Advancing Traditional Relevance Based Social Networking to Resonance Driven Social Fieldworking using Mindfulness Visualisation

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1. INTRODUCTION

This paper and associated demonstration explores how surveying the emotional intelligence with which a person is meeting their life's needs can be visually mapped and used to connect a person up to others for mutual learning. It explores how connecting people through what they can Learn and have Priority for creates Resonance - an effect more powerful than Relevance that emerges from people sharing what they Like or Prefer.

2. WEB CONTENT TO LIKE AND LEARN

Internet Platforms mostly connect people and resources together based on factors of *Relevance*, namely people's surface *interests*, *preferences* and *behaviours* – what people **Like**. For these technologies to facilitate advances in society, especially in efforts to encourage collaboration between cultures, community and commerce, *Resonance* based delivery of content related to people's deeper *intentions*, *priorities* and authentic way of *being*, what people need to **Learn**, must be facilitated by existing and emergent technologies.

What someone resonates with is best identified by mapping the way their needs are met and the social effectiveness in helping others with their needs. This is done by taking numerical measures of a person's ability to meet their needs and in a 'paint by numbers' way create a visual heat-map of their learning effectiveness as in Figure.1.

Five areas of what needs a person has to learn to meet, based on adaptation of Abraham Maslow's 'Hierarchy of Needs', are surveyed including Life

Values/Energy, Physical Welfare/Security, Emotions and Relationships, Intellect and Perception as well as Creativity/Spiritual Affinity. Each question enquires about the ability with which each need is being met in each of these five domains. Ability is gauged by assessing Self-Awareness, Self-Management and Self-Development. Social abilities in the survey are explored by including in the structure of questions elements that ask how effective the person is in helping others to be Self-Aware, to Self-Manage and to Self-Develop. These six ability factors and five areas of need are integrated to make an online questionnaire of 30 items. The 'heat map' image that is created from the questionnaire's numerical responses can be used to provide a visual representation of mindfulness and resonance by mapping **what** a person is learning, **how** they are learning and **who** with -revealing **why** they are learning the way they are. The survey is free to take as is access to the basic images that result.

The demonstration will show sample Resonance heat maps, known as *Atmascapes* from candidates surveyed in past research. The demonstration will also show software that compares *Atmascapes* to identify resonance matches between people. Such matching allows people to connect who could learn from one another. This can seed resonance and rapport and form the foundation of connections and interactions that will facilitate richer forms of collaboration and creativity between people matched on the Internet as well as offline amongst real world communities.

Evolving *Relevance based Networking* into a *Resonance based Collaboration* yields a new discipline called **Fieldworking** where dynamics

between people and Web content is more like particles in force fields. Spaces of resonance have more creative consequences than the traditional '6 Degrees of Separation' that linearly link people

together in online and offline networked communities. Social Networking is currently evolving into Social Fieldworking.

Figure 1: Resonance Questionnaire scores placed on a Needs-Ability Matrix (shown left). In a 'paint by numbers' way the matrix scores are converted into a colour heat map known as an 'Atmascape' (shown right). An Atmascape is a map of resonance, possessed by the questionnaire candidate, that visually represents the mindfulness and learning effectiveness with which they are meeting their life's needs. The above colour heatmap is one generated from the set of numerical responses on the left from a genuine candidate

Social Networking is growing up.. Are You?

Old School -> New School

- Like -> Learn
- relevance -> resonance
- connecting and sharing -> learning and growing
- catch up -> wise up
- massive networks -> massive relationships
- Be the source -> Everyone is a source
- information and knowledge -> insight and intuition
- sales -> support
- expressing your voice -> making a difference
- competing -> collaborating
- entertaining -> empowering
- trending -> trusting
- intelligence -> wisdom
- interests -> intentions
- preferences -> priorities
- behaviour -> way of being

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Figure 2: Internet and Social Media platforms are evolving from old school Relevance driven content to new paradigm Resonance driven content and collaboration. New computing 'engines', such as the Resonance Engine and associated tools, created by this papers author, have started to promote mindsets, practices, techniques and technologies that search and connect on existing and emerging resonance that is common between users, platforms, communities and businesses