孤单

Experience Design Spring 2019

Prof. Kaja Tooming Buchanan

Group "666"

Cao Shanshan, Cervinscaia
Nadejda, Li Zhihao, Romagnoli
Ginevra, Widroth Linnéa

Intro

The main goal of this project is to define the concept of loneliness, develop a definition and understand the nature and essence of the topic. This project began with a poem about loneliness. We analysed and tried to comprehend the poem at first by using the discovered theory about the Fourth Orders Design. And then through learning more theories: J. Dewey, E. Goffman we organized and iterated many times our concept map. The concept map was necessary to support the following work and required some new theories to learn in order to argument convincingly our findings. Moreover, from the concept map there derives our definition of loneliness. It clarifies the central purpose of project and gives a direction how to continue the work. Consequently, three user profiles were decided, namely: the single elderly, the elderly caregiver and the elderly who never got married or has no children. We conducted interviews and observations in the next step to be able to do issue mapping, which was a totally new tool to learn. From the issue mapping we came to a problem statement which helped us formulate the central idea and have the final hypothesis for the project.

Contents

Index

01
Group Member

Cao Shanshan
Cervinscaia Nadejda
Li Zhihao
Romagnoli Ginevra
Widroth Linnéa

02
Poem Analysis

2.1 Poem
2.2 Poem Analysis

03
Concept of Loneliness

3.1 Concept Map
3.2 Definition of
Loneliness and General
purpose
3.3 Initial User Profile
Generation Map
3.4 User Profiles

04
Issue Map

4.1 Purpose of the Issue
Map
4.2 Observations and
Interviews goal
4.3 Issue Map Structure
4.4 Area of Issues
4.5 Problem Statement
4.6 Central Idea

01

Team

Cao Shanshan
Design History And Theory

Cervinscaia Nadejda
Product Service System Design

Li Zhihao
Enviromental Design

Romagnoli Ginevra
Product Service System Design

Widroth Linnéa
Production Engineering

02

Poem

___

1.1 Poem Analysis

To understand the concept of loneliness we started with a poem about the topic to open up our minds to reflection. The chosen poem *"Sometimes I get lonely"* written by Emily uses parallel passages to describe when someone gets lonely and why the person gets lonely "Sometimes I get lonely, Phone's on, WIFI's up, Waiting for it to buzz". The elements in the poem was divide and sorted out by using PhD. Richard Buchanan's Fourth Orders Design Theory. Then we redistributed the context from the poem into different dimensions in the theory. This made it easier to understand the manner, material, form and purpose of the poem.
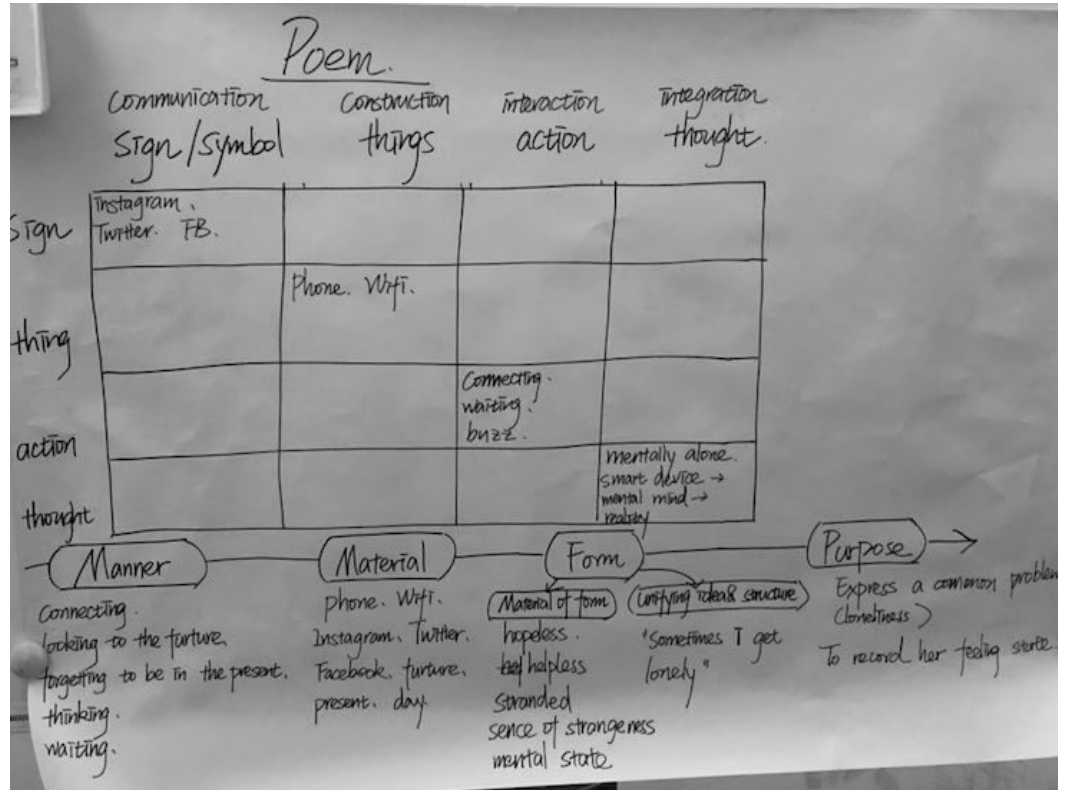
△   4th Order of Design by R. Buchanan

Sometimes I Get Lonely
@Emily B

Published in March 2015

Sometimes I get lonely
Instagram, Twitter, Facebook
Always connecting but not connected

Sometimes I get lonely
Looking to the future
Forgetting to be in the present

Sometimes I get lonely
Thinking someday, one day
Never thinking right here, right now

Sometimes I get lonely
Phone's on, WIFI's up
Waiting for it to buzz

Sometimes I get lonely
Just waiting...
Always waiting...

△ 1st Version of Analysis

△ 2nd Version of Analysis

	1st Order Problem of Communication Signs	2nd Order Problem of Construction Things	3rd Order Problem of Action Actions	4th Order Problem of Integration Thoughts
Signs	Sign of Instagram Twitter, Facebook			
Things	Buzz (person) Instagram Twitter Facebook	Phone		Future One day Right here
Actions	To buzz sometimes	Phone on wifi up Right now	Always connecting, Get lonely Not being/living in the present Never thinking (practical) Waiting for it to buzz Just waiting	Looking to the future Thinking someday Right now
Thougths	Buzz (message)		Waiting for the buzz (message) Feel lonely Forgetting to be in the present Never thinking Always waiting	Future Thinking someday

VIRTUAL - MENTAL - REALITY
Environment   Environment   Environment

● Unifying idea structure

-Loneliness

● Material

-Wifi
-Instagram
-Twitter
-Facebook
-Future/Present
-Day
-Helpless
-Hopeless
-Sense of strangeness

-To express the feeling about the present

-To emphatize the value of present to be experienced now

-Action rather than waiting

-Connecting
-Looking to
-Forgetting
-Thinking
-Waiting

-Phone

MANNER   **MATERIAL**   **FORM**   **PURPOSE**   — 11

03

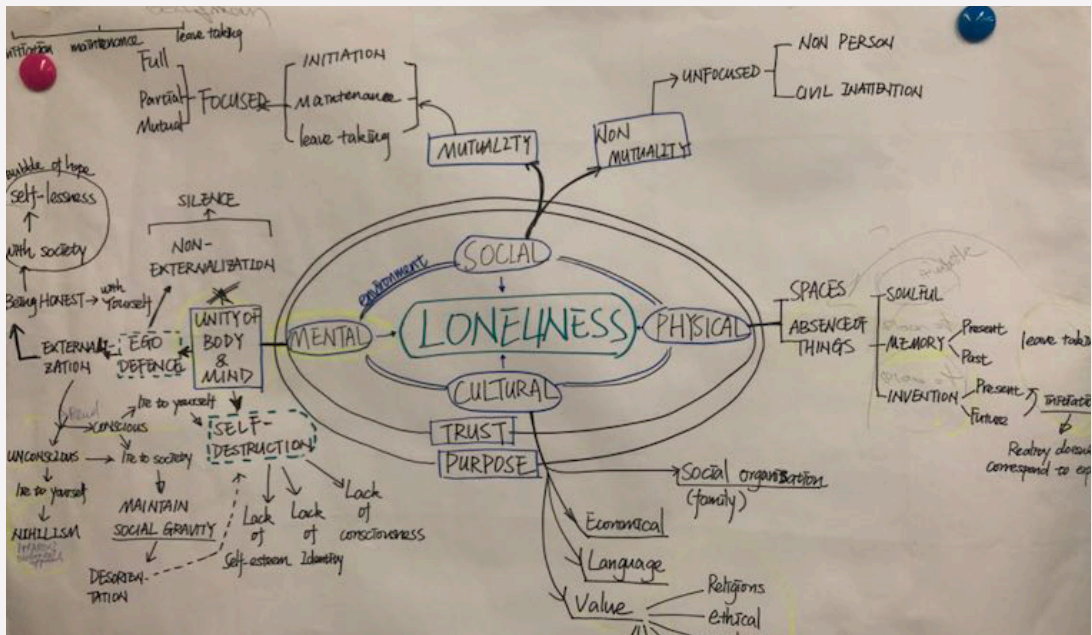# Loneliness

3.1 Concept Map

Concept mapping was an important tool to organize our knowledge learnt from **theories** together with the understanding about the poem to better understand the concept of loneliness. Different theories, like **R. McKeon, E. Goffman, Aristotle, Trungpa, M. Heidegger and Nietzsche**, was brought in to the concept maps to comprehend the **essence of loneliness.** The concept map was redefined in the process while we understood the concept of loneliness on a deeper level.

The main idea we understood **loneliness to be is a void created by different environments: mental, social, cultural and physical.**

We understood that **trust and purpose** play an important role for the topic. In other words, lack of trust in yourself or other people, from other people or physical environment creates incoherency with the reality. This inability to integrate and get along with the mental and physical space results in **lack of action**, the person loses any **kind of purpose.**

The 1st Draft

The first draft of the concept map about loneliness was **originated from the poem.** The questions asked was different in every circle. The inner part is about why loneliness occurs, followed by how the loneliness is formed

Loneliness | Poem

in all the different cases. The end circle is how it evolves and where loneliness ends up for the person effected. From this concept map we understood that the reason why someone is lonely is coherent with different environments.

The 2nd draft

Loneliness can take different forms through different environments. The environments are social, physical, cultural and mental and they all relate to each other more or less. This was also when we firstly started to work with loneliness as a scale of different depth. First is the lack of trust, followed by lack of purpose and the loneliness eventually leads to nothingness. We started to research what nothingness means more into deep and illustrated it with another concept map. The mental environment is complex in

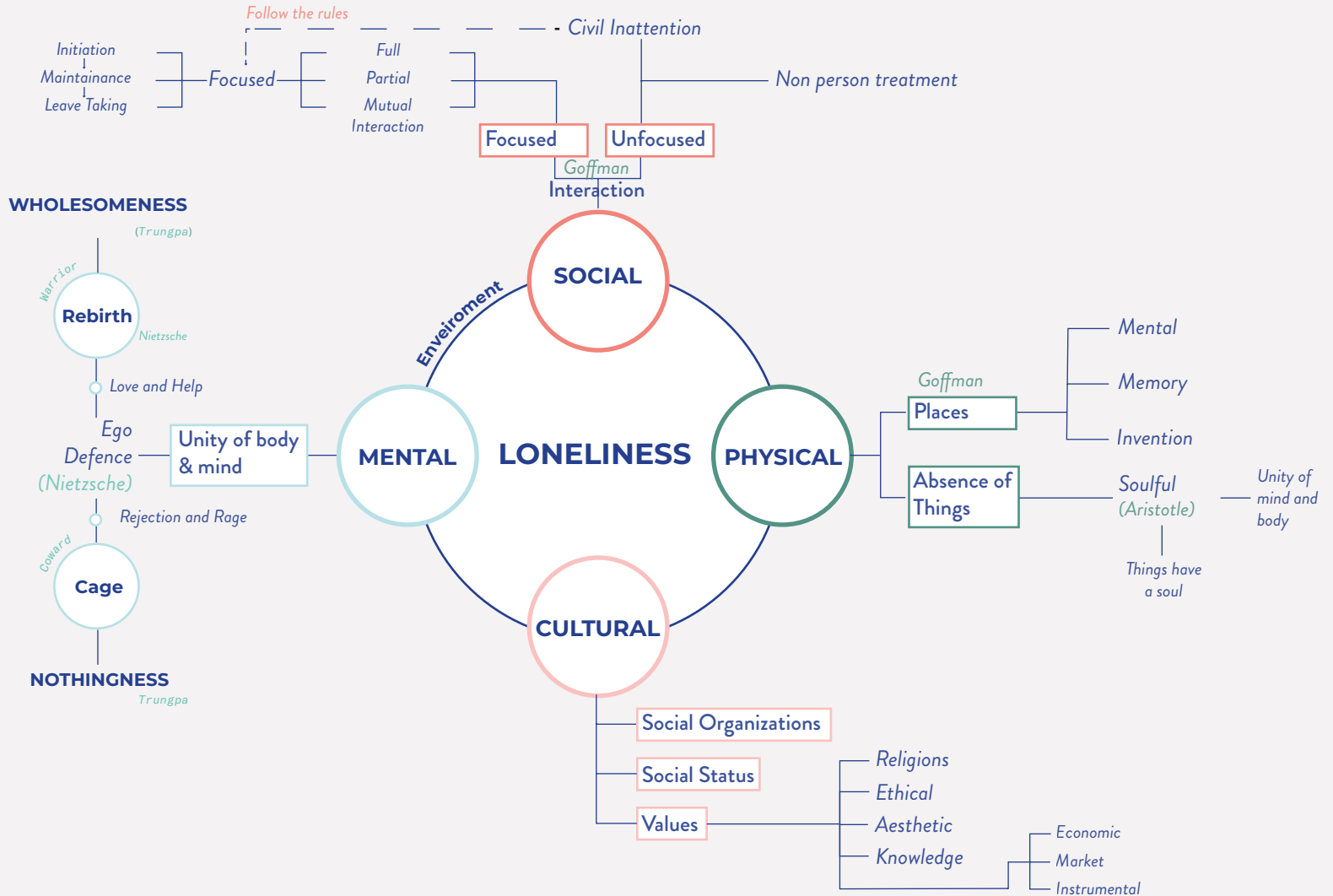1st Version of Concept Map ▷

2nd Version of Concept Map ▽

this version and we decided to put it into another concept map to explain the concept of Unity of body and mind from Aristotle better.

Final version

The different environments in the concept map of loneliness lead to different problems. The physical environment consists of places, mental, places of memory and invention, and the absence of things. Things can have a soul and in the absence of somethings you can feel lonely and it is connected to the unity of body and mind (Aristotle). The social environment has to do with interaction and according to Goffman an interaction can be either focused or unfocused. The unfocused interaction can either lead to non-person treatment or to civil inattention. If the civil inattention follows the rules then the interaction can lead to focused interaction. The mental environment in loneliness has to do with the unity of body and mind which, if not fulfilled, leads to ego defence. We explain this more into deep in another concept map. The cultural environment consists of social organizations, social status and different values.

Loneliness | Concept Map

Follow the rules

Focused

Initiation
Maintainance
Leave Taking

Full
Partial
Mutual
Interaction

- Civil Inattention

Non person treatment

Focused   Unfocused

Goffman
Interaction

WHOLESOMENESS

(Trungpa)

Warrior

Rebirth

Nietzsche

Love and Help

Ego
Defence
(Nietzsche)

Unity of body
& mind

Rejection and Rage

Coward

Cage

NOTHINGNESS

Trungpa

Enveiroment

SOCIAL

MENTAL   LONELINESS   PHYSICAL

CULTURAL

Goffman

Places

Mental

Memory

Invention

Absence of
Things

Soulful
(Aristotle)

Unity of
mind and
body

Things have
a soul

Social Organizations

Social Status

Values

Religions
Ethical
Aesthetic
Knowledge

Economic
Market
Instrumental

THE DISCOVERED TERMS:

We discovered that loneliness can paradoxically be dual: both beneficial and distructive. The creative potential of loneliness can be figured out by the following theories of philosopher Trungp:

"The basic notion of sadness is like somebody playing a flute. The music has its own melody and beauty, but a flute can only be played by one person at a time. That experience of sadness, which makes us alone and individual, also creates the total awareness and mindfulness of thinking twice or thrice about reality. If you feel sad, you are more susceptible to seeing the blueness of an iris flower; you are more susceptible to seeing colourful butterflies; and you are more sympathetic to someone who is having a terrible headache. So sadness and joy put together are the fundamental notion of basic goodness. As I have already pointed out, basic goodness doesn't mean being happy-go-lucky alone. Goodness here means that you have a body and the solidity of that reference point without reference point, which allows you to experience the world as it is."

The person who has enough courage to stand the challenges which were the reasons of the loneliness is called by Trungpa a Warrior:

"At this point, having completely renounced his own comfort and privacy, paradoxically, the warrior finds himself more alone. I Ie is like an island sitting alone in the middle of a lake. Occasional ferry boars and commuters go back and forth between the shore and the island, but all that activity only expresses the further loneliness, or the aloneness, of the island. Although the warrior's life is dedicated to helping others, he realises that he will never be able to completely share his experience with others. The fullness of his experience is his own, and he must live with his own truth. Yet he is more and more in love with the world. That combination of love affair and loneliness is what enables the warrior to constantly reach out to help others. By renouncing his private world, the warrior discovers a greater universe and a fuller and fuller broken heart. This is not something to feel bad about: It is a cause for rejoicing. It is entering the warrior's world."

The power of a warrior lays within Acceptance:

"When you begin to give up, then you go back to first thought. When you almost despair and lose heart, that provides a sense of open space, where things begin anew."

The final gain, fulfillment means Wholesomeness:

"A fundamental wholesomeness arises in oneself, which we call the Great Eastern Sun. It is Great because it is vast and inconceivable. One cannot measure how vast the universe is stitch by stitch. Because of that vastness, there is Great East: vast possibilities, vast vision, vast aloneness, vast loneliness, vast sadness. One is always in the East, the dawn of wakefulness. One never falls asleep, never gets tired of life or of breathing in and out, as long as we live. One never gets tired of opening one's eyes.One never gets tired of this aloneness, the stirring of the woodland."

Interestingly enough, F. Nietzsche supports Trungpa's thoery and calls a similar concept to be Rebirth:
"Sometimes I think of doing the

opposite: of driving my solitude and resignation to the ultimate limit."
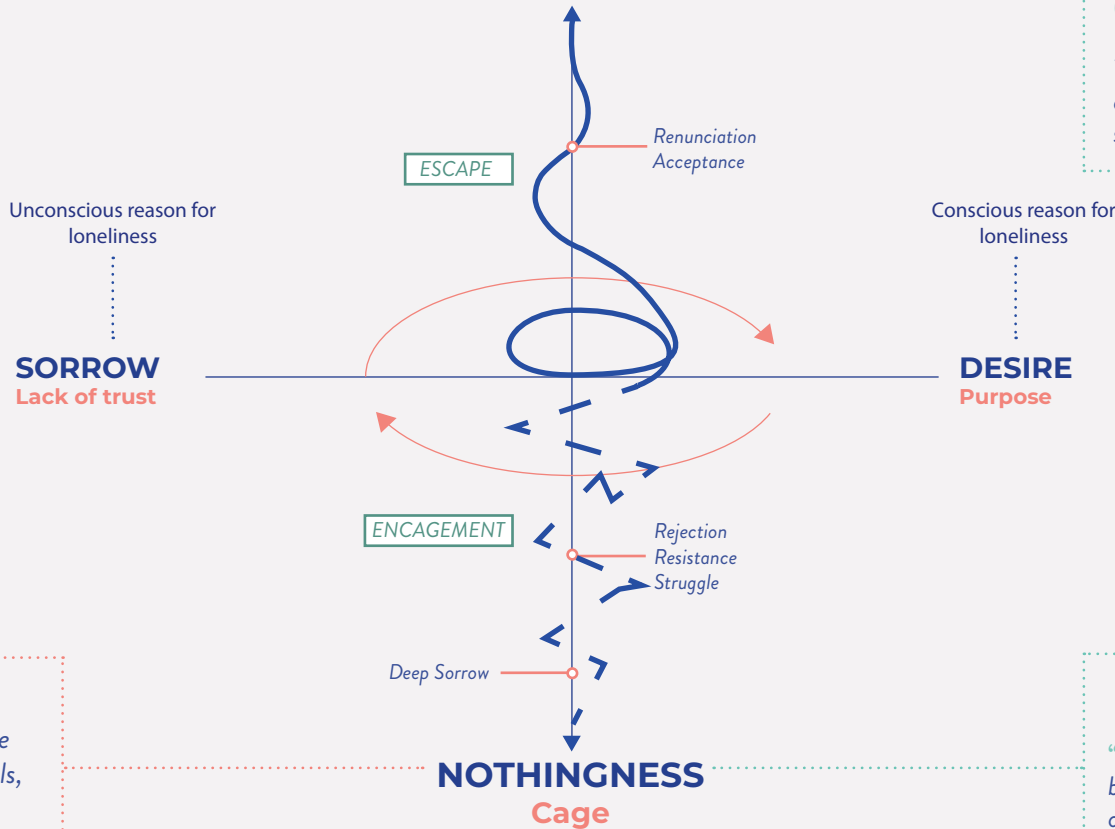
On the other hand, the person can struggle the circumstances, by rejecting the new reality, he/she encages in the source of sorrow and doesn't have enough courage to accept the new reality, and in Trungpa's theory is called a Coward:

"If you succeed in encasing yourself completely, you may feel secure but you will also feel terribly lonely. This is not the loneliness of the warrior but the loneliness of the coward- the loneliness of being trapped in the cocoon, cut off from basic human affection. You don't know how to take off your suit of armor. The way of cowardice is to embed ourselves in a cocoon, in which we perpetuate our habitual patterns. While we are constantly recreating our basic patterns of behaviour and thought, we never have to leap into fresh air or onto fresh ground. The challenge of warrior-ship is to step out of the cocoon, to step out into space, by being brave and at the same time gentle. You can expose your wounds and flesh, your sore points."

REBIRTH
Wholeness

Renunciation
Acceptance

ESCAPE

Unconscious reason for
loneliness

Conscious reason for
loneliness

SORROW
Lack of trust

DESIRE
Purpose

ENCAGEMENT

Rejection
Resistance
Struggle

Deep Sorrow

NOTHINGNESS
Cage

Nothingness :
Abstinence from purpose
of pursuing spiritual goals,
where the person feels
helpless and hopeless. The
person gets into this void
by thinking destructively.

" _Sometimes I think of doing_
the opposite. Of driving my
solitude and resignation to the
ultimate limit"
(F. Nietzsche)

The Author himself gained a
creative rebirth out of
suffering and isolation.

" _The issue of nothingness_
bring me to the basic problem
of death and its relation to
primary loneliness."
(M. Heiddeger)

REACHING LONELINESS CONSCIOUSLY

A **conscious** reasoning for loneliness is an event which implies a sudden lack of the desired object and causes a person to feel a very deep sorrow. For example the death of a beloved one: this event can bring a person into the conscious lonely state of mind because it foresees that the desire of a person to always have the beloved one nearby is no more possible.

REACHING LONELINESS UNCONSCIOUSLY

On the other hand, loneliness can also come **unconsciously**, little by little, step by step being reasoned by the continuous lack factors which were crucial for a person's wellbeing, without being recognised as such. The person is then continuously being in a state of a sorrow without understanding the foundation of the unhappiness.

CONTINUOUS CYCLE SORROW AND DESIRE

According to Spinoza, the person is continuously levitating in the **cycle of sorrow and unaccomplished desires**, deepening the state of loneliness more and more. However, this cycle has a finish: either with **Wholesomeness or Nothingness.**

According to Trungpa, if the person "opens the eyes", realises the situation and through resignation, surrender, liberation from desires (Nietzsche) and acceptance of the new reality, he/she proceeds the positive path of the loneliness. It enables his creativity (Nietzsche), enlarges his limitations which leads to the consummation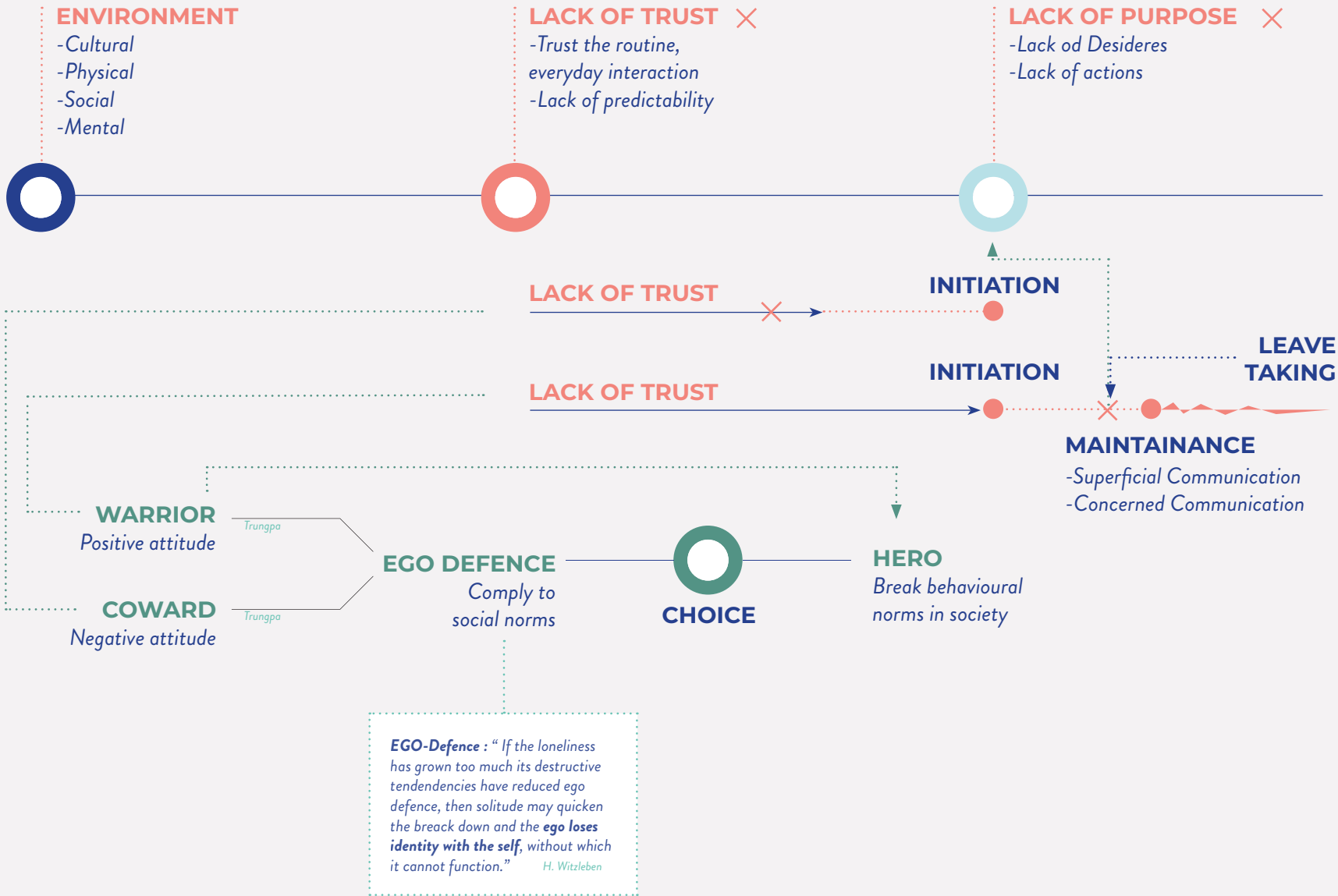 of the loneliness experience, consequent **Fulfilment** (J. Dewey), **Wholeness** (F. Nietzsche), and therefore **An Experience** (J. Dewey).
On the other hand, the person might continuously be struggling, rejecting and acting against the reality. The person encages himself/herself in a void of sorrow, his/her actions are incoherent with the environment which cannot satisfy the person, therefore sequences of experiences are grasped, which lead to **an Inchoate Experience** (J.Dewey) and loosing purpose, and brings a human into a total inaction and consequent **Nothingness** (M. Heidegger).
Both of the undergoings are painful.

Using the abovementioned theories (The Warrior and The Coward), we came up with The Hero: one who breaks the behavioral norms as is brave enough to totally detach from the circumstances and social gravity. A warrior can become a hero by following the path of understanding and escape from the void of loneliness through empathy and love to the others.

ENVIRONMENT
-Cultural
-Physical
-Social
-Mental

LACK OF TRUST ✕
-Trust the routine,
everyday interaction
-Lack of predictability

LACK OF PURPOSE ✕
-Lack od Desideres
-Lack of actions

LACK OF TRUST ✕ ⟶ **INITIATION**

LACK OF TRUST ⟶ **INITIATION**

LEAVE TAKING

MAINTAINANCE
-Superficial Communication
-Concerned Communication

WARRIOR *Trungpa*
Positive attitude

COWARD *Trungpa*
Negative attitude

EGO DEFENCE
*Comply to
social norms*

CHOICE

HERO
*Break behavioural
norms in society*

*EGO-Defence : " If the loneliness
has grown too much its destructive
tendencies have reduced ego
defence, then solitude may quicken
the breack down and the **ego loses
identity with the self**, without which
it cannot function."*
H. Witzleben

Definition of Loneliness

A twofold experience rooted in **sorrow or desire**, which dependingly on the beholder's integrity and coherence with mental, physical, social, cultural **environments** can paradoxically lead either to **An Experience** with consequent **Rebirth or an Inchoate Experience** and consequent **Nothingness.**

General Purpose

To understand the **essence** of loneliness of elderlies investigating how trust and purpose **in mental, social, cultural and physical environment** leads to an **Inchoate Experience.**
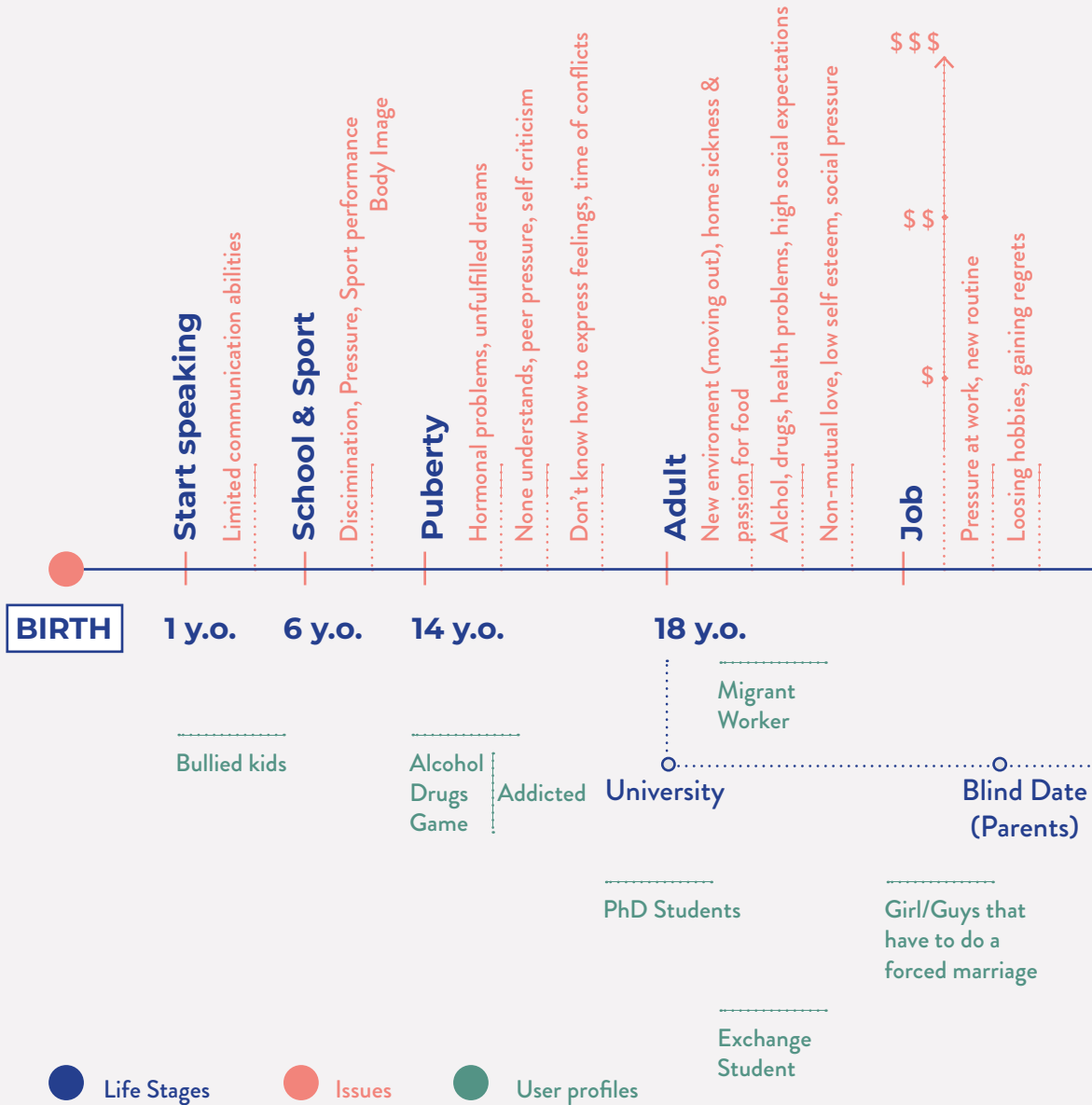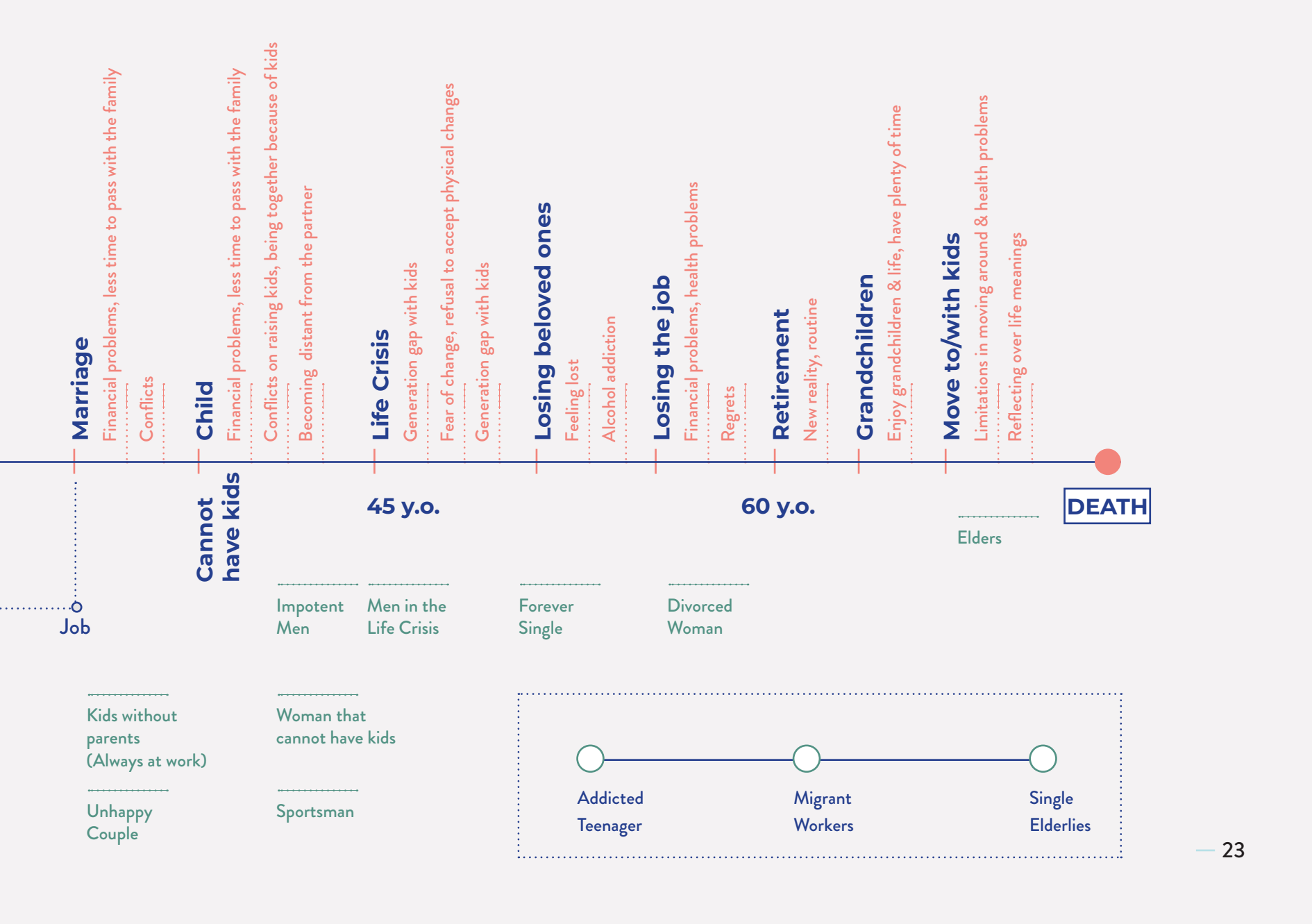
Initial User Profile Generation map

3.3 Initial User Profile Generation Map

To be able to understand which people that can feel lonely we did an Initial User Profile Generation Map. The main happenings in a person's life was analysed in order to find problems that can occur during the lifetime. Different time periods were split up between the birth and the death, for example when the person gets in to puberty, adulthood or marriage. From the map our focus got directed towards elders and our primary, secondary and tertiary user groups were identified.

BIRTH

Start speaking — Limited communication abilities

School & Sport — Discrimination, Pressure, Sport performance — Body Image

Puberty — Hormonal problems, unfulfilled dreams — None understands, peer pressure, self criticism — Don't know how to express feelings, time of conflicts

Adult — New enviroment (moving out), home sickness & passion for food — Alchol, drugs, health problems, high social expectations — Non-mutual love, low self esteem, social pressure

Job — Pressure at work, new routine — Loosing hobbies, gaining regrets

$$$
$$
$

1 y.o.   6 y.o.   14 y.o.   18 y.o.

Bullied kids

Alcohol Drugs Game | Addicted

University

Migrant Worker

Blind Date (Parents)

PhD Students

Exchange Student

Girl/Guys that have to do a forced marriage

● Life Stages   ● Issues   ● User profiles

Marriage
Financial problems, less time to pass with the family
Conflicts

Child
Financial problems, less time to pass with the family
Conflicts on raising kids, being together because of kids
Becoming distant from the partner

Cannot have kids

Life Crisis
Generation gap with kids
Fear of change, refusal to accept physical changes
Generation gap with kids

Losing beloved ones
Feeling lost
Alcohol addiction

Losing the job
Financial problems, health problems
Regrets

Retirement
New reality, routine

Grandchildren
Enjoy grandchildren & life, have plenty of time

Move to/with kids
Limitations in moving around & health problems
Reflecting over life meanings

45 y.o.

60 y.o.

DEATH

Elders

Job

Impotent Men

Men in the Life Crisis

Forever Single

Divorced Woman

Kids without parents (Always at work)

Unhappy Couple

Woman that cannot have kids

Sportsman

Addicted Teenager

Migrant Workers

Single Elderlies

23

3.4 User Profiles

After discussion from the Initial User Profile Generation Map, we initially targeted the user group of the single elderly, addicted teenager and migrant workers. But after in-depth analysis and visiting the community centre, we determined a more focused range of user profiles: single elderly, elderly caregivers and elders who never get married or never had a child.
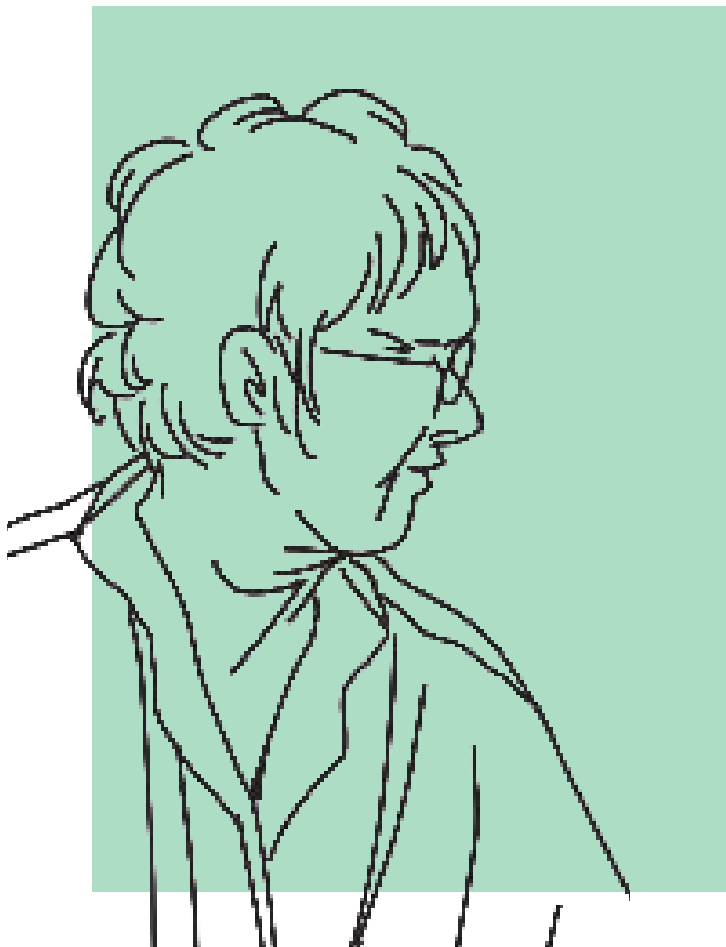
THE PRIMARY User Profile
Single elderly

Age: 60-90 years

Gender: female or male

Homecity: Shanghai

Family member: children (doesn't live with them)

Occupation before retirement: Operator, salesclerk, teacher

Retired income: 4000-5000RMB

Education: highschool

Daily activities: walking, reading newspapers, talking to peers

Hobby: singing songs, shopping

Health condition: bad memory/hearing, chronic diseases

Skill: weak skill for using smart devices, handcrafts.
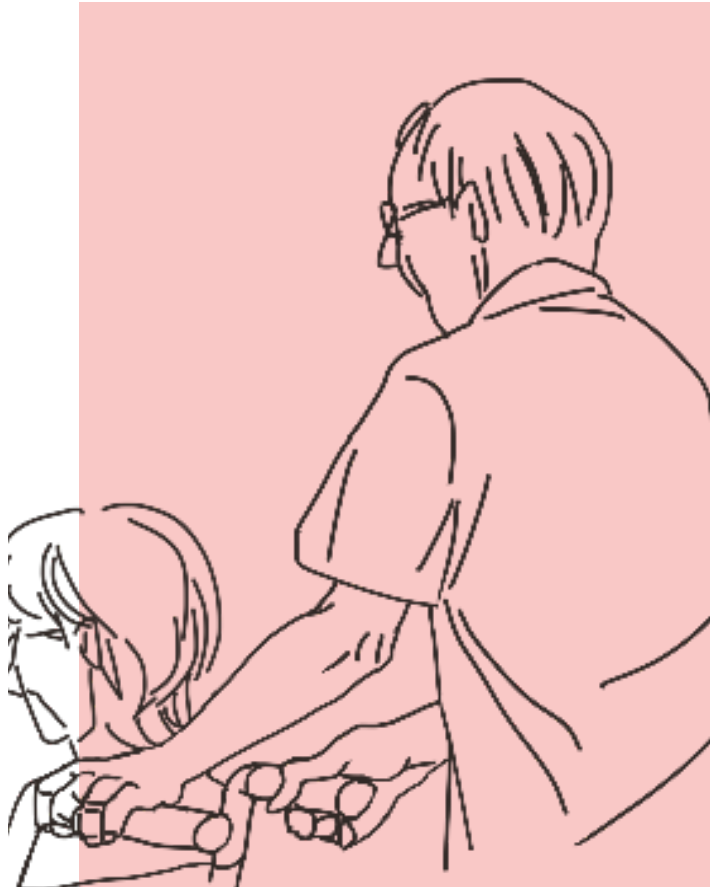
THE SECONDARY User Profile
Elderly caregiver

Age: 60-80 years
Gender: female or male
Homecity: Shanghai
Family member: spouse, children
Occupation before retirement: teacher, worker
Retired income: 3000-5000 RMB
Education: bachelor degree
Daily activities: take care of the sick spouse, shopping, cooking
Hobby: reading newspapers
Health condition: back pain, chronic diseases
Skill: handcrafts.

THE TERTIARY User Profile
Elderly never married/ no kid

Age: 60-90 years
Gender: female or male
Homecity: Shanghai
Family member: no family member
Occupation before retirement: operator, worker
Retired income: 3000-4000 RMB
Education: college
Daily activities: going outside for walk, chating with others, shopping
Hobby: meeting with old friends, chatting with others, shopping
Health condition: headache, bad hearing, chronic diseases
Skill: weak smart devices skill, handcrafts.

Issue Map

The issue map was a completely new tool. The phenomenological observations were useful to step back and as unbiased as possible observe the elders within different surroundings.

The phenomenological observations':

We aim to understand the role of trust in social interaction by observing elders in physical and social environment focusing on initiation, maintenance and leave-taking.

We understood that Trust is an important issue for elders: they need to trust in order to initiate a conversation and to maintain it, elders are fragile to new environments and people are likely to feel insecure. We decided to divide the observations in people to people and people to environment interaction.

People to people interaction: our observations are based on the E. Goffman theories, we were observing the initiation, maintenance and leave taking process, describing the happenings by the body language or facial expressions prism.

People to environment interaction: our observations are leaning on the J. Dewey theory: inception, development and fulfilment. It is vague to strictly cluster the observations on this scale, because it is a continuous flow event. The second level aspect segments the events into either practical our emotional experience. — 27
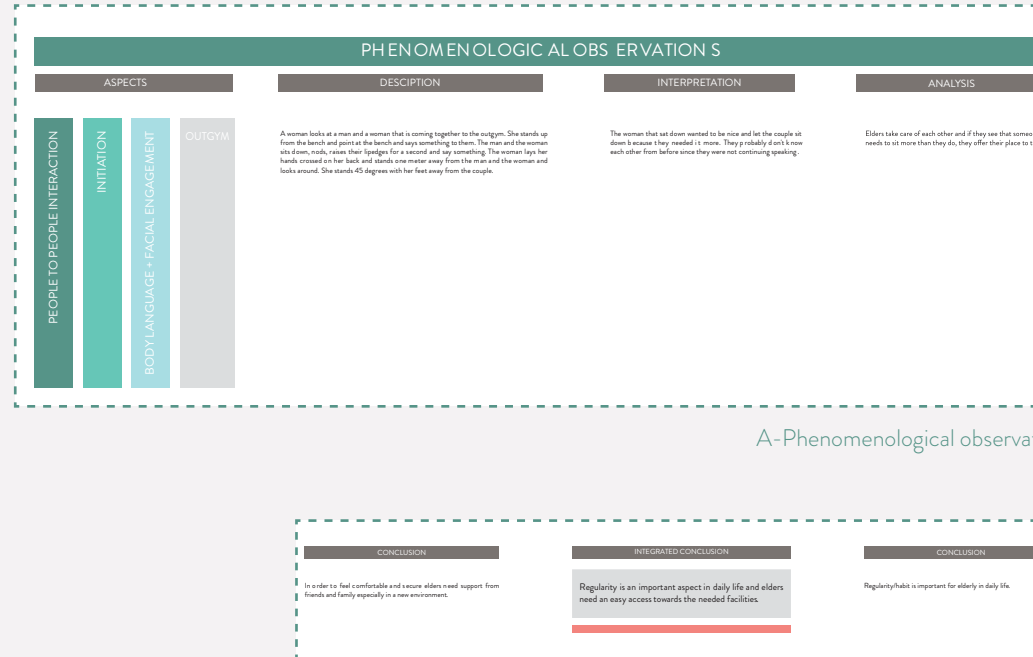
The interviews':

We aim to understand the role of purpose in people to cosmos interaction by interviewing elders in their cultural environment.

We interviewed 15 elders (aged 63-95) in different environments. We were focusing mainly on the Purpose issue. The aim was to understand when and how elders feel lonely and what the essence is for them. We were able to get interesting insights: elders face the loneliness when they are at home, in their comfort zone, natural mental environment. However being alone at home equals to feeling lonely, for the lack of companionship, communication. Moreover, we discovered that elders who believe in either God or Communist party feel less lonely, because this belief responds for the person to cosmos interaction and comforts their mental environment, with a life purpose and reasoning.

The joint conclusions lead us to the 7 areas of issues, which consequently shaped the problem statement and the central idea.
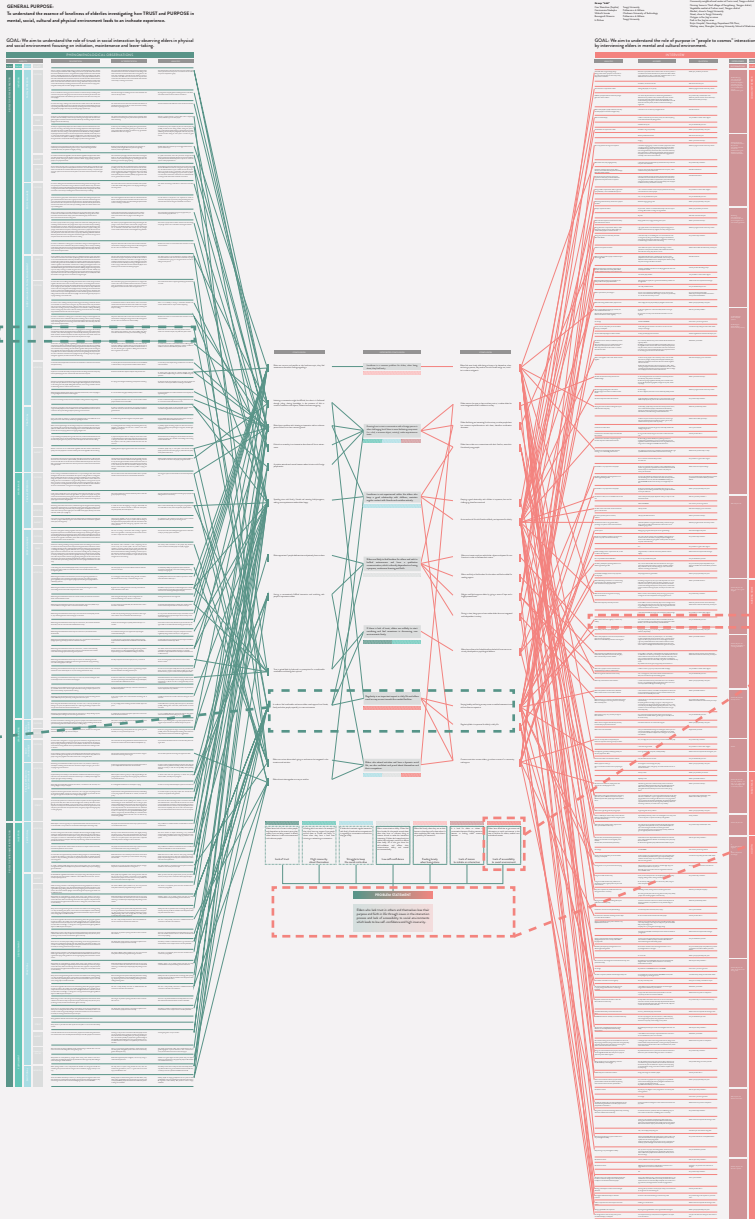
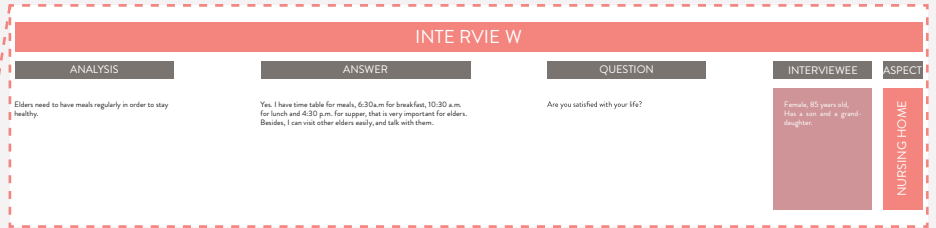# 3.1 Issue Map structure

GOAL: We aim to understand the role of trust in social interaction observing elders in physical and social environment focusing on initiation, maintenance and leave-taking.

A-Phenomenological observation

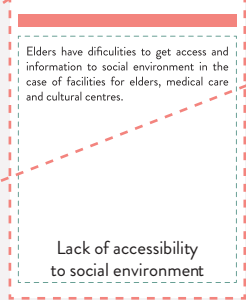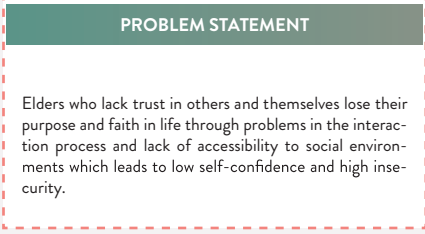B-Conclusion

GOAL: We aim to understand the role of purpose in "people to cosmos" interaction by interviewing elders in their cultural environment.

INTE RVIE W

ANALYSIS	ANSWER	QUESTION	INTERVIEWEE	ASPECT
Elders need to have meals regularly in order to stay healthy.	Yes. I have time table for meals, 6:30a.m for breakfast, 10:30 a.m. for lunch and 4:30 p.m. for supper, that is very important for elders. Besides, I can visit other elders easily, and talk with them.	Are you satisfied with your life?	Female, 85 years old, Has a son and a grand-daughter.	NURSING HOME

A-Interview

Elders have dificulties to get access and information to social environment in the case of facilities for elders, medical care and cultural centres.

Lack of accessibility
to social environment

C-Area of issue

PROBLEM STATEMENT

Elders who lack trust in others and themselves lose their purpose and faith in life through problems in the interaction process and lack of accessibility to social environments which leads to low self-confidence and high insecurity.

D-Problematic statement

29

Lack of trust:
Elders have a lack of trust in other people and themselves at the same time as they suffers from not being trusted. It affects elders' behaviour in new environments and with unknown people.

Low self-confidence:
Elders feel like a burden for the people around them when they have no common thing to interact around to make the interaction interesting. If elders don't attend activities neither have a dynamic social life it affects them badly. All of this give them low self-confidence and affects their communication ability and mental environment badly.

High insecurity:
A feeling which can arise in for example if they don't have any support from people around them as friends and family. It shows when they have a hard time initiating or maintaining a conversation.

Feeling lonely when being alone

Elders feel lonely when they are at their homes or when they are for them selves. In other words they feel lonely when there is no possibility for interaction.

Lack of reason to initiate an interaction:

It is hard for elders to initiate a conversation because of lacking reasons to interact or lacking visible common interests.

Struggle to keep the social circle alive:

If elders don't maintain regular interaction with family, friends and new accqantainces in regarding to conversation and activities they get lonely.

Lack of accesability to social environment:

Elders have dificulities to get access and information to social environment in the case of facilities for elders, medical care and cultural centres.

3.2 Problem Statement

"Elders who lack trust in others and themselves lose their purpose and faith in life through issues in the interaction process and lack of accessibility to social environments which leads to low self-confidence and high insecurity."

3.2 **Central Idea**

In order to **mitigate the loneliness there must be a continuous qualitative communication and exchange happening between the elders and any kind of environment: physical, mental, social or cultural. Focusing on a single elderly person**, as our primary user profile, we understood that when the spouse dies, the elder has practically none to communicate with. However, the elders who claimed to have a belief (either God or Communist party) stated that they don't feel lonely.

That is to say that if the PEOPLE TO COSMOS INTERACTION is present, the person has a belief, a faith, which imaginarily drives him through life and is always there for him to console or share his/her

thoughts or emotions, the elderly will feel accomplished. However, if the person is agnostic, there is a high likelihood of loosing a purpose in life. The elder can overcome it by having a ceaseless socialisation and an active role in a cultural/social/physical environment.

Therefore, it is essential to create a system of a trustworthy environment which provides an easy access to activities for all elders, it must enlarge their social circle and by continuous learning to broaden elders' horizons, growing their self-confidence and empowering their autonomy.

Having such a resourceful environment implies the question of accessibility: as it must be available for any elders.