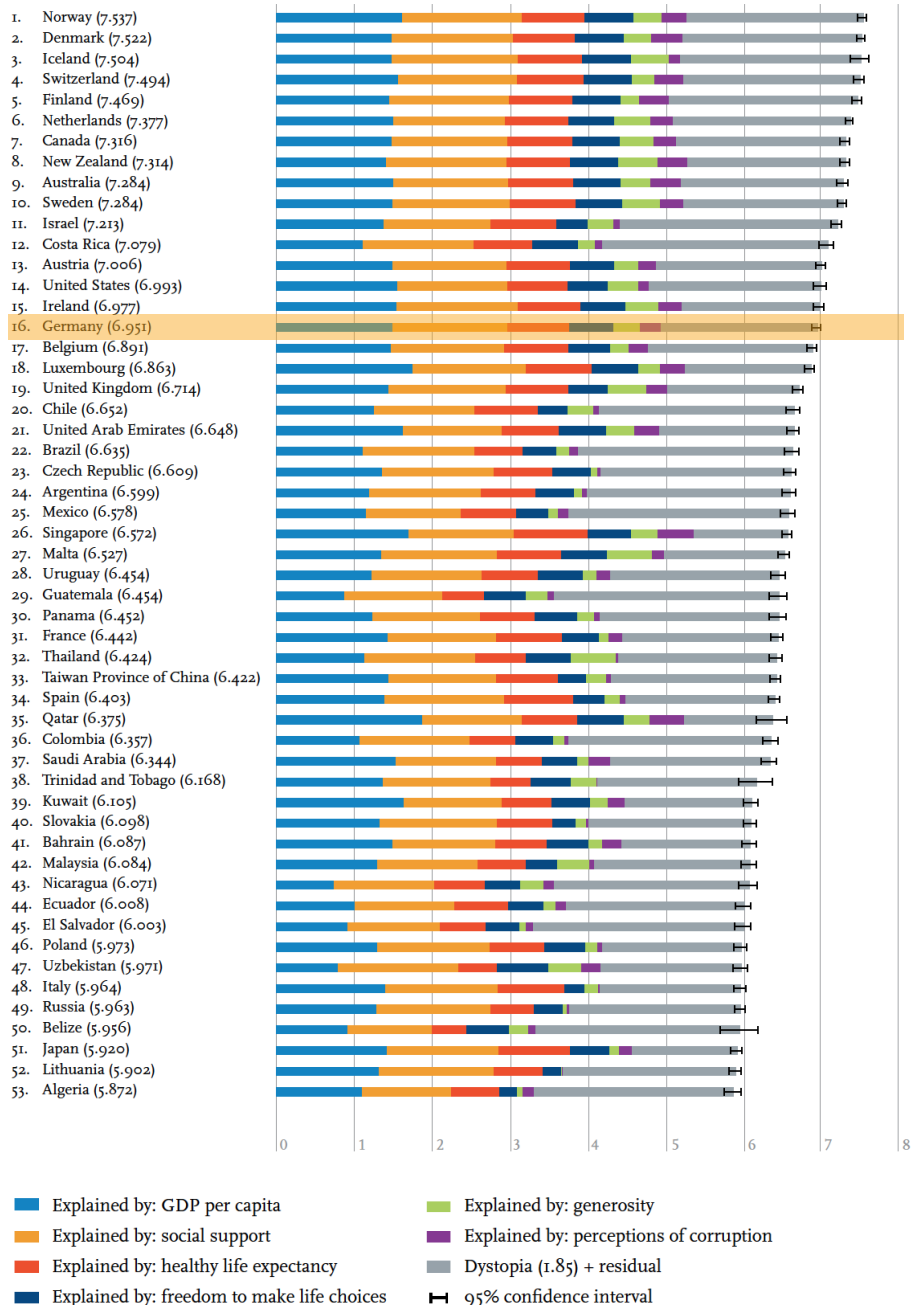
# Aim of Design

*" The ultimate end of human acts is eudaimonia, happiness in the sense of living well, which all men desire; all acts are but different means chosen to arrive at it. "*

*Hannah Arendt  
A philosopher and political theorist*

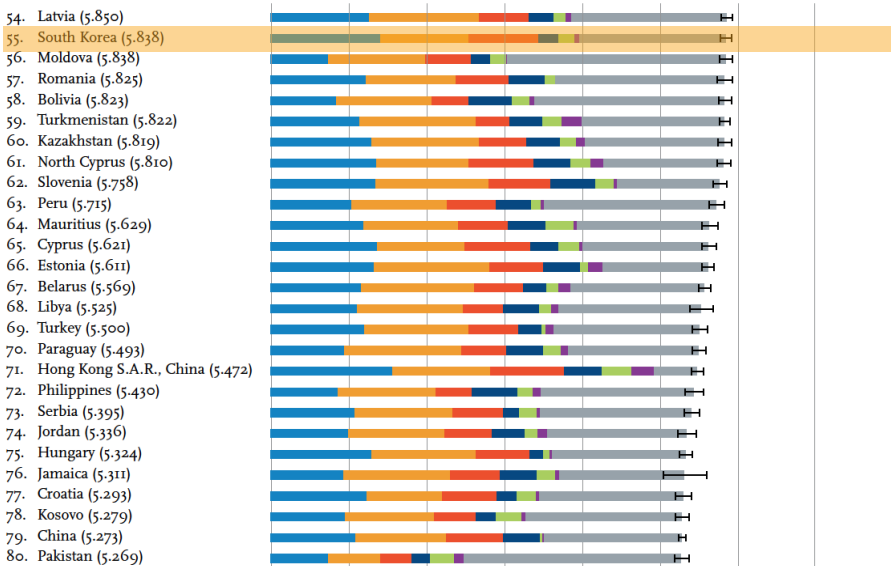
To return, design is the way to help people achieve their desire. After we attain our desire, we feel satisfied and when we are satisfied we feel happy. If so, we can say what we are doing is for happiness. In other words, what we are designing is for happiness. Moreover, Socrates thought that all human beings wanted Eudaimonia more than anything else. Eudaimonia is a Greek word which means happiness. So, it is not too much of a stretch to suggest all the things human beings are doing are aimed at happiness. We are designing and designing to be happy. Make things easy to use, funnier for users, for humans. But, ARE WE REALLY HAPPY?. In Micro-designed world, we even consider interaction and experience as the field of design. In a world where everything changes with the day, is the Design we are doing really playing its role to accomplish our ultimate goal?

[Figure 1] Ranking of Happiness 2014-2016



## Are we happy?

The country where I was born and raised commonly thinks living in Europe is much happier than in Korea. Therefore, I checked whether or not this is true. In particular, I focused on Korea and Germany where I am currently living.



[Figure 2] Ranking of Happiness 2014-2016

This is the ranking of happiness from the world happiness report 2017. As we can see, top five countries are in Europe. Particularly, Germany is ranked 16th in the world. However, where is Korea? Korea cannot even get in the first page of the chart. It is in the second page, second line. Korea is ranked 55th in the world. Compare to Germany, the rank is double lower. This clearly shows that Korean people are less happy than German people are.

# Conditions of Happiness

To be aware of what makes Korean people less happy, I carried out the survey on Korean people and German people who are in between 20s and 30s.

- The happiest moment in your life.*
- The worst moment in your life.*
- The moment (reason) when you get jealous of others.*
- The moment (reason) when others disgust you.*
- What are you aiming for in your life?*
- What are you satisfied with the life you have lived so far.*
- What do you usually do in your leisure time and why.*
- When you make a decision, what is your number one priority?*
- What makes you satisfied (three factors of your satisfaction)*

According to the answers, both countries have many characteristics in common. Although it reveals that happiness is relative, there are certain basic conditions to be happy. I discovered 5 important points concerning happiness. Four of them are condition of happiness and one of them is a big difference between two countries. Prior to seeing a difference. I should like to address conditions of happiness.



# Satisfaction and Happiness

## Country

- Germany
- Korea

## Age(International)

- 20-25
- 26-30
- 30-35
- 36-40

## Occupation

-----

1. The happiest moment in your life.

-----

2. The worst moment in your life.

-----

3. The moment (reason) when you get jealous of others.

-----

4. The moment (reason) when others disgust you.

-----

5. What are you aiming for in your life?

-----

6. What are you satisfied with the life you have lived so far.

-----

7. What do you usually do in your leisure time and why.

-----

8. When you make a decision, what is your number one priority?

-----

9. What makes you satisfied (three factors of your satisfaction)

-----

	<u>The happiest moment in your life</u>	<u>The worst moment in your life</u>
Korean	<p>When i was <b>released</b> from the project which i had been assigned for too long</p> <p>be well off money, I <b>took a airplane and go to anywhere</b></p> <p>When I received <b>an acceptance</b> for admission to university</p> <p>Now. Cuz i find <b>what I want to do</b> and now I'm on the way of going to <b>my vision</b>.</p> <p>When I eat <b>delicious</b> food</p>	<p>When i got <b>failed from SAT</b></p> <p>I went to travel and <b>lost my cell phone</b> (meaning I lost tons of photos I took and <b>memories</b> I gained throughout the journey)</p> <p><b>When my friend had an accident</b></p> <p>When I was <b>preparing university entrance exam</b>.</p> <p>When I <b>don't feel the sense of accomplishment</b> after I finish my work</p>
German	<p>Definitely on Stage with my buddies, performing show and feel the emotion of the crowd. Nothing in life is greater than <b>this feeling</b>.</p> <p>When I <b>decided</b> to go back to university</p> <p>There is <b>no special moment</b>, i had <b>lots of small happy moments</b> in my life</p> <p><b>Bachelor Graduation</b></p> <p><b>when i joined my band</b></p>	<p>Definitely <b>my childhood</b></p> <p>When I <b>had to return to France for a job</b> that I absolutely hated</p> <p><b>Illness of my friend</b></p> <p><b>Alone</b> in other county</p> <p><b>when i lost my grandfather</b></p>

[Figure 4] Survey Answer

-----  
Out of their control  
Things they do not  
want to do

The first condition to say is engagement. A happy moment is not about coming up all of a sudden, it is about deliberately achieving something. By achieving a goal, people feel happy. From eating the food what we wish to working at a dream company where people are eager to work at. It comes when we attain by doing something not standing silently by. So to speak, the feeling comes when we take an active part in our life.

Csikszentmihalyi Mihaly has called it the flow experience. Many of the people he interviewed had elaborated on how it felt to be in top form: "It was like floating," "I was carried on by the flow". Spontaneously assimilated into the process like flowing. In other words, known as the "optimal experience". As we can assume from the name, an experience gives people favorable feelings as a doer. When people are fully into the flow, for example, one of the respondents of Csikszentmihalyi, a rock climber explains a profound sense of flow: "It's exhilarating to come closer and closer to self-discipline. You make your body go and everything hurts; then you look back in awe at the self, at what you have done, it just blows your mind. It leads to ecstasy, to self-fulfillment. Therefore, participation is the most fundamental conditions and ultimate requisite.

-----  
Be a doer, not a contemplator  
-----  
Senes of Accomplishment

The moment (reason) when others disgust you.

---

Korean

When they **behave different** from how they act in front of their seniors

**selfish and calculating**

**showing off, arrogant**

When I meet soooo **selfish** people.

**power struggle**

---

German

I get disgusted by **very drunk people**. Or when i see **violence**.

I found out that somebody was **cheating on me**

**Bad behaviour**

People who want to **hold on to something better** or who want to have **a say**, even though they have **no idea**.

when people **think they are better than others**

[Figure 5] Survey Answer

-----  
Answers are quite similar to each other all, though no one saw other's answer.

No Consideration  
Selfishness

Second, people feel bad when they are with a person who shows selfishness and no consideration. It is not simply because they are in the same room with a selfish person. Selfish people are egocentric. They do not listen to others' voice. So to say, other people are not listened by them. But funny thing is that even selfish people do not feel happy, when they know other people do not care of them. We all, indeed, want to be respected. Likewise, the survey says having sense of respect is important regardless of a country. Respect is an action that understands others' rights. In other words, respect has to do with a right. Therefore, when we think someone is invading or hurting our rights, we become uncomfortable and insecure. In the mood, we can never be happy. Feeling respected defines satisfaction in the relationship. In addition, the satisfaction brings happiness.

	What are you aiming for in your life?	What are you satisfied with the life you have lived so far.
Korean	<p>Living life happily and healthy with good family, friends and hobbies</p> <p>I do what I want to</p> <p>Happiness</p> <p>Helping people in third world country with my design skill and knowledge.</p> <p>Enlarging my experience and gaining diverse experience</p>	<p>Got warm family and many friends</p> <p>I have been making the best choice for myself in my life</p> <p>Friendship without sadness and troubles</p> <p>I'm satisfied, because my family is happy and healthy. And I have vision for my life.</p> <p>I have been trying diverse things in my life</p>
German	<p>My goal in life is to get bigger with my band all time, traveling around the whole world, do amazing shows in great places and meet a lot of interesting people.</p> <p>Finding a fulfilling job and building up a happy family</p> <p>Good job, family</p> <p>Friends, Family and Life Balance</p> <p>someday to earn my Money by making music</p>	<p>I proud about myself so far with starting business as a tattoo career and have a job i dreamed about all time.</p> <p>Great friends and family, lucky to have such great opportunities, good health</p> <p>The relationships</p> <p>My life needs some changes, but on the whole it is very good. Other people in the world, it is much worse!</p> <p>yes, Most of things I have done.</p>

[Figure 6] Survey Answer

-----  
No one said "I want a lot of money!"

Only one person mentioned money. But, in this context, money is the other way to say 'success'.

Third, there is something beyond material rewards with regard to the aim in life. I can see people from both countries are mentioning family or friends rather than talking about materials. Seemingly, we believe that we really want to have a nice house, a fancy car and luxury items and so on. Perhaps, we need a house, a car and many things but these are no more than the prerequisites for accomplishing an ultimate goal.

For example, a person wants a house, but what she really wants is a comfortable life in the house. Possibly, this person would dream of living with a dog and cooking food and share with his/her friends. Ultimately, the house offers a room for her dream coming true.

People pursue the value of experience than material rewards. I believe it is because satisfaction and happiness are feeling. The feeling is from experiencing the item; situation or material, not just from the material itself. By experiencing something, the thing would become mean a lot to us.

-----  
Like wise, no body mentioned any kind of material.

	When you make a decision, what is your number one priority?	What makes you satisfied (three factors of your satisfaction)
Korean	<p>Functionality when buy things</p> <p>whether or not I'm happy, when I think of it.</p> <p>rationality</p> <p>Value and not hurt other people's minds.</p> <p>The decision I will not regret</p>	<p>Functionality, sustainability, price</p> <p>Money, sense of accomplishment, worthwhile</p> <p>sense of superiority(relatively), a sense of lasting satisfaction, whether it tallies with my taste</p> <ol style="list-style-type: none"> <li>1. Around my people feel happy because my helping.</li> <li>2. When My research paper's result comes out good grades.</li> <li>3. When i can give advises and that people feels comfort.</li> </ol> <p>Productivity, efficiency, a sense of self-satisfaction</p>
German	<p>My number one definitely is my band. I dont want have any other plans for future.</p> <p>depends on the situation</p> <p>Efficiency</p> <p>Good health for families and friends.</p> <p>i would say School</p>	<p>do music with my band, Have comfortable life (have enough food for example), be healthy im a very minimalistic person, there is not many things to make me happy.</p> <p>good times with friends, success, health</p> <p>Health, eating, honesty</p> <p>Order, balance, reliability</p> <p>happy People, friends and Family, to have my Hobby and my job</p>

[Figure 7] Survey Answer



Surprisingly, most of answers are different to each other's.

Furthermore, when we make a decision, we assume when we decide something, we would follow a way, which gains more profit. The profit is interpreted as materialism in general. However, surprisingly, none of the respondents says money or materials are neither the number one priority nor the ultimate goal.

Different life lets us have different yardstick on our lives. As a result, we form a similar but slightly different value from each other. Moreover, when we fulfill the value, we become satisfied and happy. Thus, Material things are indispensable to live. However, it is certainly fuel to reach the state of happiness.

Balance between material and spiritual

What do you usually do in your leisure time and why

---

Korean

Craft works because i am happy when i am doing them

Reading books(because I wanna be wiser), Web surfing(for fun), Painting(I just wanna paint well)

Exercise(for my health)

I read a book and go to the church for healing and meditation.

stay steady - charge me up and make me feel energized

---

German

When i have leisure time i like to play pc games with friends or playing magic card game. during gaming i dont have to make minds about stuff and just can relax. With "Magic" i can be creative with friends in building decks and invent strategys.

reading, playing the piano, playing badminton all for pleasure

Meeting friends, cooking- because of fun

I meet with the family, friends, like to go to the sport to get my head free.

listen to Music, write lyrics and sing because in Music you can be free and creative

[Figure 8] Survey Answer

-----  
Nobody want to work at leisure time. Even though, they can also get happiness from sense of achievement.

People tend to keep their brain from working and obviously differentiate the time from working or studying time.

Last of all, we easily deem happiness is just happiness but the answer of the survey says there are two different type of happiness. The happiness from the sense of accomplishment and the happiness from entertainment. Two different kind of happiness gain different feeling and have different effects on us. Therefore, these happinesses have different value and last out for different length of time. For example, we can easily get happiness from entertainment without a big effort: by eating favorite foods; by hanging out with friends etc. However, this feeling takes a little time to get used to. It goes on for a short period. Once we get used to the pleasure, we are less happy with the same condition. In order to get the same level of happiness again, we need more stimuli. Accordingly, the entropy of happiness has no measure. On the other hand, happiness from the sense of accomplishment can go on for a long time depending on how much effort we put and how deep we have put out feet into the process. Experience itself remains a special event, when we recall the event at any time; we feel the sense of accomplishment again. Thus, it does not ask for more stimulus and remains deep enjoyment.

The moment (reason) when you get jealous of others

---

Korean

Bcz they are **smarter than me**

**Superior** (It is nearly resistance)

**smarter than me**

Others skill is **better than me** or others **looks happy when I was depressed**.

When they **gain a better result by luck** not because of their effort

---

German

Im not a jealous person. But when i see **artworks** from artists i really love then i get little jealous. Then i use this to **improve myself** all the time.

**People finishing university early**

**I don't know**

**Unjust** evaluation of benefits

when others **get more attention for the same thing i do**

[Figure 9] Survey Answer

In spite of different nationality; different culture; different background, all of conditions I mentioned are applied generally for the most of situations. However, Korea is widely dissimilar to Germany in the question "The moment or reason you get jealous of others". In general, the default of jealousy is that when people see the other one is better than them, they get jealous of the person.

But, in Korea, people are jealous when other people have a better ability or skill which are significantly considered in a society. Societal criteria matter much to Korean people. Whereas, German people compare themselves with their personal taste or yardstick in order to improve themselves. They are inclined to differentiate their life and others' rather than accepting lack of ability as their inferiority. This difference occurs due to different locus of control, proposed by Julian B. Rotter in 1954.

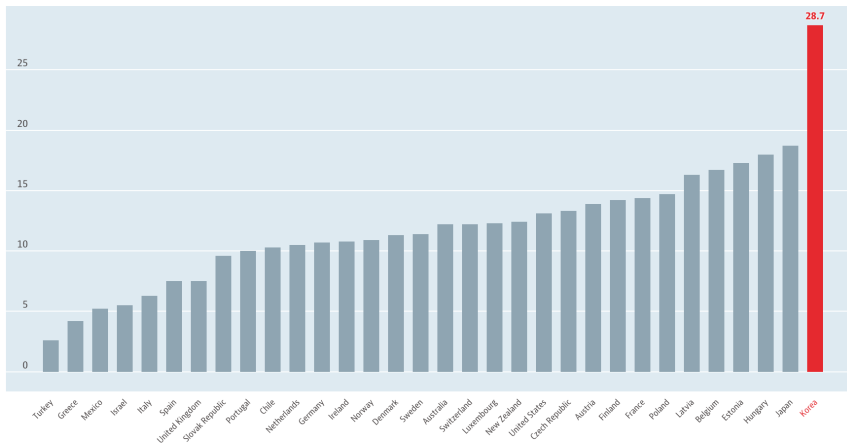
Locus of control is the degree to which people perceive that outcomes result from their own behaviors, or from forces that are external to themselves. There are two type of Locus of control: Internal and External. People with an internal locus of control believe that the outcomes of their actions are a result of their own personal efforts, abilities, or permanent characteristics. On the contrary, people with an external locus of control believe that their own actions are dependent on factors outside their personal control. The consequences of behaviour are randomly administered, and are thought to be controlled by outside forces.

As we can see, Korean people tend to have external locus of control, They believe there is not many things they can decide in their life. Most of things are decided by conditions from their surrounding. Thus instead of focusing on their own voice from inside, they show abnormally sensitive reaction to eyes from their outside. Their outside is society. Criteria of society determine what I am doing is right or wrong. The tendency as a whole seek standardized criteria. While German people have internal locus of control. They believe they have a control of their life. They naturally concentrate on themselves and set great store by their emotion and decision. Difference between them and other people are natural. They are not insecure due to the difference. Hence, overall, it is hard to see their life as one standardized pattern. They do live their life. If so, how much difference does loci of control gain subsequently?

# Hypothesis

**Suicide rates** Total, Per 100,000 persons, 2014 or latest available

Source: Health status

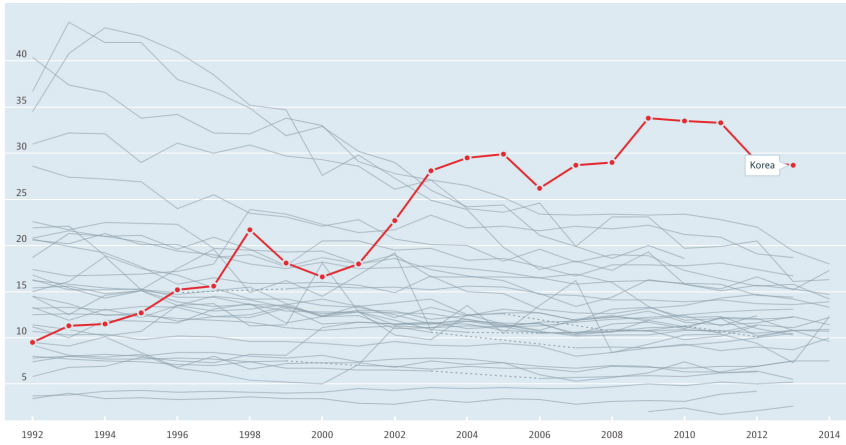


[Figure 10] Suicide Rates

To see the differences, I checked several rates among them I found the interesting rate. It is the suicide rate. The most interesting part is the fact that Korea wins first place among OECD countries. High suicide rate is a feature of external locus of control. It means external locus of control does not help us to be happy and it truly becomes obvious to everyone that Koreans are not really happy. If so, a reasonable hypothesis can be built up: Korean people cannot meet the four basic conditions of happiness. So, the different answers to the question are shown. In addition, eventually the difference makes a huge gap between the two countries. That is the view I want to examine, in an effort to ask why Koreans cannot fulfill the requirements to be happy.

**Suicide rates** Total, Per 100,000 persons, 1992-2014

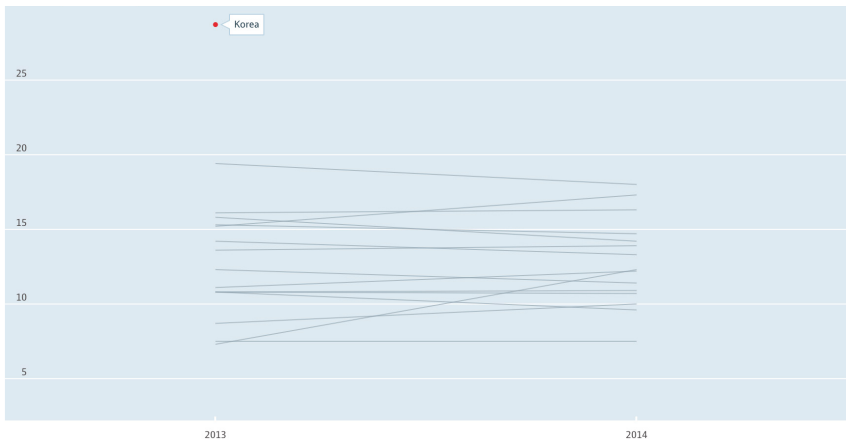
Source: Health status



[Figure 11] Suicide Rates

**Suicide rates** Total, Per 100,000 persons, 2013-2014

Source: Health status



[Figure 12] Suicide Rates

# The General Life in Korea

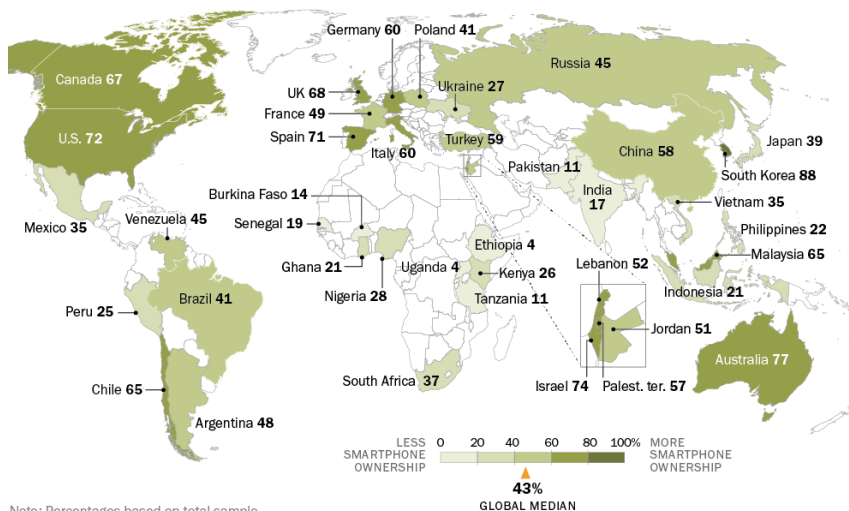
Korea is classified as a developed country like Germany. The country has high education levels, great academic performance, high degree of culture and reasonable living standards etc.

Even 88% of the population is using a smart phone. They are in fact living their life, not just surviving. At a first glimpse, the country looks fine but as we know, they are not really fine. Satisfaction of materialistic demands can be definitely happiness.

[Figure 13] Smartphone user rates

## Smartphones are more common in Europe, U.S., less so in developing countries

Percent of adults who report owning a smartphone



Note: Percentages based on total sample.

Source: Spring 2015 Global Attitudes survey. Q71 & Q72.

PEW RESEARCH CENTER



The demographic digital divide is real and pervasive 40 nations, 45,435 respondents, 2015

Country	Total %	Age			Education			Income		
		18-34 %	35+ %	Diff	Less %	More %	Diff	Lower %	Higher %	Diff
United States	89	99	85	+14	80	95	+15	84	97	+13
Canada	90	100	87	+13	81	95	+14	85	99	+14
France	75	98	66	+32	65	95	+30	61	87	+26
Germany	85	99	80	+19	74	92	+18	73	95	+22
Italy	72	100	65	+35	68	95	+27	56	87	+31
Poland	69	98	56	+42	28	78	+50	56	81	+25
Spain	87	100	82	+18	81	97	+16	80	95	+15
United Kingdom	88	98	85	+13	82	98	+16	82	98	+16
Russia	72	97	60	+37	**	**	**	51	81	+30
Ukraine	60	93	44	+49	20	62	+42	44	73	+29
Turkey	72	93	53	+40	49	96	+47	**	**	**
South Korea	94	100	92	+8	89	98	+9	89	99	+10

Source: Spring 2015 Global Attitudes survey. Q70 & Q72

[Table 1] Internet user

The four conditions of happiness and internal locus of control are highly relevant to Self-Actualization in the sense of concentration on ourselves. Abraham H. Maslow, an American psychologist, was known to revise the Hierarchy of Needs at the end of his life. That is to say Self-actualization is the most primal and primary desire of the human race. If so, why do Korean people not focus on Self-Actualization even though other basic needs are met.

Figure 12 from SBS NEWS Korea  
Figure13 from Korea JoongAng Daily



[Figure 14] Student interview about private school



[Figure 15] Night view in private school area

Humans are easily influenced by their environment. Although science has proven that their attribute is genetically inherited, how this is interpreted, presented either stuck out or hided are decided by society.

Depending on Piaget's theory of cognitive development, I looked at the environment in which children in Concrete Operations (*6/7 to 11/12 years*) and after this stage are mostly exposed to. From Concrete Operations, as in the country of most worlds do, children start compulsory schooling at the age of seven. So children in Concrete Operations stage are also spending much time at school and even after school, they go to private school to learn more. It is basically an extension of classes.

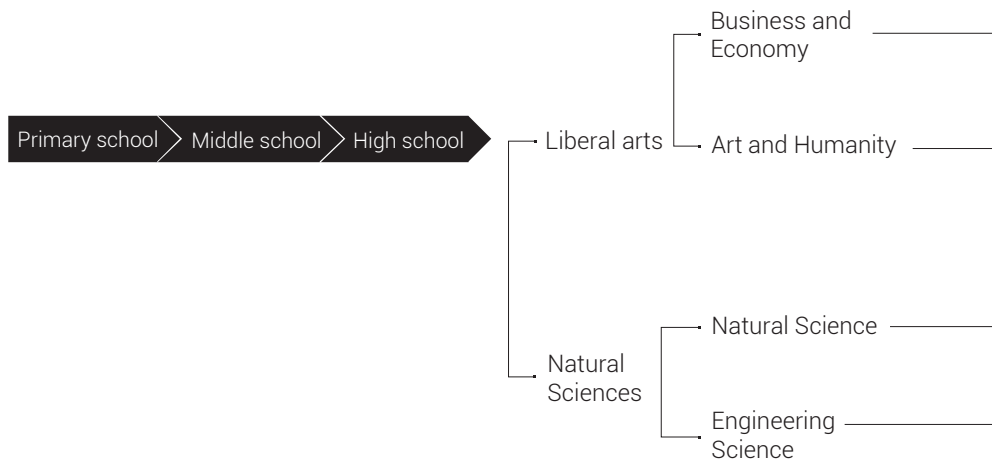
What about higher school like middle school? Students stay more at the school and primary school. And what they do after school is the same. Most of them go to private schools to prepare for lesson in advance.

What about high school? In general, high school students go to school at around 8am in the morning and stay there until 10pm. They have both lunch and dinner at school, not with their family. Moreover, after school, even it is 10pm late night. They go to private school as well not to their home.

Then, a question is why are they studying so hard? For what? Don't they want to do something else? In the world, there are myriads of occupations and all of them do not require the same skills. Why do they study? Here is a simple answer. The reason they are studying hard is to enter university. For this reason, they should win competitions, get a great score on their tests, be better and smarter than others.

To be smarter than others, they must study more than others. Thankfully, society and their parents help them have the atmosphere and never let them dream something else. Forcing students to study only and saying there is nothing more important than studying to enter university.

Hence, students cannot even have any time to ponder what they want, what they wish and whether or not what they are doing is right for them. Just studying according to the curriculum from the school, from their parents. Nothing they choose, nothing they plan based on their opinion. Just following.

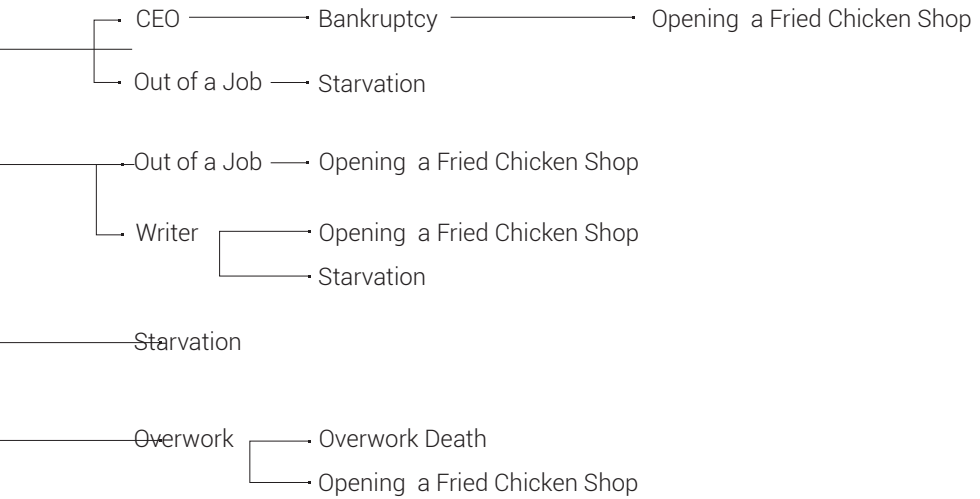


[Figure 16] Standardized life in Korea

Once Korean students enter the university, they really get freedom to choose what they do. They make every schedule for themselves. However, since they have been just following the rule made by their surroundings, they do not know what they should do and how to use their freedom.

The freedom makes them stunned. They therefore easily fall into temptation of pleasure that they can readily approach. During freshman and sophomore year, they spend much time on just having fun. They reckon having fun at the moment is fine because there are still two more years left. But after three years at the university, they get a little anxious and feel like time flies and there is only one year left. They look back on what they have done at school and start to compare themselves to others like what they did in high school.

Since they just had fun, there is nothing much they attained. So they want to do anything in order to keep up with the times in a hurry. And for them, the best way of keeping up is following what others do like obtaining qualifications and language certificates are the most common thing. This tendency goes until they get a job. Getting a job is difficult without working experience. So, even if they do not like their job, they should hold on a least two years until the society counts the time they spend at company as job experience. This is the general life in Korea.



[Figure 17] Standardized life in Korea, FujiTV

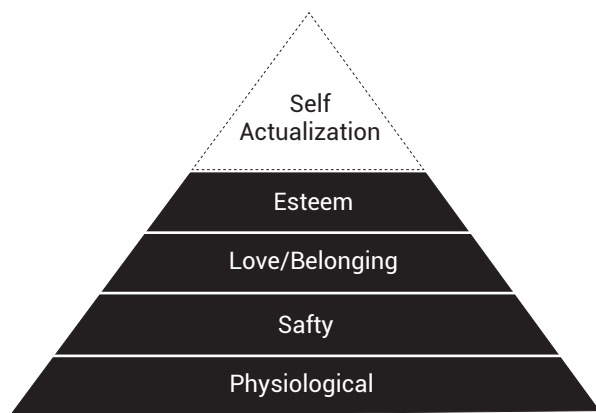
Source: 新報道2001, FujiTV, Japanese broadcast



Shin2001, Japanese current affairs program mentioned Standardized life in Korea. It is even well-known in other countries.

# Burnout Syndrome

As Abraham H. Maslow and ancient philosophers said, Self-actualization is human's true desire. Through Self-actualization, we feel fulfilled and happy. Therefore, Self-actualization is indeed the biggest mission in our life.

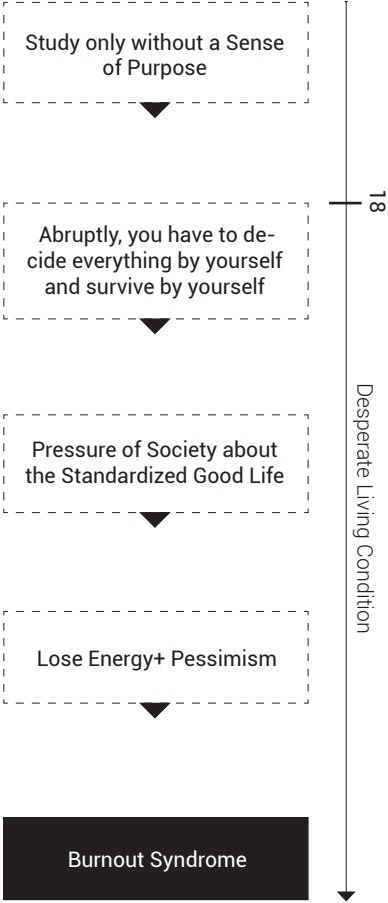


[Figure 18] Maslow's Hierarchy of Needs

However, In Korean society, people are living without a sense of purpose or with purpose, which is made by our surroundings in our life. Since we were kids, we have studied without a sense of purpose. Eventually, it just becomes accumulated fatigue. Even as soon as they turn 18, the legal age of adulthood, they should be away from guides and set their own values out of blue without any help. However, a problem is that the value cannot be built in a day. Because it is insight from a constant struggle of thoughts, it must take a lot of time to get it. Such thought is hardly seen anywhere else in Korean. More seriously, condition of life is desperate so people are unable to afford thought. The repetition of this phenomenon leads people to external locus of control. It gives rise to passive atmosphere in society and a single standard.

We do acknowledge existence of diversity of taste in food, interest, hobby etc. We do appreciate the diversity as the rights of the individual. Then, why does the success especially have a single standard? When we say someone is successful, we always imagine someone is rich, famous, well-known and high status. However, successful does not just mean high status, it signifies doing something well. So we can be successful at cooking, looking at the clouds, being a friend, a sister. All of us in our lives probably succeed in some area, not succeed in another area. Despite the fact that no one is successful at everything he/she does, one failure concludes our lives. Indisputably, for some reasons, we are shorn of the right on success.

We believe most efficiently and flawlessly reaching a higher plane of achievement is the only successful life. Our society squeezes us for that. Due to this flatten value systems and the excessive pressure on the back regarding surviving in the society, we kill our personality, we give up living our own life. At this point, burnout comes. Because of chronic stress, exhaustion, depersonalization and reduced satisfaction in performance happen arise. When we give up the proper function of man, Self- actualization, we contradict ourselves and lose a reason to live.



[Figure 19] Process of Burnout Syndrome

## Obsession with Pleasure

Once people lose the will to live, they tend to compensate for the loss with pleasure. Pleasure is one of kind of happiness. Nevertheless it cannot help people because of its short lifespan. Eventually, they want the greater excitement over and over again. That is happiness which makes them thirsty as they drink more and more like salt water. This individual inclination alters to societal inclination. Thus society accentuates the pleasure, aggravates consumptive happiness and develops it into vicious circle.

As the same notion, there is the lipstick effect. Lipstick as a metaphor implies affordable luxury. It is a sort of extrinsic reward, the way to fill fragility from chronic stress, exhaustion, depersonalization and reduced satisfaction carried out by other means.

That is to say even when they have fun, they have to concern over the risk. Cost-effective and opportunity cost weigh on their mind at all the time. They cannot fully enjoy anything at all.



Fragility from Chronic Stress,  
Exhaustion, Depersonalization



Extrinsic Reward

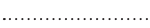


Cost-Effective  
Opportunity Cost



Affordable Luxury

Lipstick Effect



[Figure 20] Affordable Luxury

# Anger Generation

Individuals are allowed to conduct their own time. It goads them to put censorship on themselves. It is a race for how rigorously we obey the invisible societal rules, how effectively we maximize the outcome. To win the race, we are imposed for more endeavor. We now can live a life more independent than ever, but we now exist as more dependent individuals than ever. In 2011 in Korea, Healing was a hot issue. “아프니까 청춘이다” ; A pain is a blessing to youth became the best-selling book of the year. Many people set themselves up as a mentor, said life is inherently difficult, and demanding, if you put more effort, it would possibly be less painful. In addition, surprisingly people were consoled with this sentence. Because nobody cared about how he/she feels, asked whether it is arduous or whether he/she is exhausted.

Inspired by the situation, astonishingly no one mentioned a solution. Just said I recognize you are exhausted and silently forced us to adapt to a society. Soon instead of healing, society became dominated by the pervasive idea of wrath and abhorrence. People liken the country to hell: 헬조선 [Hell-Chosun]; Chosun refers to the Korean dynasty founded by Yi Seong-gye. As well as they put a noun suffix which means vermin: - [Chong] on things they dislike. Emotions that constantly soar a critical period finally reveal its substance these days. The “generation that gave up on things” ; relationship, marriage, birth, job, house and so on, represents exhausted persons so well. Their anger from emptiness fires indiscriminately at random target. But sometimes they hit the target. The “generation that gave up on things” becomes “Anger Generation”. The designer who used a person without payment had to write a written apology, promising politician was criticized due to the post for unpaid internships. In fact, these situations were humbly accepted in the sense of no gain no pain.

Last summer, in 2016 a young man died in an accident while cleaning the platform screen door at a subway station. The employer said the accident took place because he did not work as described in the working manual. The person who must be responsible for the accident rather brought the victim who already passed away to account for the accident. However, people started to stick memo on the screen door at the place accidents occurred. **“It is not your fault”**, this movement is not only about consolation but declaration that tells society about we are no longer standing for absurd.

Now we sincerely know that we are not happy. We know there is a work that we have to do. I believe it is a very good starting point.

Effects of 17 years old victim of the accident. As you can see, there are tools and a instant cup noodle only. It awfully resonated with Korean people. Moreover, even more sorrowful fact is that the accident occured a day before his birthday.



[Figure 21] Effects of Guui Station accident of a victim

You can see a instant cup noodle and cake in the picture below. All the things are from mourners.



[Figure 22] Condolence of Guui Station accident





[Figure 23] Condolence of Guui Station accident

The time has come to change our society but we cannot push people to change it, especially people who are suffering from burnout syndrome. Because under the influence of burnout syndrome, it is even harder to go just one-step forward. Under these circumstances, cogitating of the solution for social problem is undoubtedly overwhelming so if people are said "you should solve this problem", they will just run away from the issue.

Then, how do we approach the problem? To encourage people to confront the issue in order to make them take action, we should propose something individuals can afford. Moreover, I believe, when individuals change, the bigger change will come along naturally. Although we are living within the boundary of our society, what comprises society is us. When constituents are modified, it society can also be reformed.

66 너의  
작업이 아니었어 99

"It is not your fault"

2016년 5월 28일 9-4 승강장,  
안전문을 고치다 유명을 달리한  
비정규직 청년노동자를 잊지 않겠습니다  
시민과 노동자가 안전한 지하철을 만들겠습니다.

66 너는  
나야 99

"you are me!"

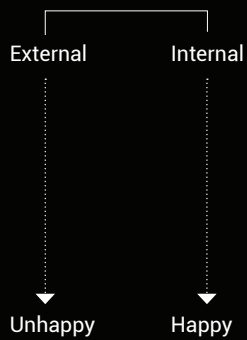
2016 May 28 9-4 Platform,

We will never forget a young man who died in an accident while cleaning the platform screen door at a subway station.

Citizens workers will make the safe subway.

## For Happiness : Locus of Control /

- Engagement
- Respect
- Beyond Material Reward
- Two Different Happiness
  - *Pleasure*
  - *Sense of Accomplishment (Flow)*





## Chapter 3

# Environment Satisfaction :

## *On The Other Side of the Fence*

I interviewed Youngjin Kim, an engineer who has been working for Google for almost 9 years about how they accomplish both such high working place satisfaction and title of a the world leading company. If a system works well in a small society, it can also work for larger society.

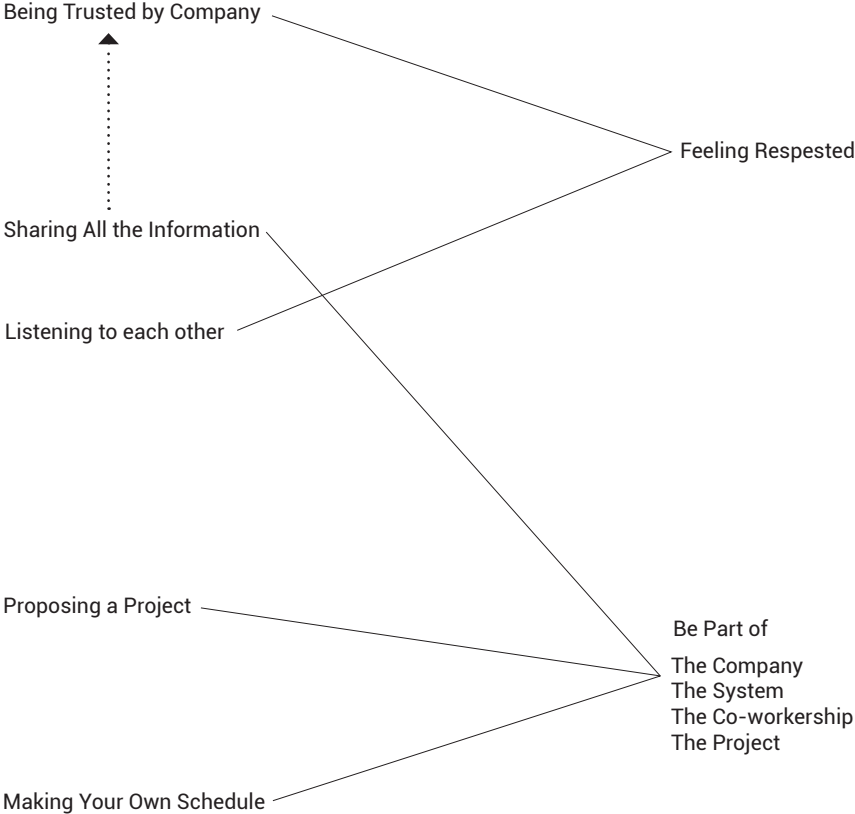
### **1. Respect**

At Google, they do not have any kind of news. It signifies the company and all the employees share all information prior to it becoming news or rumor. Google is trying to be transparent as much as they can, because the company trusts their people. They believe their people will keep some secrets about a new project plan or some special events, if it necessary. Furthermore, sharing is not a one-way notification. It is exchange with one another. If I just pretend to listen to others, this system cannot work for a long time. In addition, knowing that coworkers listen to you and tell you about their ideas make you feel respected. The fact that more tighten up this feeling is that there is no exception to this sharing system. Not only with co-workers but CEO.

Every Thursday evening, TGIAF meeting takes place. This is a casual meeting with beers and wine. During the meeting, at least two CEOs come and have questions and answers. On this wise, regardless of their position, workers are freely exchanging their ideas and opinions. This atmosphere makes workers believe their voice has influence on the company.

### **2. Engagement**

In particular, Google requires employees to propose their own project for the next three months and the company lets people make their own schedule. Not only doing given tasks but also making a work plan and project or even making a daily semi-mandatory schedule induce employees' participation. They cannot sit on their hands; they should be active in the system. The result of this process ensures that workers get involved in the system of the company so well that they play a leading role and take the initiative in their job. Delegating authority to workers at a working place causes a sense of ownership on the company.



[Figure 25] Environment Satisfaction

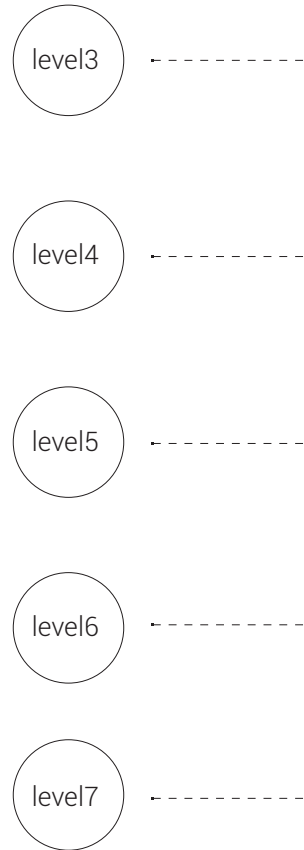
### 3. The Concept of Growth

The most impressive point at Google is that they do have a concept of growth. The company offers a chance to learn and share their knowledge and information from their project, by constantly encouraging people to study and explore. For example, TensorFlow is a framework to learn artificial intelligence, developed by Google. In addition, google gave an opportunity to learn about TesorFlow by the developer of TesorFlow.

Besides that, Google is widely acknowledged for giving their people freedom regarding work and critical assessments. They do not appraise all the outcomes with a single standard. Google expects a different quality of outcomes in compliance with the level of people. Therefore, an employee in the lower level has less stress regarding failure. The higher level you are, the more pressure you get. Fortunately, Google doesn't consider failure just as failure, sees it as in the process and attempts to find the other way to achieve. They do understand employees can grow in the process and provide a stepping-stone to reach the next level. In the end, the growth of their employees contributes to the growth of company as well.

Respect, engagement and the concept of growth; these three factors give employees the courage to take risks and be willing to take on new challenges. The company itself is not talking about creativity and innovation; it indeed offers a creative and an innovative environment to workers to be.

This tendency can also be found in personal life. Youngjin believes that whatever he goes into either one specific realm or diverse things, the experience will help him anyway.





[Figure 26] The Concept of Growth

# Growth Mindset

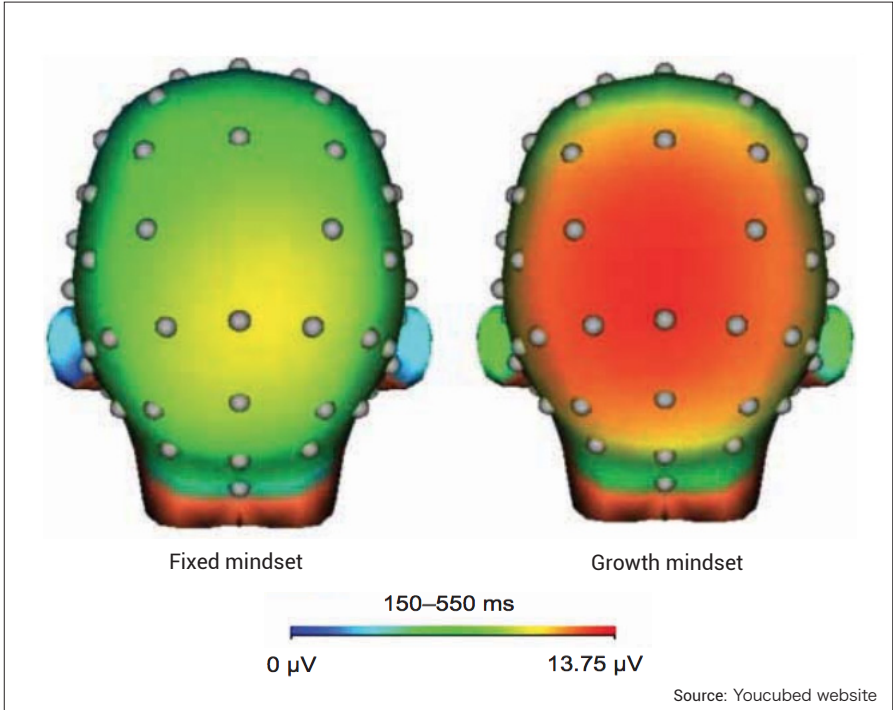
After the interview, I got interested in the concept of growth. As we know, Korean people only focus on the end result. I believe that if we do have the concept of growth, then we will be less obsessed with the result.

Carol Dweck, a psychologist, urges the importance of "Growth mindset". Mindset defines attitudes towards failure. According to her, there are two different mindsets: fixed mindset and growth mindset. People with fixed mindset can be easily demoralized by a small setback whereas growth mindset people are more likely to embrace challenges and persevere in spite of failure.

Mindset is not just feeling. When people face an error, people who do not believe in a possibility of growth of themselves show an almost dormant brain. On the contrary, the brain of growth mindset people is active, engage deeply and process the error.

Recent advances in brain study says our brain is far more malleable. Neuroplasticity indicates the structure and function of our brain can flexibly change like plastic by experience what you do, what you think and what you pay attention to. This is a proof that we can have a growth mindset with our attempt based on solid scientific research.

[Figure 27] Brain Activity Voltage Maps : Growth and Fixed mindset



The orange colour of brains means the greater activity in the brain.  
On the other hand, green one left side is less likely to be active.

## Series of Processes

Our lives are constituted by a wide array of success and failure. Moreover, the process of life goes on until our lives end. Life is a marathon; it is a long project. If you look at the big picture, Life will wax and wane. We calculate profits and losses every minute of our lives. However, these are not so easily defined in a lifetime. They are subject to change constantly. Profits can become losses and even losses can sometimes become profits. Therefore, we are only able to know whether our life was successful at the end of race. When we think our life was successful, we will say it was such a good life.

For instance, to harvest apples, we should know the type of apple that is suitable to the climate and how to take care of apples et cetera. After that, we will either get the fruit or not. However, we cannot ordain that someone is a good and successful farmer after only year one. Apples grow every year, which means that harvesting apples is not done in one year only. You should cultivate next year, two, or even more. The result of a year is just one year of experience as a farmer. What makes you a good farmer is not a single cultivation experience. The knowledge you get to harvest apples forms your own knowhow and the knowhow can determine whether you are a good and successful farmer or not. To gain the knowhow, you have examined everything you did and tried repeatedly until you succeeded. These attempts help you become a farmer and determine how good you were at farming.

Thus, what forms your life is not a single result of your performance. The accumulated process you have stepped builds your life and becomes your strong root.

불휘 기픈 남간 바라매 아니 뭇새, 곱 도코 여름 하나니.  
새미 기픈 므른 가마래 아니 그출새, 내히 이러 바라래 가나니.

*A tree with deep roots, Because the wind sways it not,  
Blossoms Abundantly, And bears fruit.  
The water from a deep spring, Because a drought dries it not,  
Becomes a stream And flows to the sea.*

*Canto II, Yongbieocheonga; Songs of the Dragons Flying to Heaven*

This is a song, written in 1447, during the reign of Sejong the Great in the Chosun dynasty. The song says, once you build up a strong fundamental, you are not easily swayed by our surroundings. Consequently, you will get a good result.

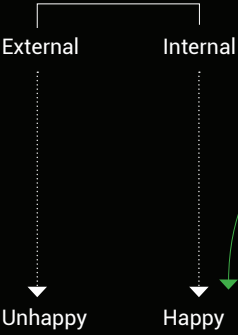
Now, it is crystal clear what we should pay more attention to in our life.



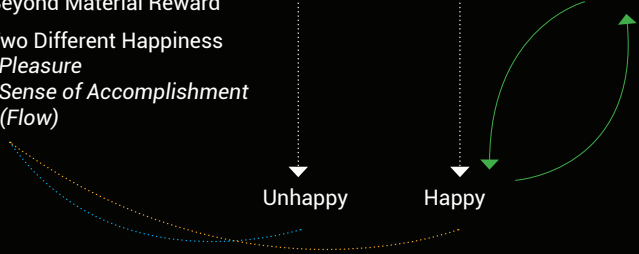


For Happiness : Locus of Control / Growth Mindset →

- Engagement
- Respect
- Beyond Material Reward
- Two Different Happiness
  - Pleasure
  - Sense of Accomplishment (Flow)



- Change your attention
- Change your mindset



## Chapter 4

# Life, under your control

In his book "Authentic Happiness" (2002), the American psychologist Martin Seligman categorized positive emotion according to the passage of time: Future, Present, Past.

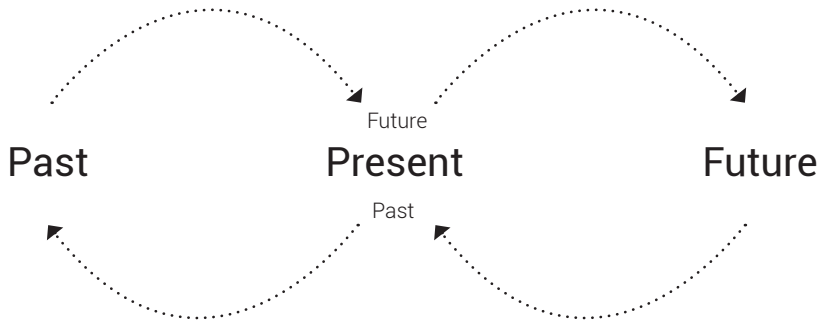
*Future : Optimism, Hope, Faith and Trust*

*Present : Joy, Ecstasy, Calm, Zest, Ebullience, Pleasure and Flow*

*Past : Satisfaction, Contentment, Fulfillment, Pride and Serenity*

He claimed the classification of emotions is different, they are not tightly linked each others. What you felt can affect present, in other words, how we appraise our past can define our emotions in the present. Thus, you can turn your emotions to be positive by changing how you feel about your past and how you think about the future and how you experience the past.

A change of attention leads to a Change of Mindset. As Seligman argues how we think about the past changes your mind. You, thus become inclined to think the event happened in the past is not a fixed value but a fluctuating value, and it can be differently defined by a current situation. That is to say, you supervise values and lead the process. Although this begins as a small change, it is transformed into a huge difference. It not only connects between the past and the present but also the future. By changing your attention to the past, you get to know more about yourself. By knowing yourself, you understand yourself. By understanding yourself, you get a chance to shift the way to live. It indeed becomes a drive that can change the future. As a consequence, you determine your life and your life is under your control.



[Figure 28] Correlation of Past, Present and Future

# Pioneer Study : Three Blessings

Seligman conducted an experiment on gratitude interventions with depression. This experiment reveals how changing focus effects future.

He carried out a posttest and then at one-week, one-month, three-month and six-month follow-up. When retested an average of 14.8 days later, 94% of the participants reported being less depressed, mean scores on the CES-D dropping from 33.90 to 16.90, into the border of the mild moderate range (Sharon Southwell, 2012). Moreover, participants reported feeling better about their lives overall, feeling more optimistic about the future, having fewer health problems or illness, and experiencing even better sleep. (Seligman, Steen, Park & Peterson, 2005)

Here is the method he used "**Three Blessings.**"

- 1. Each night before you go to sleep, think about an event that went well today. It does not matter whether big or small.*
- 2. Among them, write down three good things.*
- 3. Think why they are good. The reason that most makes sense to you.*

In the process, people start to alter the focus onto positive aspects. Then, they think about why they deem it good based on their own thought. They decide to choose the reason that makes sense to them. Changing a focus from negative to positive helps people overcome depression and increase happiness. In the end, it expands to the optimism towards the future. The good news is that this is long lasting.

“Authentic happiness derives from raising the bar for yourself, not rating yourself against others.”

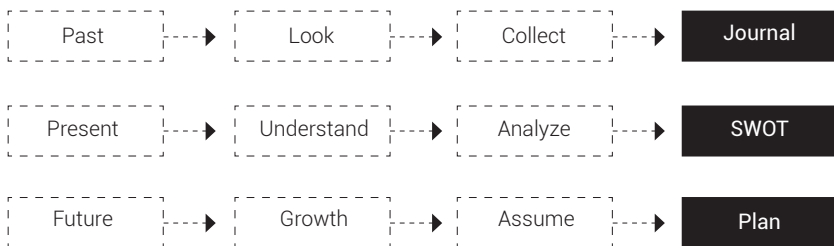
Martin E.P. Seligman

# Project :

## Study yourself and Design your life

The aim of this project is to focus on growth mindset. For the aim, you should bring your attention back to yourself from other's point of view. The way you figure this out is simple; by becoming aware of yourself. To be aware of yourself, you learn about yourself, and the textbook for it is your past. You only can see the fact and figures through past times, the events already happened. Anything else is an assumption. Therefore, it is not accurate. With no accuracy, learning gets no meaning. For this reason, attention to the past is inevitable.

As Seligman did, I classify the method into three :  
Past, Present and Future.



[Figure 29] Correlation of Past, Present and Future

Each point has a different role in the system. Collecting data on yourself by looking at the past, Analyzing the data and understanding present. Base on the analysis, getting more chance to level up your knowledge of yourself .



The most important thing to consider is simplicity that gives a user intuitive comprehension and no stress to be educated.

It has only two factions; document and analyze.

## **Collect**

- Date
  - Can use diverse media such as a photo, a video and a voice record. It decreases stress about writing long sentences. And this step can even be skipped. Nothing is compulsory.
  - Differentiate the sort of experience, whether is only for pleasure or for sense of accomplishment.
  - Rates an experience.
  - If you feel like, you can give a bit more details.
- If you try the same again or you change your thought on the thing, you can make a thread of progress until you think it is done.

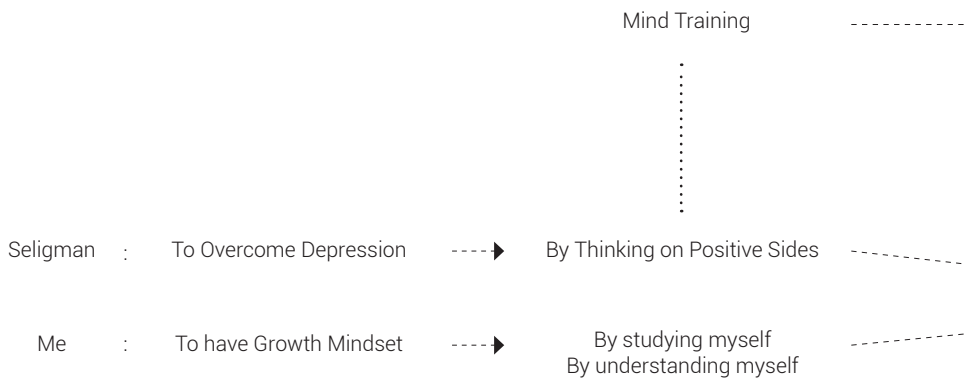
**Document**

## **Analyze**

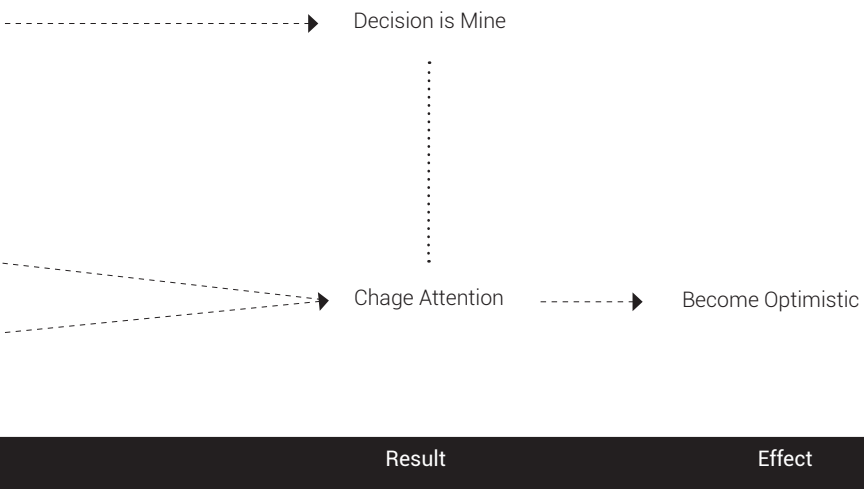
You can see the changes of your thought as you put more threads on the topic. It shows a readable form. Moreover, with the very end result, you can create your personal SWOT.

## **Assume**

You can also set a goal or make you plan by using the same format with collecting data part. When you fill out a future date though, the sheet turns its color. In this way, there is no confusion between collecting part and your plan.



Conductor	Purpose	Method
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[Figure 30] Method of the Project

3 main points

Look back

Under

- Past  
Look back

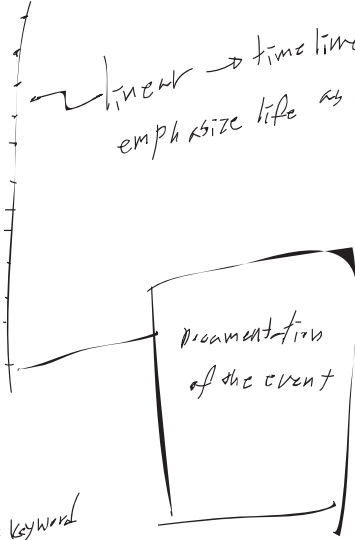
Document

- Present  
Understand  
- Future  
Grow

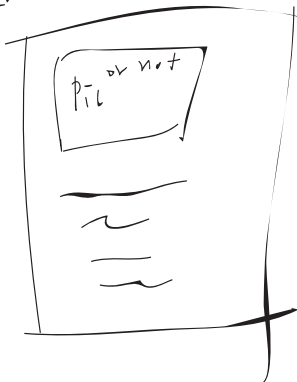
linear → timeline  
emphasize life as process

Mode

Documentation  
SWOT  
Setting



Search: Date or # keyword



Date

Picture or record.

Sort of experience

; Pleasure or sense of achievement

Detail



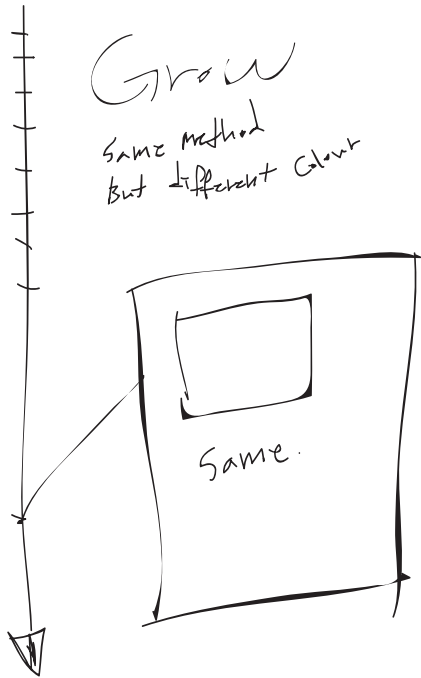
make

stand

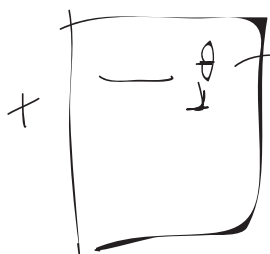
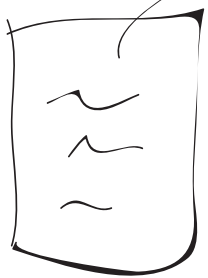
SWOT - Map



Grow  
same method  
but different colour



Just writing



Mic

flexible  
to use

a thread of changes →




Journal

SWOT


Setting

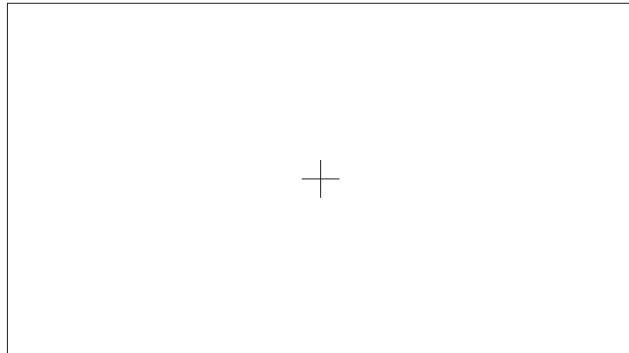
# Document / Collect / Journal

DATE \_\_\_\_\_

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 Photograph

 Video

 Voice Record



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Sort of Experience

Pleasure	Sense of Accomplishment
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Note

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More things about the event



Documentation part



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Swipe

Pleasure      Sense of Accomplishment

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Changes      [Click and See the Details](#)

The graph shows a vertical axis with a zero line. The curve starts at a negative value, crosses the zero line, and continues to rise, leveling off at a positive value.

Swipe ▶▶▶

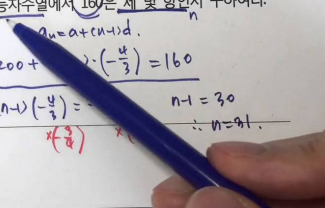
Make a Thread of Progress

# Document / Collect / Journal / Example

DATE 15 MAY 2017

문제4  
과서 p.113

첫째항이 200, 공차가  $-\frac{4}{3}$  인 등차수열에서 160은 제 몇 항인지 구하여라.

$$a_n = a + (n-1)d$$
$$a_n = a + (n-1)d = 200 + (n-1)\left(-\frac{4}{3}\right) = 160$$
$$(n-1)\left(-\frac{4}{3}\right) = -40$$
$$\therefore n = 41$$


Pleasure

Sense of Accomplishment

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## Note

#ARITHMETICAL #MATH

*It is my third time to try this arithmetical  
This time I tried the other way I found.  
I feel like I understand its method a bit more*



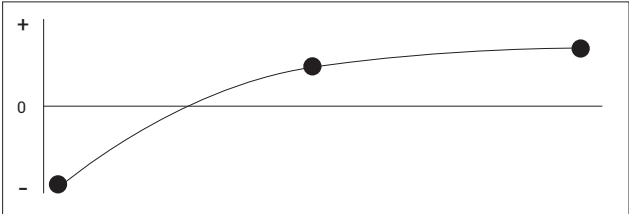
**Note**

#ARITHMETICAL #MATH

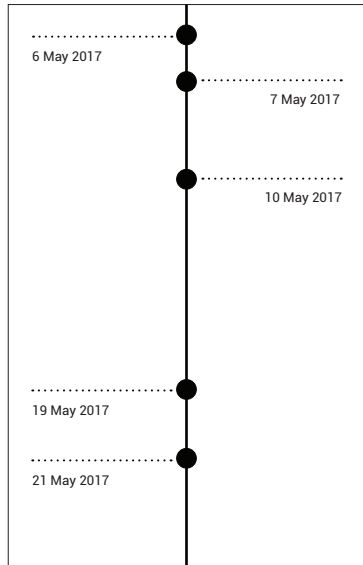
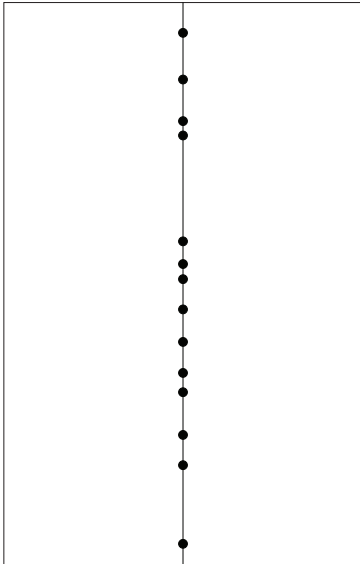
*It is my third time to try this arithmetical  
This time I tried the other way I found.  
I feel like I understand its method a bit*

**Changes**

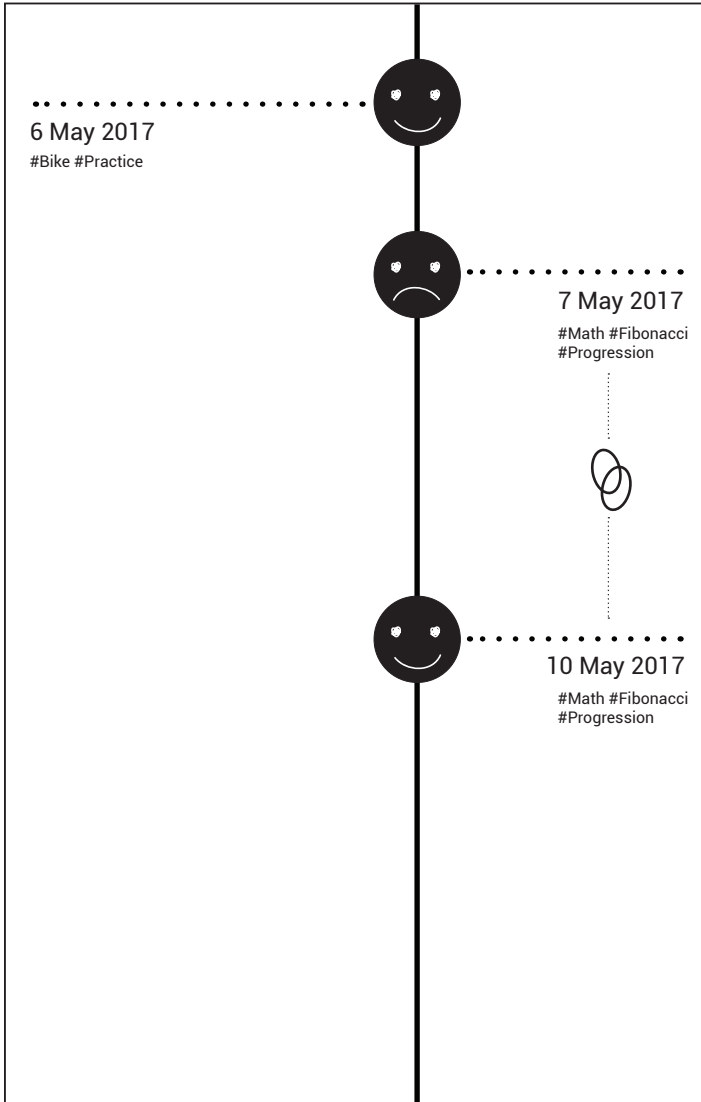
[Click and See the Details](#)



# Document / Collect / Example



Zoom In/Out



Pleasure

Sense of Accomplishment

## Document / Assume / Plan / Example

DATE 20 JAN 2018



Pleasure

Sense of Accomplishment

-

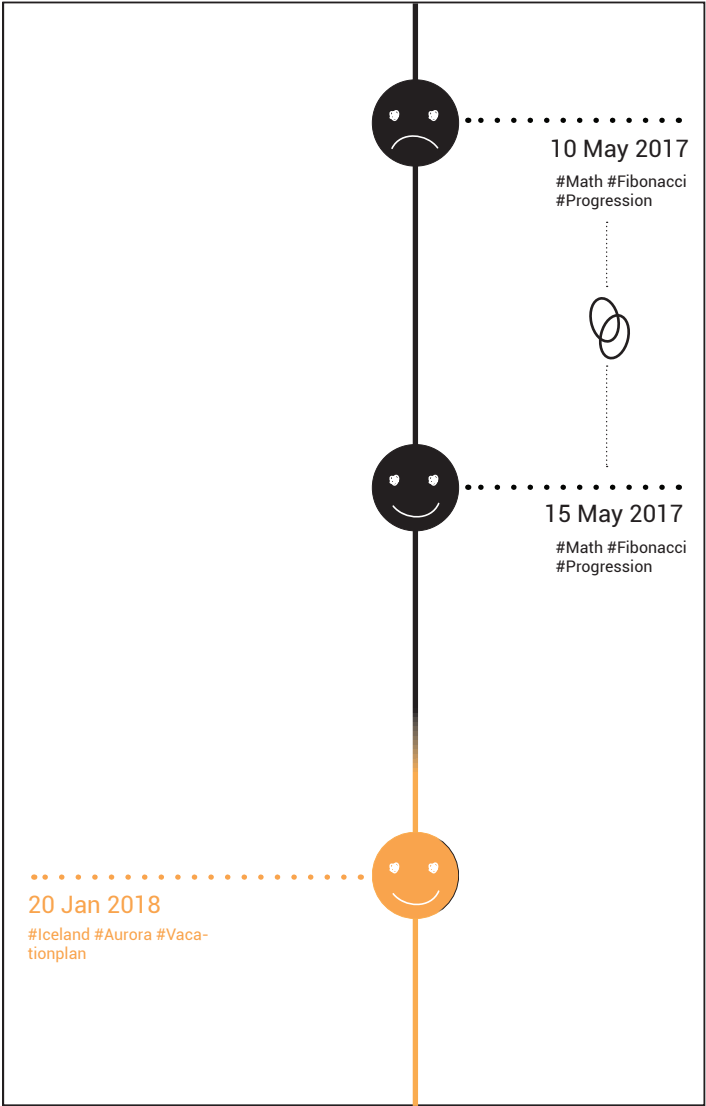
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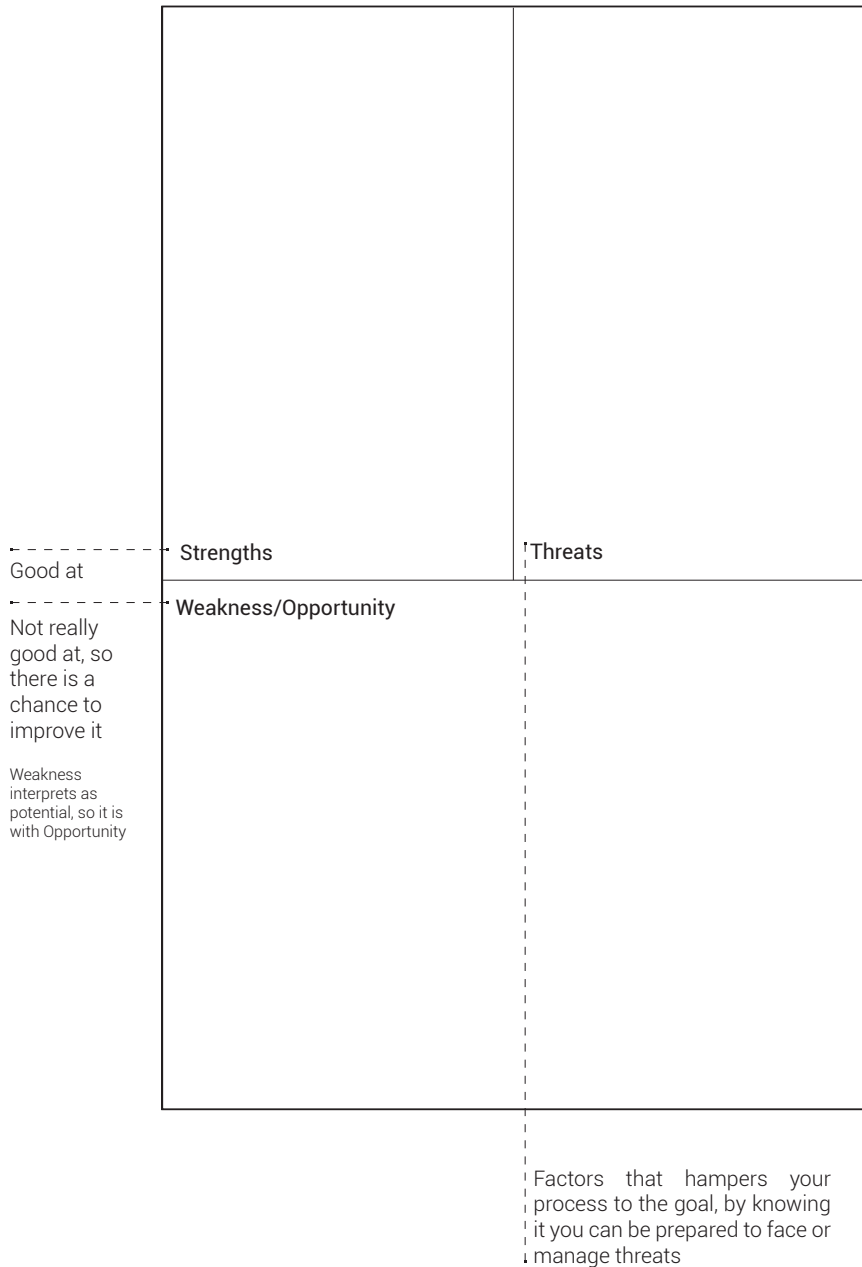
### Note

*#ICELAND #AURORA #VACATIONPLAN*

*so far I saved 200euro, I still need 300 more so I will get a part time job in summer vacation.*



## Analyze / SWOT





**Analyze / SWOT / Example**

<p>Painting Cooking Reading Book Sleeping</p> <p><b>Strengths</b></p>	<div style="border: 1px dashed black; padding: 10px; margin-bottom: 10px;"> <p>You are hampered by time limitation. Later on, try to consider it from the beginning of the process and make a schedule to prevent a problem.</p> </div> <div style="border: 1px dashed black; padding: 10px;"> <p>You got afraid of moths last night! go get mesh and apply it on the window or buy pesticide</p> </div> <p>Time Bug</p> <p><b>Threats</b></p>
<p><b>Weakness/Opportunity</b></p> <p>Math Riding a Bike</p> <div style="border: 1px dashed black; padding: 10px; margin-top: 10px;"> <p>You are not good at Math, Riding a bike, etc. So, either try to improve abilities or find an other interests</p> </div>	

Click and See the Details

## In Real Life

During this research, I quite often talked to one of my friend. She is planning to study abroad like me. I believe she simply needs someone who has something in common with her and she thinks that since I already experienced what she is doing now, I can understand her well. Therefore, she shared with me many stories about her studies what she learned, how hard the new topic was. However, the thing was getting serious. The way she talked and the point she got were getting more pessimistic as we spoke more. Therefore, I suggested a test.

Owing to the fact that she does not live in Germany. I proceed the internet-based test. Furthermore, I truncated the range of period to see a clear result within limited time with a limited format. She filled out a test sheet about her studying from its start to date.

The efficacy was outstanding. Even before, I showed her SWOT. As soon as she completed the form, she said she just was stressed out every day about the outcome. When she listed what she has done so far though, she realized she's making progresses. In addition, if she compares herself now and the beginning she is a lot different. After she checked her SWOT, the feeling became even stronger. She even said, "I will do my best till I get a target score".

This experiment not only make a point of effect of focus alteration, but also the importance of data informatization and visualization. I cannot be sure about how long the effect will go on in her mind, but it is certain that it would last long, if she keeps on writing down.

I, in fact, tested two persons who are currently focusing on studying and suffering from it. I found a interesting tendency. The other friend, he went to the best university in Korea. Seoul National University. In general, we would think if someone went to the best university in the country, the one must be smart and understands things really well. However, he had a hard time to write things down. Because he was too much worried about what I would get from the outcome of the test. He was even trying to fine the standard of answer in order to meet needs I was pursuing. The problem happened since he is too accustomed to korean society. And it will take much time to overcome.

The project I'm talking about seems really simple but for some, it is a notable step forward.



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EMPIRE CAFE  
DESIGN

Date

Pleasure

Sense of A ccomplishment

Rates

Detail

Date

Pleasure

Sense of A ccomplishment

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Date

Pleasure

Sense of A ccomplishment

Rates

Detail

Date 2016 April 15

Pleasure   
Sense of A ccomplishment

Rates 100/100

Detail

Although I don't know any German now, I'm so excited and wanna go to Germany soooon

Date 2017 April 26

Pleasure   
Sense of A ccomplishment

Rates 50/100

Detail

I took test-daf, dunno what should i do

Date 2017 May 8

Pleasure   
Sense of A ccomplishment

Rates 20/100

Detail

German is too difficult, especially, grammar

Date 2017 May 15

Pleasure   
Sense of A ccomplishment

Rates 60/100

Detail

Ich hatte mir nie getraunt, dass wir uns hier treffen.

Date 2017 May 22

Pleasure   
Sense of A ccomplishment

Rates 10/100

Detail

Crazy German language, I cannot understand any listening practice..

Date 2017 May 29

Pleasure   
Sense of A ccomplishment

Rates 40/100

Detail

Since I changed my study plan into German conversation, I feel much better

Date 2017 June 3

Pleasure   
Sense of A ccomplishment

Rates 50/100

Detail

Der Sommer ist da  
It has been a year since I have started to learn German. When is it gonna be easy to me.

Date 2017 June 6

Pleasure   
Sense of A ccomplishment

Rates 20/100

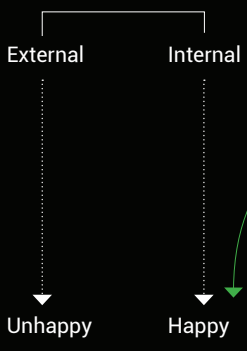
Detail

Due to a part time job, I could'nt study that much, I'm a bit worried about the path I'm going to

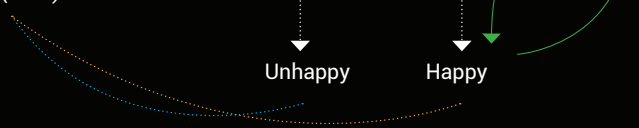
"At least, I took a test, can write some sentences in German.  
It is kind of progress compared to my first day of study"

# For Happiness : Locus of Control / Growth Mindset

- Engagement
- Respect
- Beyond Material Reward
- Two Different Happiness
  - Pleasure
  - Sense of Accomplishment (Flow)



- Change your attention
- Change your mindset



## Chapter 5

→ Study Yourself → Design Your Life

Past - Present - Future  
↓ ↓ ↓  
Looking Back - Understand - Grow

## Conclusion: Formulation of Our Life

Everything depends on what we believe. It is not for nothing that you endure tough moments to win a competition. After all, this is where great pride and honor about your accomplishment comes from. However, what if you are working on a thing that has nothing to do with what you dream about, whose dream are you dreaming?

You worked hard but got a not good outcome, you worked even harder but failed. Eventually, you became exhausted. In this sense, you may become obsessed with the word 'hard', and you deduce result: you should not work hard. However, the word 'hard' itself is not the problem. The problem is quiddity. However diligent you maybe, what you are doing is no more than wandering mightily from place to place. The answer to quiddity is in you. In 2011, there was a pervasive idea of YOLO: you only live once. And People were saying it is my life, I only live my life. Nonetheless, they were not indeed attempting to know about themselves. In such age in which the utter volume of information and knowledge is widening and technology is enlarging the range of option, the life is distressingly demanding to withstand were it not for quiddity: who you are; why you are in the world.

There is nothing so unnecessary as a less strong person follows strong person's tremendous drive. You cannot think your default drive is human's default. Because, your life and your experience cannot be the same with others. So to speak, everyone has different default drive. Thus you should distinguish your life and other's life. Like how german people see the things. Then what we should study most of all is my-self. We cannot realize too quick about importance of knowing yourself. The more you procrastinate, the longer you sleepwalk through your life. Accordingly, you wind up losing the will to live. To know your-self, you should perceive all the concerns of you life and seek inwardness, not great things with a new journey.



In general, people see a doctor to recover, they say I do not want to die, help me please. Whereas there are people who go to a doctor of psychology and say, "I want to die". Although nothing has an ultimate answer in the world, it is certain that every human on earth have to has the right to get an opportunity to make a comeback. The opportunity can be easily confined to material only. However, your mind values the material. Meaning there is a spiritual value over material. If so, the spiritual realm should also be provided with a right to have an opportunity to make a comeback. A growth mindset can help with it. The mindset converts obsessions into results, points into concentration of process, grants the process a significant role. In this course, people place emphasis on what they learn rather than what they score. Consequently, they are not so much influenced by the outcome. They are undaunted by a single failure. They fearlessly challenge again and try. This is become their drive.

When it comes to solving the progression, no matter what kind of progression it is, such as a geometric progression or an arithmetical progression whatsoever, there are many ways to resolve but the way anybody can do is count from first top to last bottom. As you count, you appreciate logic behind and acquire a method. Once you get a formulation, you can complete the problem faster and easier.

Hence, to get the formulation of yourself and your life, we should document our life. When you see the document again, you will seize yourself. If you do it repeatedly, your brain and your body remember and alter your mind. Later on, you will spontaneously concentrate on your-self. Once you understand your-self, the process for the future will not be that difficult to think.

By looking back at your-self, you grasp yourself and raise your own drive towards the future.

You are the one who must understand yourself more than any other people around you. The most powerful person in your life is you.



# **Interview Script**

## **Bibliography**

# Interview Script

## **How long have you been working for Google?**

I joined Google as a full-time in the 2009, June so I think that's about 9 years. But before that, I joined as the two internships, it takes about three months so I just say nine and a half years. I think that eight and a half because it was 2009 and this is 2017.

## **What brought you to work for google?**

When I first joined Google it's about 2009 and then their a one ... and many big tech companies in United State and the only big company can support for the green card and then citizenship so that was only options. I looked for Microsoft, Apple, Facebook and Google. But at the time I think Google is most challenging company. And Facebook I was a little bit skeptical about that at the moment. Because...as you may know cyworld in South Korea was kind of big social network company but I was a little skeptical by the history of that so I would like to work with Google the reason is that social network can focus on the relationship between the people but I would like to focus on technology.

So Google is trying to cut lots of the data and then let's see how the Machine tells. They only focus on the technologies. Sure they take some money there should be some guys who can focus on the people and the people's interaction but that's their job I will not just separate my job from their and now I will do focus on the technology.

## **Have you ever worked for a Korean company?**

I worked in South Korean from the 2003 to the 2006 and that's the reason that I would like to come to the United States. But I would say that's not because of culture. Because when I joined there, it was kind of startup company and they were very friendly and we were working very hard. So I like working with my co-workers but the problem here is that South Korean companies in the especially in the IT area does not have any core technologies. For example I worked for the 3D online game company and then we purchased the main online game engine from the company in the United States. So they were building their video game on top of the engine which they purchased.

The reason is everyone is working hard to be happy. we can be happy when they are work, they can do whatever they do, they want. but when I was in a South Korea when I took a look at my senior members um they are changing their role once they become in mid thirty or forty like from the engineers to the managerst.

I see that they are not happy with that and then when I constructed this situation with my professor in the university, he said that the reason that they have to change their role is that the depth of the technologies not that deep in Korea. Since they do not requires high-end technologies, source, so young people, junior people can replace whatever you do. For example when you're building some the high tall buildings, you can not just build that tall building by looking at the building. However if we you are looking at the very small houses when you take a look at that and you can easily make a copy of this small houses.

For example, when you are building the lego someone makes the Lego house with just some 50 bricks. Then you can easily copy that. But if someone makes the lego buildings with thousands of bricks you cannot just do it without some kind of blue print or the high techniques with that.

One of the example is that Naver Daum ,Naver is the top search engine company in South Korea until now and I think they are run from 2006 . And In the 2006 ,There were not that many documents written in Korean because the Naver does not needs to develop your own decent search engines they can just hire about four thousand part-time workers in the China who can also speak in Korean so that they can just cut the data and then do the menu or editing with that.

### **What is your average day at work like?**

oh sure average day at work like? so in that sense I can tell you what I have done today. um I woke up at 8 am and then I took care of my baby until 9:15 a.m. because the nanny was about 15 minutes late today and then later that I went to the golf course to do some practice for an hour and I came to the I come to the office around this 10:45 a.m. and then now I'm doing this interview for an hour and then maybe after that I will go for lunch and I'm thinking to go back around 3 p.m. or 6:30 p.m. the only reason is there are some traffic on the highway so I just want to avoid that because I try to leave early, a little bit late, These seem so fantastic, but when I go back home I tend to work from 10:00 p.m. to 1 a.m. for every daily because I want to spend I wanted to help my wife to take care of the baby in the morning until the nanny comes to home and I wanted to have a dinner with my family too. But I try to come to home as fast as possible to our dinner and do another work at night.

### **What is the typical process for a project at Google?**

In general I think that there are two ways, the first one is that many people saying in the United States given five working days. people say that for the one day like this for example Friday I'm working for the it's 20% project. So they solely focus on 20% project on Friday. that's one option. The second one is like this as I told you every engineer should propose project for the next three months.

Three months is about 180 day, no 90 days divided by 5 which is about 18 days. So they say okay for the next 3 months I would spend for this three weeks for my 20% project they will report to the manager like that. I will work for the three weeks for my 20% project..

There is no choice because they are getting paid, ah here's the thing. they started 20% project but this 20% project can be bigger, then they can propose this project as their own project whole project but this 20% project can be 100% project

no no it's not just for them so it just says the motivation of working for starter is not the money. the goal is that I wanted to do whatever I wanted to do. someone may work is a project that is not super interesting here is some small super interesting that I'm working with. then Google is willing to pay him the 20% time and some resources that working with.

I can see several people are getting under stress and then they try to leave, but to get a better assessment, I think one of the important thing is that we should have a good relationship with coworkers

the reason is that things like that for every six months, I'm getting evaluated by 5 or 6 coworkers. I'm getting evaluated by them. To have some good ratings from them, I'm not saying that by doing something kindly or friendly and they give me a good score. It is not possible at Google. To get some good ratings I need to share what I have done to those guys "here's what I have done this thing is so cool can you take a look at that" since they are so friendly with me and they will spend a little more time to read my documents and then do the evaluation for that.

so for every three months or every six months, I keep sharing what I'm doing. for example , I said there's no news inside of Google which means that at the very first I'm sharing that to my co-workers "I'm going to do work with this item" and then I'm expecting this result ... and about one month after "oh I started with this approach but it seems like does not work well so I'm trying to do a different approaches. So even with that eventually we could fail. then I always say this to my co-workers "you know that I try to have these different approaches but things like resistors are work so when you are trying to work with similar project please do not follow these approaches."

So the history failure can be be a good access for Google too. And we are keep sharing what we have done. In side of Google This say that "Okay you will need to explore yourself more"

## Are you satisfied with your job?

This is a good question because now I'm trying to settle my career path by myself and then to have that I was considering two possibilities, one is just working for a very long time so I can be an expert in the area and I can get some lots of insights from there too. the other way that i thought is that do the diverse things , do many different things then give me some ideas something like that. For example, in this year we are focusing on the artificial intelligence. Last year people were depositing on the virtual reality. The year after before that people were focusing on the social networking using the messengers like Kakatalk, Google hangouts something like that.

So in that sense, I'm not still sure we are have developed but I would say the Google gives me the opportunity to follow any of these paths and for right now I'm following to get into the one area very deeply then I think I can get lots of insight. Another thing is that in my area I'm working for the search engine search, engine infrastructure it has lots of the depth of technologies. Especially ,it is working with millions of machines, may they are handling trillions of the data so I am working with veteran and getting lots of insights

So I'm just still sure whether it will be so useful in about 10 years after but I'm trying to get some insights and then with that insight I would expected when I try to do something different, I can use that insight to do great jobs from there. So but the one thing that Google gives me the opportunities to choose whatever I do want.



## Can you please list 5 examples

sure on the most satisfying part that I can do I can work when I want for example sometimes in a 2 p.m. I'm not feeling so good, the reason is that I'm just feeling lazy, then I can just go back home and I take about two hours nap and then I can just start working around 6:00 p.m. again. so I can do maximizing my productivity by adjusting the schedules of that, that's the first part. Second part is that I can work with some brilliant guys so I can learn lots of lots of lots of things for example when I finds and face the big problems I have someone who I can do consult, so I can ask his opinion and he gives me some his opinions like in the work I can try to find out the best of solutions with his help. I think that is second one. Third one is that um I can have lots of opportunities to meet with any other ... guys because I am on the border of Google I'm not saying that I'm try to humble in this say um sometimes I'm feeling like the guy working in the large company like Microsoft Google and the Facebook um I think that they are something overestimated but I feeling kind of privilege about that because when I go to some places and say that "ok Im engineer at Google" this doesn't mean that I'm better than you but because Im on the board of Google I will have some chance to talk with those guys. Because I'm working for a very small company or an unknown company, maybe I did not have time I don't have any opportunity to talk with those guys. For example I'm interviewing with you because I'm on the board of Google.

What I'm trying to say is that there are lots of brilliant people in these day who are working with start up

.so if we have some change I would say I can just some people who is working for a start up companies and I think they are also worth interviewing those guys too - for example I do have my, the Roomy um he is six years younger than me then he left Google about five years ago and he worked in start-up and now he sold his company to a big company. So which means that while in the middle he is working for start up company he still the brilliant people but no one pay attention to him.

yeah sure um I think that is google is leading the trend. for example the hot issue of this 2017 is the artificial intelligence. So they are trying to replace what humans does to with the machines.

Google is leading the trend and inside of the Google we are sharing lots and lots of information how we are working hard to lead the trend. I think that those are one of being motivation to me. And then to keep this motivation so for example have you ever heard about TensorFlow, maybe not, it should be okay, TensorFlow is the framework to run the artificial intelligence very easily which is developed by Google and then inside of the Google they are offering the classes to learn about TensorFlow by the developers of TensorFlow itself. So they are offering the classes and they are sharing the knowledges and then they are sharing that every information they are trying to do.

For example um I'm not sure this is correct to say now there is no news inside of the Google which is mean that we are trying to share as soon as possible what is happening inside Google while we are drinking beers.

so, have you ever heard about the TGIF, that's you general term,inside of Google we are having a TGIF for every Thursday evening, although it's Friday but the reason that we are having this on Thursday is that west coast of California is the latest of time zone in the world. So the guys in the East Coast and the Europe in Asia want to watch the recorded TGIF videos on Friday. because of that we switch from TGIF from Friday to the Thursday. But instead of TGIF or we call it TGI AF : thank God it's already Friday.

We are first starting in 30 minutes drinking beer and wine for the next 30 minutes is various attempts comes to do the presentation later. Let's say that "oh, I have done is something cool in this week" so they first announce in the TGIF and then there for the next 30 minutes the cat leas of two CEOs or the president should come to the meeting and try to add some questions.

**What are the most important factors that have contributed to Google's good reputation regarding creativity, productivity, innovation, and achievement?**

so we first share everything whatever we do inside Google so I think that's kind of essential acknowledge that we are being motivated and then trying to something innovative. for example TensorFlow team first came to the TGIF and say that. Although people are saying that Google is software company. But TensorFlow team say that "oh we developed the Tensorflow the optimize hardware."

Although, the success of the project is not a requirement for the low level 3,4,5,6, it is the requirement for the high executive members. but we've been motivated for that and they will not be afraid of failing all the project. If they are in the low level engineers.

They first share inside of TGIF, "oh my god it's so cool!" the weirdest things like that which means that that looks like Google allow the people to do in hardware. Then why can I do something else different. They will think about for themselves. which means that if I do things like that and if I succeed, while this gives some benefits to Google I can be little promoted with that area.

Google bets several times in its history. For example it purchased youtube.com in 2006, at the time I think you can search online, Google paid about one point six billion dollars. At the time people say that okay this is insane Google just purchased useless youtube.com just they sharing the video but maybe you don't remember at the time Google had its own video.google.com, Google had its own framework which served videos but it was not better than youtube. so Google paid 1.6 billion dollars and it replace that.

And then Google purchased Android. so Google purchased Deepmind.

## How does Google manage people?

for example if we are trying to hire the senior engineer people then the candidate will interview with five or six senior engineers. If we are trying to hire junior engineers, they will be interviewed with about two or three junior viewers and then another three senior interviewers.

so they never do interviews with the high executive people which means that in the process of interview we are trying to hire someone who is the willing to work with with each other because we found someone who is so brilliant and then he can fix all the problem but in the in the real world .in the most problems one guys cannot fix it. But if he's really really brilliant he knows that too.

One year expecting that and he is trying we are hiring them and he is trying to find people who can work with him. this is one of the ability that we are looking for. for example if we are working with level 3 I'm sorry that little too low, level 4 the before can do work individually and then try to fix small problems, Level 5 can find small problem and fix it by himself. with the level six then the guy can find is a bigger problem then required about three or four more people.

so at Google we give something goes for that if you want to be the level six you have to reach this part which means that the I'm sorry brilliant I'm still good at coding but I'm lack of building a team. then I have to develop my ability to build a team. so just making, writing code is not a single kind of skill that Google requires.

so to make it happen what we do is that from the level 3 which is starting level of engineers if someone got they master degree he starts from the level 3. For every three months we require him himself propose a project by he would deal with for the next three months.

Project is not half down. Project is from the bottom up, surely level three people are having some troubles with this proposed project. we know that and that is kind of okay statement. For the level three we say that requirement is that this guy may not be able to propose product by himself but can discuss with the project he is working with.

for the level five the guy should be able to propose project by himself Level six, the guy should be able to propose project by himself and then demonstrate the depth and then build the team, that the requirement of the level system

I know one guy who was the principal engineers which is kind of level 9 in a different company but he is only level 6 at Google because he is not socialized people so no one trying to work with him . he is kind of great guy he is so brilliant and then fixed problems by the size of six actually. he can work like five people can do he can do by himself. so that he cannot be the level . level seven the guys should be able to fix the problem and then try to do some innovative things that about twenty or thirty people can do. So to be a level seven he should a technical leader with twenty or thirty groups. But for the level six can do just about four or five so he can be fit into that area.

### **Where do you see yourself in the future? (In 2 years, 5 years, 10 years)**

I know that is the very hard question so um the problem here is that many people are trying to say "why don't you do start-up" well I have to say that the goal of startup is not money. So the reason is that the goal of startup is that I should be able to do whatever I want to do I'm trying to do some projects but my company doesn't support for that. But in that sense, what I'm trying to do is I want to work with lot of lot of data, I'm trying to extract useful information from that. In that sense, I think the Google is one of the best company that work with because Google gives I can have lots of access to the data and I can have lots of the resources to run the analysis with those data.

But um well here is another one thing I will tell you. I'm considering to go back to South Korea one day, the reason is I'm thinking that the technical depth of South Korea is still low compared to the United State so what I have learn in Google I want to share skills with the guy in South Korea too.

Not to be a big teacher but be a technical leader so when I go back to the South Korea I want to start the new project maybe that is in a big company rather than start up. but probably I think that I'm considering a big company. Because then I can give a bigger impact to more people.

so in there I would like to teach how to build decent softwares and than keep the work-life balance.

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