

# Supporting the Practice of Pattern Language Using Instagram -An experiment Using the Ethical Lifestyle Patterns-

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In this paper, we examine a method to apply pattern languages into daily life by using Instagram. Christopher Alexander who introduced the concept of pattern language, said "It is not enough to merely duplicate a pattern from a book in order for each human being to keep in mind the pattern language as an expression of their daily life attitude" and "A living language must constantly be re-created in each person's mind (Alexander, 1979)." Pattern languages offers new vocabularies in specific fields, however there is a great divergence between offering new vocabularies and achieving the Quality Without A Name (QWAN), which Christopher Alexander proposed in his book *The Timeless Way of Building*, through patterns. Therefore, it is necessary for people to repeatedly keep in touch with the patterns, construe the patterns and link it to action. We conducted an experimentation through Instagram using "Ethical Lifestyle Patterns", as a result, in order to keep the cycle, keeping in touch with the patterns and continually reflect it to practice in peoples' daily life, using Instagram which can express the patterns in their way and accumulate the trace of practice is an effective way. However, a problem was found that people feel difficulty posting specific photographs and contents on Instagram because of the people users are following. Hereafter, resolving the difficulty in sharing, and building a system that sharing becomes a motivation to post will be necessary.

Categories and Subject Descriptors: Pattern Language

General Terms: Instagram, Application, Education

Additional Key Words and Phrases: Ethical, Lifestyle

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## 1. INTRODUCTION

Pattern languages were born in the field of architectural design (Alexander et al. 1977), and further developed in the area of software (Beck & Cunningham 1987). Pattern languages applied to human action have been brought to bear on many different fields, like education (Bergin & Eckstein, 2012), team reformation (Manns & Rising, 2014), presentation (Iba, 2011), and welfare (Iba, 2015). Pattern languages can enhance the quality of practice in a field, however, by solely reading the patterns does not immediately lead to a high quality of practice. It is necessary for practitioners to grow gradually through applying the patterns in order to improve the quality of practice.

The workshop is a predominant and an effective approach to learn pattern languages. In this approach, people can have a dialogue and share their experience through patterns. For instance, in a workshop using "Learning Patterns" (Iba & Iba Lab, 2014; Iba, Miyake, et al., 2009; Iba & Miyake, 2010; Iba & Sakamoto, 2011) which is the pattern language for creative learning, by engaging in a dialogue about the patterns, participants developed new ideas and were motivated to take the next step in applying the patterns. Feedback on the workshop included: "I learned what I have to learn specifically", "I learned many experiences exist even on same patterns." and "I gained inspiration from other participants' attitudes and experiences." (Iba, 2014)

This paper started from the question of how readers or users of pattern languages could become more connected with patterns and apply patterns to their actions constantly in their daily life as opposed to situations separated from daily life like workshops.

Christopher Alexander, who introduced pattern languages, said "It is not enough to merely duplicate a pattern from a book in order for each human being to keep in mind the pattern language as an expression of their daily life attitude" (Alexander, 1979). He also says that "A living language must constantly be re-created in each person's mind (Alexander, 1979)." In other words, it is necessary for people to repeatedly keep in touch with the patterns, internalize the patterns and link them to action.

In this study, using the "Natural Living Patterns (later renamed to Ethical Lifestyle Patterns) (Kamada, et al., 2016)" which supports the design of an ethical lifestyle, we propose an approach to connect the patterns to life. In particular, to see how behavior based on patterns is practiced in people's lives and to visualize the state of

practice in reality, we conducted an experiment using Instagram and will report the result.

## 2. METHOD

### 2-1. Previous research on "Quality Feeling System"

Iba et al.(2014) proposed a web system called the "Quality Feeling System", a method to personalize pattern languages. Iba et al.(2014) pointed out that while pattern languages offers new vocabularies in specific fields, there is a great divergence between offering new vocabularies and internalize the patterns. In order to internalize patterns, you must gradually become more proficient in using the vocabulary introduced in the language. Using "Quality Feeling System", this experiment supports attaching patterns more deeply to an individual's feelings and emotions by expressing the liveliness using pictures and stories.

The web system of "Quality Feeling System" consists of 4 phases. The first phase is, reading the patterns. Second, users create a piece by entering events that were impressive or photographs of that moment and type experiences and memories of their daily life as a story in the system. Third, title the piece and select related patterns. Fourth, pieces entered by the author accumulates in their user page. Additionally, the user can browse and bookmark other user's pieces.

In this system, the important elements are expressing, accumulating and sharing. Users can grow continually in an innovative way, by being inspired by the expression and accumulation of others and by shared expression with other users. Users are able to inspire and promote each other. (Iba et al., 2014) Also the purpose of posting photographs is based by the indication of Keriiievsky (2008), saying Christopher Alexander uses photographs to express the QWAN in "A Pattern Language" (Alexander, et.al., 1997).

The "Quality Feeling System" that has been implemented as "The 4th Place". This service is structured as a web service instead of a social networking service because the service aim is to create connections of events or stories via patterns, not to create specified connection between users. (Iba et al., 2014). So, users need to access the website spontaneously to be in touch with these patterns. If users do not have strong motivation to internalize patterns, they will gradually fade away. Therefore, we investigate a way to create chances that users can meet patterns more ordinarily or passively.

### 2-2. Using Instagram

The purpose of this study is to create a system that enables more people to use patterns casually. Therefore, we decided to use platforms (Twitter, Facebook, Instagram etc.) that are already used in daily life. To fulfill the function of the 3 important elements of "Quality Feeling System", expression, accumulation and sharing, we chose Instagram. By using Instagram, expressions are made by photographs users post. Posts will be accumulated and users can share their posts with other users by using hashtags. Thereby we aimed at users to 1. take on behaviours based on patterns to be practiced in daily life, 2. visualize and share the practice and 3. continually practice.

According to Nir Eyal (2014), habits are behaviors that are performed almost unconsciously, and in order for people to acquire new habits, a system is needed to support them. A system proposed to support obtaining new habits is the Hook Model. Eyal's Hook model provides an approach to encourage specific behavior by stimulating four specific processes in a particular order. The processes are, Trigger, Action, Reward and Investment. Events triggers actions, and actions are generated by variable rewards which leads to new investments (further actions are also included). When these 4 processes occur repeatedly as a cycle, an action gradually becomes a habit. (Eyal, 2014) In this study, the gradual enhancement of quality on practice is to be expected by making the practice of patterns a habit. The patterns are the triggers for individuals to take actions while likes and comments on Instagram are the rewards, which can lead to the next action.

### 2-3. Experimental Method

On October 7, 2016, we created an Instagram account for "Ethical Lifestyle Patterns" and defined hashtags using pattern names. (Figure 1) We aselected 18 patterns out of 27 patterns that were easy to express through photographs. The reason why we selected ths subset is that the contents of a pattern that are hard to express by photograph this will not lead to posting. Likewise, if all 27 patterns were released, the large number of patterns may lower the motivation to read all of them, leading to a lower number of practitioners. We called out to the followers to 1. read the patterns and 2. post their practices based on patterns with photographs and texts and to post it with hashtags "#ethicallifestylepatterns" and "#pattern name". Otherwise, add a hashtag to past posts.

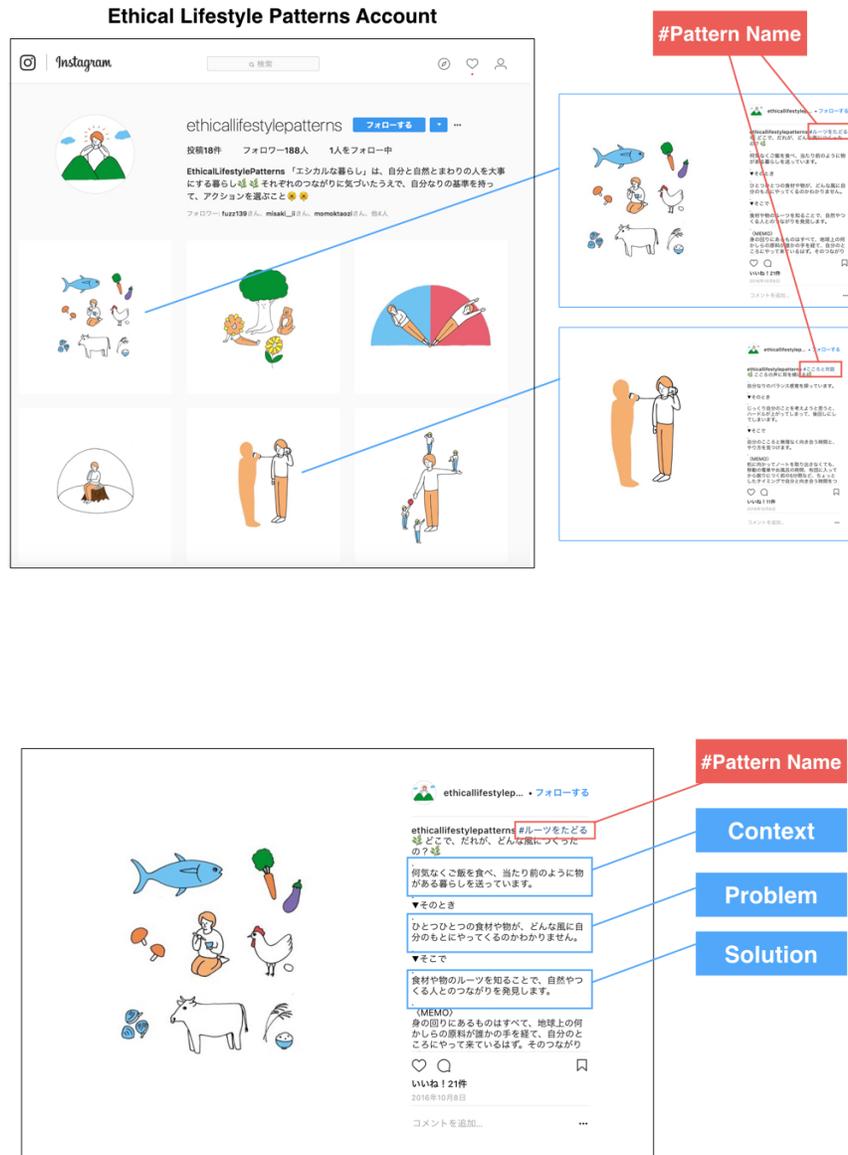


Fig. 1 "Ethical Lifestyle Patterns" account

## 2-2. About the patterns "Ethical Lifestyle Patterns"

The Ethical Lifestyle Patterns are a tool to support leading an ethical and sustainable lifestyle through helping people realize the connection with surrounding people and nature in order to reflect on and change their lifestyle. This pattern language is made up of 27 patterns and is comprised of three pillars: recognizing the hidden connection between human and nature, finding the value standard for one's self to build comfortable relationship with surrounding people and nature, and creating an original lifestyle based on one's value standard. Over all view of the patterns are shown below (Figure 2).

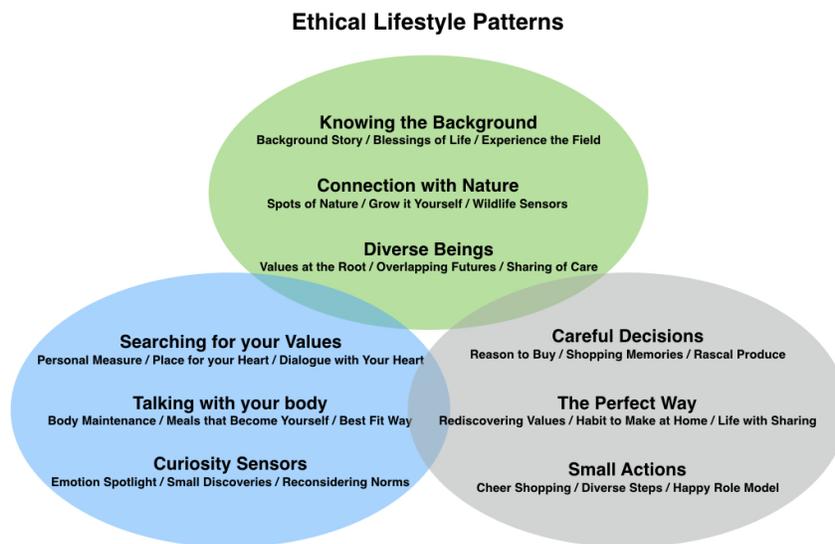


Fig. 2 Ethical Lifestyle Patterns

### 3. RESULTS AND DISCUSSION

As of December 26, 2016, 273 posts using the hashtag “#ethicallifestylepatterns” have been collected. Individuals have expressed their practice in their shared words and photographs and has been shared. (see figure 3 for an example post). Looking at the collected 273 posts, the context of the practice is diverse even on the same pattern, and the reality of people using the patterns in their own way can be noticed. Following the hashtags allows users to see the diverse reality of different individual’s practice in their daily life. Also, categorizing the posted patterns the authors have come to realize that there are patterns that are easy to post and patterns that are not. It seems it is influenced by the degree of casualness of practice and ease of expression through photographs. For instance, the 3 most posted patterns are “Spots of Nature”, “Habitat to Make at Home”, “Meals that Become Yourself”. These patterns can be linked to nature which were seen in daily life and daily meals, which can be posted easily. These posts may have increased, also because on Instagram most people commonly post beautiful scenery and food. On the other hand, the pattern “Reconsidering Norms” had no post. This pattern is to question the ordinary from their point of view, which is hard to express through photographs.

Moreover, when observing the post, there were users who continually kept posting and users who stopped after posting only a few times. On November 22nd, one and a half months after releasing the account, we contacted a few users via direct message on Instagram and interviewed them with Skype. There were 4 interviewees. Ms.Y and Ms.T who continued posting and Ms.M and Ms.K who eventually stopped posting.

Users who continually posted on Instagram.

Ms.Y...20 year-old (University student)/ Ms.T...34-year-old (Employee)

Users who eventually stopped posting on Instagram.

Ms.M...19-year-old(University student)/ Ms.K...22-year-old (University student)

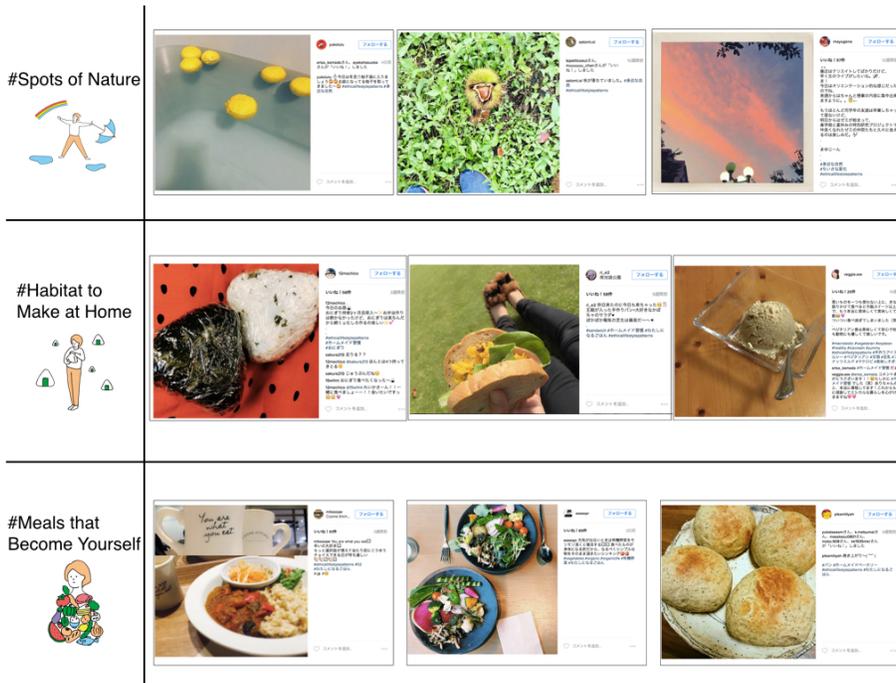
Ms.Y and Ms.Y who continually kept posting commented, “It overlapped with what I had been doing in the past so it was fun to see my actions having meaning to it.” “I first thought ethical was difficult, but it turned out my life fit into ethical and I was happy about that.” “It was fun looking back at my past posts and my life and finding out that I had been living an ethical life.” “There were some patterns that I realized I have practiced before and it gave me an opportunity to think about ethics.” “By watching other users practices using hashtags, made me want to

imitate the practice.”

They also said they were motivated by each other’s posts on Instagram, saying that “When you connect with people with similar interests and look at other users’ posts, it leads to another next practice.” On the other hand, however, when interviewed Ms.M and Ms.K who stopped posting, they said “It was hard to post because I was afraid that my friends might think I’m a go-getter.” “I received a comment saying whether I had an epiphany on something and it was awkward.” From these opinion, we can determine that comments may sometimes perturb the users. They also said “What other people think does matter but it would be better to find a way to express ethics which is not forcible to others.”

Also we looked at the connection between those who continued posting and who eventually stopped posting by comparing posts that had no “#ethicallifestylepatterns” and “#pattern name” which are posts from their regular life, from accounts who kept posting and accounts who stopped posting. We determined that people who are interested in an ethical lifestyle tend to continually post on Instagram. These people use Instagram to post photographs that connects to ethics and post foods, books and their thoughts. Whereas people who uses Instagram as a diary, such as posting photographs with friends, pets and selfies, tend to stop posting. From the interview, people who follows and have followers with similar interests tend to keep posting photographs, however, people who follows and have followers who is close to that person like friends from school and family, tend to feel difficulty on posting pictures because they care about their relationship and what others think about them.

Due to the preceding points, by making expression the purpose, it is suggested that if the patterns are used by individuals in an original way, giving meanings to their daily life by using patterns and by accumulating and sharing, it motivates other people and also themselves and leads to another next practice. Sharing becomes an effective way to take another step; however, it also can lower the motivation because of the fact that other people can see their posts.



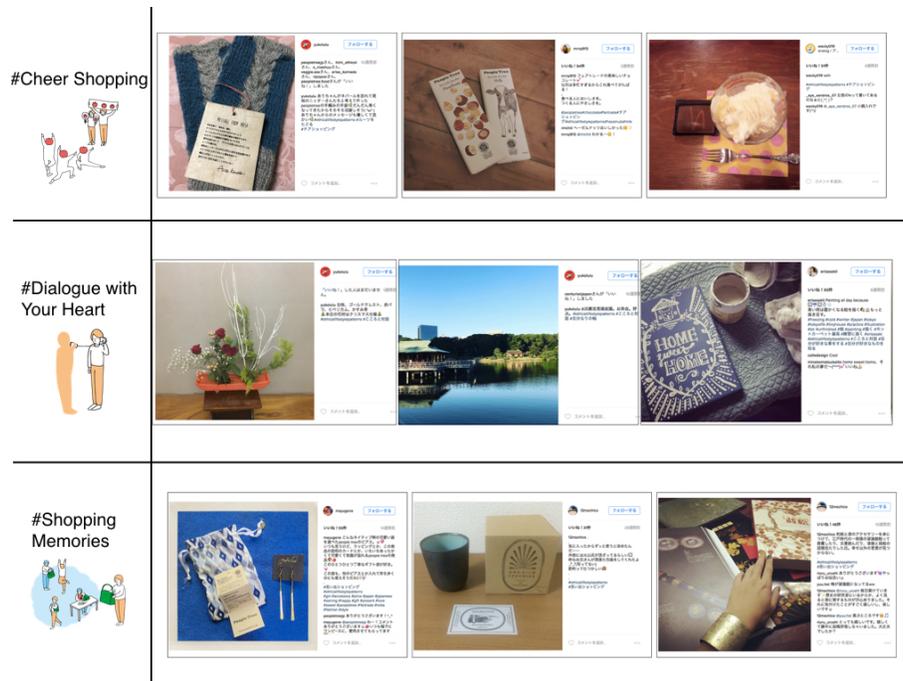


Fig. 3 Posts gathered by hashtag

#### 4. CONCLUSION

In this paper, we presented a new method using Instagram to promote the use of pattern languages and assembled the outcome of the study. In peoples' daily life, in order to keep the cycle to keep in touch with the patterns and continually reflect it to practice, Instagram which can express the patterns in their way and accumulate the trace of practice is an effective way. However, there is a problem that people feel difficulty posting specific photographs and contents on Instagram because of the people the users are following. Hereafter, resolving the difficulty in sharing, and building a system that sharing becomes a motivation to post will be necessary.

As we wrote in the beginning, it is necessary for practitioners to have a gradual growth while applying the patterns to implement QWAN. In order to keep the practice going, it needs a certain amount of motivation. In an individual level activity, however, there is a high possibility that people would stop halfway. Exchanging information with others and belonging to a community with a common purpose will be necessary. Then, the patterns can be the Hub to promote communication and actions. In this paper, we stated a method of using pattern languages in addition to workshop and lectures. We hope that this will be a starting point to more diverse method would be discovered.

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## APPENDIX: ETHICAL LIFESTYLE PATTERNS

### Ethical Lifestyle

An Ethical Lifestyle is a lifestyle with care. A care for nature and some care for the people around you. Become aware of the connections with them, and based on your own set of values, think and act upon each situation accordingly. You can start your Ethical Lifestyle by reading this book. Read the patterns and start where you can. Maybe some of the patterns you already may have been doing. Don't consider these as goals that you must achieve; instead just pick and focus on the ones that go along with your already ongoing life. These patterns aren't all; there must be more. If you find your own, treasure them as the others.



### Knowing the Background

Our lives can't be self-sufficient. From the food we eat to the clothes we wear, everything we need, it must have come from somewhere. Look at the backgrounds of where all of these things came from. How was it made; how was it brought to you? By looking behind the scenes, you will discover how you are connected with nature and all the people around you.

#### Background Story / Blessings of Life / Experience the Field



#### Background Story

Where was the product made?  
By whom? From what kinds of resources?



You want to feel more confident about the choices you make in your daily life.

In this context

**You do not know how the foods and products that you consume were produced, nor how they ended up in your hands.**

It is quite rare that you get a chance to be part of the production process of the things you consume. The apple you just ate, the chair you are sitting in, the book you are reading—we tend to forget that these were all once natural resources. The other aspect we tend to overlook are the producers. There were actual people who put their time, effort, and care into the products.

Therefore

**Discover the background story of the food and products that you consume, and in the process, become aware of how you are connected to nature and the people who were involved in the production.**  
Find out how your products are made. What is it made from; how was it processed; who was involved in making it?

As a result

You will become aware of the fact that all the things that surround you were made from natural resources on our planet, and that there were people who turned those ingredients into the product so that you can benefit from it. Discovering these connections might bring you new ways to enjoy your products.

#### Blessings of Life

Be thankful for the life you are eating.



It is rare that you raise or grow the meats, produce, dairy, etc. that you consume—most of us just buy them from the store.

In this context

**We become preoccupied by price and convenience, and therefore we forget our thankfulness for the food.**

We can buy meats and vegetables at the supermarket just as other commodities that we use at home. We then forget that the food we consume were once living beings.

Therefore

**Try to buy food in natural and original shapes as much as possible, and prepare the food using your own hands.**  
Buy fresh fish and slice them on your own; avoid pre-cut vegetables and buy them as wholes. Get in touch with the natural states of your food.

As a result

The time and effort you give to the food will nurture a sense of connection with nature, and eventually you might find out what it means to eat. Besides, cooking and eating food carefully is a wonderful thing to do for your well-being.

## Experience the Field

Experience what it's like to be a producer.



You are trying to find out how the things you eat and the items you use every day are produced.

In this context

Since many of the items go back and forth all over the planet, it is difficult to understand exactly how it made. Not the same resources are available around the Earth, so it is inevitable for things to travel around the planet before they end up in our hands.

Therefore

Find a place nearby where the full production process is done locally, and ask them to let you experience the process. The farm is a great place to start: visit a local producer and ask them if you can see/experience the work at the place. Old workshops are also a great place to visit—many of these places make pottery, fabric, etc. in a very traditional way. Listening to their stories is another great opportunity to have.

As a result

The next time you see products in the store, you will be able to imagine how it was made. This kind of experience will become a chance for you to gain some different criteria for selecting items besides just its price.

## Connection with Nature

Especially if you are living in the city, it is hard to remember that all of our life is supported by mother nature. However, if you look at the background of the food and things around you, many of our necessities are indeed made from natural resources. This might be a good moment to rediscover the connections you have with the planet.

Spots of Nature / Grow it Yourself / Wildlife Sensors



## Spots of Nature

Discover small bits of nature in your daily life.



You want to spend more time in natural environments.

In this context

You are busy and don't have the time to visit the sea or the mountains. When thinking of natural environments, we tend to think of extraordinary, faraway places that you have to take a vacation from your work to visit. Since you don't have the time or energy to visit such a place, you start to think of nature as a special luxury that you rarely deserve.

Therefore

Find and enjoy small spots of nature that you can enjoy in your everyday routine. Upwards is a good place to look—the sky is always there for you to enjoy with different colors and shapes for you every time you look up. The wind and rain are another hint of nature that occur—they sometimes even leave puddles of water for you to enjoy. You can also place small pots of greens and flowers at your home, or look for small parks in the city to take a break.

As a result

Open the windows and the breeze will bring in some nature to your room. Even the food you eat is a part of nature. By becoming aware of these small Spots of Nature in your life, it will reassure you of your connection with it.

## Grow it Yourself

Let the power of life surprise you.



You want to know more about nature; you want to learn more from it.

In this context

The time you have and the environment that you live in is limiting you from enjoying nature on a daily basis.

People talk about the power of mother nature, but since there's rarely a chance for you to experience it, we are usually mesmerized by more modern and industrial stimuli.

Therefore

Plant some vegetables and herbs on your own—choose ones that are easy to grow, and at the end, cook with them. You don't have to have a large garden to grow your own food—a small planter is all you need, and there you have a garden even if you are in the city. You can even try growing plants such as cotton that you can use to make goods out of.

As a result

You can get firsthand experience with the power of nature—something you'll hardly get if you just bought items from the store. The process of nurturing the plant from seed to bud to flower to fruit will bring a special sense of joy.

## Wildlife Sensors

Sharpen your senses for changes in nature.



You truly believe that the beauty of nature should forever be protected.

In this context

No one really intends to destruct nature, but our unconscious choices often have a negative effect on it. You know that nature is an indispensable part of your life, but since many of the consequences of our daily choices—both good and bad—are seemingly insignificant.

Therefore

Shorten your distance with nature, and become able to notice small differences that are occurring to it.

For example, get up early and go see the sun rise; take some time to visit some true wildlife. When planning a vacation with your family and friends, choose an activity such as skiing or surfing that you can do in natural places.

As a result

Your feelings will start to be with nature. If you see wildlife being damaged, it should hurt as if it were done to you; if you witness a beautiful natural environment, it should fulfill you like nothing else. The more you spend time with it, the more it will sharpen your sensitivity to its changes.

## Diverse Beings

The many people you meet in your lives are all different—they all have their own lives with their own set of values. When you meet someone with a different view than you, instead of opposing them, look for a way to accept the differences.

Values at the Root / Overlapping Futures / Sharing of Care



### Values at the Root

There's much to see in the unseen parts.



You meet someone new, and you feel like it's going to be difficult to get along with them.

In this context

**It is hardly possible to fully understand a person just by their words and actions.**

These are only part of their entirety as a person, and sometimes, it doesn't correctly reflect their true thoughts and feelings.

Therefore

**Listen for their true beliefs and values that are at the root of their words and actions.**

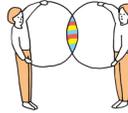
Don't get too distracted by numbers and results, and instead look for the true values that are at their core. This way of looking at things can be done towards anything—when looking at a product, don't just look at the item itself, but also look for the values in the background.

As a result

Judging things just by its exterior will neglect its true value. By training your imagination skills for the unseen parts, it will open you up to new ideas and discoveries.

### Overlapping Futures

Look for overlaps and not differences.



You meet people with diverse values.

In this context

**When values and beliefs differ, it is often ends up in arguments about whose ideas are superior.**

Yes we all have different standing points and see the world differently. Therefore, it is inevitable that we each have different view on how the world *should* work. From our pure need to be understood by others, we often end up in messy arguments.

Therefore

**Share each other's views of the future, and search for possible overlaps that may happen.**

Be open to each other, and mutually share your prospects for the future. In the process, try and find a point where the two visions overlap by searching for similarities over differences.

As a result

We may be all different, but we can still find overlaps. By heading towards the same Overlapping Future, you might be able to become good rivals.

### Sharing of Care

Kindness is an unlimited resource.



You want to show care to others, to nature, and also to yourself.

In this context

**If you're afraid of being emotionally hurt or of suffering some losses, you start to become self-centered, and won't be able to care for others.**

However, often times you regret afterwards when you cause trouble to someone due to the self-centeredness.

Therefore

**Share the fire of care— don't hesitate to pursue an act of kindness for someone.**

Take a moment to remember the things that someone did for you that made you happy, and pay it forward to somebody else. It doesn't have to be a physical gift— there are infinite other ways to make someone happy.

As a result

If you use a candle to light another, the fire of the original doesn't fade out. The more you share, the brighter the atmosphere will become. Giving does not always mean losing, but rather you can become fulfilled through giving.

### Searching for your Values

What kind of things do you like; what things comfort you? My happiness is different from yours, and that's perfectly okay. To find the right balance for you, you must search for your own values.

**Personal Measure / Place for your Heart / Dialogue with Your Heart**



### Personal Measure

Become aware of your core values.



Life is filled with choices. From what we eat to what we wear; where we live and where we work. Big or small we make choices every day.

In this context

**If you get effected by others' opinions easily, you'll end up with choices that go against your heart.**

The world is filled with information, and it has become harder and harder to decide what's important for you (and what's not). Everyone's different, so we just can't settle for one catchall answer.

Therefore

**Understand yourself, both body and heart, and nurture a set of values that you can make decisions upon.**

Small decisions are a great place to start. By repeating and piling up small decisions, eventually you will start to see where your core values tend to be. Use this as your "measure" to decide if something is fit for you or not.

As a result

By using your Personal Measure as a guideline, you will become able to choose only the things that go along with your feelings, and say no to things that doesn't move your mind.

### Place for your Heart

A place where you can listen to yourself.



You want to make decisions upon your Personal Measure.

In this context

**With too much information, your head starts to become disorganized and confused.**

With the internet connecting us with people 24/7, information never stops to give us a break. When this becomes the norm, we tend to get anxious when we don't get information.

Therefore

**Find a place where you won't get distracted so you can calmly focus on yourself.**

A quiet library, a comfortable café, or a nearby park—it can even be a sea shore or the mountains some distance away. Friends are also a good place to go—take the time to have deep conversations with them.

As a result

You will have a place to go when you are a bit mixed up. Quietly focus and reflect upon yourself to make your next decision. With a clear mind, you might discover something new or run into interesting things.

### Dialogue with Your Heart

Take the time to listen to yourself.



You are searching for the right sense of balance for yourself.

In this context

**Taking the time to reflect on yourself seems like it will take a lot of energy, and you tend to leave the activity off until later.** You think you need to go to a special place and spend lots of time to reflect on yourself. In addition, you are busy every day so you are waiting until you get the bulk of time to do the activity, but this way the chance will only rarely come.

Therefore

**Find the time and way to reflect on yourself that is feasible to do in your everyday life.** You don't necessarily need to sit down with a notebook and pen— it can be on the train to your work, in the morning shower, or even the first five minutes after you climb into your bed. With the flexibility, you should be able to find the chance.

As a result

You will start to hear small voices from your heart that you might have missed if you're too busy with your life. Getting to know yourself is a lifelong mission, so it is the piling of daily habits that becomes important.

### Talking with your body

Become honest to your senses and emotions, and pay attention to the signals from your body. This way the time you spend with yourself will become significantly enriched. To become able to do this you must build the habit to talk with your body.

#### Body Maintenance / Meals that Become Yourself / Best Fit Way



### Body Maintenance

Don't forget to become nice to yourself.



You have an image of yourself that you want to become.

In this context

**You don't notice you are stressing your body, and you end up spending your days not being able to work at your full potential.** You have a goal to achieve, and to do so, you start to live with short hours of sleep and dispatched meals. You tell yourself that the effort is necessary for achieving the big goal.

Therefore

**Take the time to pay attention to your body, and take necessary care.** Before and after sleep is a good time to do this. Notice any signals, and if necessary, get longer sleep, some exercise, or choose healthier meal choices to respect your body.

As a result

Your best performance is achieved only when both your body and mind are in a healthy state—your physical health is much as important as your mental health. This way, you will become able to focus better, become more creative, and achieve large goals without sacrificing yourself.

### Meals that Become Yourself

Ask your body what it wants to eat.



You are hungry; you are thinking of what to eat.

In this context

**Filling your stomach often becomes the mere goal of a meal.** When you are busy, you feel like the time you spend on meals is too costly. As a result, you try to eat while doing something else. Especially when there are cheap and convenient choices, you become easily tempted.

Therefore

**Become aware of the fact that the food you are about to intake will become a part of your physical body.** Look back at the past few meals you had, and make choices that will make up for the nutrients that your body may be missing. During the meal, focus on the meal itself and don't be distracted by other stimuli. In addition, don't make yourself full every meal, and leave it to just the right amount—or even a little less— and instead take the time to chew every bite.

As a result

By thinking about your body and choosing meals based on its needs, you will be able to fill both your body and mind. Since eating is a mundane, daily activity, it tends to become automatic, but if you can look at it in a different way, it can easily become something to look forward to every time.

### Best Fit Way

Find a way sustainable way to relax.



You are busy every day and don't really have the time to fully rest.

In this context

**You think the being busy is the most important status to have, and you feel guilty for taking things slow.** Following preset schedules and to-do lists is the norm for you. You are aware that you are a bit tired, but when you see other people just as busy as you, you feel like you are the one who is wrong for whining.

Therefore

**Find a sustainable way to relax that is best fit for your lifestyle.** Meditation doesn't require a temple to do—in the bathtub or on the couch, it can be done in your spare time. The same thing goes for yoga—if you find the time and place that is best fit for you, any place can become a studio.

As a result

You can sustain your well-being even when you are busy. By creating the extra space in your mind, you can be nicer to other people too.

### Curiosity Sensors

If you get too used to the events that happen around you, you tend to miss chances for growth and discovery. Become sensitive of the small movements of your mind and others to polish your sensory skills towards new things. Through the training, you will be able to see yourself at a higher resolution to understand your body and mind better.

#### Emotion Spotlight / Small Discoveries / Reconsidering Norms



## Emotion Spotlight

Get to know yourself through your emotions.



You are on the internet or watching television, and significant amounts of information come towards you.

In this context

**You see diverse values and viewpoints by different people and become easily awed by them, causing you to lose confidence in your own thoughts and values.**  
In addition, it takes courage to say and do things that are different from others.

Therefore

**When you are moved by something, ask yourself why the piece of information is causing the emotion inside you to get to know yourself better.**

When you see a news story or after finishing a movie or a book, ask yourself what kind of emotions the subject caused inside you. If necessary, write them out or talk to someone about it. Practice verbalizing your feelings, by paying attention to the small sympathy and uneasiness that occur to you.

As a result

You will become able to treasure your own senses and emotions without being affected by other people's opinions. You will start to understand that behind your grief and anger, there are some of your core values hidden. Besides, being able to put your feelings into words is a fun skill to have.

## Small Discoveries

Notice and enjoy the small changes around you.



Your everyday life feels monotonous.

In this context

**Just following the same routines every day is mundane and hard to keep up your motivation.**  
When everything in your everyday life is predictable, there is not much that will distinguish today from the day before. Especially when you are busy and tired by all the tasks you have to do, your mind starts to become closed.

Therefore

**Consider unexpected events that happen to you as a special message.**

It can be small events that at first seem insignificant: for example, momentary sceneries from nature like a falling leaf hit that hit your head, or the reflection you see in a puddle after it rained is a good place to start. Open yourself up to encounters with unexpected people and small phrases that you liked during a conversation.

As a result

By becoming self-aware in a good way and sensing many signals from the small events around you, you will become open to many surprises and grace that will fill your days with colors. This is a good way to train your sensitivity to the many emotions hidden in your life.

## Reconsidering the Norm

Creating original frameworks.



There are too many unwritten rules and norms in society that you feel suppressed by.

In this context

**You follow these norms just because everyone else is doing it.** Being affected by social norms and opinions of others is hard to avoid. Especially in an age where society is filled with information of all sorts, we are unconsciously affected by the information that we see. In such a situation, it becomes difficult to judge whether a decision you made was purely from your own intention or if you are just following social norms.

Therefore

**Reconsider social norms with a questioning mind, and look for the best way of doing things that is fit for you.**

All the conveniences that you are benefiting from in your life is a good place to start—think about all the factors that are making the luxury possible. In addition, stopping to think about what's hidden behind ads before you buy it is another good habit to have.

As a result

Even though everyone else is doing it, if you look at the history of how it came to be, you might find out that it was just a matter of coincidence or even a mistake at the start. By having the questioning mind, you will discover unexpected aspects about the things you see and use every day. This way you become open to new possibilities of how to do things that you were blinded from by social norms.

## Careful Decisions

If you buy your needs mindlessly, more than likely, you'll end up with more than you need. By selecting only the things that you really need and keeping those things for a long time, your life will become more valuable.

Reason to Buy / Shopping Memories / Rascal Produce



## Reason to Buy

Distinguishing wants from needs.



You found something that you really want.

In this context

**You buy the product from the fear of it being sold out, but you end up not using it so much and regret buying it.** Especially if the item is on sale, you think that you might use it one day even though you won't need it right away. Another scenario may be when a new mode of a product you already own is released. From the fear of being left behind, you change models to the new one even though the one you had was perfectly fine. The one you already have suddenly lost its luster.

Therefore

**Don't be pushed by momentary drives—consider if the purchase will truly make your life wealthier before buying it.** By "needs" we don't solely mean "basic needs to live" but it also points to things that "you need." If surfing is the hobby of your life, then your surf board would be a "need" for you. If you are a coffee lover, then you might "need" different kinds of mugs and tools to prepare specific blends of coffee.

As a result

By only buying the things that you truly need, you will eventually start to nurture a set of personal values for buying things. You will start to be surrounded by only the things that you love, which should bring you a sense of fulfillment that mindless shopping never will.

## Shopping Memories

Be able to tell the story of the things you buy.



You are looking for clothes or goods to buy.

In this context

**If the reason you buy something is because it was on sale, or because everyone else is buying it, then it will become difficult to keep using the product for a long time.** Cheap options like the dollar store or fast fashion brands are always alluring, and even if you don't need it right away, you buy it anyways thinking that it might come in need some day. With not much affection towards the items, you don't really hesitate to throw these items out either.

Therefore

**Buy items that you can tell the story about the time you bought it.**

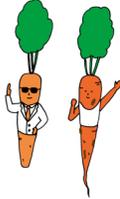
Clothes that you went shopping for to wear to a special date; a piece of accessory that you met at a travel destination; a unique encounter you had at a flea market; a bag made from recycled material; items you heard a story from the maker... Select items that you have a personal story to tell.

As a result

Being surrounded by these kinds of items with a special meaning to you will make you proud and fulfilled. Every time you use the item, you will be able to recall the unique story that goes with it.

### Rascal Produce

Produce at its natural state.



You are about to go shopping for groceries.

In this context

**Considering price and convenience, you always end up going to the same nearby supermarket.**

You know that it's better to buy organic choices, but since food becomes a factor to consider every day, these natural choices always seem a little costly.

Therefore

**Look for local groceries and farmers markets where you can find natural choices at reasonable prices.**

Even in the city, there are many stores that sell produce from nearby suburban areas. Since these stores tend to close early, it might be better to try visiting the place on a day you have off.

As a result

By buying from small and local places, you will be able to enjoy conversations with the people at the store. This is a great way to find out which items are in season, and also about the producer of the food. These kinds of information should become helpful when buying food in any kind of situation.

### The Perfect Way

Most things you do, there are several options on how to do it. This is never limited to the obvious and the pre-packaged. Think how you can create the perfect way fit for you.

**Rediscovering Values / Habit to Make at Home / Life with Sharing**



### Rediscovering Values

Celebrate what you have; don't cry for what you don't.



You have something you want/need, and are thinking about going shopping for it.

In this context

**There's actually items sleeping at your home that you can use.**

Since the item has been at your house forever, it's just has faded away a long time ago. You might have even forgotten the fact that these usable items are there at your home.

Therefore

**Don't jump right ahead to buying new things, but consider if there's anything at your home that you can use or recycle in a way that is usable.**

For example, old clothing are perfect materials for making new ones. Be creative with its design so that it will make you want to continue wearing it for a long time. If a shirt seems out-of-date, just changing its buttons can sometimes make it much more attractive. Food is another thing that creativity can save. By arranging recipes that uses up the items in your refrigerator, it will add a special accent to your dinner table.

As a result

By recycling, re-making, and up-cycling the things you already have, you can add originality to your lifestyle in a sustainable and creative way. You will become fond of these things that you spend your time and effort, and therefore will use it for a long time.

### Home-Made as a Habit

Making the habit to make.



You want to cook more at home.

In this context

**You set the bar too high by assuming perfection, and therefore cooking never becomes a habit.**

You end up taking the easier of eating out buying take-outs. Though you understand that cooking at home is much more cheaper and healthier, you soon hit the wall considering its effort.

Therefore

**Start with simple meals, and make home-made a habit.**

Your lunchbox doesn't have to be filled with a variety of colorful items, but just a simple sandwich or riceball is a good place to start. Making a simple stir-fry with the items in your fridge and placing it on top of a bowl of rice is another simple lunch you can make with infinite possibilities for variations. If you catch yourself always buying drinks at the store, brewing coffee or tea at home is another quick and easy thing you can do at home.

As a result

Home-made products will bring you a sense of satisfaction that store-bought items never will. Once the habit is built, it starts to become effortless, and you can enjoy home-made food on a daily basis.

### Life with Sharing

Escaping the cycle of buying and trashing.



You have the need to buy something new, or you might just be tired of the items you have and want to get a new one.

In this context

**If you buy something new, you will eventually start to not use the things you already have.**

These items will start to take up too much space in your home, and you may end up just throwing them away even though it is still usable. The lifespan of a product is determined by the time it takes you to become tired of it instead of its physical durability.

Therefore

**Think of ways to share the many items in your life by giving, getting, lending, and borrowing.**

This will save you from throwing away the things you have and buying new things just because you are bored with it. Creating a local community or make use of social networking services to plan sharing opportunities.

As a result

The lifespan of products will increase significantly, reducing waste and preventing unnecessary spending. Enjoying the communication that emerges around sharing is also fun.

### Small Actions

When you think about an Ethical Lifestyle, you tend to imagine extreme options such as moving to rural areas and staying away from technology. However, these options are only possible for a handful of people. There are much more that you can do to start showing care to the environment and the people around you.

**Cheer Shopping / Diverse Steps / Happy Role Model**



### Cheer Shopping

To buy is to express your support.



You want to choose fair trade and organic options to shop in a way that is friendly to the environment and people around you.

In this context

**These items are usually more expensive than the usual option, and the difference will make you hesitate in buying them.** In most cases the difference is a few dozen cents. If you evaluate items solely based on their price, then the supplier will have to lower the price, filling the market with low-quality items.

Therefore

**Consider buying as a way expressing your support to the producers and the environment that the item is produced in.** The higher price is the result of the care and effort that goes into its production. By buying these items, you can express your hopes for the product to keep existing in our society.

As a result

The actions may be small, but the piling of these actions become a great motivator for the producers. If they know that there are supporting fans of their products, it will motivate them to continue producing high-quality products.

### Diverse Steps

Utilizing your skills to do what you can do.



You are thinking how you can live an Ethical Lifestyle.

In this context

**You think that to be ethical, you must always be self-sacrificing, caring for others, and selecting items that have low impact on the environment.**

This kind of a lifestyle is tiring and emotionally unsustainable. When you think that you are acting for the environment, it suddenly may seem as a big thing. You assume a correct answer within yourself, and you feel wretched when you can't live up to the expectation. It almost seems as if there are unsaid rules that you must follow to become ethical.

Therefore

**Start with what you can—take advantage of the skills that you have to look for what you can do.**

If you are a businessperson, then think how you can make your business into a more ethical one. If you are good at a certain subject in school, imagine how the knowledge can be utilized for good. Even if organic and fair-trade items are too expensive for you, you can still choose items that you can use for a long time. Small actions like using reusable bags to reduce plastic are also a good place to start.

As a result

By starting where you can, you can enjoy an Ethical Lifestyle in a sustainable way. The difference you can make may be small, but it is better to have 100 people each take small actions than have one person take one big action.

### Happy Role Model

Enjoying the action yourself is the best possible message to send.



You feel like more people should be living an Ethical Lifestyle.

In this context

**You want the people around you to know the importance of an Ethical Lifestyle, but it is hard to explain everything to them.** You understand that each person has different views and beliefs, so you don't want to be disapproving of their lifestyle. Many people still believe that making ethical choices is a costly thing to do.

Therefore

**Do a role model yourself and show the people around you how an Ethical Lifestyle can be enjoyed.**

When people show interest, invite them in. Don't try to persuade them into eco-friendly actions, but instead, share with them in your daily conversations how you yourself are enjoying these actions. Using something that both of you enjoy such as music, art, food, fashion, etc. to express the message is also an effective way to do this.

As a result

By showing how you are enjoying your choices, you will become a role model that motivates the people around you to act the same. By growing the movement little by little, its impact will too spread day by day.