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Sources of cultural identity

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It's also about screening and engaging those candidates in conv... A recruiter's main challenge comes in different names: "communicating with passive candidates," "sourcing talent" and "sending c... Jean Houston, 61, codirector of the Foundation for Mind Research, a nonprofit research group based in Ashland, Oregon, and author of 17 books, including "Jump Time: Shaping Your Future in a World of Radical Change" (Tarcher-Putnam, June 2000),"The Internet is reorganizing social interaction and changing our public and private behavior. People can now assume virtual identities that are often much different from their real identities, giving them extended power that eventually feeds back into their regular lives. We are becoming "polyphrenic," and, with the help of the Internet, we are changing the way that we think about ourselves."So What? "New relationships are forming between individuals who otherwise might never utter two words to each other. Cyberspace has given us so many opportunities to teach and learn, to share information and exchange ideas. We are no longer reliant upon one city or one community for our daily interactions, and companies must reeducate themselves to understand this new culture. Gone are the days when businesses could target homogeneous sectors of the population."Futurology Decoder Key "We are the people of the parenthesis -- at the end of one era but not quite at the beginning of the next one. Maps no longer fit the new territories. In order to make sense of it all, we must cultivate a vision. No old formulas or stopgap solutions will work; Re-creating and reeducating ourselves is our best preparation for the future."Contact Jean Houston by email (jeanh@aol.com), or visit her on the Web (www.jeanhouston.org). Niels Busch/Stone/Getty Images "Cultural identity" refers to being able to associate with and feel like part of a group based on its culture. While culture often refers to heritage or race, cultural identity can be found in social classes, locality, generation or other types of groups as well. The culture of a group of people can be defined by the way they act, the principles they live by and the things they believe in. Common cultural issues include religion, social etiquette and government policies. It is possible and likely for a person to identify with one or more cultures. Cultural identity is not a static principle, and someone can identify with additional cultures and also have their cultural identity change over time. Greg Pease/Taxi/Getty Images Team identity refers to the phenomena of individual team members who feel a positive attitude towards, and identify with, their team. When team members achieve team identity, they put the needs of the team before their own. Cognitive alignment, emotional alignment and behavioral alignment are the three separate elements that make up team identity. Cognitive alignment refers to every team member fully understanding the purpose or goal of the team and is achieved by clear communication. Emotional alignment refers to team members practicing effective communication and being sensitive to the feelings of other team members. Behavioral alignment is the process of coordinated action and putting the needs of the team above the individual. Maitane Romagosa / Thrillist It's Saturday morning, and you're in front of the TV. Dragonball Z is blasting, and a bowl of your favorite cereal is right in front of you, with a disproportionate amount of milk to cereal ratio, of course. And in that moment, you're in the most exclusive place to be at the time -- a safe space where imagination and comfort food meet. This feeling has evolved over the years, and especially as the target audience has grown older and become more social media savvy. We've replaced the Saturday morning cartoon with IG/Tik Tok recaps, and we now reminisce over these days on Twitter feeds -- a sentiment that companies and Streetwear brands are now capitalizing on in the form of surprise drops and exclusive access to limited products. We no longer wait until 8 a.m. for the latest Power Ranger episode; we're tuned in to the Nike SNKRS app for a fresh pair of shoes. The commodification of "drop culture" has often been popularized by Streetwear, but it has only just begun, being co-opted by the very brands that we all went crazy over as kids. Even as our attention has shifted -- we still can't forget the sugary sweet comfort food that fueled our childhood. Hip Hop superstar Travis Scott garnered mass attention for his rager-ready music -- his album Astroworld was one of 2018's most successful releases, garnering him a GRAMMY nomination -- but he also has an ability to get his rabid fanbase to buy into his culture of exclusivity. To go along with his Nike/Air Jordan releases, he's put out toys, clothing, and even a whole vehicle. But his collaboration with General Mills, and more specifically Reese's Puffs, had his fans clogging online queues (and grocery stores) for a box.This type of hysteria is nothing new for the extremely well versed collectors; a hobby that has become more need than niche in the past decade as streetwear and sneaker culture has become increasingly the status quo. However, the quest for Travis Scott's cereal (with a bundle that comes with a special acrylic box) has skyrocketed more than ten times more than retail. Tyler Blake has seen the ups and downs of this culture, and has gained an eagle eye at finding the best deals for streetwear and sneakers through his KicksUnderCost.com platform -- a resource designed to help savvy veterans and newbies get the best deals on rare and hard to find goods. "To be entirely honest, nothing surprises me anymore," he said. "I've seen enough people pouring milk into their Oreo Jordan 6s to know that a literal cereal made for hypebeasts would pop off." These aforementioned hypebeasts were scooping boxes up at lightspeed, with most believing that their box held a Willy Wonka-esque Golden Ticket to win a pair of Travis Scott's coveted Air Jordans. This type of insane engagement is music to General Mills' ears and money in their pockets. Blake agrees that the gamification is part of what streetwear culture has become: "These kinds of collaborations are low hanging fruit to reach who they feel their target audience is...If changing packaging and messaging helps sell more units, I can see why it would be so enticing," he said, adding that "[including] someone like Travis Scott who has mass appeal both with music and streetwear influence and a perception that the product is limited and you have a literal recipe for success."This equation to success has been the inspiration behind the female-led and driven OffLimits brand of cereal, which mixes the Streetwear ethos of must-have releases with equally exclusive and hard to find ingredients and collaborations. Their eclectic branding is matched by their unconventional flavors -- one of them is anchored by the delightful yet rare ingredient of pandan, while the other is a collaboration with coffee brand Intelligentsia. Founder and CEO Emily Elyse Miller launched the brand this year with COO Michelle Lora (who has an extensive background with brands like Nike and Supreme) with a focus on "turning doodles to dollars" and supporting a product that not only tastes good, but has an infectiously rebellious spirit. "The day that Emily and I started brainstorming what our marketing play behind the brand was, we were like 'this is a streetwear brand that just happens to be edible,'" said Lora. "I saw the rise of luxury within youth culture happening right before my eyes...and what I loved about everything was the constant messaging behind what these super successful Streetwear brands were doing." For OffLimits, this messaging comes in the form of the characters that emblazon their boxes. Dash the rabbit is an "overachieving basic b'tch bunny" that turns your cereal to cold brew while the StockX browsing Zombie loves to veg out and relax. OffLimits sparks a creative and collective spirit -- the boxes come with exclusive toys, the same type that you would find in your childhood, which encourages consumers to collect by using self expression (and exclusivity) as a guide. And this is a major reason why you won't see this product on store shelves. "Wholesale is completely dead in our eyes," Michelle said. "We have zero interest in partnering with huge conglomerates if what they are looking for is to just sell our stuff on their shelves -- we love being the pioneers of doing something purposeful." And this mantra of purposefulness is highlighted in the hyper focused digital only releases of their product, and their virtual "toy store" where you can trade in tickets earned from buying the cereal in order to get more exclusive merchandise. It's a clever gamification that harkens back to the old days of collecting box tops and sending them in for prizes -- a trope that has since evolved into apps and raffles. And in a world that is now mostly stuck at home, these types of experiences are more comforting, and essential, than ever. Our favorite piece of nostalgia isn't only found in the supermarket anymore, but it will probably be at our fingertips of a virtual market -- which is chartering a new adventure for those addicted to the rush of an exclusive release or for the inner-child who still needs their Saturday morning comfort food.Sign up here for our daily Thrillist email, get Eatmail for more food coverage, and subscribe here for our YouTube channel to get your fix of the best in food/drink/fun.Justin Davis is a writer/editor living in Long Beach who is looking for the perfect beat...and trying to cook the perfect spare ribs. The harnessing of clean, green sources of energy -- wind, solar, geothermal and beyond -- and the movement away from non-renewable fossil fuels is a topic that gets more than a little play on this website. We like to focus on viable solutions that can support the planet's growing population in the face of dwindling natural resources. That being said, it's also refreshing to step away from reality from time to time. And what a better way to do so than to take a look at completely make-believe energy sources, renewable and not, plucked from the occasional Mel Brooks comedy. From rare minerals harvested on Pandora to glowing green ore that serves as one superhero's primary Achilles' heel, here's a look at seven such energy sources and precious elements taken from pop culture. This is by no means a defining list, so we'd love to hear about ones that you'd like to add. Scroll on down to the comments section to do so! Arguably the only enchanted source of unlimited energy from the Marvel Universe to receive a shout-out from outgoing United States Secretary of Energy and apparent "Avengers" fanboy Steven Chu, the intergalactic struggle over the "ancient Asgardian artifact of unimaginable power" otherwise known as the Tesseract was given the metaphor treatment by Chu in a plea for Congress to extend renewable energy tax credits. Chu writes in a Facebook Wall post from May 2012: "While the 'Tesseract' may be fictional, the real-life global competition over clean energy is growing increasingly intense, as countries around the world sense a huge economic opportunity AND the opportunity for cleaner air, water, and a healthier planet. This is now a \$260 billion global market, a sum that would impress even Tony Stark. According to the International Energy Agency, last year -- for the first time -- more money was invested worldwide in clean, renewable power plants than in fossil fuel power plants." Kind of a stretch in the analogy department but, hey, we'll take it especially when real-life eco-superhero and Bruce Banner/The Hulk himself, Mark Ruffalo, has Chu's back. Although this radioactive mineral is famous for being super-detrimental to the alter-ego of push-over newspaper reporter Clark Kent, this potent green (although not always so) ore is also a superb source of energy used in power reactors, rockets and the like. And get this: Kryptonite, a substance that's been co-opted to describe any object associated with a personal weakness, is real. Well ... kind of. In 2007, a white, powdery and non-radioactive mineral previously unknown to mankind was discovered in a Serbian mine. And what do you know? The mineral, named Jadarite, possesses the same chemical composition as Kryptonite. Explains Dr. Christ Stanley of London's Natural History Museum: "Towards the end of my research, I searched the Web using the mineral's chemical formula, sodium lithium boron silicate hydroxide, and was amazed to discover that same scientific name written on a case of rock containing kryptonite stolen by Lex Luther from a museum in the film 'Superman Returns.' The new mineral does not contain fluorine and is white rather than green, but in all other respects the chemistry matches that for the rock containing kryptonite. We will have to be careful with it -- we wouldn't want to deprive Earth of its most famous superhero!" While not so much an energy source per se, this rare metal from outer space that can be found in the tiny (fictional) African country of Wakanda acts as more of an energy sponge that "absorbs vibratory energy in its vicinity, such as sound waves, within itself." Handy! Most notably, Vibranium has proven to be super-versatile and delightfully durable when it comes to generating superhero clothing and accessories as it was used in the construction of Captain America's mighty shield (along with Adamantium), the fetching mesh get-up belonging to the Black Panther and the armor worn by East German teen-turned-mutant mercenary, Maverick. There's also a whole other type of Vibranium that can be found outside of Wakanda -- in a remote stretch of Antarctica known as the Sverdrup Land, to be exact -- but its use in costumes and offensive weaponry appears to be rather limited. For drunken and disgruntled socialite Nancy Archer, all it took was a close encounter with a UFO for her to morph into a house-stomping giantess-in-a-towel hell-bent on destroying her philandering husband (and squashing any structures that stood in her way). As for Susan Murphy, the also 50-foot-tall (well, almost 50 feet tall) but decidedly less destructive heroine of "Monsters Vs. Aliens," her unusual growth spurt was brought on by accidental exposure -- via meteorite (seen at right) -- to a radioactive energy source known as Quantonium that's also used to power alien cloning machines. The green substance - the "most powerful substance in the universe," according to four-eyed alien king Galaxhar - should not to be confused with a real-life nonstick coating system called Quantanium as exposure to that has not caused consumers to grow as tall as a telephone poll or start speaking in the exact same voice as Reese Witherspoon. Essentially, this super-valuable/constantly sought-out crystalline mineral (chemical symbol: Dt; atomic weight: 87) regulates "the matter/antimatter reaction in a ship's warp core because of its ability to be rendered porous to light-element antimatter when exposed to high temperatures and electro-magnetic pressures. It controls the amount of power generated in the reaction chamber, channeling the energy released by mutual annihilation into a stream of electro-plasma." Or, in layman's terms, it's the power source that helps the Enterprise and other starships travel really fast. You know, like faster than the speed of light fast. And Trekkies take note: With the aim to dramatically speed up the travel time from Earth to Mars from six to eight months to three months tops, a group of aerospace engineers from the University of Alabama-Huntsville have begun experimenting with the construction of a conceptual fusion impulse rocket engine that harness deuterium (a stable isotope of hydrogen) and lithium-6 (a stable isotope of lithium) in a crystal structure. "That's basically lithium crystals we're using," project team member and aerospace engineering P.H.D. candidate Ross Cortez explains to Tchnologist. "Star Trek fans love it, especially when we call the concept an impulse drive, which is what it is." In James Cameron's heavy-handed, interplanetary riff on the Pochontas myth (or maybe "Fern Gully?") this super-valuable mineral with superconductive properties is found in great abundance on the lush, rainforest-heavy moon planet of Pandora (AKA "the place where the blue-colored humanoids live"). The precious mineral is also critical to the survival of those living on natural resource-strapped, energy-hungry Planet Earth and the aggressive/destructive mining operations for the stuff are, of course, central to the allegory-studded plot of "Avatar." Unobtainium, however, has long existed outside of James Cameron's imagination. It initially emerged as a humorous aerospace engineering term used to describe a highly desirable yet unattainable (thus its name) fictional material that's either super-rare or doesn't even exist. Since then, the term has been widely embraced as a catchall term used to describe anything prohibitively priced or of limited quantity. That being said, not everyone was entirely pleased that Cameron dug out Unobtainium from the cache of tired old sci-fi tropes and repurposed it for "Avatar." Writes sci-fi enthusiast Damion Chaplin: "I have always enjoyed James Cameron's films, and I have much respect for him as a director and writer, but I am surprised that he did not sit down for 5 minutes and think about a name for his mythical mineral. I am surprised that after spending \$237 million, he went with a generic term, one that was never meant to be taken seriously." And last but not least, "once upon a time warp in a galaxy very, very, very, very far away..." What's a cut-rate intergalactic mercenary and his trusty mog named Bart to do when his Winnebago with wings has run completely out of gas - guess it would have been wise to have put "more than five bucks in" - and crash-lands on the Moon of Vega? Well, he needn't look any further than Liquid Schwartz, the most efficient - and relentlessly marketed - all-purpose fuel this side of Planet Druidia.

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