

# What influences people's way of thinking?



Ever wondered what makes you do what you do, or what factors influence the way you compose your thoughts. Is it your friends Tom and Jack down by the beer parlour or the suburb you grew up in? Maybe you might think it's your family or your past experiences.

If you have wondered about any of these questions before then this article is for you. First thing first let's see what science has to say about the subject.



## Science

According to scientist, they are five major factors that influence our thought processing, which are as follows:

- Psychological factors
- Social Factors
- Economic factors
- Personal Factors
- Cultural factors

We will begin by dissecting each factor like you did that frog in biology class and get to see how all these listed factors affect the way we think and make decisions.



## Psychological factors

Social psychology is the study of how people affect one another's thoughts, feelings and behaviour. Our attitude about others and our perception of ourselves can be deceiving. In other words, people change their behaviour according to what is currently going on in their current environment, so if your friends like leather jackets and tight pants you are most likely to love the same thing.

Giving a lot of thought to the people we choose to surround ourselves, is not only an advantage to the value of conversation we going to have but most importantly the decisions we will make now and in the long run.



## Social Factors

Social factors are basically who is around you. For many of us, the first social care we are placed in is the care of our parents which is the main ingredient to how you will think and turn out as a person, yes that's right monkey see monkey do. All the relationships involved in your early age, with parents, siblings and peers will shape your very being which is your personality (Jenkins, 2008).

According to the Encyclopedia of Applied Psychology, 2004. Social factors influence what is socially desirable, as well as the configuration of an individual's personality, which in turn influences what each individual considers personally desirable in others.

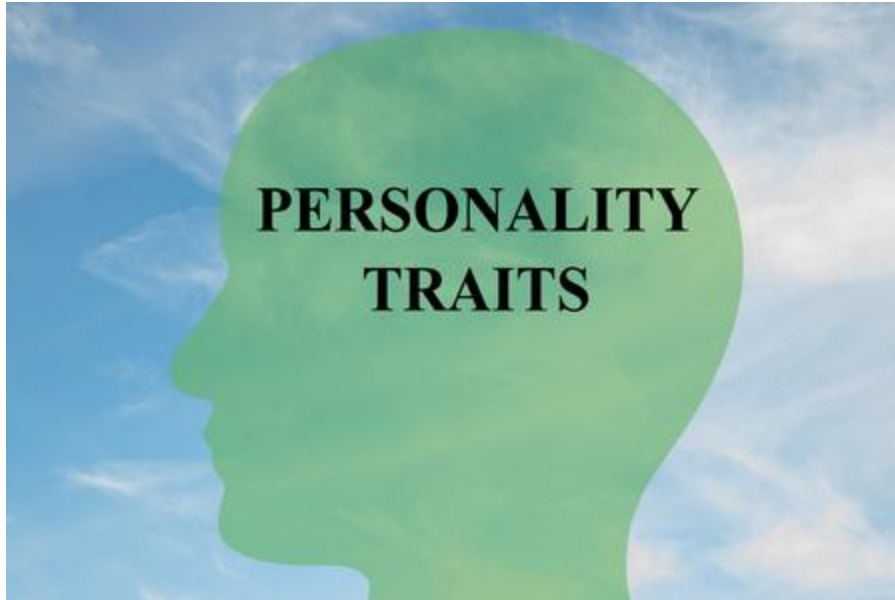


## Economic Factors

This factor really saddens me because it affects many people from financially broken backgrounds. Though we live in a technologically advanced information age, many today are facing information poverty due to the economic factors of the country they live in.

Many today do not have the financial means to access information that can better their lives due to their economic background which does not allow them to have access to information and learning.

Suffering from information poverty leads people to not have any skills even those found on the internet due to not being able to pay for internet access. Leaving people without any skills they can monetize to change their current state of living. Their way of thinking is greatly affected and many end up making poor decisions financially, socially and mentally.



## Personal factors

You may try to put in as much logic as you like into your decision making but your personality will always play a major role in your decision making. Not to forget your maturity and experience.

The way you deal with stress and maintaining stability also plays a role in your final thought processing which is mainly unique with your ego and what makes you, you which is your personality.

Your personality trait combined with your values and needs motivates you to make decisions every day. Hence those with poor values and morals tend to make the worst life choices.

Assessing your personality will pay a lot of dividends, mainly because the more you know about yourself the more your choices, options and perspectives increase.



## Cultural Factors

Believe it or not but your cultural background comes with a handbook of beliefs that you are naturally drawn to go back to on all conscious levels without you even knowing it.

The food you choose to eat, the clothes you choose to wear, the people you will choose to associate with, these and many more decisions you will consciously make due to the culture you belong to.

How you turn out as a person and how you will make certain decisions is influenced by the cultural background you come from. Even marketers use cultural backgrounds to determine how certain products will be advertised to certain individuals.

In conclusion, there's really a lot that goes on in the background before you decide you're going to have that cup of coffee, how many sugars? Or if you are going to have any sugar at all...