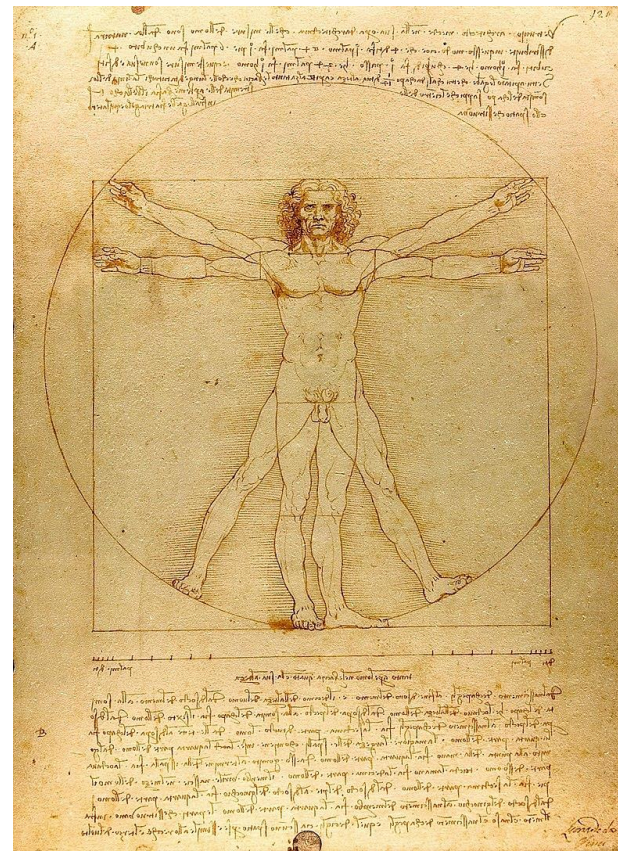


DQ - Desirous Quotient[©]

A new dimension to describe human nature

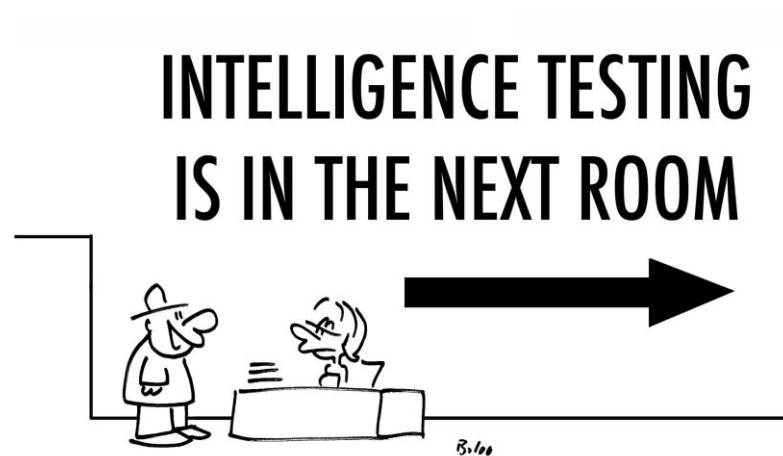
欲商 - 人性的第三维度



**When describing human nature, we frequently refer to –
IQ, Intelligence Quotient 智商**

An intelligence quotient (IQ) is a total score derived from a set of standardized tests or subtests designed to assess human intelligence.[1] The abbreviation "IQ" was coined by the psychologist William Stern for the German term Intelligenzquotient, his term for a scoring method for intelligence tests at University of Breslau he advocated in a 1912 book.[2]

https://en.wikipedia.org/wiki/Intelligence_quotient



"Hi — Where do I go to take the intelligence test?"

... and EQ, Emotional Intelligence 情商

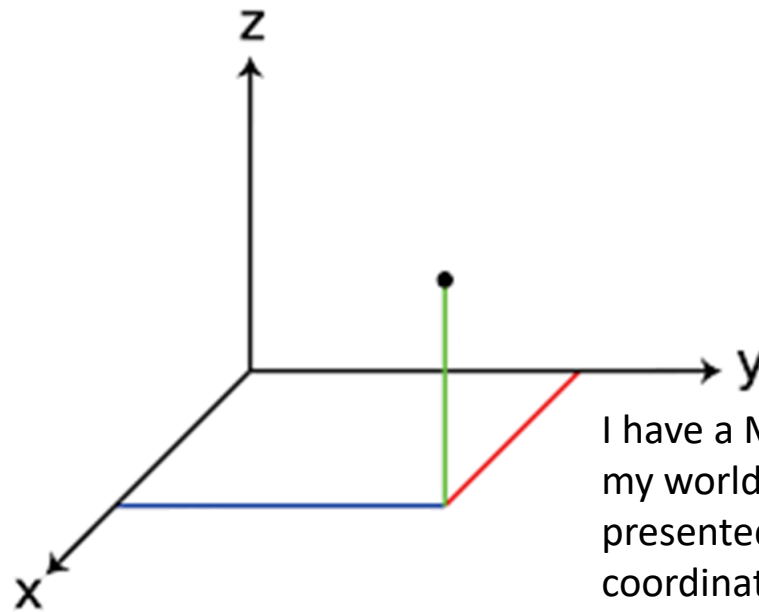
Emotional intelligence (EI), emotional leadership (EL), emotional quotient (EQ) and emotional intelligence quotient (EIQ), is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behavior, and manage and/or adjust emotions to adapt to environments or achieve one's goal(s).[1][2]

https://en.wikipedia.org/wiki/Emotional_intelligence

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**“Yes, I think I have good people skills.
What kind of idiot question is that?”**



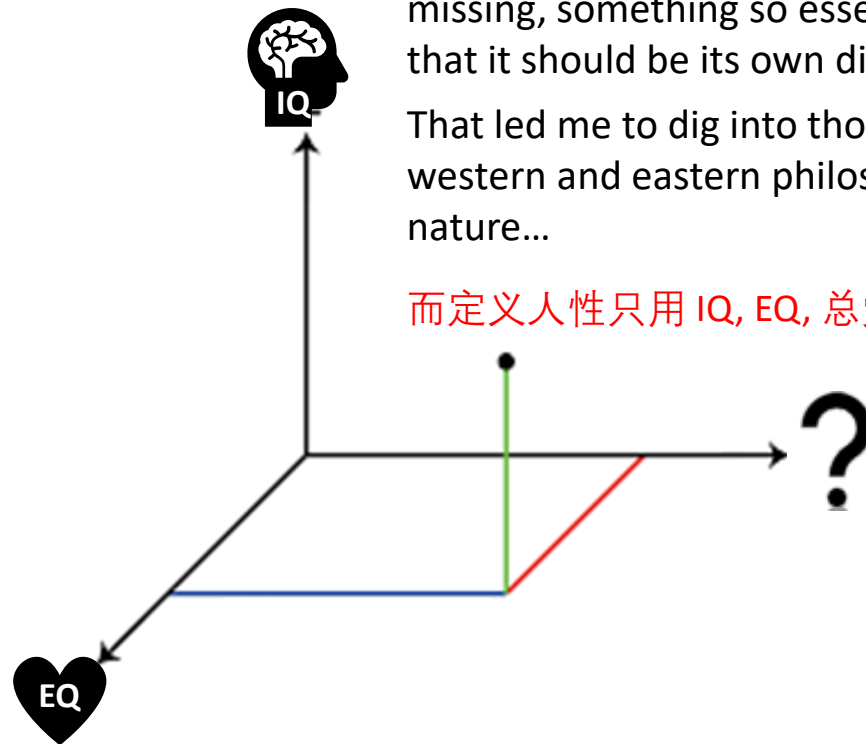
I have a Master's degree in engineering, my world (or the physical world) can be presented with this three-dimensional coordination system, and every physical object, a building, a car, our bodies, has its own unique place in it ...

宇宙的一切实体都可以由三维坐标定位

But in defining human nature, to this date, other than IQ and EQ, I have this unsettling feeling...something is missing, something so essential and nature to humans that it should be its own dimension.

That led me to dig into thousands of years' wisdom in western and eastern philosophy and studies of human nature...

而定义人性只用 IQ, EQ, 总觉得缺了一个维度





Plato (250 B.C.):

Human behavior, flows from three main sources:

- Desire, seat in lions, a bursting reservoir of energy, fundamentally sexual
- Emotion, seat in heart, in the flow and force of the blood, organic resonance of experience and desire
- Knowledge, seat in the head, eye of desire, become the pilot of the soul

<The Story of philosophy> Will Durant p. 20

To Plato and Aristotle's way of thinking, what made it possible to desire a man or a woman was simply the appetite that nature had implanted in man's heart for "beautiful" human beings, whatever their sex might be?

<the History of Sexuality Volume I: An Introduction> by Michel Foucault

早在两千多年前，伯拉图，亚里斯多德就以动物原始的欲望作为一个维度来讨论人性

For what the flesh desires is opposed to the Spirit, and what the Spirit desires is opposed to the flesh; for these are opposed to each other, to prevent you from doing what you want.

— St. Paul, Galatians 5:17

Man has emotion, knowledge, and desire

Wang Yangming (Chinese philosopher, Ming Dynasty, 1472—1529 AD)



西方的圣经, 东方的哲学, 都有探讨人性的欲望

Desire is the very essence of man ...

Baruch Spinoza (17th century)

Sexual desire is a basic instinctual drive from which all other drives derive...

Freudianism (19th century)

Sexual desire ... is not only the strongest, but even specifically of a more powerful kind than any other. It is everywhere tacitly assumed as necessary and inevitable, ..., for it is the desire which even constitutes the nature of man.

Arthur Schopenhauer, *The World as Will and Idea* (Vol. 3 of 3)

In humans, besides heredity, environment, and circumstance, there is the expensive, driving, “procreant urge” of soul (the steaming fountain of desires...)

Will Durant <Fallen Leaves> p 36

近代哲学家们都对欲望有所阐述



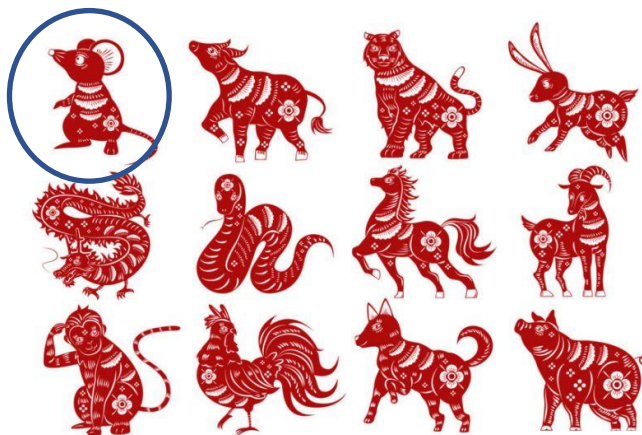
Human, however pretty pretended from outside, under the skin, what's left is nothing but desire.

Kitano Takeshi 1947, Japanese film conductor

How cells grow into human being in a woman's belly?
Roughly speaking, through three sets of tubes –
Tubes radiate from our heart,
Tubes end at our brain,
Tubes circle in our gut (the Intestines), which eventually is responsible for our “gut feeling”...

Abbreviated from <Gut> by Giulia Enders MD

现代人文名士对欲望也各有表达的方式



According to the legend of the Chinese zodiac:

The order of the animals on the zodiac was determined by who was the biggest, so how did the tiny Rat win the No. 1 spot?

When voting started on a market street, the rat jumped right on top of the biggest one, the ox... And people shouted: big mice, big mice!!! So the rat won the first spot on the zodiac!!!

甚至中国民间生肖故事对欲望都有维妙维肖的描述(小小的老鼠是如何在欲望的驱动下赢了大个的老牛而据生肖的首位)

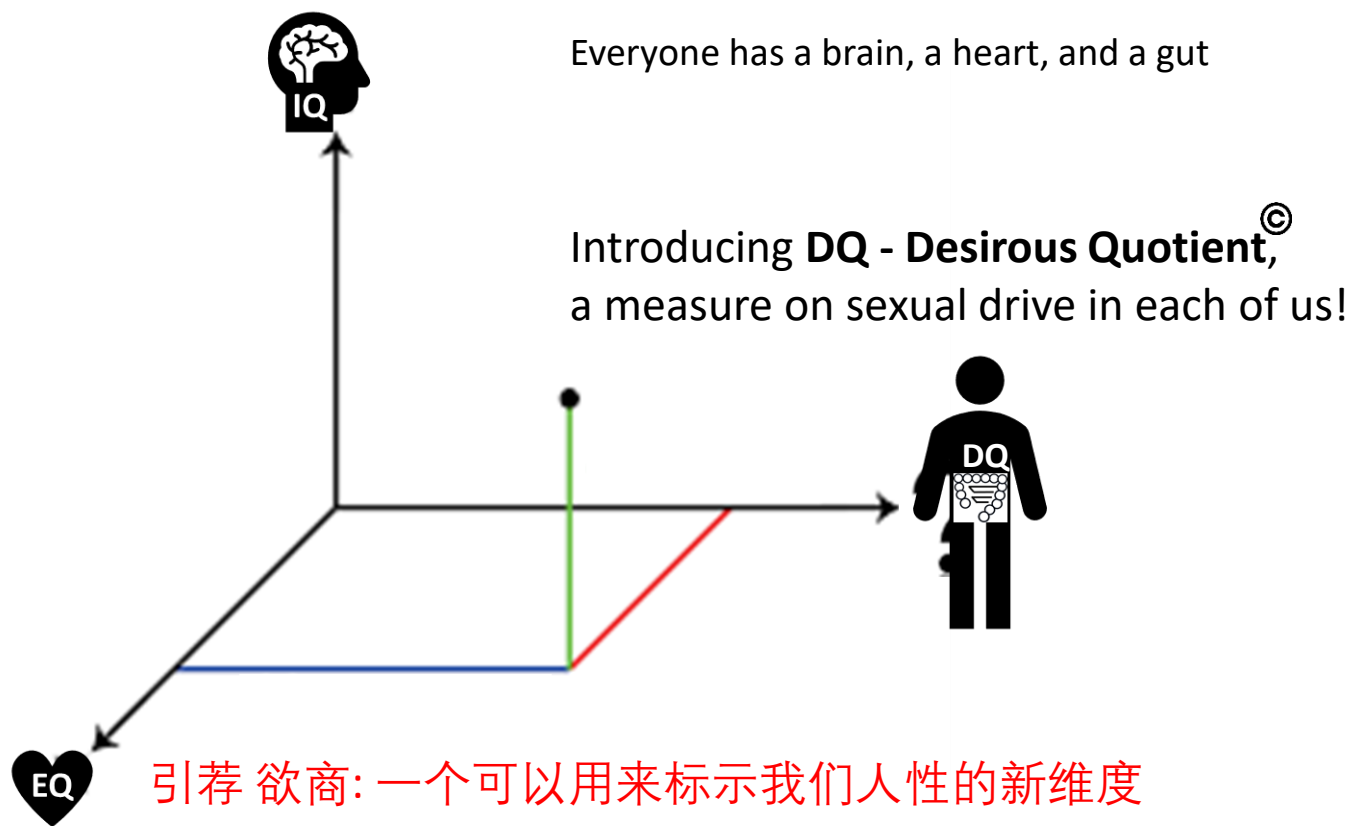
Desire!!!

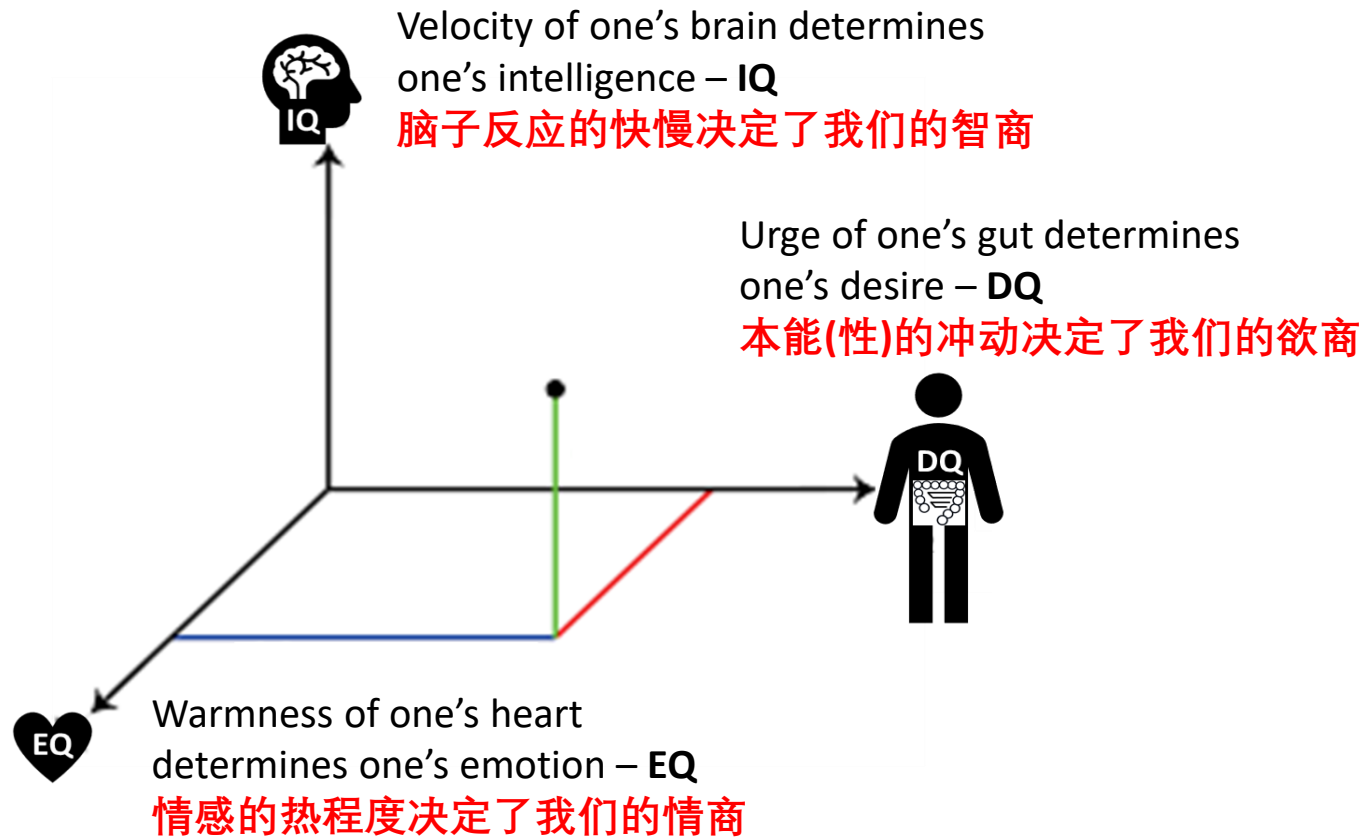
All these findings struck me,
it is this **Desire** (the urgent
feeling in our gut,
fundamentally sexual) that
drives our life!

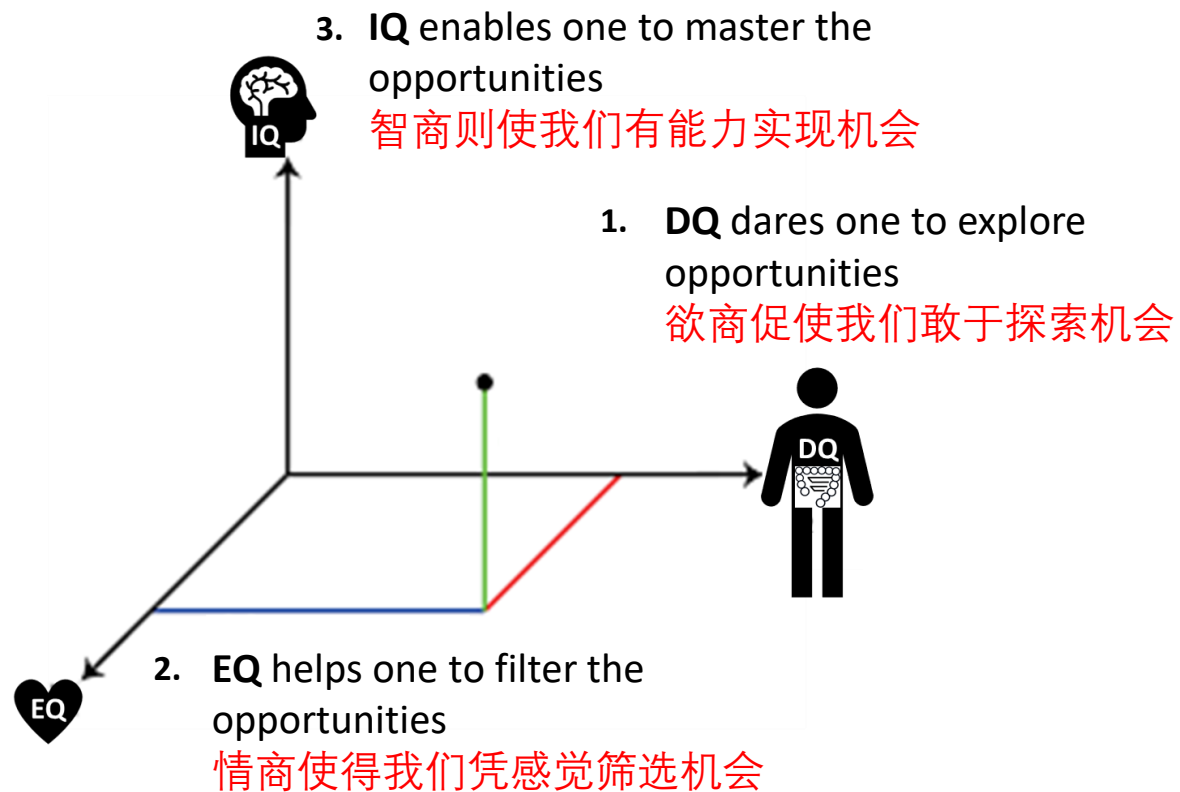
At various levels,
our desire for sex,
our desire for power,
our desire for money...

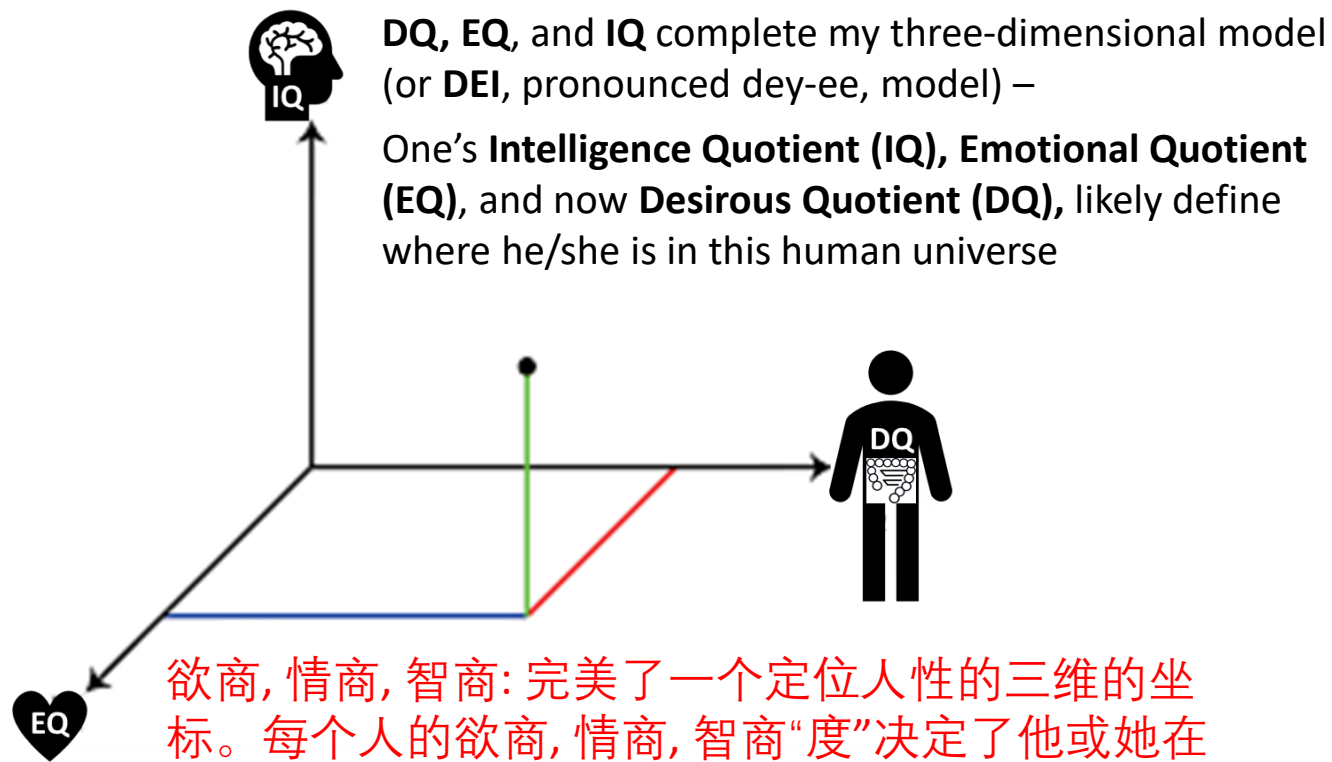


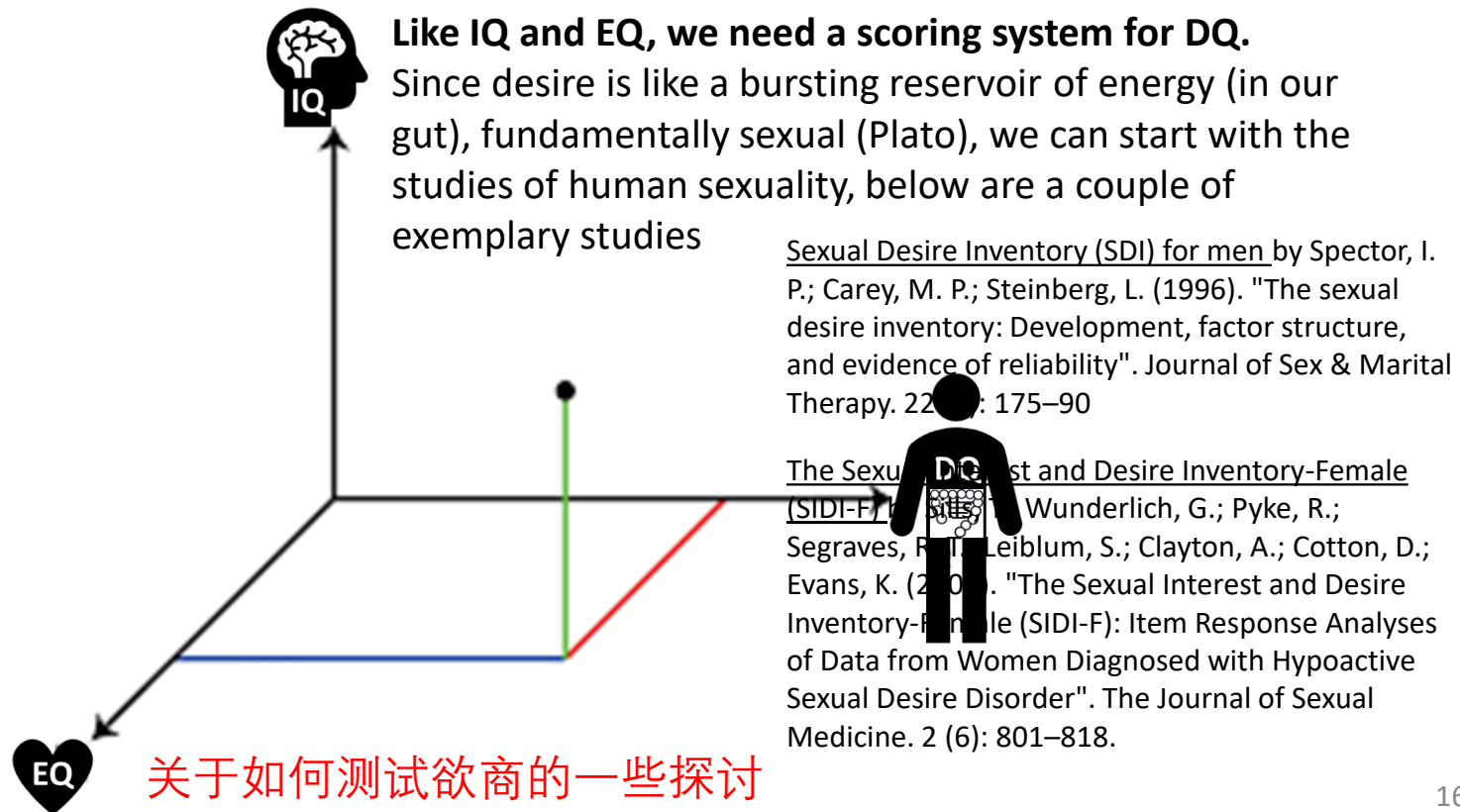
因此认识到， (起于动物原始的)欲望是我们生活的驱动力





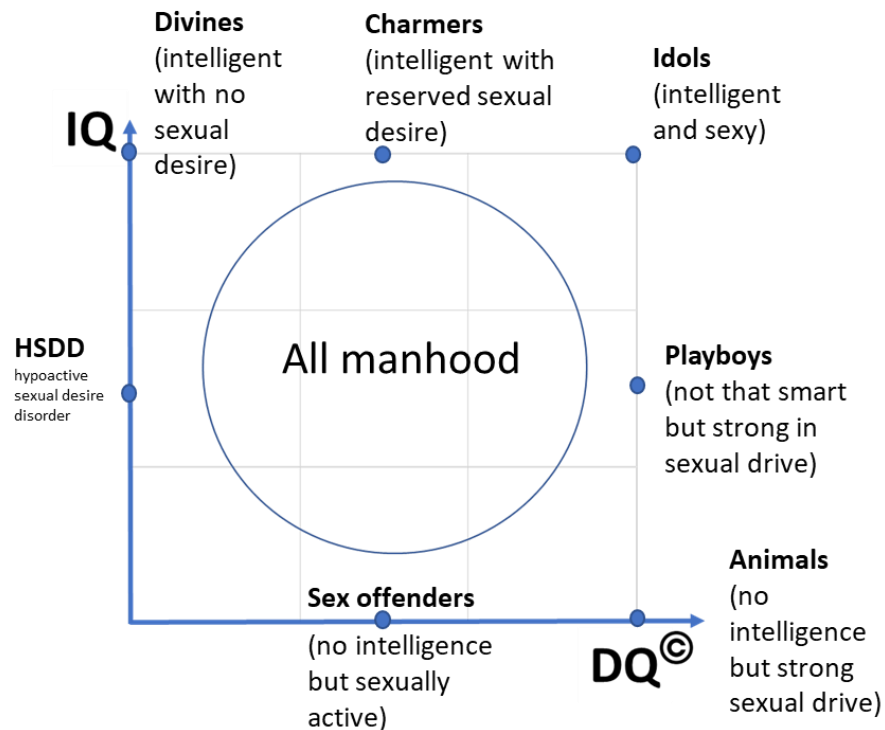


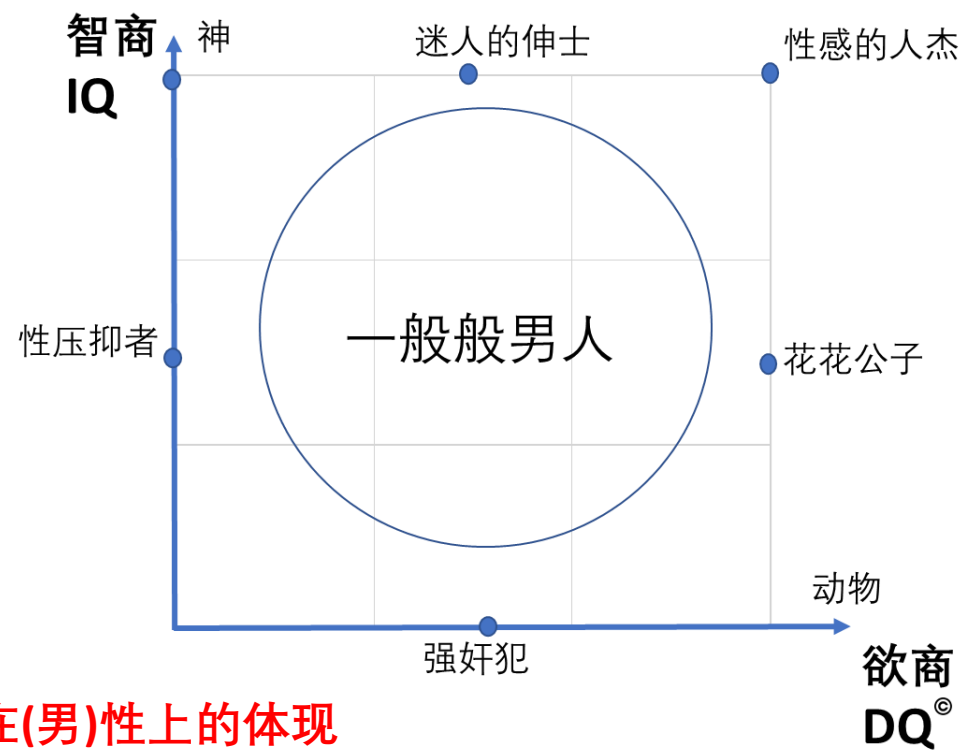




DEI Model applied to sexual nature in men (in relation to one's ability to control it)

- For the purpose of introducing DQ here in this presentation, and the fact that discussions, studies, and measures on IQ and EQ are widely available, only IQ and DQ axes are illustrated here
- This chart can be equally applied to sexual nature in women (Daniel Bergner - What do women want? : adventures in the science of female desire / 2013)

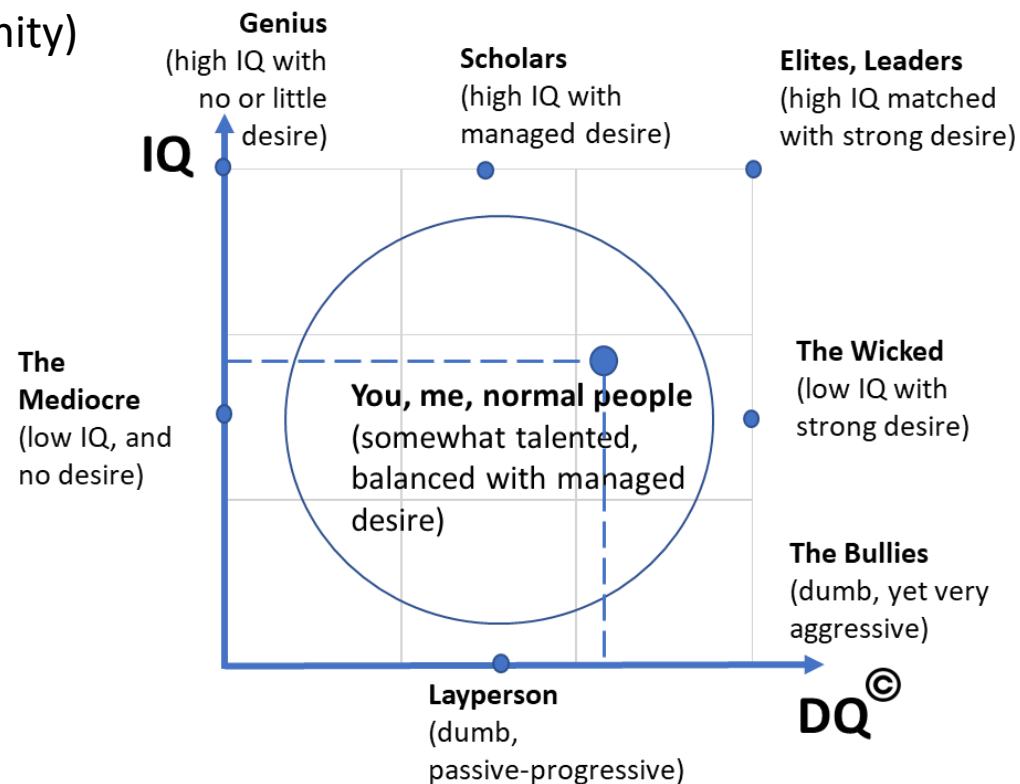


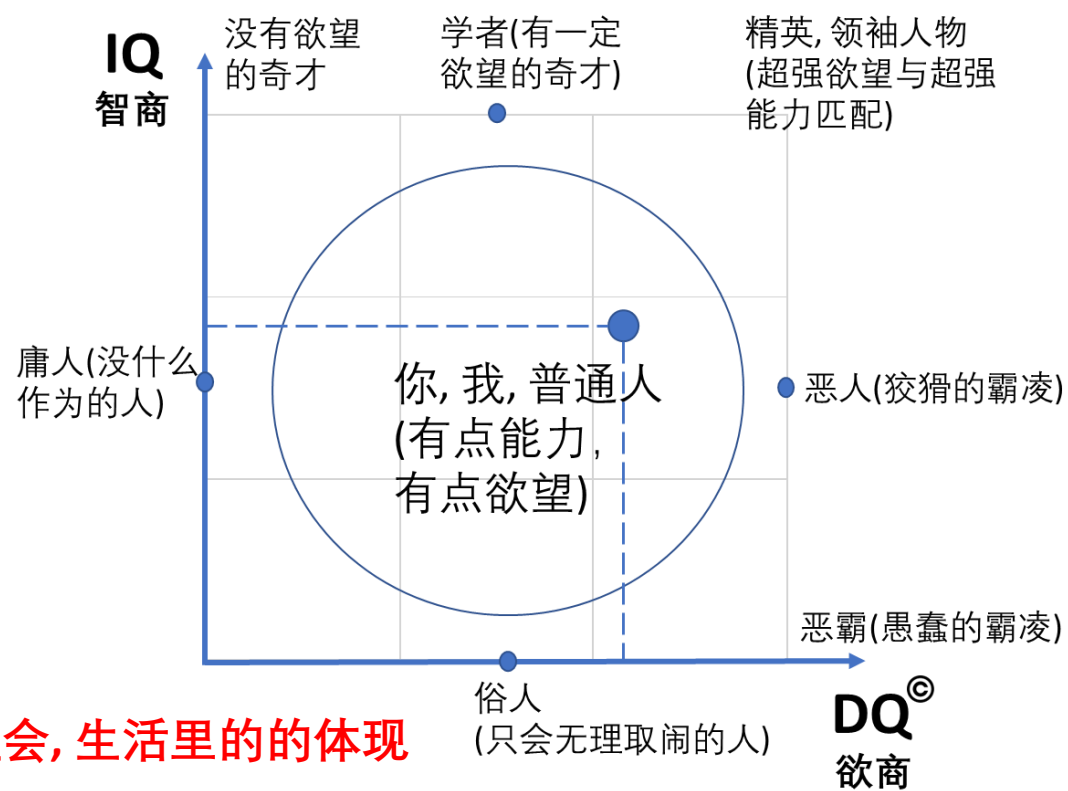


欲商在(男)性上的体现

DEI Model applied to life (society/community)

- For the purpose of introducing DQ here in this presentation, and the fact that discussions, studies, and measures on IQ and EQ are widely available, only IQ and DQ axes are illustrated here
- While DQ, EQ, and IQ are the three essential dimensions that mostly define who a person is, there are other factors in the outcomes of our lives – race, sex/gender, economic, geographic, cultural features.

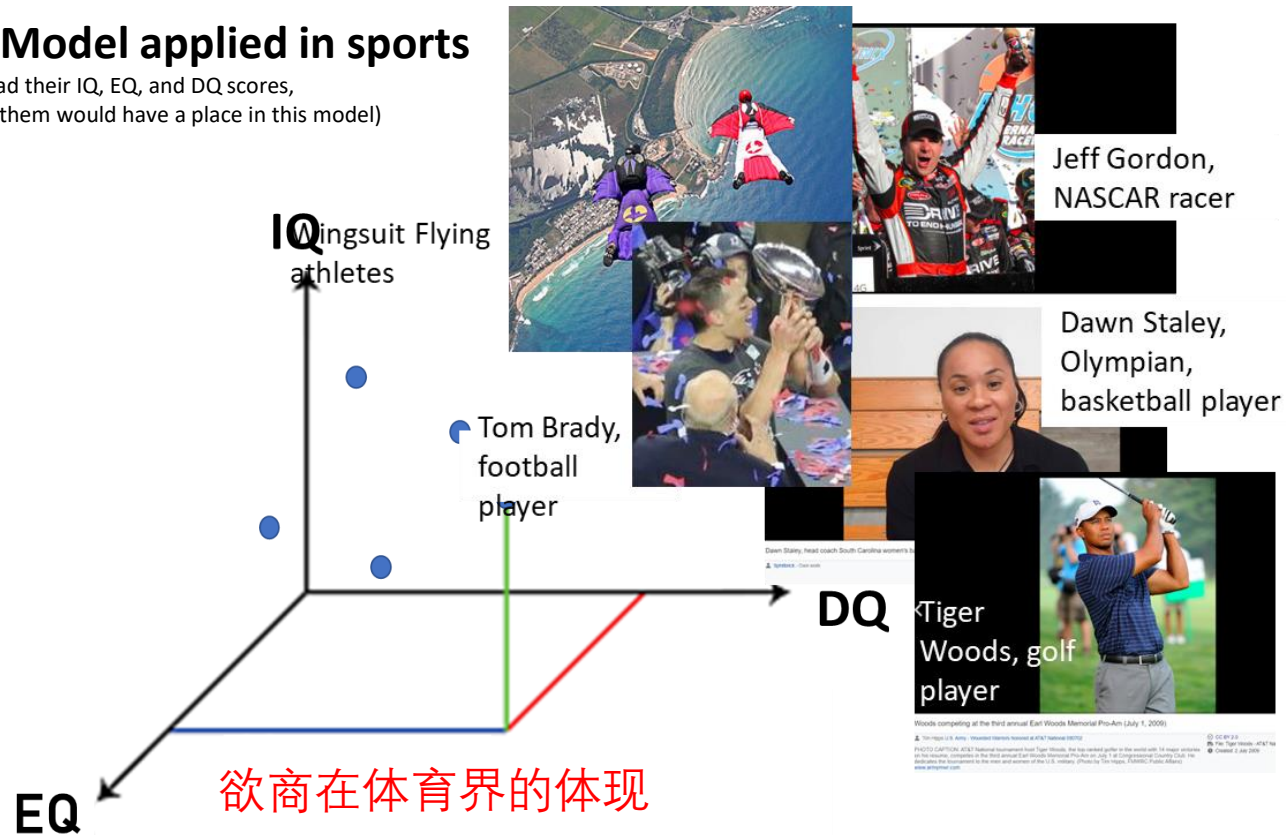




欲商在社会, 生活里的体现

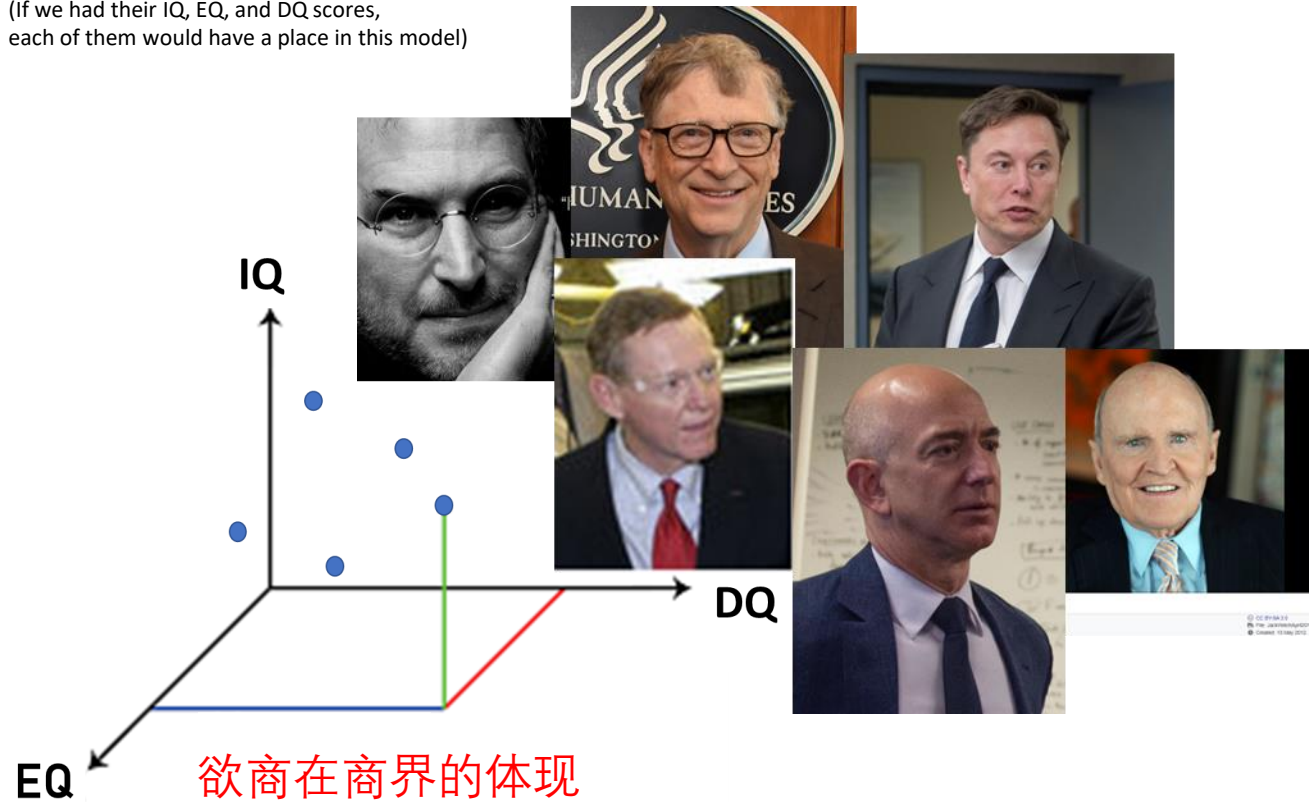
DEI Model applied in sports

(If we had their IQ, EQ, and DQ scores, each of them would have a place in this model)



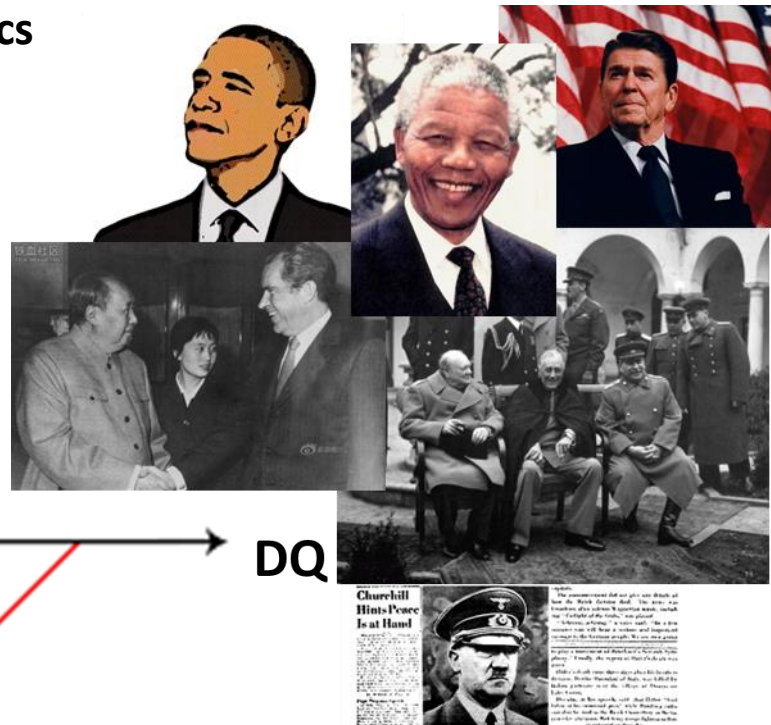
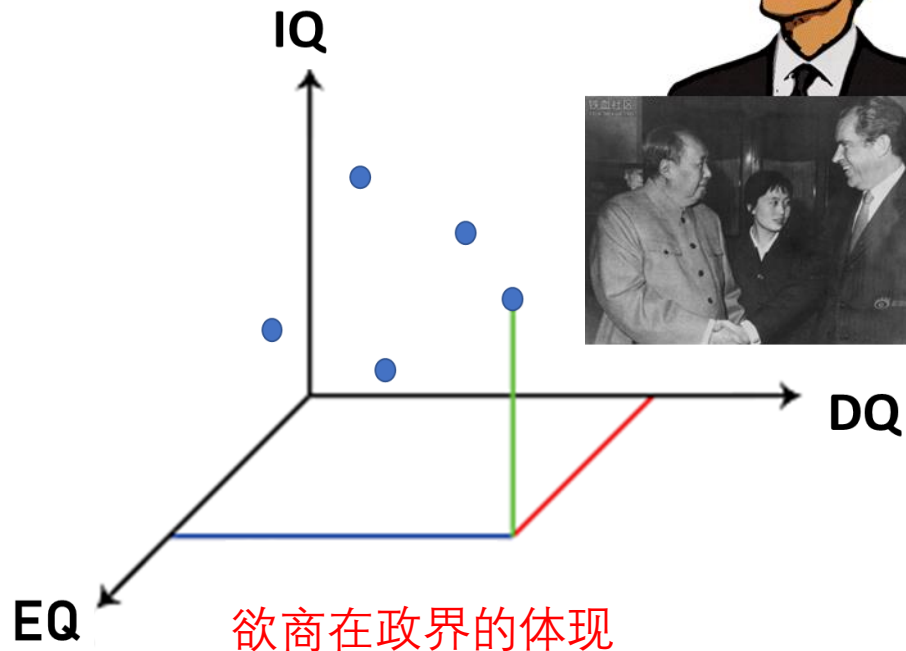
DEI Model applied in business

(If we had their IQ, EQ, and DQ scores, each of them would have a place in this model)



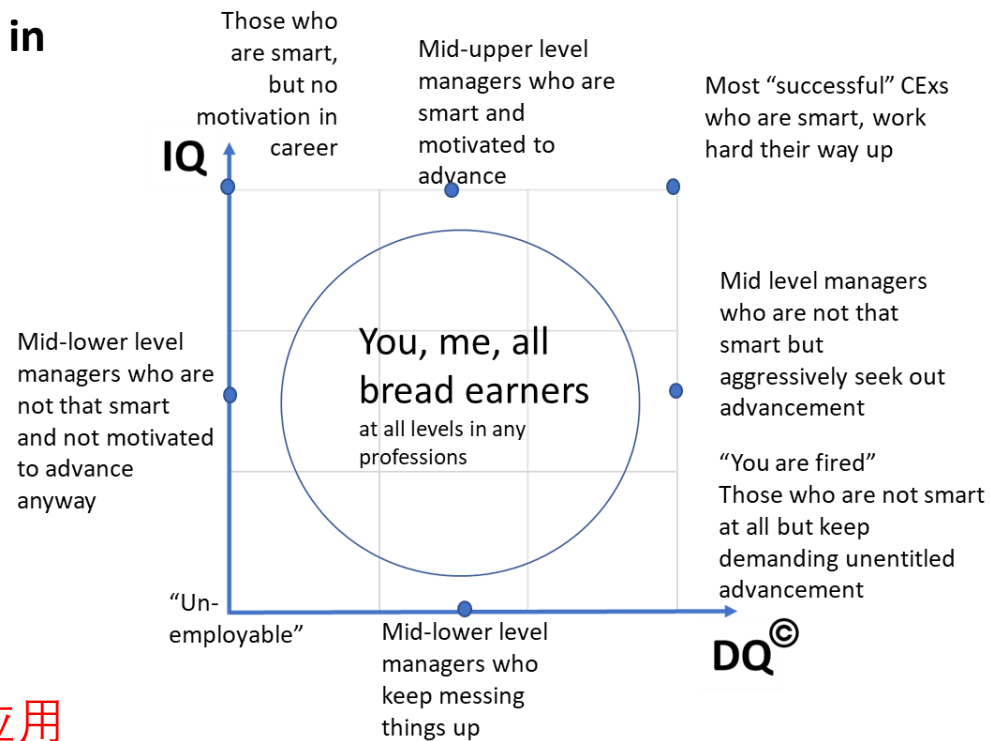
DEI Model applied in politics

(If we had their IQ, EQ, and DQ scores,
each of them would have a place in this model)

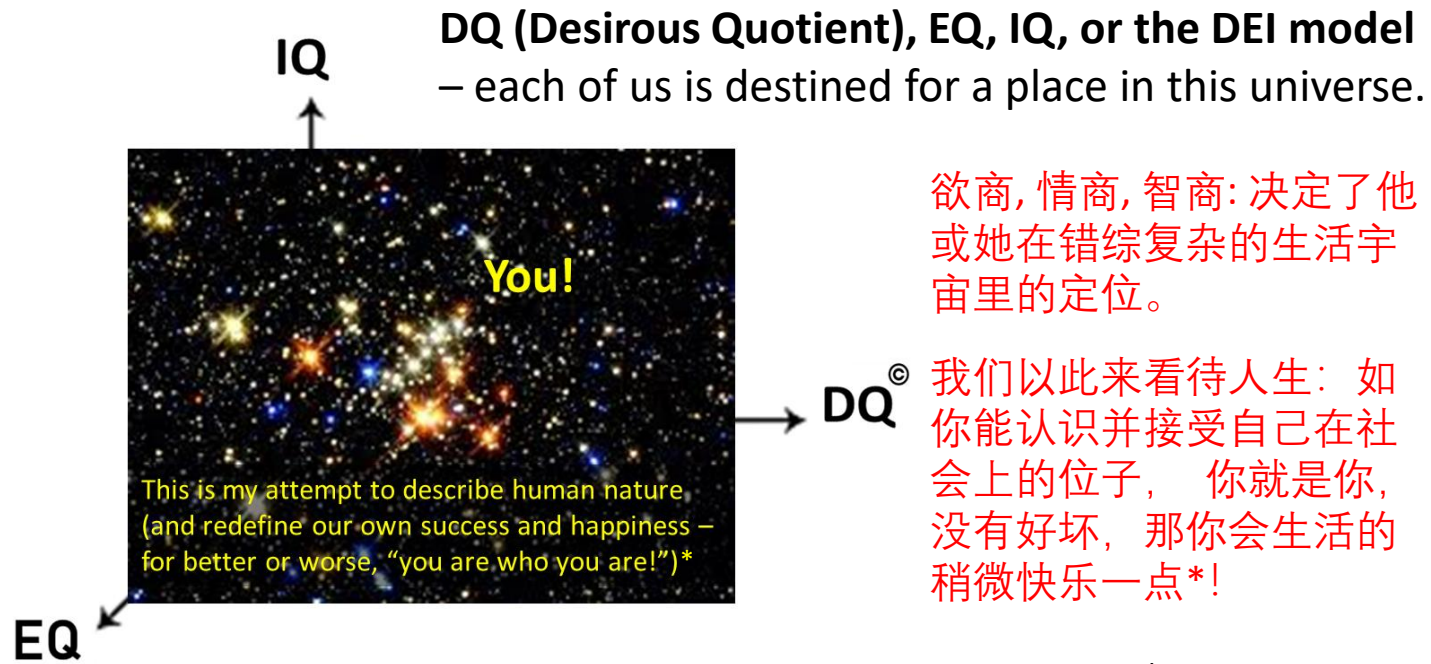


DEI Model applied in workplaces

For the purpose of introducing DQ here in this presentation, and the fact that discussions, studies, and measures on IQ and EQ are widely available, only IQ and DQ axes are illustrated here



欲商在职业上的应用



欲商, 情商, 智商: 决定了他
或她在错综复杂的生活宇
宙里的定位。

我们以此来看待人生: 如
你能认识并接受自己在社
会上的位子, 你就是你,
没有好坏, 那你会生活的
稍微快乐一点*!

* Refer to <A few Words from a Wise Old Man>/BLOG
参阅<一个上海老克勒的几句闲话> /闲话
on www.shanghai-lkl.com

Questions and answers on the DEI model (and introduction of DQ)

Q: There is an EQ, why DQ ?

A: Sexual desire in each one of us, as a driver in our life, needs to be openly called out

Q: What's the differences between EQ and DQ ?

A: EQ, a dimension in describing human nature, is about cognition of emotions; while "Desire is the very essence of man (Baruch Spinoza)", need to be a dimension on its own.

Q: Why three dimensions, complicated ?

A: Human, upon which life is built, is complicated. Again, like all objects in the nature, "three" makes a model definable, stable, and complete in a physical or imagined universe

Q: What's the purpose of defining DQ, or the DEI model ?

A: By assessing (testing) a person's three dimensions, one gets to "Know thyself", accepts "you are who you are" (don't compare with someone else) – one will be a lot happier in life

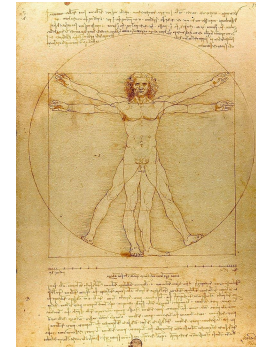
***Seeking academic collaboration with the objective of establishing
Desirous Quotient[©] as a key measuring element of human nature –***

Two potential approaches:

- **Top-down:** write a book to argue and establish DQ as an equal element of human nature as IQ and EQ, in which provide a methodology for scoring DQ;
- **Bottom-up:** set up a graduate study to quantitatively demonstrate (with a questionnaire to score) that DQ is indeed a key element of human nature. Suggested scope of the study
 1. Examine existing test scripts in personality tests, like Myers-Briggs, or “The Big Five personality traits”, for questions that would suit better for DQ testing.
 - with partnership with the owning institutions of these tests
 2. Explore what additional questions we should have in order to construct more scientific measures on DQ?
 - with collaboration with psychologists/sociologists/statisticians
 3. Conduct interviews and/or study biographies of selected well-known people (in politics, business, sports, etc.), use the DQ questionnaire and score them on the DEI model
 - with help from individuals and historians

Desirous Quotient – DQ[©]

A new dimension to describe human nature



Contact: email ibe.shen@gmail.com