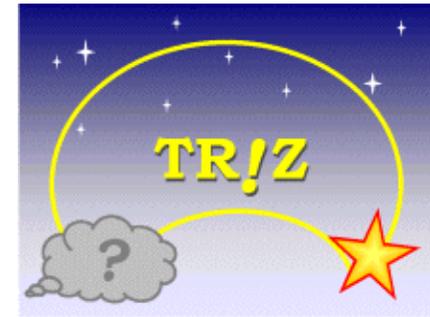
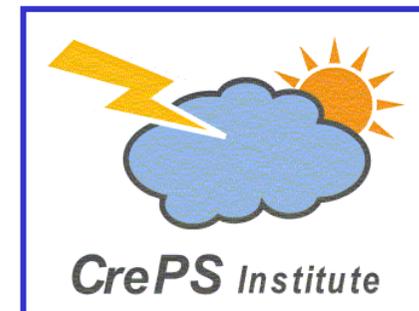


***ETRIA TRIZ Future Conference 2016
on Oct. 24-27, 2016
at Wroclaw Technical University (Poland)***



**TRIZ/CrePS Approach to
the Social Problems of Poverty:
'Liberty vs. Love' Is Found
the Principal Contradiction of the Human Culture**

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October 25, 2016**



Introduction and Outline of Talk

This is the first report of applying the TRIZ/CrePS Methodology to complex social problems.

(1) CrePS (General Methodology of Creative Problem Solving) has been developed;

Integrating various methods for creative problem solving, including TRIZ, Applicable universally to problems in technical, business, and other fields, Having the basic paradigm of the 'Six-Box Scheme'.

I sought to apply TRIZ/CrePS to real social problems.

Social problems are usually more complex and bigger than technical ones. How can a non-specialist, like me, tackle such a problem?

First I wanted to select a problem and to learn its problem situations.

(2) I chose the problem of poverty in the Japanese society as the main topic:

At the initial step, the poverty of the elderly people was picked up. The book "The Low-living Elderly (LLE)" by Takanori Fujita was used as a source reference.

(This is helpful as a substitute of real survey work and reference searches.)

(3) I visualized the logics of "The Low-living Elderly" in diagrams.

'Fuda-Yose Tool' (by Akihiro Katahira) is used to make the diagrams (in MS Excel). Every chapter is visualized in 2 to 5 diagrams (similar to the affinity (or KJ) diagrams). A pamphlet of 24 pages is made and shown to many ordinary people.

Overall views and many problem issues are shown clearly in the book (LLE).
(e.g., Current situations, backgrounds, mechanisms, and author's proposals, etc.)

(4) I critically reviewed the 82 reader's reviews of LLE in Amazon site.

Many of them evaluated the book highly, whereas many others very poorly.
The low-evaluation reviews are often short/poor but vivid in their feelings and opinions.

Binary division of evaluations of LLE reflects the conflicts in the people's thoughts on poverty and welfare.

And the conflict in the thoughts appears as differences in people's opinions on social problems and on policies. --- I realized.

I found that 'the conflict in the people's thoughts' is the most basic and important issue to be studied in relation to the problem of poverty.

(5) I set the core theme of the present study as:

**"To understand the root causes of the conflicts of people's thoughts related to the social problems (e.g., poverty and welfare),
to think over ideas to solve the basic conflicts, and
to find directions for solving the social problems."**

The conflict is basically related to
the thoughts on 'Win or Lose' and on 'Mutual Help' in the competitive society.
I considered over the roots of these thoughts:

(6) The conflicts 'Liberty vs. Love' was found at the root.

Liberty = To decide and act for oneself, and to live.

The First Principle of the Human Culture

**Love = To love one's children, one's family, and one's neighbors,
and to help and protect them.**

The Second Principle of the Human Culture.

There are conflicts between Liberty and Liberty, between Love and Love,
and between Liberty and Love.

==> 'Liberty vs. Love' is 'The Principal Contradiction of Human Culture'

What does underlie, motivate, and coordinate both Liberty and Love?

==> Ethics (or Moral, Conscience)

Human Culture has been developing towards
Extending Liberty and Expanding Love,.
With various social organizations and social systems
(e.g. economy, politics, etc.)
and with highly sophisticated culture
(e.g., languages, religions, social philosophy, science & technology, arts, etc.)

**The Principal Contradiction 'Liberty vs. Love' has been tried to solve
through out the Human History.**

The Principal Contradiction has been solved ?

==> NO. (Even though there appeared some thoughts and cases of solving,)
**Cases of the Principal Contradiction exist everywhere,
emerge & grow, and become even more difficult/serious.**

(7) Why the Principal Contradiction is so difficult to solve?

==> 4 main reasons:

- (a) Even at the basic level of individual person(s),
how Liberty, Love, and Ethics should be is not clear.
There exist the issues of Greed, Evil, and Sin.**
- (b) At the levels of various social organizations,
how Liberty, Love, and Ethics should be is not clarified well.
No good understanding and no universal sharing of them.**
- (c) Individuals or organizations can claim their own interests (= Liberty),
can act disregarding (social) Ethics,
can become the social Winners,
and they build social systems as they want.**
- (d) Situations in (c) exist everywhere, from tiny cases to huge cases,
and are accumulated in the history.**

(8) Future Tasks:

**To investigate the problem situations shown in (7),
along the line of (a) ==> (b) ==> (c) ==> (d).**

The basic level of individual persons (a) is especially important to study.

The study proposal here is very big.

We need to go much further.

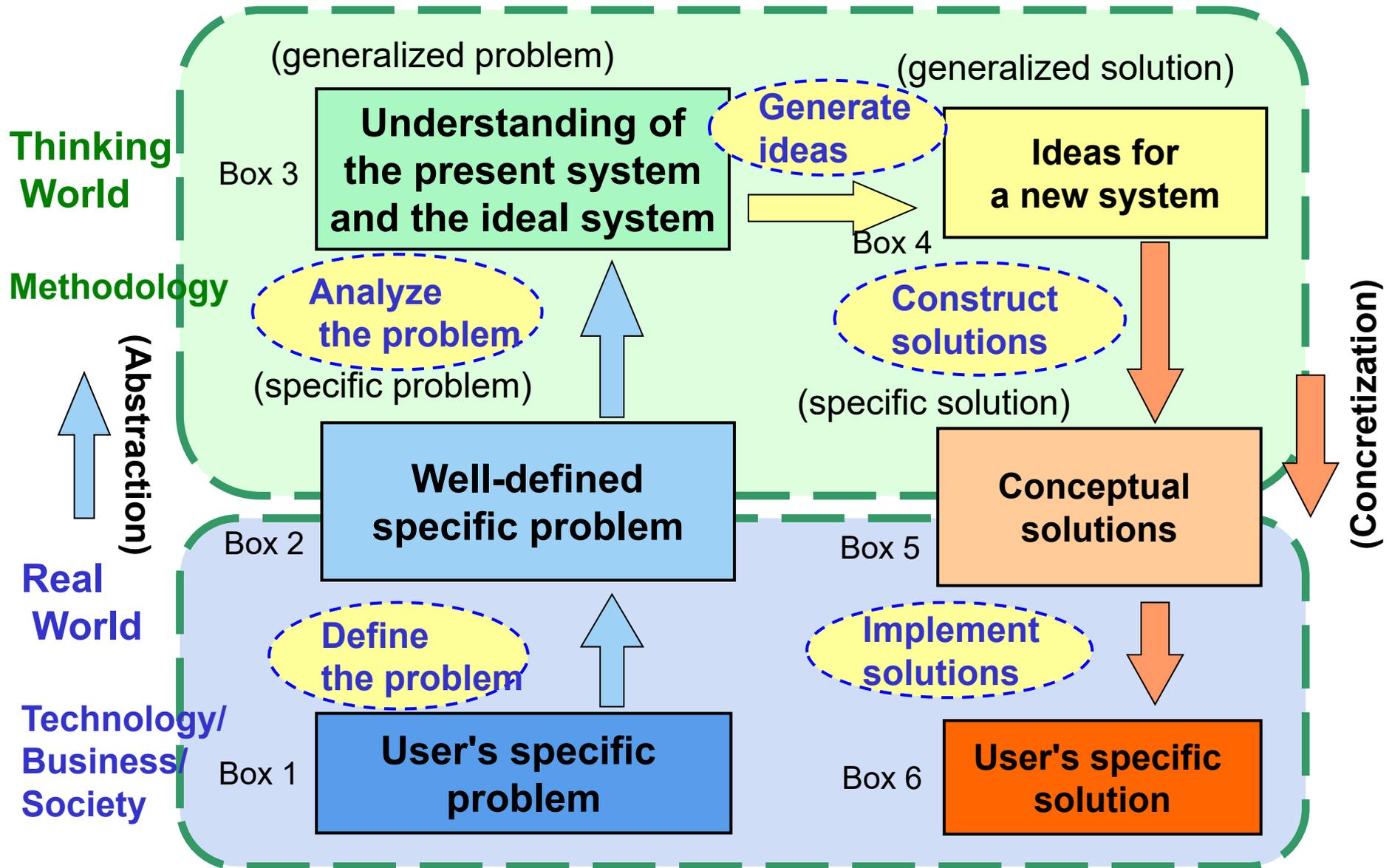
The study should certainly give us lights to a wide range of problems
in future.

**The present study utilizes the TRIZ Philosophy of
"Reveal the contradictions, and solve them".**

The present study is guided by the CrePS thinking process.

===== End of Introduction =====

Six-Box Scheme: the New Paradigm of General Methodology of Creative Problem Solving (CrePS)

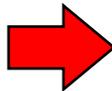


Expected Areas of Applying TRIZ / CrePS

Toru Nakagawa
(May, 2012)



I put TRIZ in the center



A more general methodology is needed
CrePS

Seek to apply TRIZ/CrePS to real social problems:

Social problems are often much more complex and bigger than technical ones.

Many specialists in policy, economics, business, etc. have been working there.

How can I, just a novice and non-specialist, tackle the problem ?

First of all, I chose a theme and started to learn the problem situations.

I initially chose the theme of 'poverty in the elderly' and recognized it as a part of the problem 'Poverty in the Japanese Society'.

I selected the book "The Low-living Elderly (LLE)" (Takanori Fujita, 2015) as the source reference.

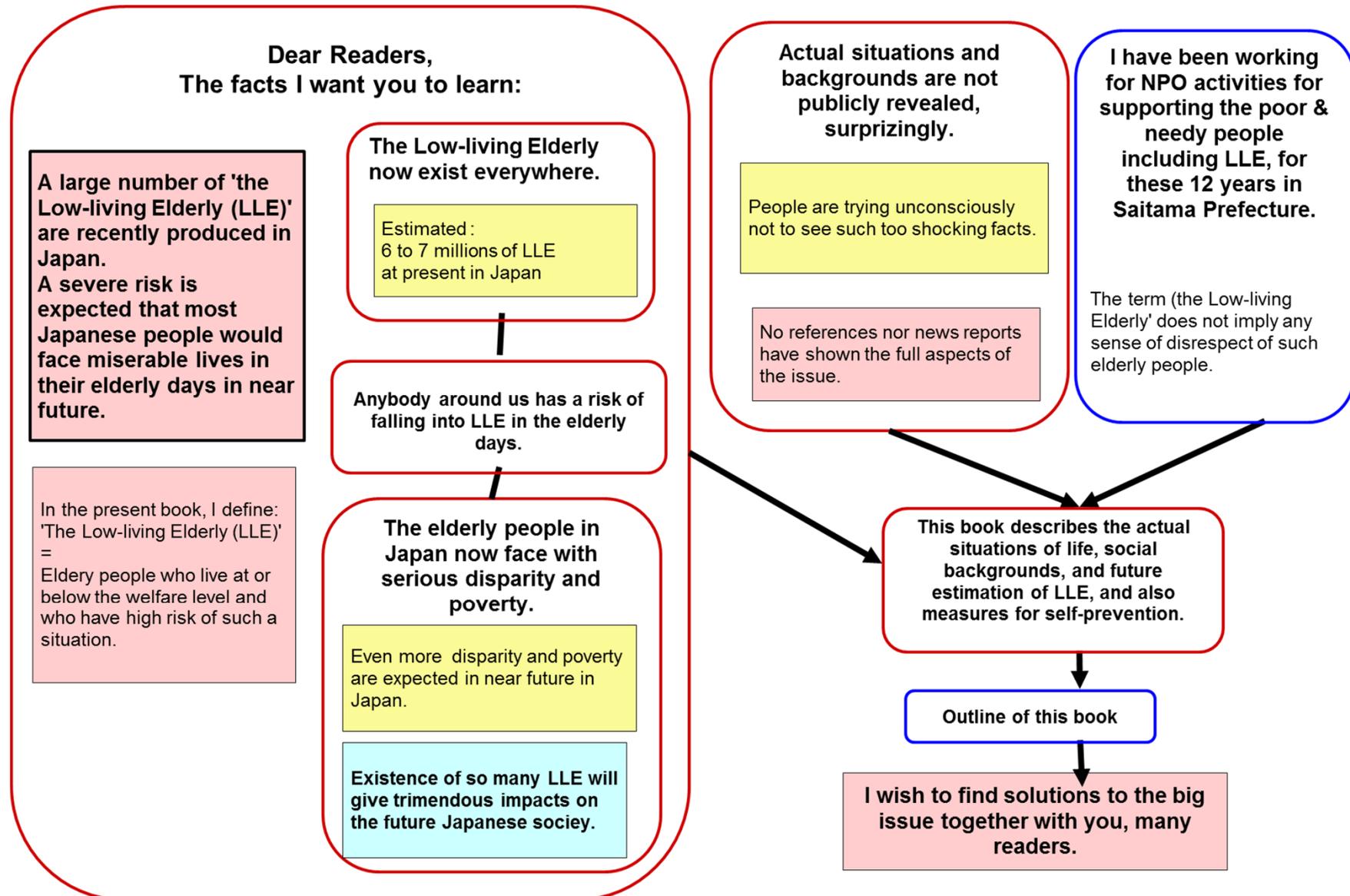
(I selected it after closely reading it twice.)

It is useful for understanding the problem situations without conducting social surveys or bibliographical search.

I visualized the logics in the book in diagrams, and made a pamphlet of 24 pages of such diagrams.



Example of a Visualized Diagram: Introduction part of Fujita's "The Low-living Elderly (LLE)" book



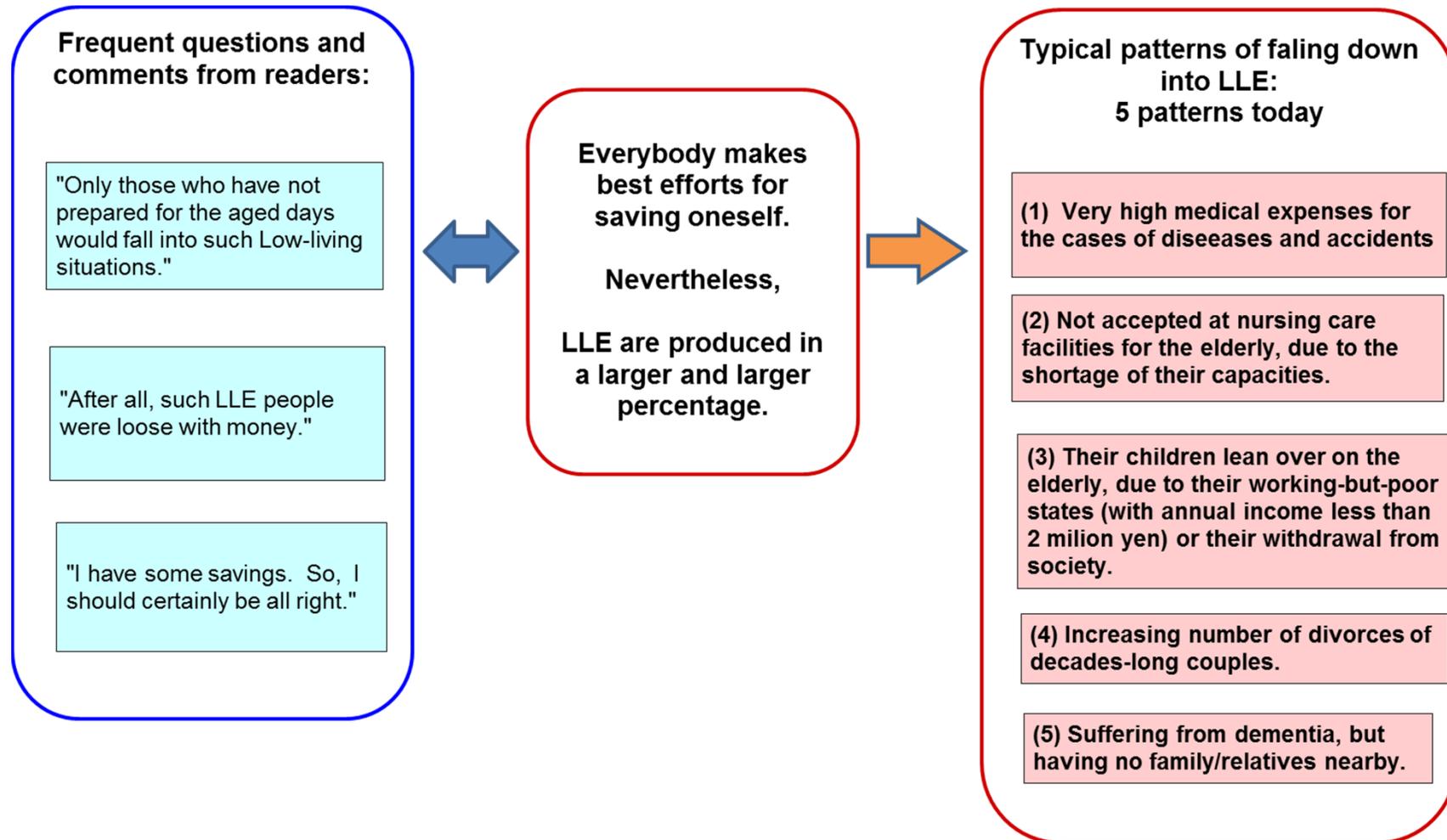
How I visualized the logics of a book with Fuda-Yose Tool



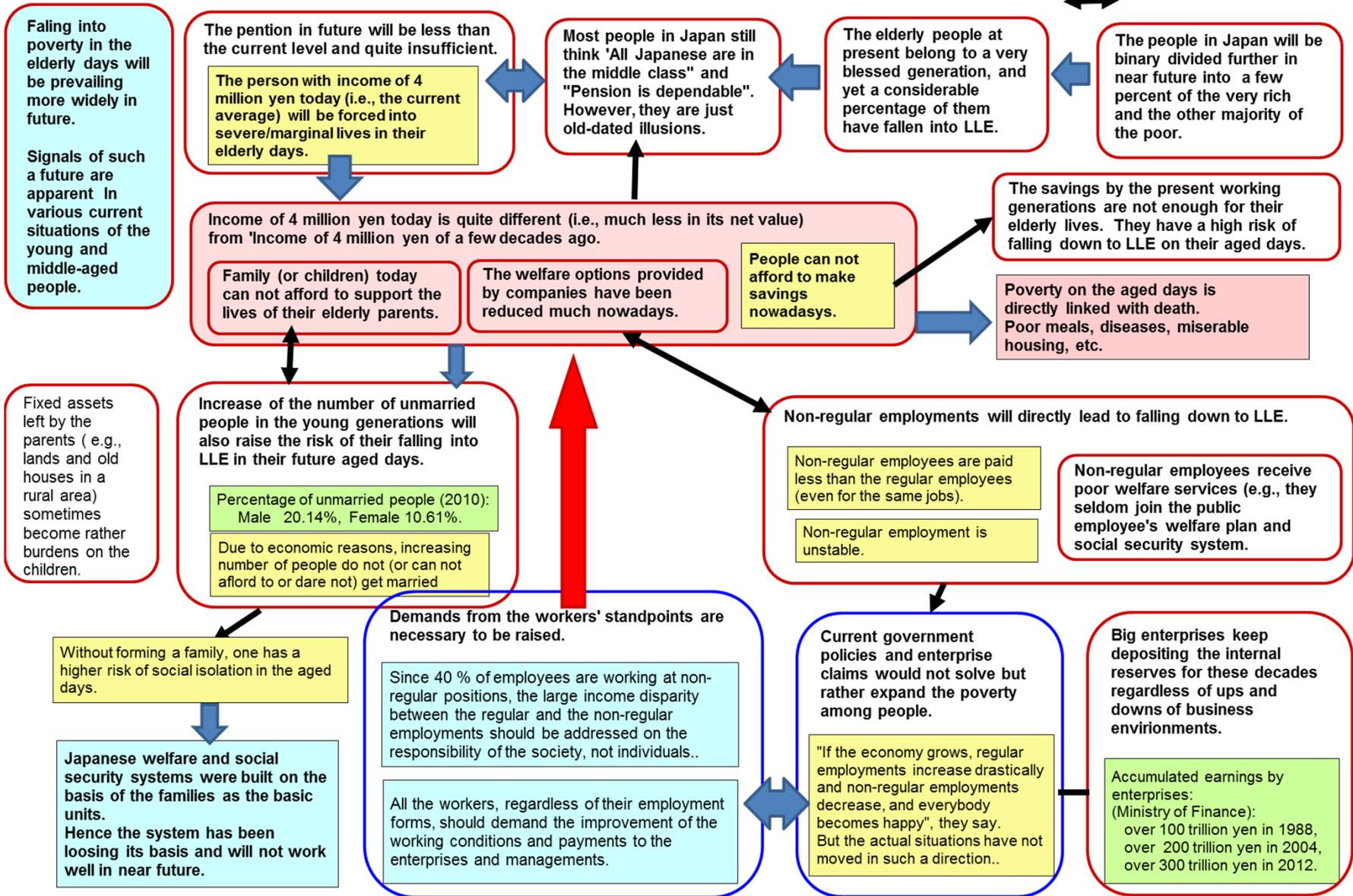
- (1) Read the whole book closely and understood the book.
- (2) Worked chapter by chapter to make excerpts of the texts, so as to fully reflect what the author is saying.
- (3) **Used the 'Fuda-Yose Tool' (by Akihiro Katahira) on MS Excel sheets,** to convert the excerpt texts into Labels for easier rearrangement.
- (4) Collected relevant labels and made them into groups, and selected/wrote a principal sentence of the group. Rearranged the labels in each group.
- (5) Rearranged the groups in the whole diagram so as to clarify the overall logic.
- (6) Drew enclosure lines (of the groups) and connecting lines/arrows (between labels and groups) to show their logical relationships.
Used colors and bigger fonts, etc., for better readability and proper emphases.
- (7) Neglected unimportant details and compliment some insufficient parts, for clarifying the logic/structure of the whole diagram.
- (8) Whenever necessary, wrote down the revealed logics (of the chapter) into sentences using the diagrams thus illustrated.
The writing work in this final step (8) was quite easy.

Visualized Diagram:

(3A) Anybody has a risk of falling into the LLE status (present situation)



Visualized Diagram: (3B) Anybody has a risk of falling into the LLE status (in the near future)



Summary after visualization (Toru Nakagawa)



Source Ref. "The Low-living Elderly" (Takanori Fujita, 2015), Chapter 7.

(Chapter 7) Solution proposals with their reasoning

(1) (Situations and reasoning)

Recently there exist a large number (about 6 to 7 million) of 'the Low-living Elderly', who live at or below the level of social welfare.

Among young and middle-aged generations, the working and living conditions are getting worse (e.g., non-regular employment and working-but-poor) and their income are decreasing.

Poverty exists not only in the elderly but also in young and children generations, and is spreading together widely in the whole society in Japan, resulting in serious problems.

Such low-living elderly and working-but-poor young people are generated by the social system in Japan, in spite of their individual efforts.

==> (Proposal)

First of all, the government should realize that the poverty exists widely and growing further in the people,

and that it is the first priority needs to measures for correcting the income disparity and fighting against poverty.

Solution proposals (by Fujita) summarized after visualization (by Nakagawa)



1. **The government should realize that the poverty exists widely** and growing further in the people and should decide to take measures to fight against poverty.
2. Under the principles of fundamental human rights, **Fundamental Law of Fighting against Poverty** should be enacted, for preventing people from getting poor and for saving people from the poverty.
3. National and local governments should inform that the poor and needy people **can be saved by the social welfare** and should guide them to apply for the welfare.
4. The current social welfare system **should be decomposed into their support categories**, so that people may receive the supports in parts more smoothly and can make their own living before entirely losing their properties.
5. **Support the people for their housing rent (partially)**. This is effective also for the young people to have their home and to raise more children.
6. To guide the low-living young people to apply for the reduction of the national pension premium instead of no payment in silence.
7. A new system should be built in order to guarantee all the people for their living in their elderly days at the minimum level of healthy and cultural living (Ref. the Constitution).
8. **The current national pension system should rather be quitted and integrated as the living support in the new social welfare system**, as described in (4).
9. All the people in Japan should consider and choose proper systems including the **taxation system for redistributing the wealth**, and should proceed for its realization.

Reader's Reviews on Fujita's LLE book

82 reviews posted at Amazon.co.jp Site (Mar. 2016):

Many evaluate very highly, but many others very poorly.

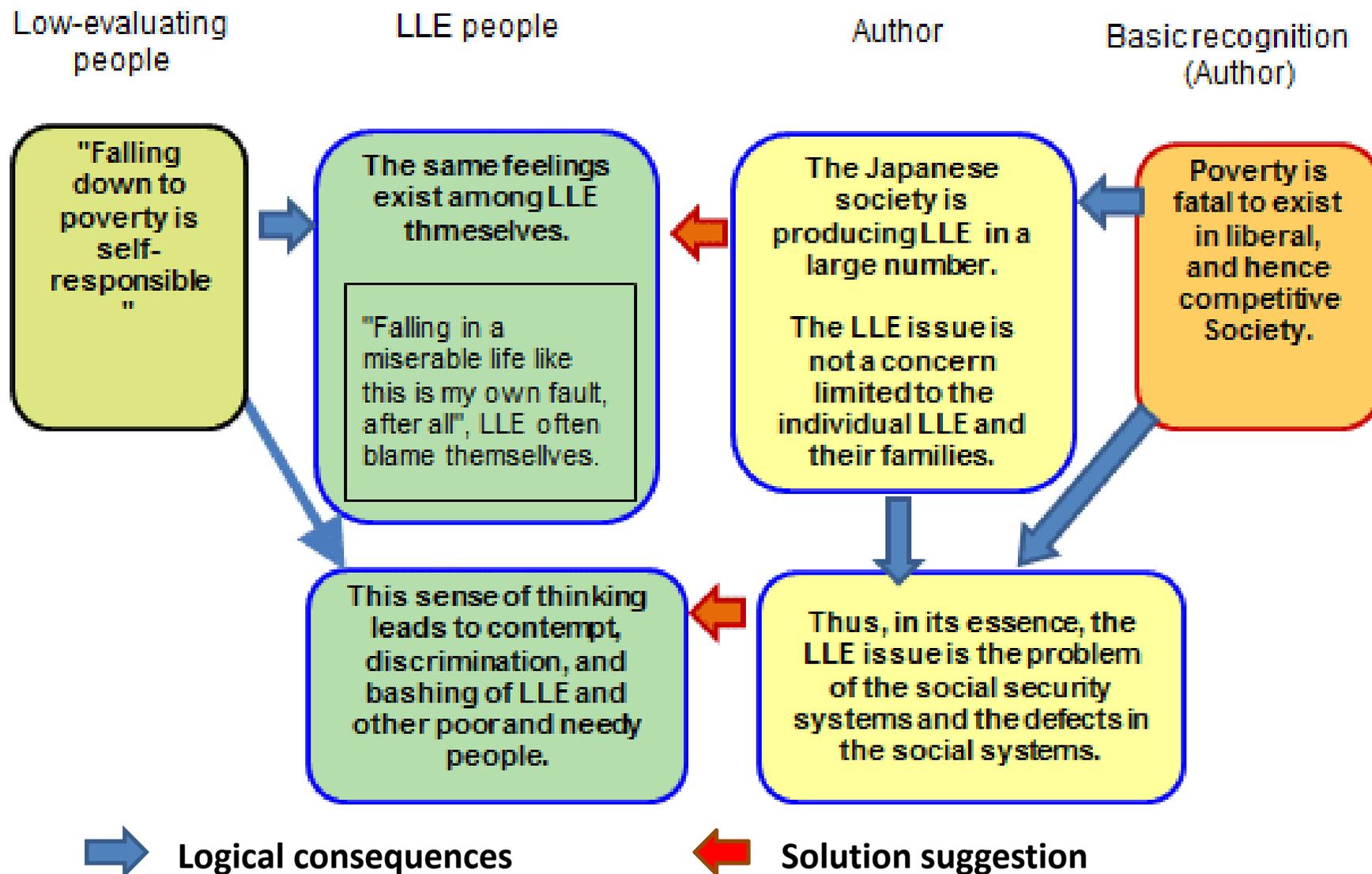


Poor evaluator's comments	My responses/comments
The people who became poor because of their selfish and idle lives are not blamed for their deed, but the society is blamed instead.	The people demonstrated in the book were not selfish/idle but just made some poor decisions. One encounters a number of pitfalls in life and in society.
The Author does not point out self-responsibilities of individuals, while he blames the society.	Many reviewers seem to be sympathetic with this opinion. That's because we are taught to win in the competitive society and think the losers are wrong, I think. How can we complement the pitfalls of the competitive society?
The book recommends people to scrounge off the social welfare; then our country will fail financially,	It is important to devise how to realize the Fundamental Human Rights in actual social solutions.
Welfare must take into account of people not only with good will but also with ill will, otherwise it cannot convince the people commonly.	This is an important aspect. There are cases of 'an idle grasshopper' and 'scrounging'. They are already handled somehow today.
The proposals deny the current market economy and democracy; thus un realistic.	Is the current market economy really desirable without any improvement? Social welfare is the key to realizing democracy, I think.



Visualized Diagram: (4)

Self-responsible for poverty? <--> Poverty is unavoidable in Liberal Society.



I thought as follows:

Underlying deeply in the people's arguments, I recognized a big unsolved issue in the people's understanding and psychology.

I.e., the relationship between Win-or-Lose and Mutual Aid in the competitive society.

On one side: Win or Lose in the Competitions and Self-responsibility for the result;

On the other side: Mutual Aid, Cooperation, Social security, and Welfare

No common understanding how these two should be compatible in the society.

The issue is not revealed/solved well in the social philosophy and in social ethics.

Investigating its essence, I have reached the recognition:

**The philosophy of Liberty and the philosophy of Love DO CONFLICT,
and how to coordinate the two is not understood commonly
(in Japan and in the World).**

This is a basic philosophical problem underlying beneath various apparent cases.

The conflict between Liberty and Love is

'The Principal Contradiction of Human Culture' .

Solving the Principal Contradiction is

'The Principal Problem of Human Culture'.

A Hypothesis:

Toru Nakagawa, "TRIZ Home Page in Japan", Apr. 22. 2016

Liberty vs. Love: The Principal Contradiction Inherent in the Human Culture

(1) The Human Culture takes Liberty as its First Principle and pursues for extending it.

Liberty is for every person to decide, to act, and to live for oneself.

Liberty aims at Winning various, natural or social, Competitions.

Liberty of a person necessarily collides (Contradicts) with Liberty of another person.

(2) The Human Culture takes Love as its Second Principle and pursues for spreading it widely.

Love is for every person to help and protect one's children, one's family, and one's neighbors

Love aims at Self-controlling one's Liberty and at eliminating collisions among Liberty in one's Family.

Love, for helping and protecting the Family (or Insiders), tries to counter the (attacking) actions from Outsiders.

Considering the Family (or Insiders) as a social Activity Unit, Love generates Liberty and Competition at a higher social level.

(3) Liberty vs. Love is the Principal Contradiction of Human Culture

The Human Culture has been extending the two Principal Principles, i.e., Liberty and Love, and

has been struggling how to make them compatible, facing with cases where the two Principles are conflicting.

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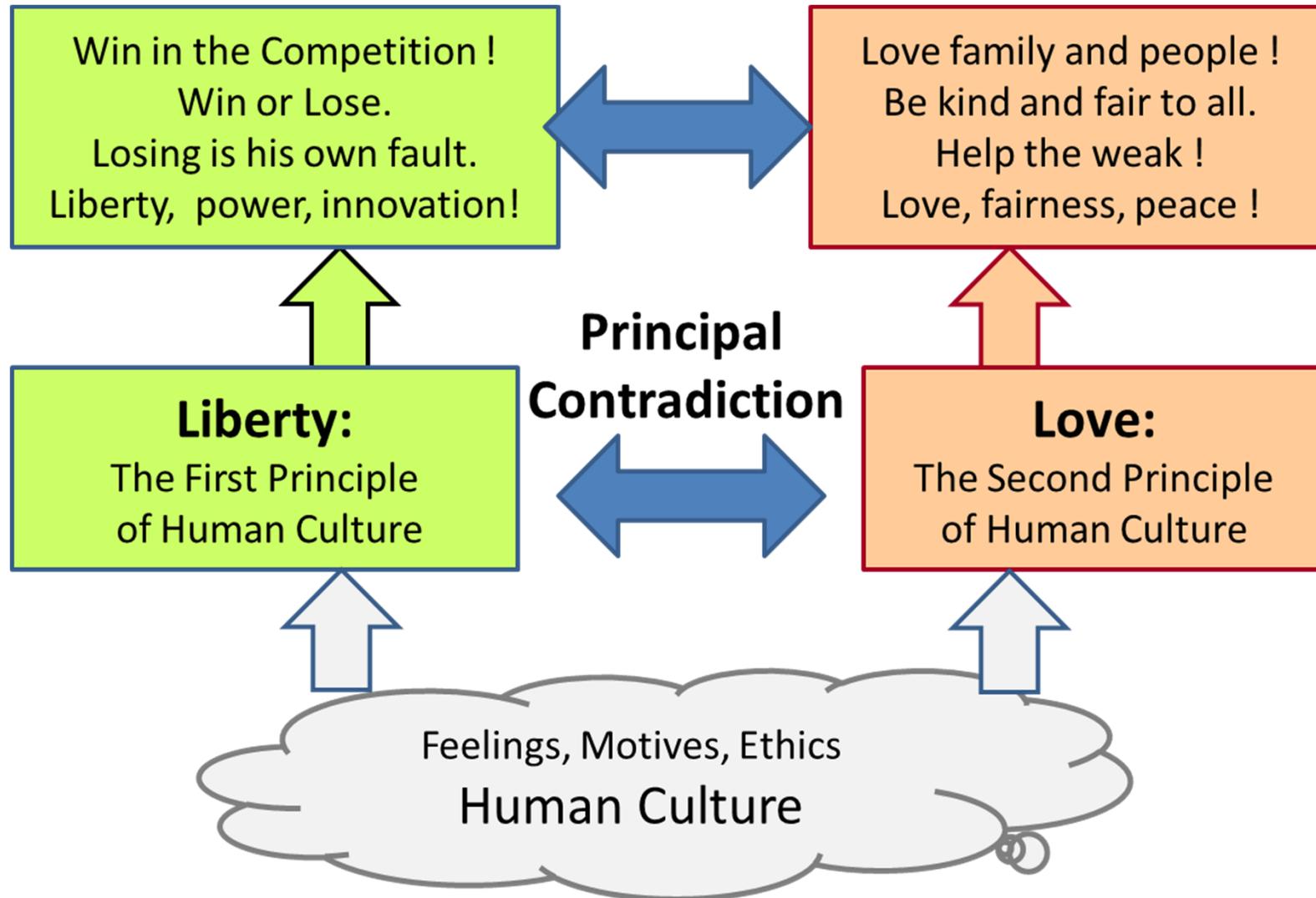
(4) As the guidelines for containing and motivating both Liberty and Love and coordinating them, the Human Culture has been acquiring Ethics, i.e., Moral, Conscience, in plain words.

The core part of Ethics is supposedly installed already in our DNA; and for the same reason it is too obvious and difficult to write it down clearly.

The concept of Fundamental Human Rights is a clearly-stated part of Ethics.

The Principal Contradiction Inherent in the Human Culture

Toru Nakagawa (2016)



(5) Throughout the history of Human Culture, Humans

Built various social organizations and social systems

(economy, politics, ...)

Generated advanced culture (languages, religions,
social philosophies, science and technology, arts, etc.)

with the mind

to extend the two Principal Principles (Liberty and Love), and
to resolve the Principal Contradictions between them (Liberty vs. Love).

**Has the Principal Contradiction (Liberty vs. Love) been solved
through the Human History ?**

==> Partly YES. Cases (and philosophy) of solutions were obtained.

NO: (Even though some cases and philosophy of solutions were known,)
**Cases of Principal Contradictions exist everywhere,
newly emerge and grow everywhere,
and become more and more difficult
(complex, large, severe, ...).** .

(6) Causes which make the Principal Contradiction even more difficult to solve:

(a) At the most basic level of individual person(s), actual and desirable relationships among Liberty, Love, and Ethics are not clear yet.

(in the aspects of reality, intellect, and moral)

The issue of Desire/Greed, Evil, and (Fundamental) Sin in the Human Nature, Personal feelings and thoughts are formed/influenced through different experiences since one's birth and through out. **(in the aspects of environment, education)**
People are very often moved by their feelings rather than their intellect. (feelings).

(b) For various types/levels of social organizations, actual and desirable relationships among Liberty, Love, and Ethics are not clear.

Groups, companies, political parties, communities, countries, etc.
Understanding of desirable relationships (i.e. Social Ethics) is not shared globally.

(c) Individuals and organizations may insist on their Interests (Liberty), may act against (Social) Ethics, and can become the Social Winners.

Such social Winners (re-)built the Social Systems in a way favorable for themselves.

(d) Situations of (c) exist everywhere, in the scales from tiny to huge, and are accumulated in many layers in the Human History.

(At any time) Social Systems do not meet the (Social) Ethics in some aspects, **and some people who were oppressed raise the action (c) and start the conflicts/fights.**

(7) Future Tasks:

Investigate the issues in (6) in the steps (a) ==> (b) ==> (c) ==> (d) .

The actual/desirable relationships of Liberty, Love and Ethics, especially in the personal level (a) are important to study first.

This is a tremendously big problem.

Very far to go, but

The investigation will certainly show us guidelines for a wide range of problems in future.

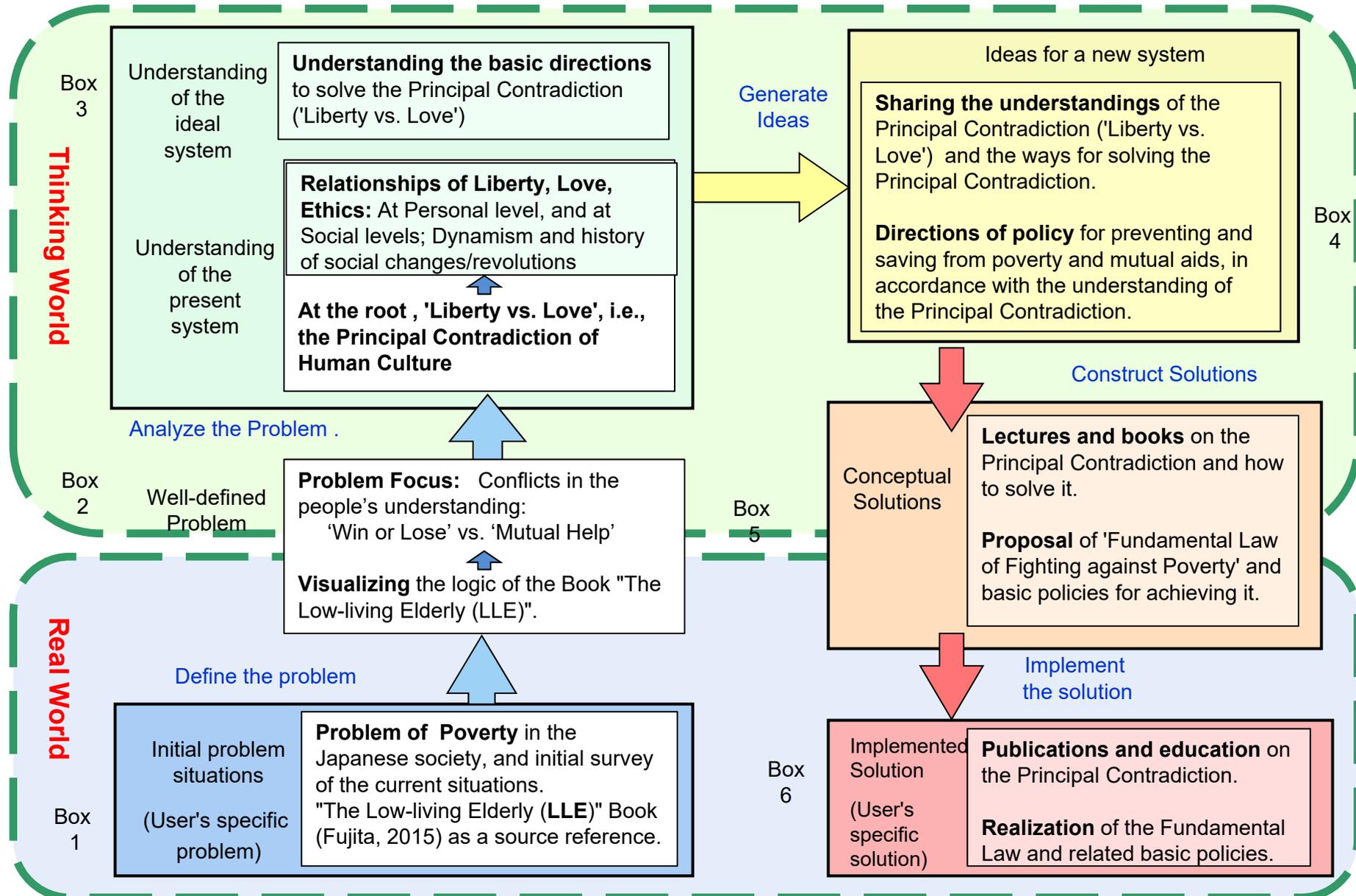
**The present study uses the TRIZ philosophy
"To reveal contradictions, and to solve them".**

It's process is guided by the CrePS Methodology

Thinking over Poverty in the Japanese Society with Visual Thinking

Represented in the Six-Box Scheme (of CrePS)

Toru Nakagawa (2016)



Summary:

The present study is the first report of applying the TRIZ/CrePS Methodology to a complex social problem.

The problem of 'Poverty in the Japanese Society' is addressed.

I visualized the logic of Fujita's "The Low-loving Elderly" book in Fuda-Yose diagrams. Then I critically reviewed the 82 readers' reviews on LLE. Thus I recognized a big unsolved problem in the depth of people's social understanding.

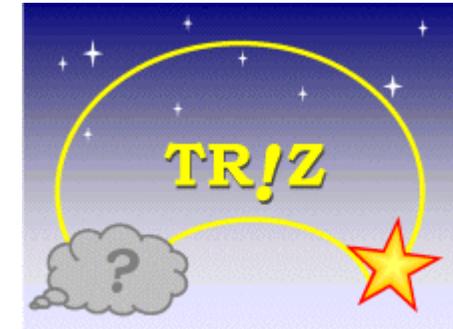
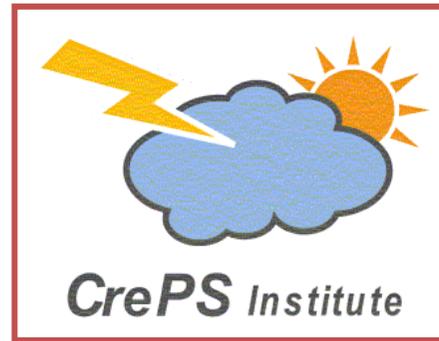
I realized that Liberty vs. Love is the Principal Contradiction inherent in the Human Culture.

Human Culture takes Liberty as the First Principle and Love as the Second. There exist conflicts (contradictions) between Liberty and Liberty, between Love and Love, and between Liberty and Love.

Human Culture has been trying to solve the Principal Contradiction, but the Contradiction has become even more and more complex and difficult. I considered the reasons for causing such difficulties.

Future tasks are to clarify the basic directions for solving the Principal Contradiction, and to find the ways for better welfare, reducing poverty, and improving the society.

Thus the TRIZ/CrePS Methodology is demonstrated to be able to contribute to the solution of social problems in a unique and significant way.



Thank you
for your attention

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Reflection of the present situations on TRIZ has guided us
to a new target at a higher level **Beyond TRIZ**
(May 2012, Toru Nakagawa)



a new target at a higher level:

**To establish a general methodology of
creative problem-solving / task-achieving,
to spread it widely, and
to apply it
to problem-solving and task-achieving jobs
in various domains
in the whole country (and the world).**

The methodology is named as 'CrePS'
(April 2013, Toru Nakagawa)