

# **Natural and social survival: the drivers of serendipity**

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## **Remarks**

This document is unpublished and not for circulation. It represents some preliminary and unpublished content of a chapter in the edited book titled *A New Theory of Serendipity: Nature, Emergence and Mechanism*, which will soon be published and distributed by De Gruyter Poland (Sciendo Imprint; part of Walter de Gruyter GmbH, Berlin, Germany).

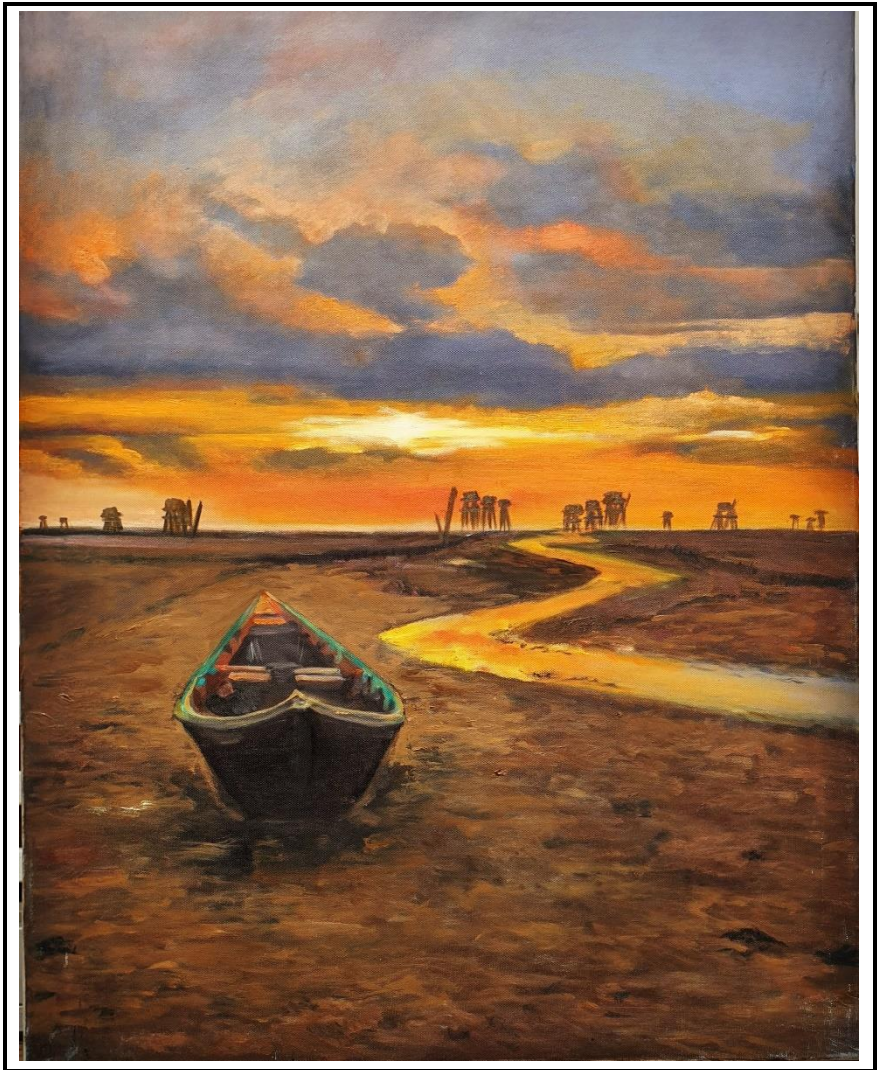
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*Survival motives for serendipity can be categorized into two types: natural and social. Natural survival motives refer to the desire to prolong one's physical existence. On a collective level, this is the existence of the human species. Social survival motives refer to the desire to gain social power (competitive advantage) as well as to prolong the existence of mental and social constructs (such as identity, ideologies, etc.). Similarly, social survival motives can be applied on an individual or collective level.*





Boat

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