

Introduction
in

PLEASURE ECONOMICS

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I AM EXISTING.

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Contents

1. Why pleasure economics?
2. How do I use the concepts?
3. What is new?
4. Who made me think about?
5. What must I have to do “now”?
6. My good vibrations are composed of what?
7. Added value exists on three levels.
8. Accumulation of capital through savings of effort.
9. Gossen´s law (decreasing action pleasure after each satisfaction of needs)
10. What are the differences/advantages of pleasure economics in comparison with the current economic theories?
11. Which conditions are useful?
12. Which conditions sustain damage?
13. From where do I get my effort?
14. How does effort develop?
15. And how does the value of an effort develop?
16. Prospect

End

1. Why pleasure economics?

Recently you can find more and more cross-national scientific studies, not only about the efforts of a society, but also about satisfaction and the individual happiness. Germany occupies in the effort of economics (GDP, export etc.) top positions. In the knowledge areas (PISA) we achieved only middle positions. Our capabilities to enjoy these efforts are less distinctive. In happiness comparisons Germany reached only end positions. What leads to this contradiction? Why are we apparently unable to create, in spite of good will, income and money so less sense of well-being? Are we all masochists? I do not think so. Nevertheless it seems, in spite of the vast number on information, to become more and more difficult, in our complex surroundings, to choose the right way of behavior to transform it successfully into increasing pleasure.

What creates pleasure? What decreases pleasure? As pleasure is a totally individual feeling, I describe less what I am enjoying, my stress lies on the required conditions, thoughts and actions. Even if I take the cause of my perception as base for the perception of all other human beings, it becomes through my feelings and thoughts again unique - and that in each moment new. This does naturally not exclude a certain similarity, about which we agree day-to-day more or less successful. But especially, this in each moment unique perspective of the individual capabilities and chosen needs makes the other person for me extremely valuable.

Independent from how important the motives for my pleasure are, for the other person is the only thing, that really counts, the physical impact of my action. That is why I study the different effects of my actions, on myself and my fellow men. This conscious individual view, another seems me impossible, can be sympathized and proofed by each reader. In the end my only aim is to contribute stimulations to increase well-being and prosperity. That my own successful use is only limited transferable, lies in the uniqueness of each human being, in each moment of his living.

An economic theory, which considers the factor of individual present positive feelings, has naturally a lot of interferences with the fields' psychology, sociology and philosophy (including religions and ideologies). Perhaps this holistic approach is one cause that it is till now not used by the classical scientific. Under a holistic approach I understand the individual with its unique feelings, thoughts and perceptions, in a nutshell its individual current world. My practical daily pleasure research does not get boring, even after 10 years, although I need a lot of exercise to become aware of my feelings and allocate them to my current thoughts and actions.

Divergent from the typical notation I write the words "I" and "you" in big letters, because I want to show respect to the imperfect creators and their unique world. That they are always and automatically in the center of their world, to be their single user, does not make any differences that they could help other human beings with their actions and efforts to increase their enjoyment. To be really aware of my fellow men (YOU) and to be useful for them gives me good feelings, even if it can fail.

My feeling shows me, how good I use my current world

2. How do I use the concepts

I use all concepts in a general and wide meaning; nobody should chew over single words or sentences, but rather should search for similar perceptions in his world. My aim is to describe correlations and give sense.

need shortcoming in physical, mental and psychic level, which is used through action for pleasure optimization

satisfaction productive and consumptions actions for pleasure optimization

effort effect of actions on the internal and external matter
(finishing of matter through work)

service change of work labor

action awareness of thoughts and doings

behavior unconscious doings

pleasure pleasure is the aware perception of a good feeling, which results out of (my) present thought and action. This concept is used here, representatively, for all good feelings, it stands for enjoy, happiness, satisfaction, luck, light humor, well-being etc.

misery opposite of pleasure (fear, anxiety, scare, sorrows, worries, mental burdens, depressive feelings etc.)

economize stands for all unconscious thoughts and actions, which should increase commodities and money and optimize the current good feeling. Including, but mostly ignored, the examination of the present action results on the feeling level. Is the pleasure expectation which was the action cause reached? That's the only way to learn and to correct my pleasure expectations, short make a better choice.

production work and finishing of external matter. Generation of information and commodities

action positive feeling, caused through current thoughts and actions

pleasure

action opposite of action pleasure

misery

expectation anticipation, hope, in a nutshell all good feelings triggered

pleasure through assumptions, speculations, calculations etc.

expectation opposite of expectation pleasure

misery

collective pleasure/misery present feeling of action- and expectation pleasure minus action- and expectation misery. In the whole we get only aware of the sum, the most part is unconscious, if there are no great amplitudes

prosperity positive opinion about the amount of commodities

well-being positive opinion about the degree of pleasure during a long period

holism individual, present unique world (feelings, thoughts, perceptions). Not to mix up with the probable connection of all atoms on material level or even with a super individual world ghost/world-soul (Hegel, mystics, religious adherents etc.)

free-changer offers own achievements (self-determined) for change

force-changer takes achievements without the will of the owners

- a) Against the law (criminal)
- b) According to the law

as member of organizations or groups, which achievements I cannot refuse or which can enforce, protected through law, higher prizes for their efforts. Force-changer “against the law” serves for force-changers “according to the law” as right to exist. Both types of force-changers need another, have identical interests.¹

3. What's new?

The study of correlations between economical thoughts and actions on the current feelings. Especially under the aspect of the ongoing change. "Everything flows" as the philosopher Heraklin already recognized 2500 years ago.

1) To encircle free-change is very easy in comparison with force-change. Finally it is everyone's own decision how strong the force-change rate in his actions is. This applies especially in the education, where help (effort) and force (theft of self-determination) are at close quarters. In the whole it is not about to demonize force-change, but about to show the impact of force-change on the effort and feelings of all parties.

4. Who made me think about?

Herman Heinrich Gossen

Robert Liefman

Ludwig von Mises

And a lot of further authors from the fields of psychology, philosophy, sociology, biology, economy etc. inspired me in my thoughts and verbalizations.

5. What do I have to do “now”?

The all pivotal question in the present seem to be asked from only a few people. On my question I receive answers, like:

I have to work

I have to die

I have to eat

I have to breathe

I have to ...

Again the initial question: What do I have to do? Now?

work No

die No

eat No

breathe No, now I can stop breathing

“How long is now, this moment?”

Scientists claim, that I be aware of three seconds as moment, as now. I support this definition; at least I found a better one.

“Don’t I have to do something now?”

Sure: I have to decide, if I continue to write. But that s a thing that I won’t decide every three seconds again, meaning conscious. Wright, if I won’t decide, my unconsciousness does this for me, so to speak in my order. That is the same for YOU, only YOU are deciding if YOU are going to read on or ... YOU let decide your unconsciousness.

I recapitulate: I have to choose, because I have always a choice. Do I have always a choice? Somebody ties me up and threatens to kill me if I won’t tell him this or that.

Do I have a choice? Yes! It is my one and only decision what and if I speak, or if I deselect the need “live” because it only expects suffering. I don’t choose if I have to die, I just appoint the moment – with what I only push up an obvious fact. A kindly disposed towards everyone, who has always done that, what seemed to be right for him at the moment. He has missed nothing, is able to stop living in an easy going way or “has to” choose now again.

For this I have the following available needs:

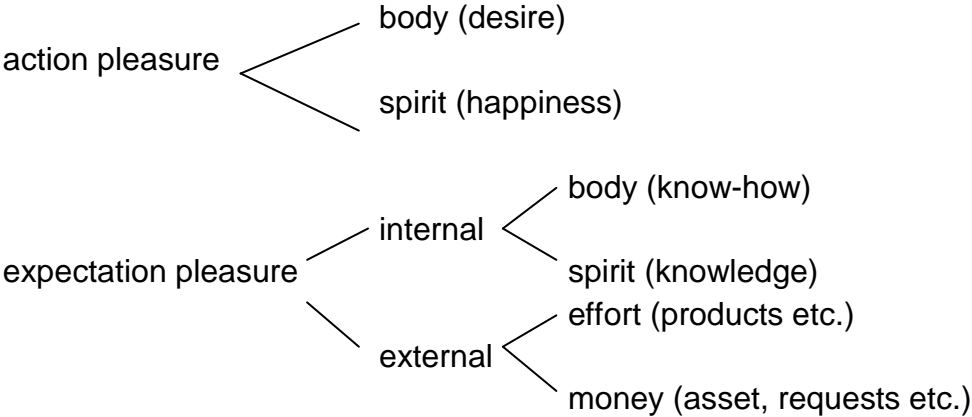
1. Consumption needs (effort use): breathe, sleep, drink, eat
(in the sequences of urgency)
2. Productive needs (effort supply): use and development of mental and physical abilities

Productive and consumption actions help me, through satisfaction of needs to optimize, now, my pleasure.

6. How are my good vibrations composed?

Describing feelings is much more difficult then material things, they are fleeting and under continuous change. This is the same for matter, but essentially slower. If I try to do this instead, it lies in the extraordinary importance for my current, individual thinking and doing. That is the only way to grip my own reality, the instant moment. Finally I find the increase of my positive feelings for the basic motive of all my thoughts and actions, even if I am “now” not really aware of that fact.

The distinction in action- and expectation pleasure is necessary to describe future effects and lasting actions. Hence, my collective pleasure (level of current positive feelings) is composed of action- and expectation pleasure.



The expectation pleasure centers on the expected future impact of my present actions. This impact is shown as achievement in finished matter or information.

This can be a cleaned room, a baked pie, a trained muscle, an answered arithmetic problem, a new realization, a repaired car, a software or what else. The action aims on a finishing of internal (body, spirit) and external matter. To what extend this finishing is realized, is another question and depends on a lot of factors. Important is, that the expected pleasure is the determining factor for the choice of my doings.

Is this the same for my misery?

Misery and pleasure show me, how good I now use my world. The scope of my present feelings ranges from great pain, great anxiety to overwhelming luck, euphoria etc. The endpoints are always unconsciousness, the end of my conscious perception. These extreme areas are reached happily seldom. In the majority of cases my positive feelings range in the mid area and don't raise from alone in my mind. Either I concentrate myself conscious on them, or I wait till reluctance or boredom hustle into my mind. Now it is time for the choice of a new action und its realization.

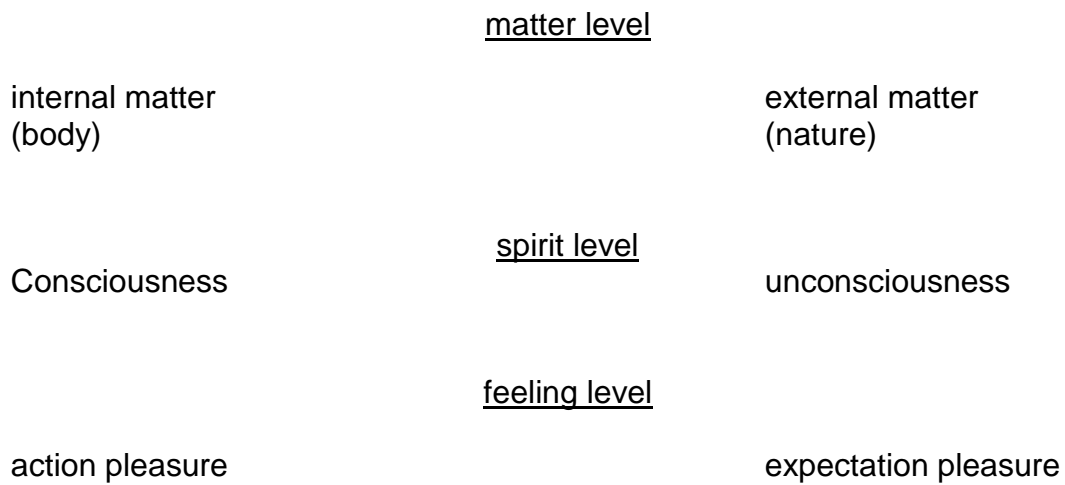
7. Added value exists on three levels

The complete neglecting of the spirit area, or even more of the feeling area, avoids multiple knowledge about economic- and actions causes. The acting individual as before the choosing I – most of the time unconscious – is only understandable in a holistic individual, present way. Each explanation, which is not consequently based on an individual present view, makes me unsatisfied. That does not mean that all economic theories become worthless, on contrary. Without them my work could not be possible.

Where do my thoughts and actions have an impact?

Added value exists on three levels. The previous economic theories grip basically the external matter, production and its distribution. Why and what is manufactured is not grasped. For me economics is the conscious planning and generating of effort surplus, to increase my positive feelings in the long run. That is my only possible way

doing satisfaction of needs through effort use (consumption). Doing economics is the choice of the right action, to optimize my good feelings.



Effort functions, respectively leads, external to more service, products or money and internal to more knowledge and know-how. Not every effort affects each level at the same time. Effort leads mostly to finishing and is therefore meaningful (point 11).

Every action increases and uses effort simultaneously. This view is new and results alone of the individual, present situation. It gets obvious if you took as example my present action. While I am writing, I produce this text, train my knowledge (thoughts are better remembered, new conclusions), skills (handwriting, verbalization etc.), warmth (body), carbon dioxide (breath), security (I am in the bakery) etc. At the same time I use paper, pencil, coffee, oxygen, adipose (I hope so), chair, desk, heating and so on. If I write the text, because I want to do it, I strengthen also my self-authority and my self-confidence. It is another story if I could realize a price for my text.

Unless I always produce and use simultaneously, why does producing achievements make more fun than using it? Producing achievements causes more and stable good feelings. On work my action pleasure is increased through the expectation pleasure (point 9), against what during consumption the expectation pleasure drops down (effort use), hence my action pleasure is minimized. Therefore I can work much longer then consume. My feeling shows continuously to what extend I use my world right for my pleasure optimizing. Unfortunately this feeling is not so strong with me that it raises continuously in my mind. Mostly it expresses itself in reluctance and boredom as soon as I retain an action to long. The only remedy, choose a new action to increase again the good feelings, or the other way round, to decrease reluctance.

Given that I simultaneously create and use pleasure possibilities, it only counts if my action (incl. thoughts) reduces or increases “now” the pleasure possibilities.

Why do I want more pleasure possibilities? Probably I want to experience and feel the next moment, too.

In general:

Effort generating increases pleasure possibilities.

Effort use decreases pleasure possibilities.

Achievement increases always (my) knowledge, skills and self-authority and therefore the efficiency of my thoughts and actions. Only external effort can be changed into money (achievement substitute). If the effort is changed with or without matter part is secondary.

Cash as effort substitute eases free-change (reduces transaction costs), facilitates effort comparisons through prices and its inescapable use for calculation and accounting. Prices can achieve this only as result of free-change, not as state appointed prices (Mises, Nationalökonomie 1940).

Another special use of money consists in savings of own efforts, for a later effort increase (point 8 and 14) or pleasure heightening through consumption.

8. Accumulation of capital through saving and effort

The savings of effort may be probably the secret, which formed in the course of evolution the mammal human being to the imperfect creator. Only through precaution are we able to free us, to a part, from the daily effort supply (food search) and do leisure. Only through leisure we can recognize new correlations and use them in form of knowledge, skills and tools. Without savings of efforts, meaning accumulation of capital is an efficiency increasing not possible. This simple finding is nowadays carelessly neglected.

The concept of capital is here also used in a very wide sense. I can create capital through savings of efforts on the levels body (muscles/fat), spirit (knowledge) and external matter. Like in any other cases plays the extension an important role because out of a luxury good develops easy a suffering one. The finding of a medicine of the past comes here also to the point: Alone the amount of a substance decides over medicine or poison. Fast and without any problems capital turns to ballast, which constrains my pleasure optimization. Here counts: Nothing is for free, everything has its price. Alone the choice of my need and the appropriate action decides about the value of commodities and capital.

Everything, what exists has always advantages and disadvantages.

This easy truth, through continuous perception again and again proofed, is sometimes too easy to be remembered. The fatal perception and overestimation of advantages and disadvantages tends often to roller coaster rides of my feelings. Here one should build upon once intellect and perception. Only all three phenomena together (intellect, feeling and sensory perception) allow me a best possible current adjudgement. But this does not mean that I would also reach the aspired goal.

9. Gossen's law

First law of Gossen:

“The size of one and the same pleasure continues to decrease if we do not interrupt the preparation of it, till it gets to saturation.”

Gossen's law does not only apply on the material satisfaction of needs, it applies also for actions.

During a continuous action my pleasure is decreasing

Consumption satisfaction of needs:

An easy example makes this clearly: the first pot of coffee, in a course of 1,5 hours, in the used morning process, tastes excellent. The second is barely on the pleasure level. The third pot of coffee leads relatively sure to action misery, because of heartburn and tachycardia.

Productive satisfaction of needs:

The work on this theory gives me a lot of good feelings, let me say at least 1,5 to 2 hours. Before my action pleasure declines into action misery, I choose another need if possible a physical action.

need type	productive action (effort surplus)	consumptive action (effort use)
feeling	action pleasure + $\frac{\text{expectation pleasure}}{\text{collective pleasure}}$	action pleasure - $\frac{\text{expectation pleasure}}{\text{collective pleasure}}$

Pleasure optimization through satisfaction of productive needs is more long-term oriented as the satisfaction of consumption needs. That makes the pleasure lost because of unemployment more clearly. The enjoyment in consumption declines much faster than the enjoyment in work.²

2) In the course of work develops the diminishing marginal utility of the generated effort synchronically with the decreasing action pleasure. The increasing marginal utility of the used effort (consumption) leads to a fast drop of the collective pleasure.

The distinction between work and consumption is really unsatisfying, because there are a lot of actions, which minimize effort-pleasure-expectations on money level and increase it on spirit level. The buying of specialist literature reduces my pleasure expectations on the money level. Expecting from the learned a benefit for my future pleasure, it increases my pleasure-expectation-value on knowledge level.

10. What are the differences/advantages of the pleasure economics in comparison with the actual economic theories?

The GWL (german:Genuss-Wirtschafts-Lehre) slides an additional level in the observation of economic actions and starts up consequently from the real individual, current situation.

	aim	instrument
1. pleasure level	more pleasure, now	self-authority; skills and knowledge
2. money level	more money	free-change/trade (different chosen needs and expectations of future developments)
3. effort level	more effort (products)	division of work (different skills, knowledge and capabilities)

Effort and cash are only “instruments” to increase the pleasure level. The only purpose of it is the accumulation of the individual, present pleasure. Here does a general use of commodities not grip. My need, the one, concretely now chosen need is limited (Gossen´s law), the same as my capabilities (self-authority, knowledge and knowhow). That is the cause why I have to economize if I want to raise my pleasure.

The assumption, that commodities are rare, the assumption from which all other theories (neo-classic, Keynes, Österreicher etc.) are based upon, is for myself

secondary, because even my need is limited. That there are only two million marzipan pigs is also marginal like the fact, that there are only two trillion coke bottles or any other limited amount of finished nature. As long as the sun shines, is the amount of finished nature/matter increasing. It is my challenge to put it into a pleasurable condition. The finishing of nature to achievement and its consumption are offering pleasure possibilities. That is why the classical economics, in my opinion, grasps to brief. If we won't come up with the real individual and his concrete motives and actions, we are not able to understand, really, the real economics. The utility of an effort (commodity) depends therefore on a concrete pleasure expectation. This pleasure expectation requires the choice of an adequate need as given. Out of the pleasure-expectation of action to satisfaction of needs derives the pleasure- expectation-value of effort (product). The actual pleasure depends on a lot of other preconditions.

11. Which conditions are useful?

a) self-determination

If I have to do or if I want to have something, has an enormous impact on my pleasure.

b) sense

If I am not able to put sense in my action, my pleasure is decreasing. I create sense in finding and using a positive view of the present situation, which leads automatically to more well-being, happiness and fun.

c) need size

Depending on the importance the chosen need, so much higher is the pleasure on its satisfaction (point 9; Gossen's law).

To postpone (save) a satisfaction of need increases the pleasure twice. More action-pleasure through a higher need and more pleasure-expectation through saved efforts (money).

d) extend

The individual present extend is essential for the crossing from pleasure to misery (point 9; Gossen's law). Stop the current action just in time. The amount of used goods or achievements gives additional information.

e) time

Allow generous time. Here counts the same: frequently less is more (deadlines, responsibilities etc.) and it is seldom to late, but in many cases to early.

f) dormancy

After a good sleep action makes more fun.

The pleasure lies in the person who does the action, not in the things. Important is the conscious, wanted action and its examination.

Do I reach the pleasure expectation? If not, why? Has the action gone according to the plans, was the only wrong thing my pleasure expectation. Get aware of it and correct it.

12. Which conditions sustain damage?

Now we will reach a very important part of this work.

Till now I looked only at the correlations in my body (myself) – now I am going to integrate the other, our counterpart.

All human interaction takes place on the matter-/energy level. Beginning with the conscious perception of look, hear, feel over the change of signs and words (texts, opinions etc.) to the change of matter (products, effort, money etc.).

The free-change does not start at carrying over matter; it starts at the aware perception of the other human being (YOU). I pay attention, a smile, a hello up to my opinion. The next steps of the free-change are helpful actions like attending the door, let somebody go ahead in the queue or on the crossroad etc. Followed by comprehensive actions with more service in return.

There are two important differences in the constructs well-being and prosperity: a voluntarily done change-act and a forced one. I call it:

free-change - offer of own efforts

force-change - theft of alien efforts (according or against law)

Free-change increases goods and pleasure possibilities for both exchangers:

- **own and alien friendly**

Force-change decreases goods and pleasure possibilities for both exchangers:

- **own and alien hostile**

The philosophers characterize free-change as ethic and moral act.

This is the same for all change activities. It does not play a significant role for the result of prosperity (matter) and well-being, if you ask in free-change for more service in return than the acceptance of the gift. Even efforts, offered to high prices, are better than none.

Important is: Free-change consists always of two pleasure-expectations-values, which also indicates two winners. So, it is possible that everybody who realizes his free-change-gain does automatically the same for his change partner, even if he has only considered his benefit. Free-change is therefore at the same time selfish and altruistic.

Without taking the pleasure level in consideration it seems profitable to challenge one's living as force-changer. But this is a momentous mistake. If we look at the pleasure potential of the four effort sources it becomes obvious.

13. From where do I get my effort?

	action pleasure	expectation pleasure
1. Own effort through work	+++	+++
2. Donated (own) effort	++	++
3. Stolen effort (force-change)	+	+
4. Donated, stolen effort (the needy)	-	+

Other possibilities of satisfaction of needs are for me unknown. The first two are free-change acts. The second version lost, because of the dependence of the presentee and his reduced expectation pleasure, as he learns less from his productive actions. Version 3 is a force-change with all negative side effects. Version four captivates through less or none self-authority and reduced pleasure expectation (money, knowledge, skills)

“The force-changer harms himself first.”

In fact also disease data and early retirements tell another story. Only sadists have fun in harming other people. I don't know anybody, but it would not hit over 5% of the population, meaning that a great part of all force-changer act without a lot of pleasure and goods. The most of them are not aware of the fact why they earn less desire but a lot of frustration.

Another cause for the health damage lies in the strong rivalry between force-changers.

The free-changer has the possibility to change his efforts in fierce competition, hence, is able to open new markets. The force-changer generates none or only marginal efforts. Every other force-changer reduces the anyway limited pie, he is so to say his direct “green-eyed envy”. In contrary, enlarges the free-changer the pie for all others, even if he pursues only his advantages. Enlarging the pie through own efforts, instead of fighting for existing goods, is result of reason. This capability is the origin which turns the mammal human to the imperfect creator of his individual world. Through his nature finishing actions he creates pleasure possibilities for himself, but also for his friends and his further surrounding.

That is one of the main points why force-changer shout loudest for justice. Where nobody produces an own achievement, everybody wants to get an equal (just) part of the prey. Instead of each his own (the motto of free-changer), he demands each the same. Hence, unique human beings have different capabilities. Choose varied productive and consumptive actions and generate and use different efforts. The demand for equality stands therefore on its maximum size in front of each individual action. This can be strived with an unconditioned basic income out of consumption tax. The advantage for the individual pleasure optimization seems for me enormous. But this, I am going to explain later.

14. How does effort develop?

me + capabilities x time = effort 1

me + capability + tool x time = effort 2

me + capability + tool + alien effort x time = effort 3

Without an individual (Me) who works is no effort possible. The factors capabilities (knowledge and skills) and time define the result of the current individual action. Work is only useable as effort through the finishing of matter.

Any further progression (effort 2) can be reached through the insert of tools. For this purpose you have to save effort to develop and produce a tool.

Resources are saved efforts in form of knowledge and skills (human capital), as well as tools, raw materials etc. (real capital).

For somebody like Robinson Crusoe is effort 2 the highest point on productivity, which he can reach with his work. Effort 3 gets only possible with alien efforts.

Alien efforts can be current work of somebody else, or an effort in form of a pre-product etc.

Effort 3 is therefore the highest possible achievement, which can be done in one time unit. For the generator of this effort it has, since the decision for especially that action, a more or less great pleasure-expectation-value. The effort-pleasure-expectation-value, short pleasure-expectation-value is subjective, individual and present. The pleasure-expectation-value for my achievement does not automatically lead to the pleasure-expectation-value of somebody else. Even my pleasure-expectation-value alternates. The pleasure-expectation value of the change partner is the crucial factor.

15.How does the value of effort develop

Each value is present, individual. It is defined through the extension of my chosen need; more precisely the pleasure, which I expect if I use the effort for satisfaction of needs. The expected pleasure is crucial. The most people are not aware of the pleasure-expectation-value at the choice of an action, for example at buying a product. The pleasure-expectation-value is not measurable, it is a feeling. But it enables a string – we can fix an individual and current order: from which action or which product we expect which pleasure. The individual present pleasure-expectation value is crucial for the choice. The pleasure-expectation-value of the effort, which I change against my own effort, is always of a higher position. That is why every free-changer realizes an individual, current pleasure-expectation-gain. The expected pleasure corresponds with the action pleasure, which we expect during the use of the product. The feeling, during the imagination of the action, is deciding.

Most of time, this is totally unconscious, because we have a lot of action possibilities. Being aware or not, we choose the action, which we expect to have the best pleasure, or we continue our present action. Only if the present collective pleasure (action- and expectation pleasure) drops under an individual point, starts our unconsciousness to separate new action opportunities. Only at a certain deepness of the present pleasure (positive feeling), this choice would reach our consciousness. Usually it is a feeling of boredom and reluctance. This signifies the first pre-condition for a pleasurable acting: becoming aware of it.

16. Prospect

If my conclusions apply, this would have crucial impacts on many economical, sociological and political questions.

The positive effect of free-change, as well the negative effect of force-change are in the whole less considered and inadequately studied.

Thus I will continue to work for and I will be glad about any support. That is the same for practical experiments.

The End

I succeed much better in the conscious and intuitive appliance of my theory, than grappling it in words. The first trial was a heavy born and needs following work. That is why I am glad about any additional support. Precisely in times of mass prosperity, which I really welcome, should the current pleasure be more spotlighted. More pleasure is always possible, even if the prosperity is low. The type of goods, especially the price, has only light impact on my well-being.

If I could stimulate the one or the other reader to own pleasurable thoughts or even actions, I am glad about it.