

Self-actualization

How the motive of self-actualisation influences migration of singles and families?
Prague hinterland in 2018/2019

The main goal of the research

- **Differences between “high” and “low” amenity areas**
 - Why people decide to take one or another
 - Comparison among 5 different localities
- **Revealing the decision-making process**
 - Motive of **self-actualization** ?
 - The most important factors which have an impact
 - Their combination and intensity

What is self-actualization?

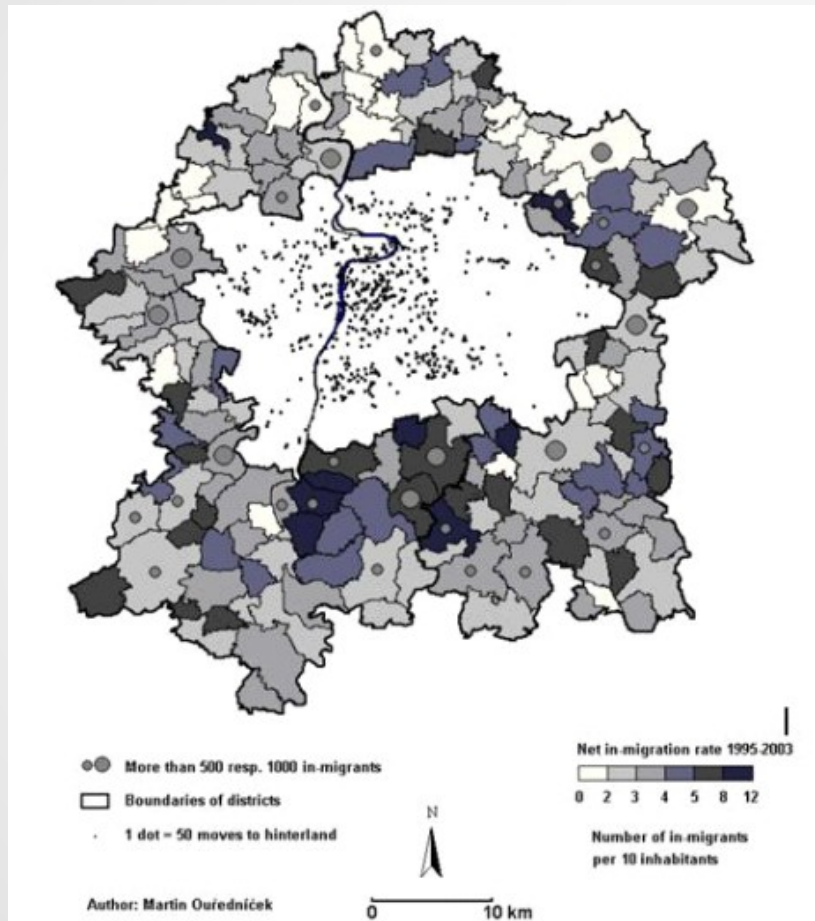
- **Definition:**

- *“What a man can be, he must be” Maslow (1954)*
- *It can be thought of as the full realization of one’s creative, intellectual or social potential.*
- Usually anticipated as a typical B-need

- **D-needs vs B-needs**

- Deficiency motivation: struggle – fill the gaps
- Self-development (Being): joy – curiosity, knowledge
- Maslow (1961)

Prague hinterland – newcomers

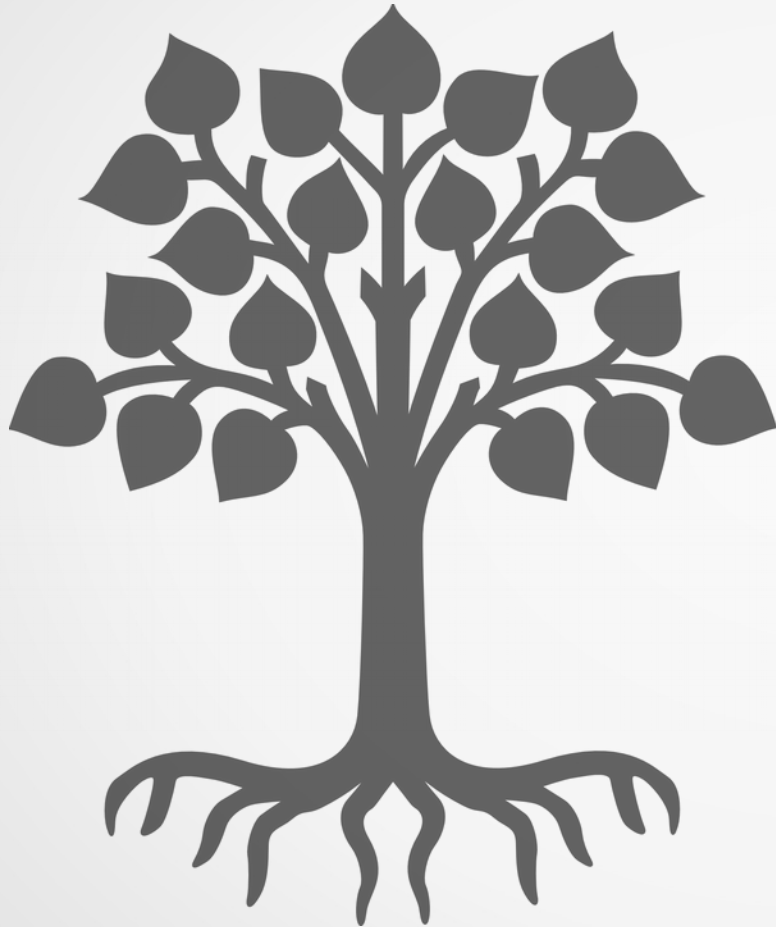


- Which combinations are working for different places
- How is the decision for the place made?
 - In case most increasing localities
 - In case less increasing localities

Reason Analysis

- **The most important reasons for leaving a city:**
- Decision making process
 - Starts when they decide to go:
 - Push factors – Pull factors - Reasons why
- I. phase – unstructured interviews
 - Analysis – creating “accounting scheme”
- II. phase – semi-structured interviews
 - With an accounting scheme
 - Analysis – patterns, diagrams

“Tree of Decision”

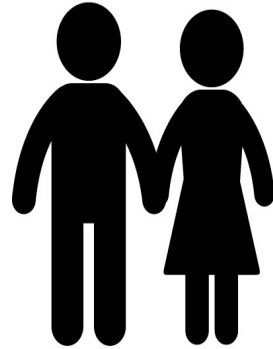
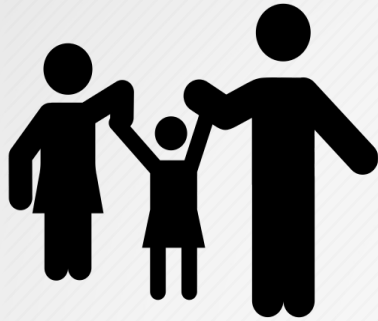


- ROOTS
 - List of push factors
- TRUNK
 - Locality pitch
- CROWN
 - List of pull factors

FIRST RESULTS

Basic decision making patterns

Children are powerful



- The main differences
- Families
 - Children or not
- Couples
 - Children in the future
- Singles

Family thinking

- PUSH FACTORS – **no trigger**, slowly surely
 - Not enough space, rush, a garden or nature needed
- PULL FACTORS
 - What is a real motivation?
- Everything is regarding to kids - **ALMOST**
 - Only one goal – how to arrange raising kids
 - Amenities of the place is only a “bonus”
- Self-actualization
 - Very small intention or zero

Subtypes of Family thinking

- ALIGNED mode
 - Everything must be perfect
 - High educated, healthy food, healthy environment
 - 2 or 3 cars – using daily, work, private schools
 - A new house
- RELAXED mode
 - An old house
 - Children in the village school
 - Using a bus for commuting, sometimes a car

Pre-Family thinking

- **TRIGGER**

- Necessary to move - immediately
- Unexpected money
- Exceeded threshold

- What is a real motivation - achievement?

- **Children are taken into account**

- First intention is a career of both
- Second intention is a playground or school

- **Feeling of the place**

- Animals (birds, squirrels) and “mood of landscape”

Single or couple thinking

- Singles
- Couples – without an option having kids
 - Too old, or homosexual or sure about impossibility
- Children aren't taken in account
 - Thinking about themselves
 - Self – actualization, achievement, good life
- Local infrastructure
 - They don't care

Outstanding people

- **Singles or couples**
- Their story is out of the patterns
 - unusual
- Both of types, kids or not, all ages, young or old
 - Thinking about themselves
 - Meaning of life, achievement, good life
- They have a story which is not common
 - No patterns

Creating the place

- **Desire to create the own space**
- Background motivation for everyone:
 - Manifestation of creativity - adjustment
- Or
 - Manifestation of ownership of the place
 - Being in charge of the place – big changes
- Or
 - Production of space (Henri Lefébvre)

Thanks for your attention

