

RESEARCH ON THE NEED FOR PURPOSE

1. CHRISTIAN READERS' NEED FOR PURPOSE—IN LINE WITH THE 2019 TEMPLETON FOUNDATION MISSION [K. Brazelton December 1, 2018 at 7:42 PM]

The primary philanthropic organization that has reviewed six decades of research into the meaning, development, and benefits of purpose in life

<https://templeton.org/>

The John Templeton Foundation aims to advance human well-being by supporting research on the Big Questions, and by promoting character development, individual freedom, and free markets. The Foundation takes its vision from its founding benefactor, the late Sir John Templeton, who sought to stimulate what he described as “spiritual progress.”

WHAT IS PURPOSE AND HOW DO YOU MEASURE IT?

In psychological terms, a consensus definition for purpose has emerged in the literature according to which purpose is a stable and generalized intention to accomplish something that is at once personally meaningful and at the same time leads to productive engagement with some aspect of the world beyond the self. Not all goals or personally meaningful experiences contribute to purpose, but in the intersection of goal orientation, personal meaningfulness, and a focus beyond the self, a distinct conception of purpose emerges.

Studies and surveys investigating individual sources of purpose in life cite examples ranging from personal experience (being inspired by a caring teacher) to concerns affairs far removed from our current circumstance (becoming an activist after learning about sweatshop conditions in another country). Most world religions, as well as many secular systems of thought, also offer their adherents well-developed guidelines for developing purpose in life. Love of friends and family, and desire for meaningful work are common sources of purpose.

2. THE CHRISTIAN READERS' NEED FOR PURPOSE—IN LINE WITH THE 2018

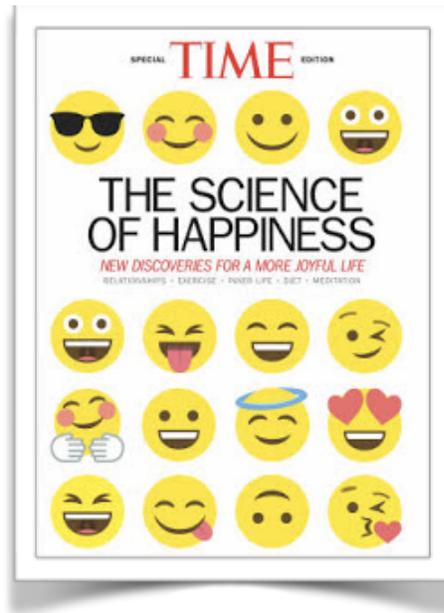
PEW RESULTS [K. Brazelton December 1, 2018 at 7:42 PM]

~ According to a Pew survey 2018, there has been a huge spike in the number of Millennials—those Americans under 30— who doubt the existence in God. According to the longitudinal study, 68 percent of Millennials in 2012 agree with the statement “I never doubt the existence of God.” That's down from 83 percent in 2007.

So what is causing this 15 percent change? Is it the economic fortunes of young people? Or, could the decrease be due to the influence of prominent atheist role models (e.g., Thinkers like Christopher Hitchens and Richard Dawkins), who have made it more intellectually fashionable to be an atheist today? They have certainly had an impact.

I (Katie) believe God created each of us for a purpose and that it is time for me to be a Christian influencer, a role model for Millennial Thinkers. It is my mission in TWF to make the purpose-conversation much more intellectually fashionable amongst all types of God-believers and non-believers—young and old!

3. CHRISTIAN READERS' NEED FOR PURPOSE—IN LINE WITH A JULY 2018 TIME MAGAZINE SPECIAL EDITION TIME Magazine “The Science of Happiness” 2018 special edition; Time Inc. Books, New York, NY. Editor Edward Felsenthal—Self-Help. 96 pages. [K. Brazelton December 1, 2018 at 7:42 PM]



Online Promo: In an all new special edition [July] from TIME, The Science of Happiness: New Discoveries for a More Joyful Life, editors investigate exclusive, cutting-edge research from the Lee Kum Sheung Center for Health and Happiness. Focusing in on the debate surrounding whether or not there is a direct relationship between happiness and health, this special edition explores the factors that affect happiness in three outlined sections—mind, life and spirit—and considers aspects such as positivity, optimism, purpose, family, finance, spirituality, and gratitude, in order to examine happiness from different angles.

Lead Article: *The Science of Happiness: Evidence is growing that the connection between mind and body—between well-being and physical health—is real.*

Laura Kubzansky and K. “Vish” Viswanath, co-directors of the Lee Kum Sheung Center for Health and Happiness at Harvard state, But while research on the matter [of the science of happiness] may not be perfectly consistent, well-controlled studies conducted in large populations indicate that people who are more optimistic or have a greater sense of purpose have at least a 20% reduced risk of developing major illnesses such as coronary heart disease and diabetes. page 6, Time

Secondary Article: *Fourteen Ways to Jump for Joy (Find Purpose in Pleasure)*. Ellen Seidman

*For total happiness, you need a mix of activities that give you joy and a sense of meaning—what Dolan [Paul Dolan, *Happiness By Design*] calls the pleasure-purpose principle. “If happiness were only about pleasure, what would be the point of having kids or helping others?” he says. “To be truly happy, we need feelings of purpose, too.” page 39, *Time**

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4. CHRISTIANS' NEED FOR PURPOSE—IN LINE WITH A MAY, 2017 FORBES

ARTICLE [K. Brazelton December 1, 2018 at 7:42 PM]

Article about Zuckerberg's Commencement Address: *Pursue Purpose Over Success: The Science Behind Mark Zuckerberg's Advice To Harvard Grads*. Margie Warrell, Contributor. May 30, 2017, 08:10am. 5,963 views.

A phenomenal article/speech with a dozen+ purpose quotes, like these below;

Last week Mark Zuckerberg returned to Harvard, the college he 'dropped out' of to start Facebook, to deliver the commencement address. One might expect he'd have talked about leadership, innovation or risk taking. Perhaps even on the dangers of living life as though it were a Facebook feed. But no, he focused on purpose; urging Harvard's bright young scholars to commit their lives to a purpose greater than themselves; greater than status, salary and traditional measures of 'success.'

"Purpose is that sense that we are part of something bigger than ourselves," Zuckerberg said, "that we are needed, that we have something better ahead to work for. Purpose is what creates true happiness."

Our purpose tends to sit in the intersection between what we care about most and where we can contribute most to helping others in some way.

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