Mindsponge model: a perspective review

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How one's ideology affects behavior is a compelling topic that catches great attention from policymakers and scholars [1]. Among several theories, the mindsponge model is deemed an applicable mechanism in explaining almost worldwide phenomena. This paper aims to review the global mindsponge model of Vuong & Napier [2,3] in terms of its practical application and limitation in the digital world.

This model is deemed more comprehensive than other theories such as *imprint* [4] and *upper echelons* [5]. The imprint theory's limitation is that it cannot show CEOs' effects after their departure and the latter entrepreneurs. Another theory is the *upper echelons*, which is limited to the field of political ideology influence. In contrast, Vuong and Napier manifest how and why people who experience cultural novelties such as working in foreign countries react and adapt to the difference by changing their mindsets over a long period. The authors give us a number of examples of people who have succeeded after acquiring the cultural novelties such as an American who lives in Vietnam and respects the Socialist ideologies.

Furthermore, the mindsponge mechanism seems to be applicable to a wide range of cases worldwide to explain social phenomena. For example, it is applied to interpret the psychological phenomena, like the famous *The Ape and The Child* experiment [6,7], and develop cultural concepts, like the *cultural additivity* [8,9].

However, the paper is suited for the period of globalization. After the pandemic, countries leaders deem to take deglobalization actions by limiting overseas travels and encouraging online platform uses. Hence, the readers should be noticed to apply the mindsponge model within the digital-world context, which is partly different from the first-hand experience in a multi-cultural environment.

To sum up, the mindsponge helps to explain human behaviors and psychology via a mindset's information processing mechanism. This paper reviews why the mindsponge is more remarkable than other theories, its practice, and limitation. The mechanism would be a useful model for those who study globalization and social changes.

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