What forms the mindset?

Minh-Hoang Nguyen

Centre for Interdisciplinary Social Research

Phenikaa University

Yen Nghia, Ha Dong, Hanoi 100803, Vietnam

January 16, 2022

* * * * *

While mindset plays a crucial role in determining our perceptions, thinking, attitudes, and behaviors in daily life (including creativity making and serendipity) [1-10], I do not know for sure what forms one's mindset. Yet, after several discussions with my mentor (Dr. Quan-Hoang Vuong) and my friend (Mr. Tam-Tri Le), I think that the survival demands of humans may heavily influence the mindset because, without these demands, humans would have gone extinct.

Speaking differently, a person's mindset is a mental construct that exists with the purpose to meet the survival demands of humans in response to the environment. Such demands include both natural and social survival demands. While the definition of natural survival demand is relatively direct and tangible, that of social survival demand is less direct and more abstract. Natural survival demand is defined as the desire to prolong a physical existence (applied to both individual and collective levels). Social survival demand is defined as a desire to become the "fittest" in social contexts, with two main properties. The first property is the desire of acquiring competitive advantages, mostly in resource-limited environments; the second property is the desire to prolong the person's social and mental constructs (e.g., identity, ideology, and possessions).

One's perceived existential threats (natural or social) are distinct based on their particular situations, so their survival demands vary accordingly. Five types of motivations in

Maslow's well-known hierarchy of needs are typical representations of a person's survival demands [11,12]. Maslow classifies humans' needs into five levels: 1) physiological needs, 2) safety needs, 3) love/belongingness desires, 4) esteem desires, and 5) self-actualization desires. The former two levels are more driven by natural survival demands, while the latter three levels are more driven by social survival demands.

References

1. Napier N, Vuong QH. (2013). Serendipity as a Strategic Advantage? In T. Wilkinson (Ed.), *Strategic Management in the 21st Century* (pp. 175-199). Praeger/ABC-Clio.
2. Vuong QH. (2016). Global Mindset as the Integration of Emerging Socio-Cultural Values Through Mindsponge Processes: A Transition Economy Perspective. In J. Kuada (Ed.), *Global Mindsets: Exploration and Perspectives* (pp. 109-126). Routledge.
3. Vuong QH. (2018). The (ir)rational consideration of the cost of science in transition economies. *Nature Human Behaviour*, 2, 5.
4. Vuong QH. (2020). Reform retractions to make them more transparent [World View]. *Nature*, 582, 149.
5. Vuong QH, et al. (2022). Covid-19 vaccines production and societal immunization under the serendipity-mindsponge-3D knowledge management theory and conceptual framework. *Humanities and Social Sciences Communications*, 9, forthcoming.
6. Vuong QH, Napier NK. (2015). Acculturation and global mindsponge: an emerging market perspective. *International Journal of Intercultural Relations*, 49, 354-367.
7. Vuong QH. (2021). The semiconducting principle of monetary and environmental values exchange. *Economics and Business Letters*, 10(3), 284-290.
8. Vuong QH, Napier NK. (2014). Making creativity: the value of multiple filters in the innovation process. *International Journal of Transitions and Innovation Systems*, 3(4), 294-327.
9. Vuong QH, Le TT, Khuc Q, Nguyen MH. (2022). A new theory of serendipity. In: QH Vuong. (Ed.) *A New Theory of Serendipity: Nature, Emergence and Mechanism* (pp. 91-108). Berlin, Germany: De Gruyter.
10. Vuong QH. (2022). A New Theory of Serendipity: Nature, Emergence and Mechanism. Berlin, Germany: De Gruyter.
11. Maslow AH. (1943). A theory of human motivation. *Psychological review*, 50(4), 370-396.
12. Maslow AH. (1981). *Motivation and personality*. Prabhat Prakashan.