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THE PRESENT: THE PERSON

9.1 CONTINUOUS DISCONTINUITY

9.2 BEHAVIORISM AND TRANSPORTATION THEORY

9.3 HUMANISM AND TRANSFORMATION THEORY

9.4 INTERACTIONISM AND TRANSACTION THEORY

9.5 FRAMEWORK FOR THE FUTURE

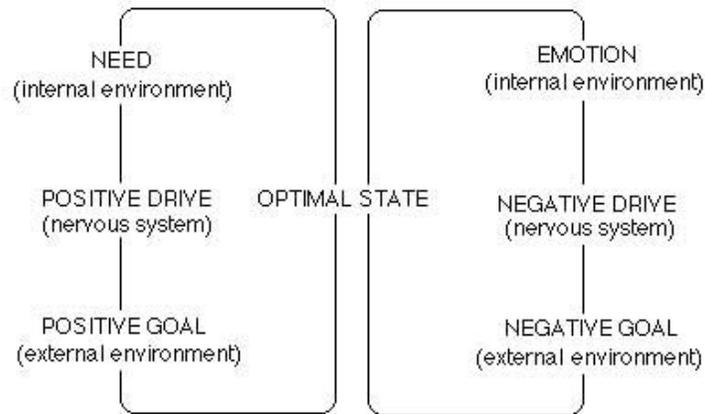
One importance reason for this worldwide convergence on liberal democracy had to do with the tenacity of human nature. For while human behavior is plastic and variable, it is not infinitely so; at a certain point deeply rooted natural instincts and patterns of behavior reassert themselves to undermine the social engineer's best-laid plans. Many socialist regimes abolished private property, weakened the family, and demanded that people be altruistic to mankind in general rather than to a narrower circle of friends and family. But evolution did not shape human behavior in this fashion.

Individuals in socialist societies resisted the new institutions at every turn, and when socialism collapsed after the fall of the Berlin Wall in 1989, older, more familiar patterns of behavior reasserted themselves everywhere.

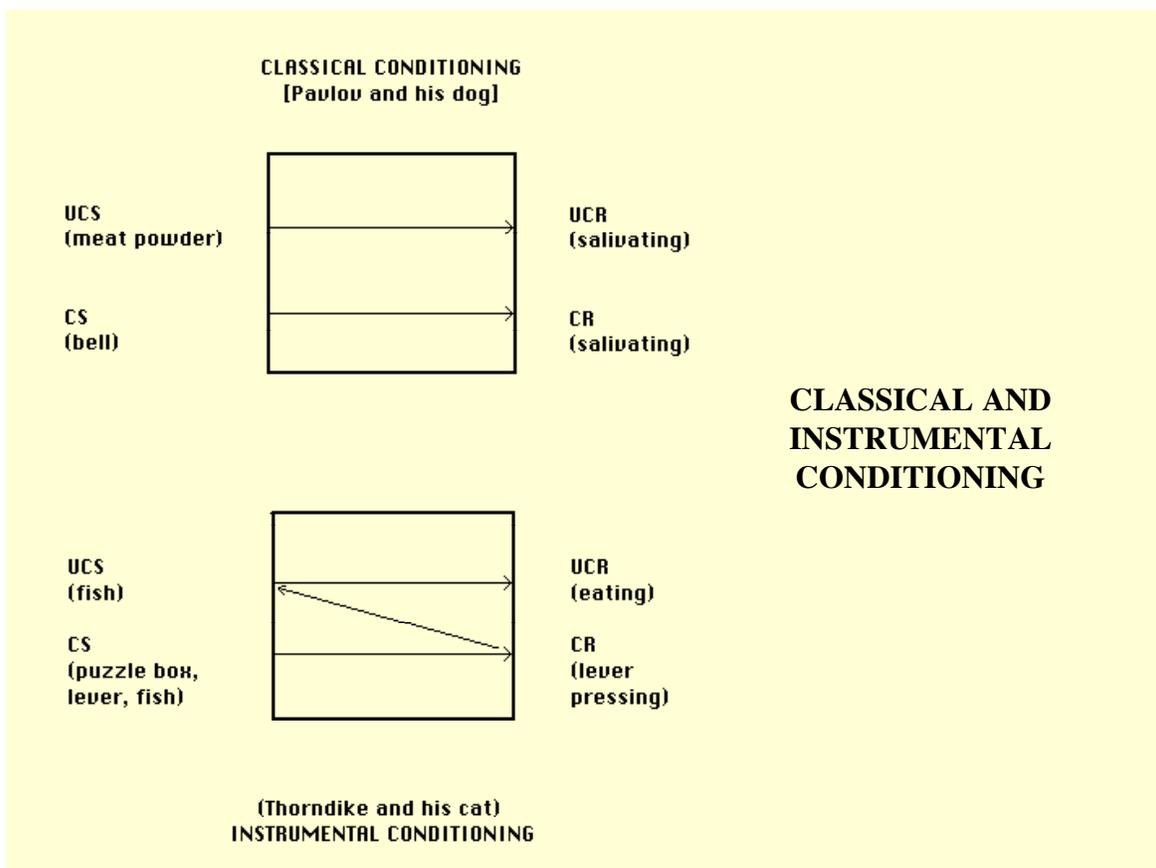
Francis Fukuyama, THE POSTHUMAN FUTURE, Page 14

No decision however determines his thought -- or any historian's thought -- more fully than his assessment of human nature.

John Barker, THE SUPER-HISTORIANS, Page 333

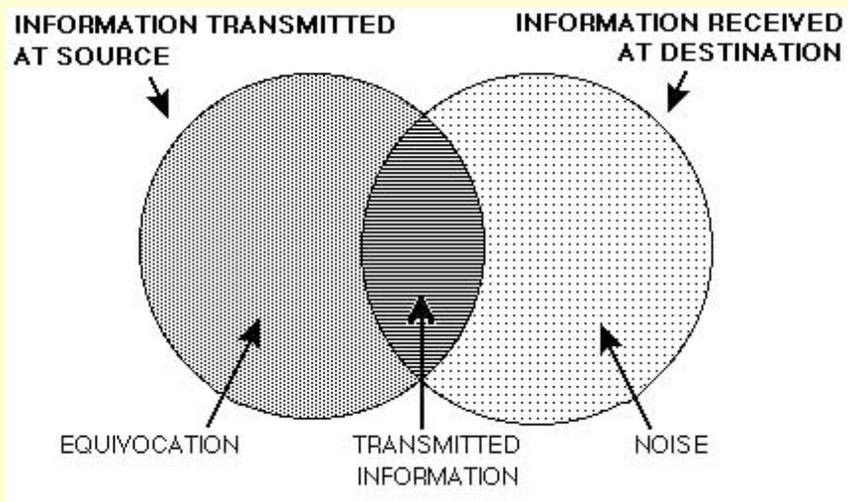


NEED-REDUCTION THEORY AND ACTIVATION THEORY



	Number of equally likely alternatives	Number of bits of information
Tossing a coin	2	1
Rolling a die	4	2
	8	3
Choosing letter from alphabet	16	4
	32	5
Choosing a card from a pack	64	6

INFORMATION MEASURED IN BITS



TRANSPORTATION THEORY OF COMMUNICATION

Person has only extrinsic needs

Person has intrinsic needs

Person is conditioned from outside-in

Person is growing from inside out

Person is not responsible for behavior

Person is responsible for behaviour

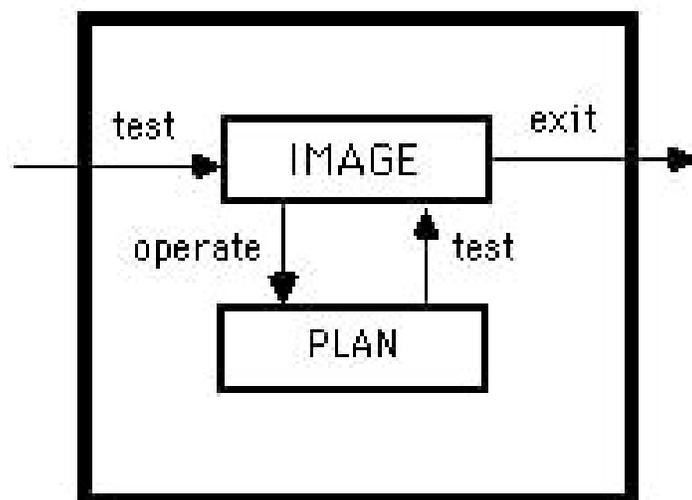
Person has only extrinsic worth

Person has intrinsic worth

Person has contractual relationships

Person has intimate relationships

BEHAVIORISM VS HUMANISM



THE TOTE UNIT

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