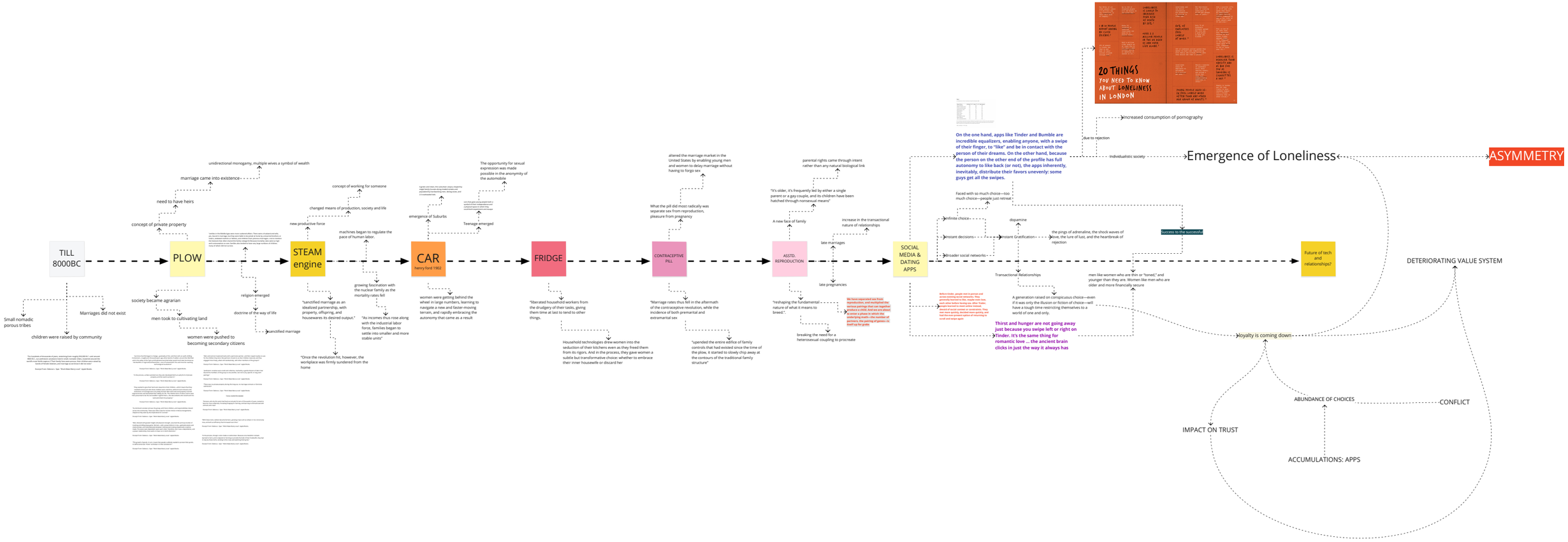
TILL 8000BC
Small nomadic porous tribes
Marriages did not exist
children were raised by community
PLOW
concept of private property
need to have heirs
marriage came into existence
unidirectional monogamy, multiple wives a symbol of wealth
society became agrarian
men took to cultivating land
women were pushed to becoming secondary citizens
religion emerged
doctrine of the way of life
sanctified marriage
STEAM engine
new productive force
changed means of production, society and life
concept of working for someone
machines began to regulate the pace of human labor.
"sanctified marriage as an idealized partnership, with property, offspring, and housewares its desired output."
growing fascination with the nuclear family as the mortality rates fell
"As incomes thus rose along with the industrial labor force, families began to settle into smaller and more stable units"
"Once the revolution hit, however, the workplace was firmly sundered from the home
CAR
henry ford 1902
emergence of Suburbs
Teenage emerged
The opportunity for sexual expression was made possible in the anonymity of the automobile
women were getting behind the wheel in large numbers, learning to navigate a new and faster-moving terrain, and rapidly embracing the autonomy that came as a result
FRIDGE
"liberated household workers from the drudgery of their tasks, giving them time at last to tend to other things.
Household technologies drew women into the seduction of their kitchens even as they freed them from its rigors. And in the process, they gave women a subtle but transformative choice: whether to embrace their inner housewife or discard her
CONTRACEPTIVE PILL
altered the marriage market in the United States by enabling young men and women to delay marriage without having to forgo sex
What the pill did most radically was separate sex from reproduction, pleasure from pregnancy
"Marriage rates thus fell in the aftermath of the contraceptive revolution, while the incidence of both premarital and extramarital sex
"upended the entire edifice of family controls that had existed since the time of the plow, it started to slowly chip away at the contours of the traditional family structure"
ASSTD. REPRODUCTION
parental rights came through intent rather than any natural biological link
"It's older, it's frequently led by either a single parent or a gay couple, and its children have been hatched through nonsexual means"
A new face of family
increase in the transactional nature of relationships
late marriages
late pregnancies
"reshaping the fundamental nature of what it means to breed.".
We have separated sex from reproduction and multiplied the serious pairings that can together produce a child. And we are about to enter a phase in which the underlying math—the number of partners, the pairing of genes—is itself up for grabs
breaking the need for a heterosexual coupling to procreate
SOCIAL MEDIA & DATING APPS
On the one hand, apps like Tinder and Bumble are incredible equalizers, enabling anyone, with a swipe of their finger, to "like" and be in contact with the person of their dreams. On the other hand, because the person on the other end of the profile has full autonomy to like back (or not), the apps inherently, inevitably, distribute their favors unevenly: some guys get all the swipes.
Faced with so much choice—too much choice—people just retreat
infinite choice
instant decisions
broader social networks
dopamine
instant Gratification
the pings of adrenaline, the shock waves of love, the lure of lust, and the heartbreak of rejection
Success to the successful
Transactional Relationships
A generation raised on conspicuous choice—even if it was only the illusion or fiction of choice—will have a tough time restricting themselves to a world of one and only.
men like women who are thin or "toned," and younger than they are. Women like men who are older and more financially secure
Before Tinder, people meet in person and across existing social networks. They generally learned to like, maybe even love, people who were similar to them. Tinder, Bumble, and Hinge learned to meet using classical theories of social context or constraints. They taught us that we can date anywhere quickly, and had the ever-present option of returning to scroll and swipe again
Thirst and hunger are not going away just because you swipe left or right on Tinder. It's the same thing for romantic love ... the ancient brain clicks in just the way it always has
20 THINGS YOU NEED TO KNOW ABOUT LONELINESS IN LONDON
increased consumption of pornography
due to rejection
individualistic society
Emergence of Loneliness
ASYMMETRY
Future of tech and relationships?
DETERIORATING VALUE SYSTEM
loyalty is coming down
ABUNDANCE OF CHOICES
CONFLICT
IMPACT ON TRUST
ACCUMULATIONS: APPS