

For many people escaping materialism is the best way to find happiness. Once you stop assigning value to the objects, activities, and even people in your life according to how much they cost, increased happiness just naturally follows.

Steps

1 Stop making shopping a recreational activity. Stop thinking of the mall as an entertainment venue. The problem with figuring the mall as an entertainment venue is that the place is shot through with the ideology of materialism. Everything there is for sale. Store owners will do almost anything to get you to buy. And advertising is everywhere. If you define yourself as a “mall shopper,” pretty soon you will feel like you haven’t done your duty unless you leave the place with a bag full of stuff you don’t need. That’s when they have you!

- Don’t go to the mall with friends. Go alone, and make it a business trip.

- Know exactly what you want before you go

to the store, buy it, and leave the premises immediately.

- Use a 30-day list. If you decide you really want to buy something, put it on a list. Now tell yourself you cannot buy that item for 30 days. When the 30 days have passed, if you still want the item, go to the store and buy it. This waiting period can help you determine whether or not you really want or need the item.

2 Buy used. When you get the urge to buy something, try finding it used instead of new. Buying used gets you out of the mall and into another world. Thrift shops, used-clothing stores, and flea markets operate under a different market sensibility. It's not quite anti-materialistic, but it's certainly less materialistic than the mall sensibility.

- Internet services such as Craigslist and E-Bay make buying used items much easier than before. The

direct exchange such services provide can get you out of the cycle of extreme consumerism.

- Buying used at thrift stores and flea markets usually means you are dealing with another human being, face-to-face, instead of dealing with a faceless corporation.

3 Limit television. You don't need to become a television basher, just recognize that TV is dominated by the concerns of advertisers. It's not just that a higher and higher percentage of TV content is ads, but that even non-advertising content carries

the messages and materialistic ideology of advertisers. The actors who play people represented in sitcoms, for example, don't wear clothing that they pick out themselves. They wear clothing that fits advertising demographics.

- Force yourself to

shut down all TV viewing for one week as an experiment, and if you can't handle this, shut it down for three days.

- Figure out how many hours of TV you watch per week. Then determine what you would

truly miss if you cut out TV viewing altogether. Watch only the shows you would truly miss, and forget about the rest.

- Watch TV only with other people, never

alone. Figuring TV as a communal activity can reduce some of its materialistic overtones as you interact with your fellow viewers instead of sitting inert and allowing yourself to be

bombarded by endless
ads.

4 Limit web browsing.

Unfortunately, the internet is second only to television for spreading a materialistic ideology. The prevalence of the celebrity culture,

incredibility intrusive
advertising, and, of
course, internet
shopping make it hard
to avoid the rampant
materialism of the
internet.

- Even more than TV, internet use encourages self absorption and a solitary life style. Instead of becoming a hermit, participate

in real social
networking—make
new, non-virtual,
friends—rather than
participating in
Facebook and
Twitter.

- Cut out one internet function.

Most people use the internet for more than one function.

They use it to play

games. They use it
for getting news. Or,
they use it for
buying stuff. Cutting
out one of these
functions is easier

than cutting them
all out, and it can
help you get a
handle on your
overall internet
usage.

เขียนโดย Administrator

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5 Become more environmentally conscious. Thinking green is not compatible with thinking stuff, so go

green! Most of the
serious
environmental
problems facing us
today—including
climate change,

ever expanding
garbage dumps,
and air pollution, to
name only a
few—have been
caused by

attempting to buy
and sell natural
processes.

- Recognize

the connection

between
environmental
degradation and a
materialistic way
of life. For
example, buying

bottled water

produces millions

of plastic bottles

that end up

bobbing up and

down in rivers and

lakes, not to
mention the
oceans.

- Make
recycling your

religion. If you
really make
recycling a way of
life, you will see
how foolish it is
to assign value to

objects based on
how much they
cost.

- Human

beings are
natural process
too, in a sense.
Going green can
help you

reconstitute your
identity.

6 Declutter. Go
through your
closets and
other storage
areas and start

getting rid of
stuff you don't
use or want
anymore. Most
people find it a

revelation to
discover how
much rubbish
they
accumulate over

a period of
years.

Decluttering is a
gratifying
process, and

helps you
realize how
costly mindless
consumerism
can be. You

don't need any
of this stuff! You
don't enjoy
having it. But
what you will

enjoy is a less
cluttered house
or apartment.

7 Participate in
non-material
forms of
entertainment.

The world

provides many
interesting
activities that
are not at all
related to TV

viewing or
internet
browsing. Try
playing board
games, creating

art, or hiking in
local wilderness
areas. Try
visiting relatives
and other loved

ones more
often. Try
volunteering
with a charity.

- Read a book instead of a magazine.

Magazines

stopped

making their
profit from
subscription
fees and store
purchases a

long time ago.

It's all

advertising

now! Reading a

book can

provide a
respite from
being
bombarded by
magazine ads.

- Get to

know your

neighbors. Get

to know them

in the way

your parents

and

grandparents

used to know
them; that is,
actually spend
some time

with them.

Have lunch

with them,

have dinner

with them.

Find out what

bothers them

about your

neighborhood
and what they
really like
about it.



Attend non-profession nal sports

events.

Attending

professional

sports events

has become
so expensive
as to exclude
a large part of

the working
population,
especially
families. For a

family of four
to attend a
professional
baseball

game, for
example, you
can expect to
spend as

much as
\$400.00 or
more when
you consider

tickets, food,
souvenirs, and
parking.

Alternatively,

many

communities

have nearby

colleges that

play

high-quality

baseball, and

attendance is

usually free.

The point is
to enjoy the
game itself,

and what

does the

game have to

do with

\$12.00 cups
of beer. For
that matter,
what's wrong

with attending

a Little

League game

and watching

12-year-olds
play out of
the love of
participation?



Learn that
everything in
life has to go

once - your
attachment ,
be it of value
or emotions

to an object
can make it a
part of your
life . And

concentrating
on these
things , you
forget to live

your life
without
concerning .
Where

concerned

word is

bounced ,

happiness

word is

erased . So ,

live happily

don't make

any kind of
greedy ,
emotional or
valued

attachment
to anything .

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