



Research Project 2006-2013
Global and cross-cultural human behavior
The Unicist Research Institute

This research completes the research about humans approaching complex problems. It is oriented to confirm the study of:

- 1) How individuals behave when facing problems that are different from the ones natural to their cultures.
- 2) The functionality of human intelligence when an individual faces problems that are more complex than the ones he is used to solving.
- 3) The approach of individuals to actual problems that require a non-automatic solution.
- 4) How individuals face the solution of a problem when they lack specific knowledge to solve it.



Introduction

We have been researching the human behavior in different cultures since 1985. The purpose of these researches was to find cross-cultural solutions to anthropological based complex problems.

The direct relation between brain waves and active human behavior was one of the first findings. Since the beginning of the early researches we have found that brain waves are indicators of how humans adapt to reality.

The research of human behavior from an anthropological approach confirmed the hypothesis of a conceptual structure behind psychology. It made the integration of psychology in conceptual models possible.

All the hypotheses of this research have been confirmed and we are now beginning their “falsification”.

The Objective of the research

The objective is to confirm the validity of the structure of cross-cultural approaches to human behavior in order to simplify adults’ learning processes and optimize the cost-value relation, considered from the learners’ and from the teachers’ point of view.



The Structure of the research process

The research will measure the reaction to stimuli of ten individuals from each culture. They will be studied for a minimum period of two years and a maximum of four years.

The relation between individuals' actions and the brainwaves diagrams resulting from stimulation will be studied.

Research field

The research of human behaviors includes the following cultures: Argentina, Australia, Brazil, Canada, Chile, China, England, France, Germany, India, Japan, Mexico, Spain, Sweden, USA and Venezuela.

It includes 10 individuals from each culture, of ages between 25 and 45 years old, male and female, with executive and operational responsibilities at their jobs.



Specific objectives of the research

a) The following hypotheses, already validated, will be “falsified”:

- 1) The cultural archetype of an individual filters and eliminates every alien external information.
- 2) When the stimuli an individual receives require more energy than what the individual is used to consuming during his normal thinking process:
 - a) The stimuli are not recognized.
 - b) The stimuli are re-codified in order to be managed by his normal thinking process.
- 3) When the stimuli to act require a different strategic style to adapt to reality, they suffer a fallacious modification and become dysfunctional.
- 4) Inaction is the response when the stimuli to act require specific knowledge that is not included in the individual's vocation. This inaction is supported by a fallacious justification and apparent dysfunctional actions.

b) The following complementary hypothesis will be “falsified”:



- 1) When the information an individual receives has an added value and is within the values of a functional archetype, then it is stored in a “direct access” memory to be used in his adaptive behavior.
- 2) When an individual faces a complex problem, but receives a functional simplified stimulus that he can handle, he will integrate it within his actions.
- 3) When a proactive action is designed to be developed according to the strategic style of an individual, he will develop a motivated and pleasure-seeking action.
- 4) When an individual, acting within his vocation field, faces problems with lack of knowledge, he seeks for the knowledge immediately.

Hypothesis on the Functionality of Brain Waves to deal with Human Adaptive Systems (HAS)

1. Adaptive strategies imply the use of Alpha, Beta, Theta and Gamma waves.
2. Minimum and over-adaptive strategies imply the use of Alpha and Beta waves.
3. Projection processes are based on the dominance of Beta waves.
4. Introjection processes imply the inclusion of Theta and Gamma waves.
5. The learning of innovations, i.e. the learning of a different knowledge than the one that is stored in the long term memory, implies the use of Theta waves.
6. Aggregative learning, adding information to conceptual structures that are stored in the long term memory, works with Alpha and Beta waves.
7. Fallacies are built using Beta waves.
8. Value judgments are based on Beta waves.
9. Ambiguous language requires the use of Theta waves in order to be understood.
10. Focusing on solutions requires the use of Gamma waves.
11. To apprehend the unified field of an adaptive system it is necessary to access Gamma waves.
12. To apprehend cross-cultural and timeless aspects it is necessary to include Alpha, Beta, Theta and Gamma waves.
13. To make strategies useful it is necessary to transform them into action plans that can be used including Alpha and Beta waves. Their foundations can only be reasoned and understood but only proved by results.
14. Analogical benchmarking implies the use of Alpha and Beta waves, homological benchmarking requires Alpha, Beta and Theta waves.
15. Managing the research of human adaptive systems implies the use of Alpha, Beta, Theta and Gamma waves. The development of applied research demands only the use of Alpha, Beta and Theta waves.
16. Architectural approaches imply the use of Alpha, Beta and Theta waves.
17. Non-destructive pilot tests for solutions for human adaptive systems imply the use of Alpha and Beta waves. Destructive pilot tests imply the use of Alpha, Beta, Theta and Gamma waves.
18. Diagnosing human adaptive systems implies the use of Alpha, Beta, Theta and Gamma waves.



19. Words are perceived as empty if an individual does not have the capacity of using the adequate Brain Waves to process them.
20. Unicist reflection, driven by adaptive actions, implies using Theta/Gamma waves.
21. Complex problem solving implies the inclusion of Alpha, Beta, Theta and Gamma waves.
22. The use of Theta and Gamma waves can be influenced by designing appropriate contexts and using proper stimuli.

Output

The output of this research will help to:

- a) Define the contextual conditions of cultural and cross-cultural learning processes.
- b) Define the functionality of the “languages” to be used to approach different problems.
- c) Define the possibilities to approach reality for each individual.

Sponsors

The sponsors will receive the conclusions of the research to support global, cross-cultural and domestic management.

The conclusions are specifically designed for:

Organizational and workflow design

Global, cross-cultural and domestic learning process design

Global, cross-cultural and local human resources management

The Unicist Research Institute