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**HOW PEOPLE ENGAGE IN LIFE PROJETS: A SOCIAL BONDS
PERSPECTIVE**

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Tese apresentada Ao Programa De Pós-Graduação Em Administração Da Universidade Nove De Julho – UNINOVE, Como requisito parcial para obtenção do grau de **Doutor Em Administração.**

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POR

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Tese apresentada ao Programa de Pós-Graduação em Administração - PPGA da Universidade Nove de Julho – UNINOVE, como requisito parcial para obtenção do título de Doutor em Administração, sendo a banca examinadora formada por:

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To my family, who always taught me the beautiful meaning of The Gift.

*God forbid that I should be debt-
free... all my life [I have] look
upon debts as the connecting link
between Earth and Heaven, the
unique mainstay of the human
race; one, I believe, without which
all mankind would speedily
perish...*

François Rabelais

ABSTRACT

In consumer research, most discussions about goals focus on the specific outcome, for example, how people set and striving for losing weight. However, our lives are not just based on goals, some of our decisions are more complex and involve others aspects of our life such as family, relationship, money. I introduce and discuss in this dissertation the concept of Project which embraces a deeper understating of life decisions we make through our life. This idea, deriving from Sociology, regards on how a person creates, plan and strive something to transform his/her current condition. The aim of this dissertation is to understand how the social trajectory and social bonds lead one person to have a project. Analyzing the trajectories through the life stories, it urged four types of projects according to greater or less predominance of gifted bonds. Some people have delineated projects, which are called: "My Project" or "Our Project." In the first, the project only involves the person without considering the others. In the second, the person has a broad view of the project and involves all the members of the group, in this case, he/she is concerned to achieved something for all. On the other hand, some people have undefined projects, which are called: "No Projects" and "Someone Else Project". In the first case, the person never had any willingness to transform his/her condition, he/she just lives and enjoy the moment without worrying about the future. Also, the person focus is to satisfy himself/herself by short-term goals. However, there are individuals who follow "Someone Else Project", a person obeys what others think it is good for him/her and let others to set the decisions he/she must choose. These four categories represent how people can lead differently about their projects. Also, there are other facts acting on their decisions, such as individual, or collective participation and integration of others, the value of the social bonds, the role of the economic capital, and the social trajectory. This research demonstrates through a longitudinal perspective, the integration of the context and the life stories to understand people's plans, choices, and decisions. The contribution of this dissertation is the discussion of the project concept on consumer research, and its implications on how this can affect consumption and lifestyles.

Keywords: Theory of the Gift; Projects; Planning; Persistence; Pursuing.

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1 INTRODUCTION

The recipes of success and how to achieve, are a regular issue in magazines, and books also on coaching consulting services. It looks like that if you follow one model, you can reach the conquest. However, these prescriptions do not realize that everyone have a trajectory, and our lives' history, has many contexts and interventions that it could be hard to follow just one script. For instance, we have a particular family's history, relationships, and influences which could be set up the same recipes for everyone. Nevertheless, specialists in this area give tips to readers on how to succeed as we can see in many books, interviews, and lectures (Chapman, Sincero, Stork, Manson, Hartwig, Ferriss, and TerKeurst 2017). One of the most topics comments by experts, is that, you need to plan and have goals to achieve what you want. The problem is: what if a person does not have goals? That is why is important to understand and analyze the particularities instead of presenting the same model for all. The point to highlight is that, strategies and plans issues are something not new in human history, Machiavelli in his book *The Prince*, and Sun Tzu in his *Art of Way*, for example, had outlined a manual on how to have and maintain the power. Those books were updated to our time¹. Also a boom of others books, issuing about "do-it-yourself" full fill the bookstore shelves, such as, how to be a good parent or being good at work, how to achieve a better position or how to be a better person². Those suggestions give a generalized and standardized overview and guidelines, which supposedly, anyone could follow and reach a goal.

The constant pursuit for succeeding, raise up this market, demonstrating a way of life that does not necessarily match with the aspirations of a person. There are so many peculiarities during the trajectory of our life that seeking a standardized goal could be a problem when one sets that target as the resolution of his/her problems. The topic should not be the need of pursuing and planning the goal because soon this one will be solved, and after that, and constantly, a person will fell the obligation to have another goal (otherwise he/she will feel lost searching for something that he/she does not know what it is). Synthesizing, in our competitive world, it seems that be a succeed

¹ For example: *The Navy SEAL Art of War: Leadership Lessons from the World's Most Elite Fighting Force* (Authors: Rob Roy and Chris Lawson), *The Third-Six Stratagems: A Modern Interpretation of a Strategy Classic* (Author: Peter Taylor).

² For example: *How to Achieve Property Success* (Author: Margaret Lomas), *How You Will Measure Your Life* (Author: Clayton M. Christensen), *Awaken the Giant Within* (Anthony Robbins).

person, to be the best one, always be happy, is something necessary. However, the search for this standardized goals, should not be determinate, because every person has his/her particularities. I will use this problematic to explore projects, decisions and the others aspects of our life (such as family, relationship).

1.1 RESEARCH QUESTION AND OBJECTIVE

The previous item presented the discussion of the person's goals and decisions as a unique element without confronting with others aspects of life. According to that we can argue why some consumption goals are pursuit instead of others. In other words, are they isolated events? Is there a link between them? The project can help on this discussion. Thus, the point of view of this dissertation is not to look for isolated goals but, in fact, to understand the complexity of the series of decisions we made through life. Therefore, it urges the following research question: why some people have projects, and some don't?

The aim of this dissertation is to comprehend how the social trajectory and social bonds lead one person to have a project.

1.2 SOCIAL AND ACADEMIC RELEVANCE

In this session, I will present the importance of this theme to the social and academic area. In the first one, many articles show receipts of how to succeed; it is possible to realize that even in the major magazines this theme is a concern (DesMarais 2015, Carter 2014, Krueger 2014, and St. John 2005). We can assume that maybe, there is a social pressure in our competitive world suggesting that we should be good in every aspect of our life. That is why some people search for help on media gurus, counseling, or self-help guide³, and these consultants they transfer those knowledge of the business world (strategic and planning) to a person's life, and they give instructions of what people should follow and do. The industry of improvement coaching and self-

³ Nowadays there is a boom of life coach and personal coach professionals, and they act in several aspects of life such as spiritual, teaching, corporate, financial, business coaching.

improvement is growing in the past years⁴, it uses techniques to advise people on how to improve themselves, and they argue about an efficient way to achieve success is having a goal. However, our life is not just based on goals; the life projects can have significant influence in all others aspects of our life (not just in one) such as career, family, and relationships. Generally, the common sense of what a project is, can be defined as the several purposes a person has in life to transform his/her condition, this one reunites a series of goals embedded in a context and involves people. For example, to be a parent can be considered a goal when the couple project is to have a family. The social relevance of studying the project is that life should not be based just on goals. Furthermore, the last one does not necessary full fill a person's aspirations, because when he/she achieve something, he/she will need to find another goal, and the project involves in a bigger dimension.

That is why using the projects' perspective could be a valuable analysis to understand the reasons why a person make certain decisions to the detriment of others, and the others contexts involved. Additionally, is a significant issue for the interdisciplinary area of consumer behavior because projects involve not just life decision-making and plans. Also, different lifestyles and life trajectories will assume specific consumptions goals and decisions.

On consumer research, most studies focus on goals discussion from a psychology perspective, and relating them to variables, such as persistence, pursuing, maintenance, rewards, and motivation (Woolley and Fishbach 2016, Yang, Stamatogiannakis, Chattopadhyay 2015, Huang, Broniarczyk, Zhang, and Beruchashvili 2015, Campbell, Warren 2015, Patrick, Hagtvedt 2012, Bayuk, Janiszewski, and Leboeuf 2010). All these studies, focus on the individual point of view, and isolated the variables in each situation. The literature present the three-tiered goal hierarchy (Bagozzi, Gurhan-Canli, and Priester 2002) using subordinate, focal, and superordinate goals, to set up the relation people make to strive for something (such as the means of achieving), what they want and the reason they have to achieve the goal. Bagozzi and Dholakia (1999) used a psychology perspective to present a conceptual framework on how goals affect decision making, and consumer choice and action, also, the authors launch an integration of goals as a process interconnected by phases. All these analyses still focus on the individual perspective, and could lose the understating

⁴ Self-improvement market was worth \$9.62 billion in 2014. Source: <https://www.linkedin.com/pulse/96-billion-self-improvement-market-transition-older-gurus-john-larosa>

of the interaction of life decisions, life aspects, and in the context where the person is inserted.

Fisher, Otnes, and Tucay (2007) analyze the cultural and cognitive perspectives on persistence goal striving, in this case, the goal striving is being pregnant, or have a child. On the paper, the authors, introduce the idea of parenthood as a life-project⁵. The concept of the project, coming from sociology, could give an extent comprehension about the choices and decisions of bigger goals, whereas, this field of knowledge studies the society and the human behavior, and through the process that connects the people in associations, groups, and institutions also can give a more holistic understanding. Apparently, on consumer research, no studies have been made using the logic of the project.

Assuming that projects are in several aspects of our life, it is necessary to analyze under a holistic perspective that ties all the parts together. In other words, the project is a total social fact⁶ (Mauss 1999), where there are many facets acting on it. Along the same line, I will use the Theory of the Gift paradigm which embraces the foundation of the social life and, the theoretical and methodological support to outline the reality (Martins 2008).

In consumer research the Theory of the Gift has been misinterpreted, and studies using its assumptions are in Consumer Culture Theory area (Arnould and Thompson 2005). First, we should distinguish the difference between Theory of the Gift and gift giving, agapic love and sharing practices. The first one is a general theory, consolidated by authors like Mauss (2003), Godbout (1999), Caillé (2002), Bourdieu (1997), Lévi Strauss (1971), Sahlins (1972), which discusses how reciprocity creates and reinforces the gifted bonds (they are stronger and more powerful than social bonds). In other words, reciprocity is the foundation of the society (Lévi Strauss 1971), without it there is no exchanges in life. Along the same line, Bagozzi (1975) uses as reference Lévi Strauss, to argue that without the exchanges marketing wouldn't exist. Gift giving is a phenomenon that addresses about the action of people giving presents to someone (Le Gall-Ely, Gonzalez and Urbain 2010, Bajde 2009, Sherry, McGrath and Levy 1993).

⁵ The authors cite the word life-project just in the abstract, and do not continue to explore on the paper.

⁶ Total social fact is any phenomenon that can studied, and its implications appears in several levels of the social reality. For example, the violence phenomenon is not just a fact concentrated on itself. In fact, the implications of the violence abroad to others social realities such as State, public policies, family, working conditions etc.

Most of these studies are analysing the gift practices such as gift giving and sharing. For instance, they describe a moment or a certain fact where occurs non-utilitarian actions; or research about a specific gift situation like give something to someone, the ritual or the role of a good in people relationships (Ruth, Otnes and Brunel 1999; Sherry 1983; Ward and Broniarczyk 2011). Another use of Theory of the Gift in consumer research is agapic love (Belk and Coon 1993); the authors analyze gift giving practices in dating experiences to present agapic love as a spiritual love in gifted exchanges. The authors highlight the importance of this subject as an analysis tool to understand feelings, these emotions have already been examined in anthropological studies (Miller 2002). Belk (2010) states the sharing phenomenon such as sharing household resources, file sharing and car sharing (Belk 2014a, 2014b, Giesler 2006), have been neglecting in consumer research. However, this topic has influence of the Theory of the Gift principles because sharing is in the same of the anti-utilitarianism movement. In other words, the person does not act in an individualism behavior. Therefore, gift giving, agapic love and sharing could be embedded by the Theory of the Gift principles.

Thereby, we can interpret the Theory of the Gift as a full model, which embraces how we connect to the world through give-receive-reciprocate actions and behavior. And I intend to use Theory of the Gift, which is embeddedness from an anthropological overview.

1.3 SCOPE AND DELIMITATION

The scope and delimitation of this dissertation will be the Theory of the Gift (Paradigm and Concept), and Project and Social Trajectory. Theory of the Gift Paradigm is an epistemology to question the social reality; here the exchanges are the essential point of the existence of humanity and its behavior. Theory of the Gift concept refers to the creation and improvement of the relationship among people; this specific one is named as gift bonds because it generates a give-receive-reciprocate cycle (Mauss 2003a, Godbout 1999, Caillé 2002).

Bagozzi and Dholakia (1999, 19) present that “much of consumer behavior is goal-directed” and it focus on a specific outcome. Many of our daily actions are goal-directed, for example, buying a detergent for cleaning the dishes or more complex such as the purchase of a house for a family of 5 can live comfortable. However, during some stages of our life, we have to face it some decisions that will have future consequences

like starting a family, or the choosing of a career. There are moments, we have to pass through some phases in our life that will mold the subsequent stage (Boutinet 2002). These moments are engaged to the kind of projects we choose. Thus, the goal-directed behavior goes in the opposite direction of the project because the first one seeks a short-term period. In fact, the project, being a social element, implies in a long-term interaction with others' life aspects, this approach drives into the same logic of the Theory of the Gift.

It seems like the goal literature on consumer research is still discussing people's decision making, the persistence, also the interpersonal relationships from an individual standpoint. Here in this dissertation, the aim is to look not at isolated goals but, in fact, the projects we make during our life.

The social trajectory is an important concept to help understand the project because it will reveal through the successive incidents the construction of the person's reality based on the past stories and how they are placed in the future life (Bourdieu 2008). People may assume some projects during their trajectories, this is, they are master of their domain and are responsible for their acts. During the social trajectory, a person may have many projects, and analyzing the successive events, it is possible to observe how he/she acts and behaves to achieve a project. Every project is social because it involves others to accomplish an objective (Velho 1994). Someone's trajectory is composed of capitals composition and projects.

The next session it will discuss the theoretical framework which will support this dissertation proposal.

2 THEORETICAL FRAMEWORK

In this session, I will discuss the utilitarian and symbolic logics to understand the human behavior. We live in a dynamic world, where we cannot analyze things in a binary classification, for example, what is right or wrong⁷. The role of the culture is vital to understand our behavior when we face a phenomenon. I will present the concept of *Homo Mutuus* as the representation of the modern man, to understand the mankind. After, I will introduce the Theory of the Gift epistemology to comprehend this dynamic. Subsequently, I will discuss the concept of the Project and social trajectory. When one faces his/her reality, it maybe feels the need to transform his/her condition. So, the project appears as a way to a person strive for something. A project is social (Velho 1994) because it involves not just the person but others who is around (Boutinet 2002), thus the social bonds could play an important role on the project. The history of the projects can be understood by the social trajectory of a person and the performance of the capitals composition.

Generally, it is easier to explain the world by the contrast of ideas, for example, democrats and republicans' ideologies, individualistic and collective societies and so on. Sahlins (1976) proposes that the symbolic logic eases the discrepancy of the reality by proposing the cultural as the way to comprehend this duality. The presumed importance given to the Individualism argumentation is rethought on Sahlins' discussion. When the author attempts to integrate the symbolic logic as the world orientation, so mankind gives meaning to the human existence. The construction of the person is a reunion of several experiences he/she will face during life. The representation of the humanity is the *Homo Mutuus* because of the symbolic logic.

2.1 THE CONSTRUCTION AND THE EMERGENCE OF THEORIES AND CONCEPTS

Arising from the dialectical materialism, Marx (1070) develops the concepts of superstructure and base to explain the division of the capitalist society and its social structure. Using as inspiration the idea of superstructure and base, and not Marx's ideological premises of forces and relations of work and production, we can use abroad

⁷ The concept of right or wrong, for example, is different among societies.

his knowledge that the world has been ruling by these two forces: the superstructure and the base⁸. The first can be defined by the structures of politics, religion, culture, rituals, power, for example. In this one generates the ideas, the concepts, and the ideological formation of the society, such as the notions of moral, customs, rituals of passage, types of religions, forms of government, behaviors, and others. The second is composed by the performance of the ideas and the concepts (that are in the superstructure), for example, our behavioral practices only exist and can be evaluated on the base, because it is where the interaction between people happen. These two concepts are not paralyzed, and one shapes the other. For example, the configuration of what is family and its meaning are situated on the structure because it is where it belongs all the knowledge and the intelligibility of the family dimension. How the family works, its practices and roles can only be observed on the base. However, this last one is shaped because of the world's dynamics, where there is the interaction and continuous progress between superstructure and base. Figure 1 helps to understand this explanation.

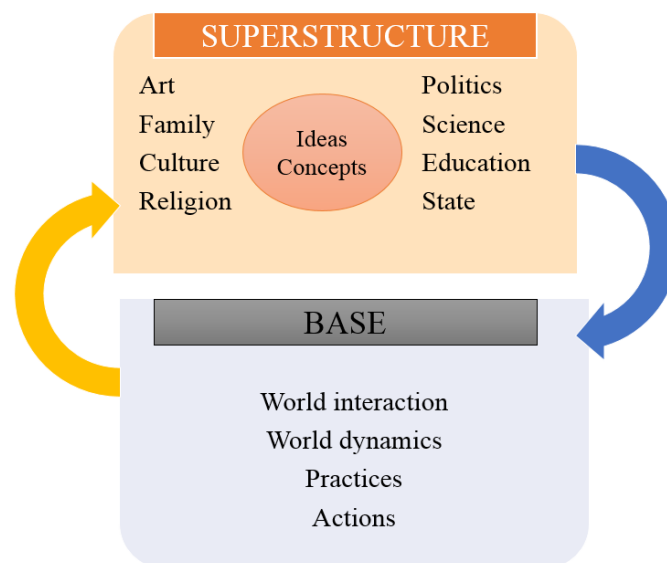


Figure 1. The Spiral Interaction Between Superstructure and Base

Source: Author

Thinking along the same line, the Science can be situated in the superstructure where the scientists embedded their knowledge. Paradigms, theories, and methods, for example, are the concepts that we can take as a background to go in the field, and where

⁸ I frame here again that this study is not based on Marxism. I just use the concept of superstructure and base to understand the world configuration on the logic of concepts and practices.

we can observe the reality. The interaction between paradigms, theories, and phenomena help on the development of the Science. The next item I will discuss the mediation of the paradigms – as the procedures of how to act – and the utilitarian and symbolic logics acting in the social reality.

2.2 PARADIGMS, AND THE UTILITARIAN AND SYMBOLIC LOGIC

Paradigms are "a set of recognized theories and models of explanation, of ways of doing, commonly accepted by the scientific community, which forms the field of thinkable and legitimate questions" (Caillé 2002,11). The paradigms are used to explain and place the researchers in which theoretical framework the social phenomena will be analyzed. The principles related to the paradigms have its own ideological apparatus which it delineates the different modes of politics, norms and values, the organization of society and how the local culture behaves. For example, how the society is ruled: in Western culture, the person is viewed as an individual⁹, differently, in an Eastern culture the person is seen under the point of view of collectivism, and the notion of the all is more important. However, it should be noted that the values of the paradigms are not unique to every society but predominant in each culture (Dumont, 1985, 1992). Our world is guided by three paradigms called Individualism, Holism, and Theory of the Gift, each one has a specific manner on trying to set up the world and I will explain further.

Individualism paradigm arises from the appreciation of feelings such as equality, freedom, and rationality. The individual is the category that represents the mankind; he/she is subject of his/her own choices, and are the references to his/her. People relationships are functional, where people tend to maximize the best of what the other has to give and always seeking the equality. A representation of this paradigm is the democracy in which everyone has the right to think, to explain ideas and be a citizen, without worrying about the consequences of his/her actions. The representation of mankind is the individual, which is estimated the individuality and the self (Dumont 1992).

In Holism, the society is seen by the totality, not by the individuals; here every man shall contribute to the global agenda. As Caillé (1998, 6) argues “the total is historical, logically, cognitively and normatively more important than individuals

⁹ The individual here is considered as a unit, without caring for his/her interactions.

containing.” Instead of freedom guiding the behavior, the hierarchy designs the regulation. Thus, the person does not act according to his/her interests, but by rules, norms, obedience, and especially the tradition. In this paradigm, the person is represented by the whole, and the mankind is the sum of the parts.

Looking at these two paradigms lead to a dilemma that either the individual's conduct is free but obeys the mode of instrumental rationality, or the behavior is limited and determined by rules. The Theory of the Gift paradigm arises as an alternative to guide the person as a participant of the culture through interactions, relationships, and social roles. The importance of this paradigm is to show what is not explicit, but what is subjective. Thus, The Theory of the Gift is an essential framework to analyze symbolic representations and the subjectivity permeating the reality.

As discussed previously, The third paradigm – The Gift - arises not as an exclusionary Individualism and Holism, but as “the necessary ground for the creation of a paradoxical and pluridimensional theory of action, which would be able to solve the classical dichotomy between holism and individualism.” (Caillé, 1998, 1). Thus, neither the economy nor the public economy, nor the State is incommensurable and unknown to the economy or the gift society. This paradigm does not stand on the equivalence, and the calculable dimension nor as the comprehension of the all, but rather discusses the social phenomena interaction. As Bourdieu (1997, 234) argues:

"The gift economy, in contrast to the economy where equivalent values are exchanged, is based on a denial of the economic (in the narrow sense), a refusal of the logic of the maximization of economic profit, i. e., of the spirit of calculation and the exclusive pursuit of material (as opposed to symbolic) interest, a refusal which is inscribed in the objectivity of institutions and dispositions”

The difference lies in the understanding of the man as a participant in the culture through interactions, social relationships, and their roles. Also, it is a valuable source for analyzing the symbolic representations that people manifest.

Although these paradigms explain the reality and the so-called superstructure and base, Sahlins (1976) proposes the symbolic logic to understand our reality. We can assume that the world's explanation is a reunion of these paradigms which is consistency with Sahlins' explanation (1976) about the culture acting in all parts of the reality. In fact, in several contexts, it will have a predominance of one paradigm that will regulate a

person behavior¹⁰. People tend to divide their judgment in a dual sense of right or wrong, black, or white, individual, or collective, for example, and this sagacity has been passing through generations. Utilitarian and symbolic logic do not escape from this discussion, as Sahlins (1976) discuss both logics are under our daily experiences since we live them as a total social fact¹¹ (Mauss 1999).

Utilitarian logic reinforces the idea that we are rational human being, we are the subject of our choices and every action is regulated by calculating decisions and freedom, here people have the power to do everything he/she want (Caillé 1998). According to this statement, we connect with others only to please our satisfaction. Also, our actions are never guided by others, but by utilitarian practices for our interests. Therefore, it will have always a logical explanation, and the subjective concepts are a renegade. However, not just human actions can illustrate this logic, in the academic area there are some areas that can represent this domain. For example, Positivism and Functionalism are philosophical schools of thought that represent this utilitarian logic. Also, theme as economic relationships, financial practices, and market values represent this logic because they will play for the personal satisfaction for minimum costs and higher value perceive. However, we cannot see the market just in utilitarian view, as Sahlins states.

In the so-called primitive societies, economic systems exist in the communities' social life, the value of the goods are minimum, and there is a great importance of people relationships (Rodrigues 1989), creating, then, an economic reciprocity. However, this point of view must not be seen just in primitive societies, but also in our society, because the relationships go beyond utility motivations (Mauss 2003). Besides the "hard economy" like the stock market, speculation, product offer, and demand, for example, there is an economic market that could rescue the discussion about symbolic meaning among people, goods, and consumption. As Goudbout (1999) argues, besides the products and services circulating in the market, there is, indeed, an immense socioeconomic continent misunderstood, in which goods and services circulate through mechanisms of gift and counter-gift. Modern society gives rise to new forms of gift that compensates the coldness and impersonal nature of the market.

Sahlins, in *Culture and Practical Reason* (1976), discusses two theoretical approaches: Economy and Anthropology. The author places the last one as a framework, which helps understanding through symbolic logic, the economy, and consumption in the

¹⁰ As discussed before all paradigms influence in somehow the reality.

capitalist society. Sahlins proposes the abolition of science duality. The author argues that the cultural reason drives even in spaces where it exists the utilitarian logic. In sum, the culture operates in a symbolic way in human activities, it does not directly performances in the creation of material forces, but act as a symbolic structure of these activities. For example, culture acts inside economic production; in addition to that, the author sees symbiosis in culture acting in practices. Sahlins' arguments support the initial problematic about the world duality; that cannot be seen just under a utilitarian logic, but in fact inside the symbolic logic.

2.3 LOGIC ACTING IN OUR REALITY: THE CONSTRUCTION OF HOMO *MUTUUS*

As previously discussed, Sahlins (1976) proposes that the utilitarian and symbolic logic should be seen together because our reality interacts with many dimensions. In fact, we can assume that superstructure and base are defining and redefining each other through different perspectives. Approaching this thought to Science, I will show further how the expertise areas place themselves as holders of knowledge (in this case the mankind), and consequently I will present the Homo *Mutuus* as the representation of the many dimensions of the human being behavior. Sahlins proposes that these two logics should be seen together; nevertheless, man it is not just utilitarian and it is not a just donator. The understanding of human being in society is an aspect that has been discussing since Ancient Philosophy. Aristotle refers to human being as a politic animal, this is, a rational animal that speaks, thinks and interacts in the *polis*; for him, this is a central concept to understand the social and political organization. In Modern Philosophy, authors like Hobbes, Locke, and Rousseau reflect about human being behavior in their natural state and why they organize themselves in society through a social contract. All discussion above reflects about how the theorists explain the construction of the human being and its behavior.

Anthropology is concerned with the construction of mankind as a Person (Mauss 2003, Duarte 2002, Seeger and Damatta, Viveiros de Castro 1979), this is, a subject socially constructed by their experiences and trajectory. According to this principle, human being spirit holds two qualities, the "private-me" and the "social-me." Despite both could be analyzed from different perspectives, they should be seen together

to help understand the construction of the Person. That is, a subject with individuals' convictions, but at the same time wrapped in social relationships network.

The historical notion of the Person, as presents Mauss (2003), is a set of substances that form several definitions of the human being such as individual, citizen, and humanity. Therefore, four dimensions configure the construction of the Person:

- a) civil, incorporated in Roman law,
- b) moral, concerns about the conscious, independent, autonomous, free and responsible man,
- c) Christian that includes the subject invested in humanity,
- d) psychological address the individual and rational aspect.

The person is a historical process where one holds characteristics of interiority, intensity, and authenticity that are externalized in the culture. The construction of the Person approach that

“every human being has two aspects: he is an individual, but also a person. As an individual, he is a biological organism, a very broad range of molecules organized in a complex structure which its manifest. (...) The human being as a person is a complex of social relationships.” (Radcliffe-Brown 1973,71).

In sum, the person is a complex social man wrapped in his/her experiences and trajectory. This complexity exposed in the Person is socially invested in meaning. For example, a patient is not just his disease, but in his/her complexity involves family, social interactions, work, and community living. In short, the person is a set of experiences (Duarte, 2002). Another example is the consumer, he/she is not just an individual; he/she is the subject of his/her history as a result of his/her construction as a Person. Thus, the consumer behaves and communicates through his/her experiences and interactions.

A dual man who lives in both utilitarian and symbolic logics is a modern construction of the Person, that I named Homo *Mutuus*. The origin of this humanity could be analyzed from Economics, Anthropology, and Marketing Science (Figure 2).

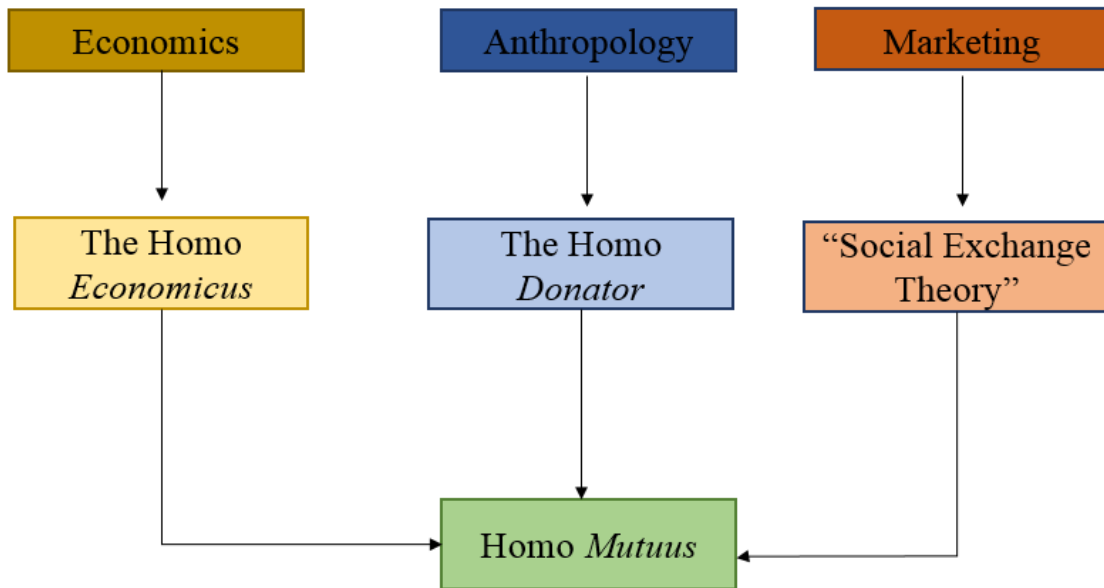


Figure 2. The Origin of *Homo Mutuus*

Source: the author

Behavioral and Cultural Economy (Bowles 1998, Guiso, Sapienza, and Zingales 2006, Levav and McGraw 2009) concerns about social, cognitive, and emotional factors influencing human choices and behavior. In this case, ideas are shared between people through social capital, social networks, and cultural transmission into the group. Although these schools demonstrate other factors acting on individual actions despite the rationality, they still focus the representation of mankind as *Homo Economicus*.

Social Exchange Theory School introduces an alternative model of traditional marketing, that one presents the interactive exchanges among sellers and consumers (Sheth, Gardner and Garret 1988). A relevant author in this school is Bagozzi (1975) who showed the concept of exchange as marketing basis - arising from the intellectual inspiration of Lévi Strauss (1971). The author places a difference between social exchange and economic exchange and realizes that the exchange process can be economic transactions or not. Bagozzi refutes the overview that marketing exchanges are unilateral and with no interactions. The contribution of this school is to realize that money in exchange for goods does not support the marketing essence, because the Marketing essence is to continuously the exchange process.

Arising from Anthropology, Theory of the Gift refutes all debates about human actions being governed by rational interest. In this theory, a reciprocity law (Lévi Strauss 1971) rules our reality, this one is the general basis for living in society. In other words, the acts of giving and receiving generate social bonds and allow the circulation of things such as feelings, friendship, marriage, politeness, words, goods, economy, and life, even

offense, violence, and death. In the Theory of the Gift, men are known as *Homo Donator*, this is, their practices are ruled by acts of giving and exchanges.

Gathering those three knowledge areas discussed above and analyzing each one, it is possible to see a general judgment. The presence of a symbolic logic circulates, giving meaning to human being's actions and practices. Also, this reaffirms Sahlins (1976) arguments that there is cultural reason driving even in spaces that concentrate the utilitarian logic as a central characteristic. Therefore, humanity cannot be just *Homo Economicus* or *Donator*, but in fact, *Homo Mutuus*. This one is the representation of the modern human being. Human acts happen in several ways such as one can pay back quickly to show that he/she does not want to develop social bonds or one can encourage to maintain social bonds in acts of giving and reciprocate. People are not so rational, and are not such a donator, in fact, they are *Mutuus*, because the presence of the culture transfers meaning to the relationships, also involvement in a given situation. Despite the influence of rational dogmas in *Homo Mutuus* behavior, one also is involved in a symbolic logic, also is affected by his/her social bonds. Thus, *Homo Mutuus* it is not so rational, and it is not such a gifter, but *Mutuus*, because of one's social exchanges, behavior, and acts depend on the context, the transfer of meaning among people involved in a situation and the value of social bonds.

Apparently, no theoretical discussion in consumer research has been made about this topic. The importance of presenting this concept in consumer research is to understand the mankind in the social reality, and how the person is constructed by the several levels and dispositions he/she will face during his/her lifetime. In other words, the construction of the Person is related to his/her experiences. The consumer is not a private individual (like in the Individualism Paradigm) or part of a whole (like in the Holism Paradigm), but, in fact, the person is the subject of his/her history. When the consumer sees himself/herself as such, actually, he/she is behaving, communicating as the subject of his/her choices, but aiming his/her actions to the world in a network of interactions.

To understand the *Homo Mutuus*, the Paradigm of the Gift seems like an appropriate assumption to improve its understanding. For that, the next section it will discuss the Principle of The Gift.

2.4 RETHINKING A CONTEMPORARY THEORY OF THE GIFT

Theory of the Gift has been studying since the so-called primitive societies. Despite in our society, there is a predominance of the utilitarian logic, we still have non-utilitarian actions among people. Nowadays we are recovering the symbolic logic as solidarity economy, volunteer work, blood and organs donation, charity, family care, music sharing, drink sharing. The purpose of these actions do not make visa profit itself or to take advantage on someone, but a collective gain. To keep this logic permeating we assume the existence of a gift is feeling called agapic love (Belk and Coon 1993) among people. Although people do not rationalize what is to be a gifted person, or how to behave in gifted manners, they do in a subjective manner when they feel the willingness to surrender in this kind of relationship (Lévi-Strauss 1971), and then they are in a give-receive-reciprocate cycle.

In the academic area, the Anthropology is the main Science which study the gifted relationship theory. This one had significant influence of French though and emerged as the Theory of the Gift. Marcel Mauss (2003) initiated this concept from ethnographies of Malinowski, the author observed the importance of two rituals - *Potlatch* and *Kula* - performed in North America and New Guinea, respectively. In these rituals occurred ceremonies which promoted intertribal exchanges such as goods, weddings, favors and economy. Mauss theorizes the existence of these rituals as a moral obligation, which allows tribes to be continuous the interaction among them. The author demonstrates that give-receive-reciprocate acts are out of utilitarian logic since there aren't a rational coherence to regulate. One should note that The Gift proposal is understandable outside dominant explanations of the utilitarian logic, which reduces the actions to rational purposes.

Mauss analyzes these gift exchanges as a sequence of discontinuous acts, from this point of view, Lévi-Strauss (1971) states that the gift not only addresses about the triple obligation but also is important to understand about reciprocity. This one is an essential element for the gift's existence; it has to appear the reciprocity for the gifted bonds be reaffirmed. Therefore, reciprocity is the condition of the alliance.

Bourdieu (1996) places that beyond Mauss and Lévi-Strauss approaches, it is necessary to analyze the interval of the reciprocation. That is, acts of give-receive-reciprocate and the reciprocity are essential for analyzing the gift process, but the interval is an essential key to understand if these exchanges have a utilitarian purpose or not. If

one is acting in utilitarian logic, the exchanges can happen in a short break (to end the relationship quickly) or in a long break (to encourage reciprocation). For Bourdieu (1996), the gift is public knowledge everyone lives and practice it, but it is veiled because it is an idiosyncratic knowledge and there is not an explicit rule of conduct. Therefore, the gift is part of a habitus of the society arising from the existence of the reciprocity approach (intrinsic to humans). In this case, we can draw a parallel to Lévi-Strauss (1971) point of view, when he states that the construction of society is based on reciprocity, and is inherent to human existence. The exchange of gifts is established by the economy of symbolic goods (Bourdieu 1989). In other words, that is, in those exchanges there is a transmutation of economic capital to symbolic capital, what remain in these exchanges is the accumulation of symbolic capital.

Sahlins (1976) realizes The Gift as a generalized reciprocity. In this one there is no control or imposition to happen the reciprocity because it depends on people's will to involve themselves in gifted relationships. For the author there must be a balance in those exchanges; otherwise, it can become utilitarian exchanges.

In the 1980's arose a movement named M.A.U.S.S. (*Mouvement Anti-Utilitariste Dans Le Sciences Sociales*), the purpose is to contest the predominance of the Individualism paradigm in Academy ambience. Thus, it was created the Gift as the third paradigm. M.A.U.S.S believes in an anti-utilitarian movement in opposite to the individualistic domain. The intention of this movement is to honor Marcel Mauss, highlighting his place in the sociological pantheon. Also, it aims to disseminate the anti-utilitarian character of the Theory of the Gift and its potential as a consistent sociological critique of neoliberal doctrine. M.A.U.S.S. seeks to demonstrate the misconception ambition of utilitarian and economic thought in the marketplace as a central variable in the construction of social life. Therefore, the association is the keyword to analyze people in social reality. The main authors are Godbout (1999, 1998), Caillé (2002, 1998), and Godelier (2001). All discussion above presents the trajectory of the construction of Theory of the Gift. Table 1 summarizes principals' approach of each author.

Table 1

Summary of the Construction of Theory of the Gift

Mauss	Lévi-Strauss	Bourdieu	Sahlins	M.A.U.S.S.
Triple obligation	Reciprocity: reciprocate to	Interval in exchanges	Equilibrium in exchanges: cannot have	Anti-utilitarian movement Association

alliance's existence	Habitus: Gift Economy Existence of Symbolic Capital	imposition or superposition Generalized reciprocity
-------------------------	---	--

Note: Source from the author

Theory of the Gift consists of acts of give-receive-reciprocate, which establishes strong social bonds among people due to moral obligations network promoted in exchanges (Mauss 2003). In the Theory of the Gift process, the things lose the mercantile value and gain meanings of significance, uniqueness, and subjectivity. Theory of the Gift is not just about the exchanges itself, but also what precedes the act of giving something to someone, consequences of these exchanges, reaction of the receiver, satisfaction, interaction, gratitude, and love. Through this, people engage with each other, and gift intentions are never to have an end since when other receive, one will want to give back sometime, and the giver becomes the receiver and so on. These events involve participants in gift exchanges, in which goods are not the central purpose. The social ties are the central purpose. The goods essentially give symbolic meaning in the gifted relationships. However, these bonds can also be broken when a person isn't interest anymore in keeping this bountiful relationship, and he/she does not want to have more social exchanges. Thus, he/she decides to leave this relationship, which makes a positive gift into a negative gift (Rezende-Pereira, and Strehlau 2016, Ruth, Otnes and Brunel 1999). For the strenghten of the social bonds is essential that acts of give-receive-reciprocate circulate among people because it can encourage them to feel intended to remain in gift cycle.

To gifted practices and intentions happen is necessary some basic principles like freedom and risk, pleasure in the gesture, disinterested action, interaction and sociability, not equivalent, moral debt and symbolic value (Caillé 2002, Godbout 1999). Every feature, in particular, will be detailed below for better understanding of a person actions in gifted relationships.

The essence of the gift is freedom and risk; a person in a relationship may have the risk of not receiving the reciprocation or he/she doesn't want to reciprocate. Freedom is an essential feature of gift behavior, because it is one's choice to reciprocate or not. Moreover, it is necessary that these individuals feel pleasure in the gesture; therefore, it cannot be forced as an incumbency or an appointment. The sense of the gift is a disinterested action because the interest is free (freedom principle), there is no calculation,

also people have to encourage themselves to make these gifted ties to happen. The interaction between donor and receipt arise through social exchange, creating sociability among them. A gifted relationship cannot be equivalent because its intention is the rationality or utility (particular of the Individualism Paradigm). There must be a moral debt for the continuation of gifted ties; it is necessary that the person feels the need to reciprocate more than others do, because the person will eels that this relationship is worthy and he/she will encourage the gift cycle. Finally, the meaning of the Gift is in the symbolic logic, i.e., is inside the culture where gifted practices can be represented.

Figure 3 illustrate these principles inside a gift cycle.

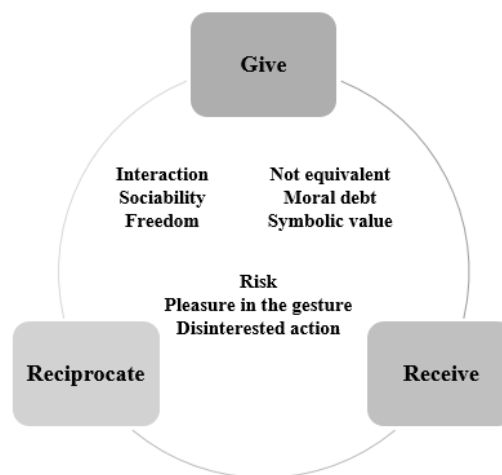


Figure 3. Theory of the Gift and its Principles

Source: from the author.

First, we have to make it clear that the gifted principles, the acts of give-receive-reciprocate and social exchanges can happen not only between two persons but also can occur among people creating a network of socialization.

Using The Gift perspective, we can perceive:

- a) The evolution through time of Theory of the Gift
- b) Some basic principles that all researchers using this theoretical framework should use and evaluate in their studies

Reciprocity is the basis for the emergence of society; as Lévi-Strauss (1971) argument, societies were formed when incest prohibition was ruled as a social norm, thus people started to create kinships among others that weren't correlate by blood. The formation of these kinships is done by social exchanges such as donation of time,

thoughts, goods, and marriage. Reciprocity allows people to improve their relationships, because of the moral obligation for people to maintain the gifted ties. Therefore, exchanges are the mainframe for the maintenance of society, since the gift cycle (give-receive-reciprocate) permits those exchanges and the continuation of the gift spirit (Mauss, 2003).

Bringing this idea to marketing, Bagozzi (1975) address that exchanges are the main part of marketing principle. Taking as reference the intellectual inspiration of Lévi-Strauss (1971), the author states that the exchanges process among companies and consumers happen because of the interaction among them. Therefore, he refuses the previous idea that, in marketing, the exchanges are unilateral (exchanges of money for goods), and he argues that exchanges are more than that. Therefore, we can assume that the acts of give-receive-reciprocate provide recognition between consumers, and companies and brands creating relationships with them. Hence the creation and maintenance of relationships is a important point for marketing. Thereunto, the anthropological view called The Theory of the Gift could be considered the framework to understand the phenomenon of consumers and their interactions.

Gift Giving is, the closest approach in consumer research using Theory of the Gift. Gift giving studies discuss about exchanges of presents among people; also, what is applied is those exchanges such as feelings, rituals, acts of giving and reciprocate (Ward and Broniarczyk 2011, Ruth, Otnes and Brunel 1999, Belk and Coon 1993, Sherry 1983). However, these researches reflects partial moments of gift exchanges, for example, the act of choosing what kinds of presents to give or the individual perceptions (Joy 2001, Le Gall-Ely, Gonzalez and Urbain 2010, Sherry, McGrath and Levy 1993), and, rarely, do not see The Gift. Although there is an evolution in gift giving researchers, which address these process as stages as a longitudinal process (Sherry 1983), when it comes to empirical studies, they still see only a part of it. A Recent phenomenon in consumer research as agapic love (Belk and Coon 1993), sharing aspects (Belk 2014a, 2014b, 2010, Giesler 2006), and charitable giving (Badje 2009, Fisher, Gainer, Arnold 1996) use the logic of Theory of the Gift and emphasis non-utilitarian actions among consumers. By this panorama, these researchers have been concentrating on gift practices instead of recovering the original principles of Theory of the Gift, which is more than its practices. Giesler (2006) and Marcoux (2009) have been presenting some new aspects of the use of this theory, but apparently, not much some progress have been made.

Theory of the Gift comprehends the genesis of social relationships (Mauss 2003, Caillé 2002, Godbout 1999, 1998,) and everything that is attached to those. Therefore, it is not just about the goods or the acts of giving and receives presents. The theory approaches a holistic view, which considers from social exchanges to the economy (Caillé 1998).

The consumption can be investigated through Theory of the Gift as how consumers' actions and decisions are related to relationships and their interactions. For example, using Theory of the Gift logic, we can see that acts of give-receive-reciprocate provide recognition to consumers that companies/brands create relationships with them. Consumers capture more than utility when purchasing or using one brand; it is fulfilled with symbolic attributes (Peter and Olson 1999). Power or social status can be part of the proposed value of the brand, and consumers perceive as a "spirit" the brand has, which make them feeling connected. An example is the Harley-Davidson case; Schouten and McAlexander (1995) analyze this subculture exploring how this brand is linked to consumers of Harley-Davidson, creating interaction and social cohesion among consumers and the brand. Moreover, analyzing through Theory of the Gift, it can be seen how the gift cycle emerges, because companies/brands and consumers are engaged in social ties and interacting with them (this goes beyond the view of exchanges as buying and selling). Another example is how certain goods can be used for the strengthening of relationships, the relation between consumers' practices and social groups, also the longitudinal process of social exchanges. In all these cases, we can reflect how gifted relationships are created and its process.

Thereby is also important to analyze consumption issues and phenomena from the perspective of the cultural reason and the Theory of the Gift (paradigm and concept), and the consumer as the Homo *Mutuus*. In the next session, I will discuss the emergence of a Gift Habitus.

2.5 GIFT HABITUS

Lévi-Strauss (1971) argues that structures are universals and thereby is possible to analyze and compare the same practice in different societies. However, Bourdieu (1983) argues that structures remain, but they are constructed inside each group, so the author calls "structuring structure," i.e., structures are fixed, but they are sketched over time. We can illustrate this discussion through the example of reciprocity; this one is a

general concept that exists in different societies. However, Bourdieu does deny this structure, but he sees that the construction of reciprocity happens inside a group, because it is sketched over time and it only has to mean by those people inserted in the group. Also, this reciprocity can only be understood by social practices.

What are practices for Bourdieu? They are observable human actions produced by subjects in different places and social situations. Practices are concrete and abstract actions such as goods, experiences, rituals and ceremonies, festivities, behaviors, attitudes, dialogue, communication, education, judgments, politics, trade and work (Warde 2005, Bourdieu 1983). Moreover, practices cannot be reduced only by the observation of social practices, since all actions (whether objective or subjective) have a network of complexity which include symbolic aspects, struggle and disputes among agents, dilemmas, distinction, construction and changes in individuals and social groups. Therefore, Bourdieu presents the practice as a scientific tool to understand and analyze the society.

However, one must understand that a Habitus generates practices, this is, the practice is the lens for the researcher to understand the Habitus of a group. Practices and Habitus are entangled theoretical concepts. In other words, a Habitus of a group can be understood by its practices because the structure is malleable. Therefore, these two concepts are constructed in daily experiences.

Habitus produces practices by the regularities of human experiences, which are built by *hexis*- body aspect - and *ethos*- mental structures and it is built and learn over time (Bourdieu 1983). Through it, people referred lifestyles, political, aesthetic and moral judgments (Bourdieu 2008), and it is possible to understand the relational structure of one's position in the field and capitals composition. The capitals composition reflect the disposition systems in a group's Habitus, they are composed by economic capital (represented by material wealth as income); cultural capital (knowledge acquired over time); social capital (designated by social relations and its socialization in groups), and finally, symbolic capital (represented by prestige, honor, and recognition, for example). Thus, the Habitus can be understood by the practices, and the capitals composition are the disposition system to analyze the practices. As discussed earlier, there is no way to dissociate Habitus from practices, since this one only existence because of this Habitus.

Habitus is predispositions people have and construct through life. As discussed before, Lévi-Strauss (1971) and Bourdieu (1996) give evidence that gifted actions are something intrinsic in our reality. Thus, it is possible to associate the existence of a Gift

Habitus. Lévi-Strauss (1971) argues that the reciprocity is the fundament for the creation of the society, and people have the predispositions to continue giving, so reciprocity is what unites people in society. Gift practices promote social exchanges and the enhance of social relationships (is this case called gifted relationships), which can only be understood by Gift Habitus. Reciprocity does not necessary happen just between two people (the giver and the receiver); people can create a network among others through Gift Habitus. That is, everyone is involved in this collective movement of reciprocity.

Giesler (2006) bounces Sherry's model (1983), because he believes that gifted exchanges do not rely just on in a dyadic way. Sherry (1983) focuses on gift exchanges between two partners as a process of three stages. Giesler (2006) presents rhizomatic exchanges concept in opposition of dyadic exchanges (Sherry 1983), i.e., the author considers the existing of universal exchanges among people, and it covers the understanding of gift as multiple exchanges. Therefore, rhizomatic exchanges present some nucleus subjects that give and spread those exchanges for more than two people. However, it gives an impression of no interaction between some participants, as if it were a constellation, for example, between subject A and H (Figure 4). In this illustration, black circles are nucleus users and white circles are regular users. The first is frequent and interactive users; and the second is regular users and are not so engaged. However, we have to highlight the presence of Gift Habitus as a subjective norm among people (Lévi-Strauss 1971) in this model. In short, Giesler (2006) presents the gift as a system in society, but he overlooked the collective sense of the gift presenting the model as a constellation, giving the impression that this system is not linked.

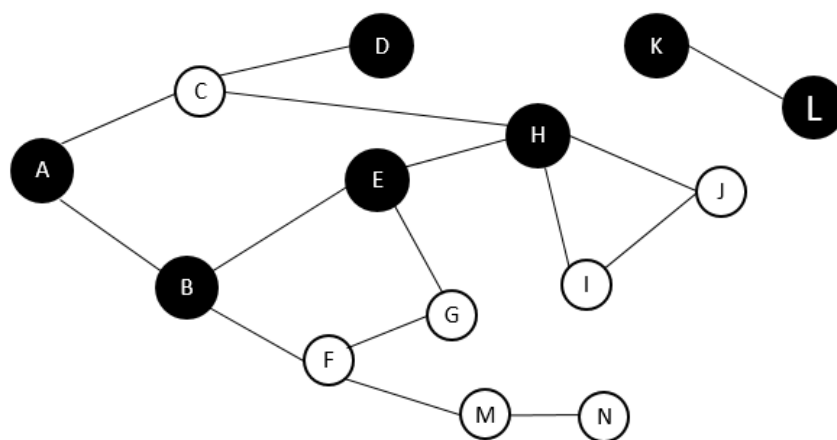


Figure 4. Mistaken View of Rhizomatic Exchanges in Theory of the Gift

Source: from the author

One of the principles discussed in the previous session is that the sociability creates interaction among people, reinforcing the Gift Habitus. We have to think The Gift as a network, where there is no nucleus because all actors are important parts in these social exchanges movement. Thus, Napster example used by Giesler, should be seen as a network, since the users are connected through the music net. Although a person does not directly receive the music file, users are keeping alive the music sharing a sense, so, the exchanges are encouraged to continue happen. To aggregate Giesler's view, the network notion would be more appropriate because of the existence of the Gift Habitus. We can understand this network meaning to the same logic that happens to organs and blood donations; there is a collective sense, which is permeated in people "know-how" to give without expecting no utilitarian return.

Another point is that Sherry's (1983) notion of gift cycle should be remained because it maintains the infinite exchanges inside a spiral cycle. Also, the acts of giving and reciprocate are what bonds us living in a group, as Lévi-Strauss (1971) argues. Figure 5 illustrates this meaning of integration in the social exchanges, revealing that everyone is integrated and they are interacting to the moral network called The Gift. In other words, the Gift Habitus allows material and subjective exchanges by this moral network that linked people.



Figure 5. Gift Habitus: Moral Network Allowing Social Exchanges

Source: from author

The Gift emphasis on the interactions, triple acts exchanges and reciprocity among people. Bringing this knowledge to Marketing, we can understand how the consumption

serves as a way to increase or decrease this gifted network. For example, social groups using distinction as a way to increase cohesion (Bourdieu 2008) and furthermore, enhancing the collective consciousness of a group (Durkheim 2012, Bourdieu 1989) and segregating others who do not share the same meanings. Another case is to analyze people and brands interactions and socializations in online media such as Facebook, Twitter, Whatsapp and Spotify. Theory of the Gift can be used to analyze different phenomena, and should not be limited to gift giving research. Figure 6 proposes areas in consumer research that could use this theory.

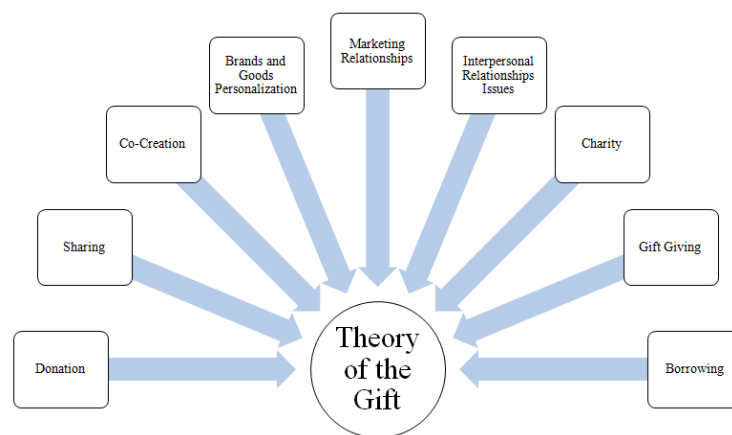


Figure 6. Application of Theory of the Gift in Consumer Research

Source: from author

In consumer research, no discussion have been made aggregating Theory of the Gift, practices and Capitals Composition. Bourdieu’s point of view (1996) about Theory of the Gift presents The Gift as the economy of symbolic goods exchanges, that as the opposite to the economic of interest. In this case, the logic of profit is not like in the capitalist perspective (individual, selfish gain), but as collective expectations and rewards. Economic exchanges are a type of domination, in which gifted relationships can cause bonds of dependency, which can be durable or not. This is, Bourdieu (1996, 7) considers the practices as “the constitutive provisions of Habitus, and not the conscious or intentional, and refer gift exchanges to a private logical: of the symbolic goods economy and its specific beliefs.” According to Bourdieu is the symbolic goods economy which permeates The Gift logic, as opposite to the utilitarian logic. Moreover, in the process of give-receive-reciprocate people accumulate symbolic capital. Practice helps to understand how The Gift happens even in the utilitarian logic of society; and gathering

the proposals areas in consumer research, I present the integrative network of Gift Habitus and its practices, to be analyzed in consumer research (Figure 7).

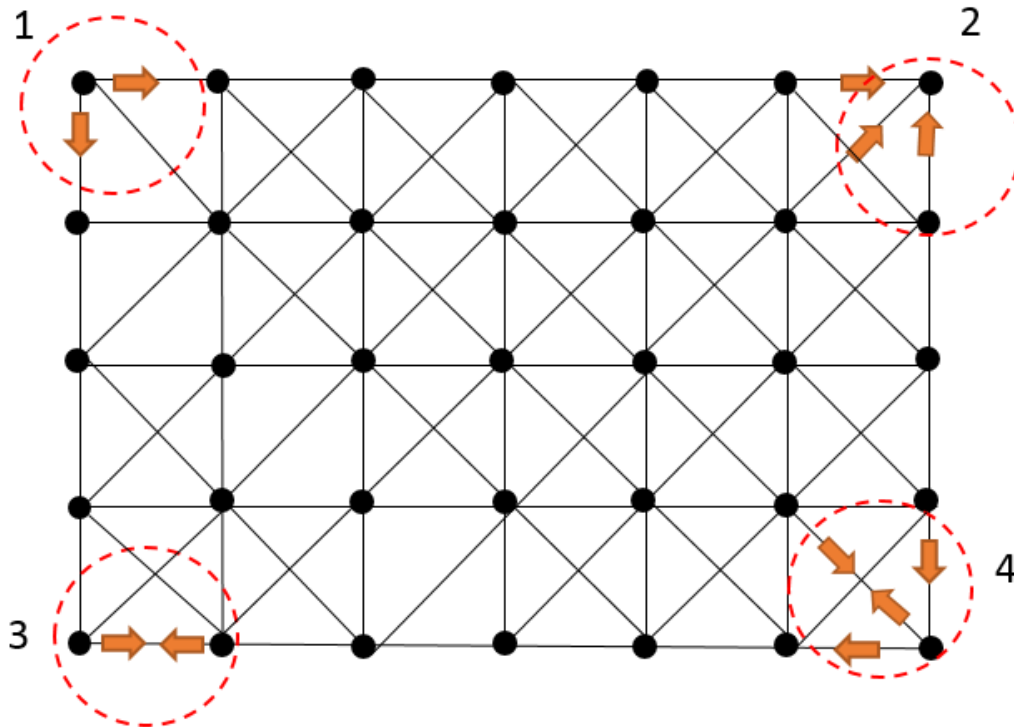


Figure 7. Integrative Network of Gift Habitus and its Practices

Source: from author

The discussion of this paper presents Gift Habitus as a holistic sense of society (Bourdieu 1997, Lévi-Strauss 1971), in which people who have this predisposition create and enhance a network of social exchanges. In Figure 7, the Gift Habitus is represented by all lines: a collective predisposition that people have and consequently give meaning and existence to The Gift. In other words, the lines illustrate the existence of a Habitus regardless if there are direct social exchanges or not among people; everyone is involved in this Gift Habitus. Individuals who share this holistic sense is named as *Homo Mutuus* and is characterized as a circle. As we can see, some of them interact with each other or with multiple people, and others do not. The way one behave in social relationships among others depend on its value and how it is constructed. Figure 7 presents four types of *Homo Mutuus* practices of relationships; each one is numbered in red circles. The first, called as altruistic, is the one who only gives and don't receive anything. The second, named as selfish, is the one who only receives but don't reciprocate. The third, called as dyadic, is the receipt who only reciprocate with the donor. The fourth, called as holistic,

is the purest gift practices of relationships; the person receives and reciprocates with the donor, but also gives to a third, fourth person and so on. This case reminds the meaning of The Gift where people promote social exchanges to create a collective sense.

In short, in this integrative network, we can understand how consumer's practices can take place, what is needed to happen and what consequences can occur. Also, it shows an expanded outlook which do not focus only in gift giving practices, but present an abroad view of other consumers' practices using Theory of the Gift. Moreover, it displays an integrative network that presents an anthropological view which analyzes feelings, interpersonal issues, values. It also understands the construction of humanity through capitals composition and their relation to consumption area.

Through this theoretical model, it is possible to understand the consumer practices, Gift Habitus, and Homo *Mutuus*. Using humankind capitals composition will facilitate to understand how and why consumers interact with each other and about brands. Companies can use this perspective to comprehend consumer communities and understand why some brand have similar relationship as if they were a person. Moreover, it will have the possibility to encourage them to continuous their practices or not.

From this, I launched propositions for future research using the Gift Habitus: how capitals compositions influence consumers' practices and its interactions; how process of consumer practices can be related to gift cycle; if there are an existence of gift cycle in consumers practices and interactions; and how gift relationships and which under context these bonds can be reinforced or broke up. Another point we should highlight is that relationship framework is a topic of interest in other fields of marketing such as relationship marketing (Daas 2008). This one could use Theory of the Gift to explore some new insights in the marketing field.

2.6 PROJECTS

The idea about project initiated in Enlightenment Era as a form of progress¹² in society. Fichte (1762-1814), a German idealism philosopher, designed the concept of project. For him, this thought urges as an interaction between person and a object, the last one can be considered as an inanimate nature thing or people. In sum, the project is a reciprocal action between the person and something external to him/her (Boutinet 2002).

¹² Until then the religion was the keeper of truth.

Schutz (1974) states that the project is a conduct organized to achieve specific purpose. This is, people are imbued to achieve a specific aim, in which they put time and imagination to accomplish it. The project is a conscious dimension that one organizes to achieve his/her aims. There is a difference between individual and social project. The first one attempts individualized wishes of a person, however, is the second one globalizes and incorporates different individuals' projects and integrates other members into this social project. Gilberto Velho (1994, 1989) uses as reference Schutz to bring this discussion to Anthropology. For the author, the project is an organized orientation to reach specific purposes. This action (orientation) comes from an internal discomfort in which the person wants to change using strategies and plans. In sum, the project is a person's resolution about a need to change his/her actual condition and implies in the transformation of the person *status quo* by performing this change in his/her context. The project is design by previous experiences, and past and present memories to transform the person condition and anticipate his/her future trajectory. In Anthropology, Gilberto Velho brings the concept of project to analyze the moving of families from the North Zone to the South Zone of Rio de Janeiro, and how this fact is considered as a project. For instance, the meaning of living in Copacabana, the social acceptance of others, the lifestyle changing are some of the considerations. Thus, the moving to another neighborhood, in this case, is something complex that implies several actions, plans and an internal need of change.

This thinking analyses how an individual proposes oneself to an ideal that aims a change about one actual condition (Velho 1994, 1989, Schutz 1970). The concept project comes from the anthropology, and here I bring to the discussion of consumer research. The needed of this debate is to go beyond the defense of Bagozzi and Dholakia (1999), Fischer, Otnes, and Tuncay (2007) of how people pursue and achieve their goals and look further analyzing that some goals are an integrative part of a project.

One thing that should be clear is: project is different from goal. The last one is a specific need a person has for a particular situation, and it is a set of setting and striving to achieve something he/she establishes some steps and planning so that it can be possible to attainment the goal. In the project, it needs a series of goals necessary to continue the project. More specifically the project is more outlined, and it takes a consider time so it can be completed and it occurs in a context and not in each situation. Moreover, it must have a significant commitment and communion with other people. A project is social because it is necessary not just the individual want and striving (Velho 1994, 1989). Another essential item is the presence of other people knowing about the project. It sounds

like if someone else knows about the project it could authenticate the “contract”, it became a public notice. In this case, the others have the role of giving support (emotional or financially), friendship, helping on the construction of the project.

To avoid confusion between the concepts of goal and project, I will use the example of the family continues indebtedness (Rezende-Pereira and Strehlau 2016). Of course, that be in debt is not a project. However, it could be a consequence of the unbridled pursuit of achieving a project. For instance, the parents realize that their kid has the ability on karate and support him both emotionally and materially so he can keep working out. The materials for him to train and going to the competitions start to be complex and expensive but, even so, the parents keep buying more goods. This situation starts to go out of the family budget and control, and they start to take bank loans, spend all their salaries, and ask for credit lines. Being a professional athlete is considered a project which involves a series of goals such as going to competitions, to be in a good karate school.

Is not necessary that all goals are part of a project, it can happen that we have goals (simpler as buying a detergent or complex as the purchase of a car) that do not implied in a project. Moreover, a project implies some determinate behaviors such as the willingness to change. In that example, having a professional athlete son is a collective project of the parents and their kid. Thus strategies and plans are necessary for that to happen, and it can only happen with a series of interconnected goals.

The focus of this discussion is the concept of the project, so Table 2 clarifies the difference between goals and projects, which I elaborated using the reference of Bagozzi, Gurhan-Canli, and Priester (2002), Bagozzi and Dholakia (1999), Velho)1994, 1989), and Schutz (1970).

Table 2
Differences between Goal and Project

GOAL	PROJECT
Does not necessary involve changing in a person condition	One feels the need to transform his/her current condition
Results drive goals	In a project has a process of transformation that can take years or all life and the result cannot be easily perceived
Goals are aimed for short-terms	Projects are aimed at long term
Isolated events of goals	Set of interrelated goals
A specific focus guides the goal	Several plans guide the project

Predominance of interpersonal relationships	Predominance of strong social bonds
Little or no involvement and commitment of others	Others' involvement and commitment are an important part
No presence of recognition	Presence of recognition

Note. Source from author

The main difference between goals and projects is on the purpose of each one. The first aims a short-term finishing and cannot be sustained for a long time because when one goal achieves it is the end, the second aims a long term because of its complexity, it is not possible to complete a project shortly. Goals do not involve the existence of projects; they can be considered as isolated events which are not interrelated with others aspects, and it is focused on a specific focus. For instance, buying a house could be one of the goals of a project called family, but can also be related to others goals such as having children, having a life together, sharing moments etc. A goal does not necessary involve changing, however, the main existence a project is because one feels the urge to transform the person current condition. Relationships are the basis for the human existence, without it the creation of the society and family, for instance, it would not have any meaning (Levi Strauss 1971). On goals and projects, the relationship is an important part to show how one should behave. In other words, on goals, it is not obligate the creation of social bonds because one can have only interpersonal relationships to achieve a goal, for example, to lose weight you can ask a physician for help, or enter in a collaborative group without being involved with other members. On a project happens the opposite, involvement and commitment are necessary hence the communion inside a social group is a vital part of the project. This communion happens through social exchanges, reinforcement of social bonds, gratitude and the increase of sociability. Consequently, the recognition takes place through the involvement in the project (which does not occur on goals situation). Therefore, Theory of the Gift presents as an important framework to understand a project.

The project is a reunion of practices, which can be concrete and abstract actions such as goods, experiences, rituals and ceremonies, festivities, behaviors, attitudes, dialogue, communication, education, judgments, politics, trade, and work (Warde 2005, Bourdieu 1983). The acts of setting and pursuing a project, for example, reflects a person practices during his/her lifetime.

Practices have a role in the construction and development of the taste because the last one is the result of a bundle of material and symbolic conditions accumulated during

our social trajectory (Bourdieu 2008). The practices of the project are a reflex of the taste and capitals composition act on the construction of the projects. Furthermore, this discussion could only be analyzed through the social trajectory.

Bourdieu (1996) highlights the difference in meaning between social trajectory and life stories. For the author, the life stories are a biographical narrative which emphasizes events that subjects consider relevant, i.e., only point out what one consider worth to mention, omitting information that could have influenced one's lives. However, the trajectory is the narrative chronologically ordered by successive events, which is related inside a field, which describes the positions of individuals in different periods. Therefore, the social trajectory is constructed by the history and it is oriented to the future. In this one, people accumulate their capitals according to the experience acquired by socialization such as the formal education. People use the field as a tool of domain and practices in social space (Bourdieu 2008, Holt 2008); through that, people communicate status and social position to others. The field is broader than social space. For example, money can be considered as a field because it is where occurs the dispute for maintenance of social positions and money management (more specifically) is the social space where money practices happen. The symbolic essence allows people to give meaning to their money and thus, they use capitals composition to demonstrate closeness with others who shared the meaning.

These concepts cannot be analyzed separately because one can interfere and influence on others. Moreover, I illustrate in Figure 8 the mechanism and interaction among trajectory, projects, capitals composition, and practices.

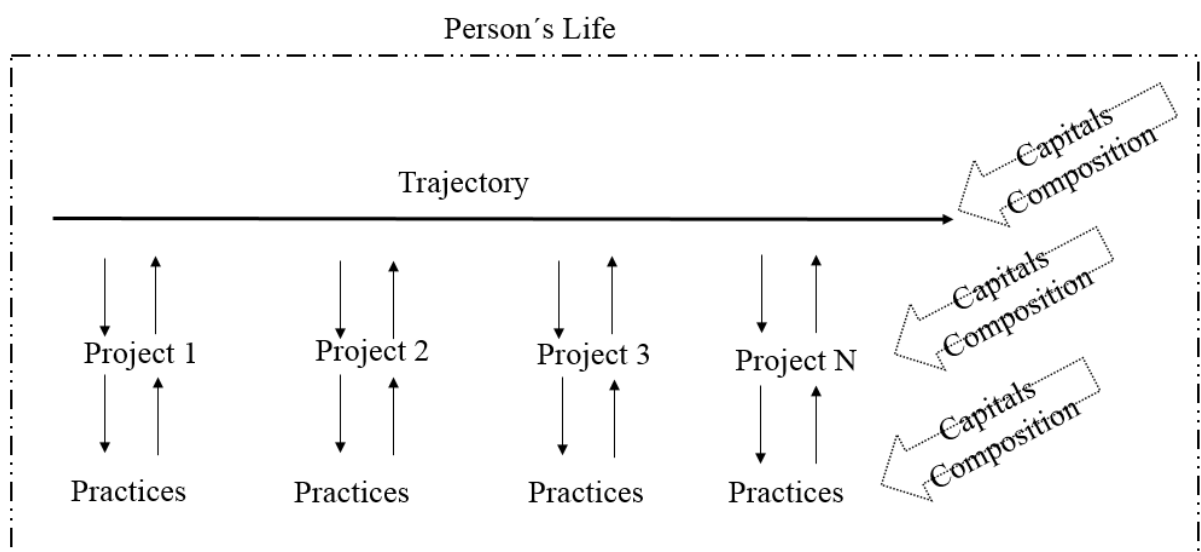


Figure 8. Interaction of Projects, Capitals Composition, and Practices

Source: from author

Several projects are done during a person trajectory; they are constructed and shaped during lifetime depending on the trajectory that one has. This individual is subject of his/her choices and has a social position in the field, so the trajectory is not taken by destiny, but by decisions and daydreams of a person. These projects are performed through practices. Practices are conducted in the real world; they are visible actions that individuals do to achieve their plans. Therefore, if practices happen on every day of people, projects are elaborated and performed, and the trajectory is the narrative events of the person in the field. Capitals composition helps the individual to achieve each structure, for example, place individuals to performance their practices; on projects: depending of the predominance of capitals composition mold their projects; and on trajectories: capitals composition are part of the predispositions.

Projects are mental constructions to transform a current condition (Velho 1994, 1989, and Schutz 1970), which makes them different from goals because that one has to be externalized and interacts with others contexts. These interactions include the recognition of one's project and, mostly, the presence of strong social bonds that will play an important role to achieve a project. A solid gifted bond or its inexistence could result in different results of projects. Projects could only be studied through a longitudinal process because the development of a process is not a result of a moment or situation, but by several episodes. Hence, in this research, the trajectory is a primordial tool to understand how projects are constructed by the performance of the capitals, once they will be the starting point choose a dream or plan, and strive for it.

The next session, I will present how the method was delineated to understand the relation between trajectory, social bonds, and project.

3 METHOD

Giving my interest in understanding how social trajectory and social bonds lead to a person having or not having a project, I explored on field work the process of constructing a project and its relation to others outcomes on people's life such as social relationships, personal life choices, use of money and sociability.

3.1 THE CHOICE OF THE PARADIGM

A research paradigm helps in scheming how the research will be conducted. In other words, it will help the researcher to design what kind of inquiry aims, method, instruments, and theory will contribute to resolve the research aim (Sarantakos 2005, Guba and Lincoln, 1998). Having this in mind, and the research aim of this dissertation, I chose the paradigm of symbolic interactionism (Cassel and Symon 2004, Patton 1999) to understand the process projects in people's life stories. This paradigm concerns about:

- a) "human beings act toward things on the basis of the meanings that the things have for them;
- b) the meaning of things arises out of the social interaction one has with one's fellows,
- c) the meanings, of things handled in and modified through an interpretative process used by the person in dealing with the things he/she encounters." (Patton, 1999, 112).

The effort of symbolic interactionism is in the processes of social interaction among people which are mediated by symbolic relations. The idea is to go beyond the purpose that general rules only dictate human actions. Also the social interactions constituted in social groups. Social interactions are a dialectical processes in which the individuals construct their collectivities. The aim of this paradigm in on the meaningfulness of people's lives events and contexts to understand the human actions from the standpoint of the individual (Prasad, 2005).

This paradigm fits on this research because it is possible to guide how people give meanings to the process of social interactions. In other words, living in a world full of meanings, people create their reality. Based on that they construct their world according to the social interactions that they will have during life. The social interactions and reality construction will help to understand people's decision as a result of a dialectic process

among people, group and society and the meaning a person give to an event. Symbolic interactionism is a way of interpreting people's perceptions, the meaning they give to things, and how these reports relate to the experiences they have experienced.

3.2 THE CHOICE OF THE QUALITATIVE RESEARCH

Creswell (2007) cites five reasons for a researcher to choose a qualitative approach such as 1) topics that were not explored; 2) the research questions are focus on the “how” instead or the “why”; 3) the phenomenon needs to be detailed; 4) no sufficient time and resources; and 5) the researcher considers himself/herself a beginner in a new area of study. However, why I chose the qualitative approach in this dissertation stand in the three follow points:

- Novelty of the theme (never have been investigated in consumer research and it needs to be explored)
- It requires deeper understanding of people´s life
- The singularities, the implicit and what is left between the lines, which can only be interpreted by a qualitative approach

The qualitative approach consists in describing detailed situations, events, people, interactions and behaviors that are observable. Also, it incorporates what the participants say about their experiences, attitudes, beliefs, thoughts, and reflections. A qualitative approach, in a symbolic interactionism, helps this dissertation in two ways: interpreting people´s interactions, meanings, and experiences and given a deeper understanding of the research problematic.

3.3 THE DATA COLLECTION

To Cassel and Symon (2004) “life history method is firmly rooted in an interpretive epistemological perspective, and specifically in the symbolic interactionist paradigm which views human beings as living in a world of ‘meaningful objects’ – not in an environment of stimuli or self-constituted entities.” To understand people´s projects is important to notice that this data collection does not focus on the individual unit, but the person interacting with the context and the culture.

The reason for choosing this technique is to obtain memories, narratives and previous experiences of a person life, also how these events reflects until now. Thus, it provided me an “opportunity to explore what people did, what they thought at the time, what they wanted to do and what they think about it now” (Mallison, Poppy, Elliot, Botock and Gatrell 2003, 775). The aim of using this technique was to stimulate people remembering some events or topics, which the interviewer is bringing.

In consumer research, there is a lack of using this technique (Elliot and Davies 2006, Munchmore 1999, Golden, Anderson and Ridgway 1980). However, that one presents a critical approach to understanding consumers’ experiences, also to evaluate their changes through time. Narratives could be used for a longitudinal behavior of consumers and their construction of their reality (Berger and Luckman 2006). Elliot and Davies (2006) illustrate the importance of this technique in consumer research giving an example of oral history and the evolution of brand consciousness and its implication in theories of symbolic consumption, branding and brand theory.

In life stories, the memories are used as data to understand the process, the context, and the social interactions that acted and still act on the configuration of a person life. The narrative interview is the best choosing for collecting people’s life stories. Storytelling is a natural form of communication between individuals. As Roland Barthes and Duisit explain:

“Narrative is present in myth, legend, fable, tale, novella, epic, history, tragedy, drama, comedy, mime, painting (think of Carpaccio's Saint Ursula), stained-glass windows, cinema, comics, news items, conversation. Moreover, under this almost infinite diversity of forms, narrative is present in every age, in every place, in every society; it begins with the very history of mankind and there nowhere is nor has been a people without narrative. . . Caring nothing for the division between good and bad literature, the narrative is international, transhistorical, transcultural: it is simply there, like life itself”. (1975, 237)

A narrative interview is considered as an unstructured in-depth interview. This one aims to tell a story about life’s events of a person (Atkinson, 2002, Jovchelovitch, and Bauer 2000). In this case, how the story is expressed, and the point of view of the informants are considered to tell their life stories. “A life story is the story a person chooses, to tell about the life he or she has lived, told as completely and honestly as possible, what the person remembers of it and what he or she wants others to know of it, usually as a result of a guided interview by another. The resulting life story is the narrative

essence of what has happened to the person. It can cover the time from birth to the present or before and beyond. It includes the important events, experiences, and feelings of a lifetime.” (Atkinson, 2002).

Narrative interview seeks to understand the life as a whole and recognizing the meanings in a context. My intention using this technique is to perceive through the stories what the informants will tell when they talk about their lives, the life’s events they passed through, the people involved in their lives. Each event could have an influence on people’s project, that is why is necessary to use a narrative interview to know their life stories. The appearance of a project is a result of a dialect process of the context a person is inserted, hence it seems necessary to use a narrative interview.

3.4 THE STAGES OF A NARRATIVE INTERVIEW

Before starting the interview, I incorporated in this dissertation a protocol to follow taking as reference Jovchelovitch and Bauer (2000) and Bauer (1996). The reason for choosing that is to give rigorousness on how to proceed with each interview. In this protocol, each interview pass through 5 phases, Table 3 illustrates the content in each step.

Table 3
Protocol of Narrative Interview

Phases	Contents
Preparation	Formulation of global topics to guide de researcher
Initiation	Ask permission to record Creating intimacy Presenting himself/herself: initial topic representing the priorities of the informant
Main Narration	Uninterrupted story telling Interviewer is an active listening Interviewer can make notes for later questioning
Questioning	Questions referring to informant’s memories Topics that were not covered
Concluding	Tape recorder switch off Small talk Notebook for summarizing the contents

Note. Source: Adapted from Jovchelovitch, Sandra; Bauer, Martin W. (2000). **Narrative interviewing** [online]. London: LSE Research Online and Bauer, M. (1996). The narrative interview: comments on a

technique of qualitative data collection. **Papers in Social Research Methods - Qualitative Series**, Vol. 1. London: London School of Economics, Methodology Institute.

The first phase (Preparation) happens before the interview; the researcher formulates a list of topics which he/she is interested, these themes are prepared to help the researcher conducting the interview. In “Initiation Phase”, it needs to create intimacy between interviewer and informant, thus, it should be asked to the informant to present himself/herself (“break the ice”), also the bureaucratic parts happen in this stage such as reading and signature of the interview consent, and permission to record. The narration begins on phase “Main Narration,” here the informants tell about their lives as an uninterrupted storytelling, the interviewer plays the role of an active listening and cannot comment nothing. Occasional notes can be made for later questioning. When the narration comes to an end, the interviewer enters to the “Questioning Phase” and interacts with the informant by asking topics that weren’t mentioned, and it needs more investigation. After this, the “Concluding Talk” initiated when the tape recorder is switched off, and small talks can develop to an interesting discussion. In this phase it is important to have a notebook for later summarizing the appear contents.

3.5 THE INTERVIEW DESIGN

Using the narrative interview protocol (Jovchelovitch, and Bauer 2000), I designed an in-depth interview guide. At the begin, I did not intend to ask specific questions, and I asked them to talk about their life. For instance, their childhood and adult life memories, their interests, turning points past life events, and I finished with an ending question (Is there anything else would you like to tell me?). This in-depth interview guide is the narration of a lifetime of the informant and focuses on the Initiation and Main Narration Phases. After finishing these stages, the “Questioning Phase” began by asking about some specific facts that were not well explained or it was not mentioned. Also, I questioned the informants about projects and social bonds relationships. Appendix section reveals this guide. The questions were related to social bonds theme as the value of the social bonds in informant’s life, understanding who are the people involved in these social bonds. Also, the projects theme were discussed as old and new dreams, if the informant had/has plans and the process of them, how they achieved or give up.

After the moment where all the issues were answered, the tape recorder was switched off, and eventually, some small talks occurred. After I finished every meeting I

used a field note, inspired by Malinowski (1997), to write about my impressions and the implications of the interviewee's speeches such as physical reactions and some uncomfortable issues.

3.6 THE SELECTION OF THE INFORMANTS

A qualitative research uses non-probability samples to select informants, called as purposeful sampling; this one is defined as “select information-rich cases strategically and purposefully, the specific type and some cases selected depend on study purpose and resources” (Patton 2002, 243). Patton proposes 15 samplings strategies to the purposeful sampling. In this dissertation, the sampling strategy used was “maximum variation” (heterogeneity). This one seeks to capture and describe central themes to identify patterns of variations. According to this idea

“selecting a small sample of great diversity, the data collecting and analysis will yield two kinds of findings: (1) high-quality, detailed descriptions of each case, which are useful for documenting uniquenesses, and (2) important shared patterns that cut across cases and derive their significance from having emerged out of heterogeneity. Both are important findings in qualitative inquiry.” (Patton, 2002, 235)

To understand the process of constructing and having a project is necessary to capture a variety of people in different life stages. That is why I chose “maximum variation” as a sampling strategy. I established three dimensions to recruit a range of informants: age, family composition, and nationality. In the first one, I based on people in their twenties, thirties, forties, and fifties-sixties. The second one, I considered their previous family composition, i.e., what was the family’s structure in the time they were born¹³ such as parents with or without child(ren) or one parent and their child(ren). The last one, I contemplated the nationality as a dimension that could give a great variety. The field work occurred in Brazil and Canada; both countries have a historical similarity as being a nation of immigrants.

¹³Sources to differentiate family composition and household composition
 Current Population Survey Data on Families and Living Arrangements. (n.d.). Retrieved January, 2017, from <https://www.census.gov/hhes/families/data/cps.html>
 Household Composition. (n.d.). Retrieved January, 2017, from <http://www.stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/household-composition/definition.aspx>
 Jr., J. A. (n.d.). What's a Household? What's a Family? Retrieved January, 2017, from <http://www.prb.org/Publications/Articles/2003/WhatsaHouseholdWhatsaFamily.aspx>

3.7 THE STUDY SAMPLE

From January 2015 to July 2016 I conducted one-on-one in-depth narrative interviews with 23 people - 16 women and seven men, age ranging from 18 to 63 years old. Table 4 presents the summary of the informants according to maximum variation sampling strategy, and the Appendix, section presents a synopsis given more information about them. The interviews finished on number 23 because it was not founded any new information, so I used the criterion of redundancy (Lincoln and Guba, 1985).

Table 4

Summary of the Informants – Maximum Variation Sampling Strategy

Informant's Pseudonym	Nationality	Age, Marital Status	Family Composition
Emily	Israel	19, single	One parent and their child(ren)
Olivia	Pakistan	20, single	Parents with child(ren)
Ashley	Canada	20, single	One parent and their child(ren)
Lauren	Moldova	20, single	One parent and their child(ren)
Grace	China	23, single	Parents with child(ren)
Jack	South Korea	22, single	Parents with child(ren)
Megan	China	22, single	Parents with child(ren)

Claire	Canada	18, single	Parents with child(ren)
David	Brazil	28, married	Parents without child(ren)
Dylan	Brazil	40, common law marriage	Parents without child(ren)
Vanessa	Brazil	34, widow	One parent and their child(ren)
Matthew	Brazil	35, married	One parent and their child(ren)
Rachel	USA	25, single	Parents with child(ren)
Amanda	Canada	25, common law marriage	Parents with child(ren)
Zoe	Brazil	43, married	Parents with child(ren)
Anna	Brazil	37, married	One parent and their child(ren)
Lucy	Brazil	38, married	Parents without child(ren)
Natalie	Brazil	63, divorced	Parents with child(ren)
Sarah	Brazil	55, married	Parents with child(ren)

Michael	Brazil	48, married	Parents with child(ren)
Hannah	Sri Lanka	21, single	One parent and their child(ren)
Alex	Brazil	51, married	One parent and their child(ren)
Daniel	Canada	18, single	Parents with child(ren)

Note. Source from author

I contacted the informants in two ways: from a pooling research and by an announcement on the Internet. The first recruitment was at the university calling for students who would like to participate in my qualitative research. The second way, I did not want to have any previous contact or want to know nothing about the possible informants. Thus, I made an announcement on the Internet explaining that I was a Ph.D. student, doing a research about life projects and I would like to interview people who have a spare time to share with me their life stories. As they were getting in contact with me, I had a small talk with each one to make sure for them that this was an academic research.

In all cases, when they accepted, I previous contacted them and told about the aim of the study, why their beliefs and life stories would be relevant for this research. Also, I explained that the data would be anonymous and just myself would have total access to their information, and in any case, I would give their information to anyone. After they agree, I schedule a time for the interviews to happen.

I interviewed all them alone, except one case the wife joined it. The interviews took place at the university for the students, and for others, coffee shops and public libraries (depending on the convenience of the informants). The meetings happened in Toronto (Canada) and São Paulo (Brazil). The conversations lasted between 37 minutes to 120 minutes. All interviews were spoken in English, except for that one who live in Brazil: Sarah, Alex, Michael, Lucy, and Natalie. None of the informants received a

participation incentive, excluding the students who received 0,5 credit because they signed on the University pooling research.

With the location set up, I arrived at the chosen place 20 minutes before the time scheduled, so I could choose a quiet place where the informant and I could have a great talk. Also, arriving early the discomfort of the person looking for me was avoided, because I was already there. When I met the informants, I welcomed and thanked them for sharing their time with me, after - to break the ice - I presented myself and talked a little bit about myself. Then, I told them about the purpose of the research and asked them if they have any questions. Later, I presented to them a consent form (Creswell 2007) to sign and asked if they agree to participate in the interview, also I questioned them if I could record the conversation and the use their potential stories for academic publications. Afterward, I started the interview using the guide previous cited on this method section.

3.8 THE NARRATIVE ANALYSIS

Thematic analysis is considered an essential method for qualitative analysis (Braun and Clarke, 2006), and Jovchelovitch and Martin (2000) proposes that narrative interview is used when a research combines life stories and social-historical contexts to reconstruct biographical process. The narrative analysis seems like the appropriate technique to reconstruct the informant's experiences and the construction of their reality (Flick 2009, Hyvärinen 2008, Johnstone 2001, Jovchelovitch and Bauer 2000, Bauer 1996), also to identify, analyze and report patterns coming from the data. These patterns are configured as themes, as Boyatzis (1998) explains:

“Thematic analysis is a process of encoding qualitative information. The encoding requires an explicit “code.” This may be a list of themes; a complex model with themes, indicators, and qualifications that are causally related; or something in between these two forms. A theme is a pattern found in the information that at the minimum describes and organizes possible observations or at the maximum interprets aspects of the phenomenon. A theme may be identified at the manifest level (directly observable in the information) or the latent level (underlying the phenomenon). The themes may be initially generated inductively from the raw information or generated deductively from theory and prior research.” (1998, 6-7)

To understand the process of people's projects and its construction is necessary to know not only the life stories but also the context that it is implied. That is why the narrative analysis was chosen in this dissertation. Using as reference Braun and Clark

(2006) and Bauer (1996) the analysis process occurred in 5 stages and illustrated in Table 5.

Table 5

Stages of Analysis Process

Stage	Stage Name	Description
1	Familiarizing with the data	Transcription, audio listening, text reduction
2	Generating themes	Generating themes from theory
3	Generating codes	Generating codes from the data
4	Reviewing codes and themes	Refining the analysis
5	Producing report	Summary of themes, codes, and analysis

Note. Source: Adapted from Braun and Clark (2006), Bauer (1996)

In the first stage, I transcribed the data and highlighted the life's events the informants considered remarkable to them, also I listened to the audio and wrote the initial ideas, after I reduced the texts in whole passages. In the second stage, I generated the themes coming from theory, in this case was: life events (specifically the remarkable life stories), social bonds (stories about relationships), and projects (stories about dreams and plans) and gather the relevant passages in each theme. In the third stage, the generation of the codes is related to each theme (stage 2). The similarity in all data urged a code for the analysis. Those were:

- 1) Life events theme: remarkable life events/turning point; childhood memories; adult life memories
- 2) Project theme: dreams when it was young (around 15 until 18 years old); projects' decisions; achievements; future plans
- 3) Social bonds: people involved; value of the relationship, social bonds exchange

Also, it appeared another code that didn't come from theory, I called as "money issue." In other words, the use of money for the projects. This subject urged on the conversations, and it seemed like an interesting point to analyze.

On the fourth stage, I focused on the inquiry to refine themes, codes, relevant passages, and the analysis of patterns. For the definition of themes, codes, and related passages I used the software MAXDA for helping me on this phase. On the fifth stage, I produced a report mixing the analysis, themes, codes, and relevant passages. This report is in the Appendix section.

Hopkinson and Hogg (2006) present the action stages in producing storied in marketing, I replicate their figure for this study to summary my storytelling methodological activity, and it is illustrated in Figure 9.

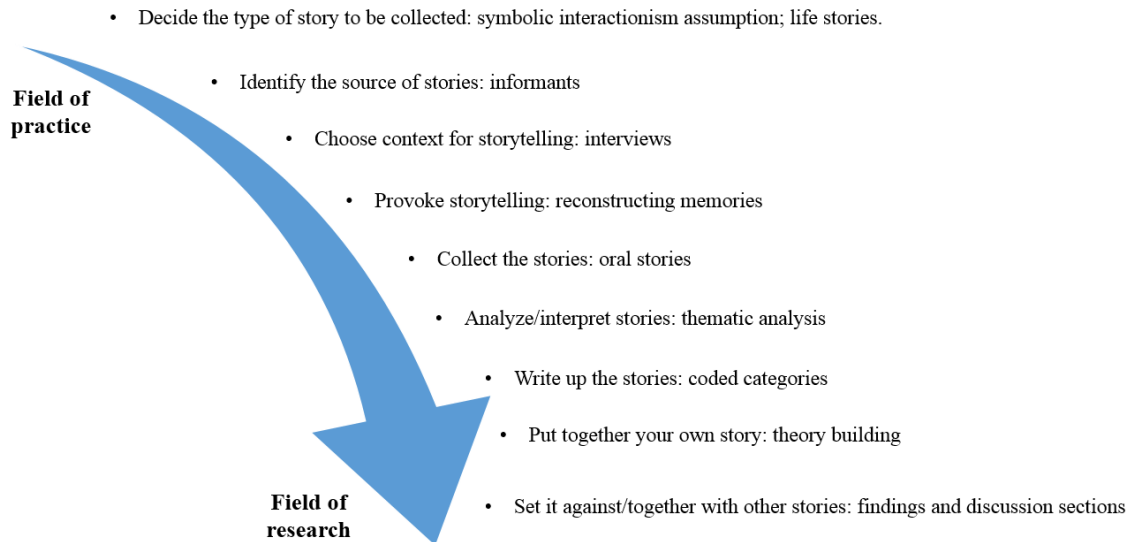


Figure 9. Action Stages of Storied Research

Source: Adapted from Hopkinson and Hogg (2006)

3.9 METHODOLOGICAL LIMITATIONS

Despite the attention given to every detail of this research design, this study acknowledges as methodological limitations the fact that choosing narrative interview and analysis could have richer data from some participants than others (reliability). Moreover, by asking them to share their experiences, it is also vulnerable to their reconstruction of memories (Cassel and Symon, 2004, Jovchelovich and Martin, 2000). Also, the intention of the study was to focus on the diversity of ages to perceive if there are any difference in the projects as the informants advance in life. Nevertheless, the research concentrated on a limited number of informants (5 only) who were more than 41 years old¹⁴.

¹⁴ 10 informants between 18-24 years old, 8 informants between 25-40 years old, 2 informants between 41-50 years old, and 3 informants between 51-70 years old.

4 FINDINGS

As discussed before, and illustrated in Figure 2, during a person's life he/she can have few projects. These urge as an uncomfortable feeling about his/her actual condition and he/she will performance the project to transform it. When we compare young and old people, it is sure that the last one will have more projects than the youngest one. Another point is that having a project is not exclusive of a type of family configuration¹⁵. Some people can have two or three projects during life which imply a process of transformation that can take years or all the life. The informant Hannah came from Sri Lanka and lived in Canada with her mother and sister, during the conversation is easy to perceive the family wish to transform their condition. Coming from a country where her mother did not find any perspective on raising her children, Canada looked like the ideal country where they could start a new life. Therefore, the Canada project is involved with other projects of this family such as giving a better to the children and having a good education.

Perspective is a particular way of view things depending on one's experience, for example, the way people manage their lives, and how they make their decisions and act can have several ways of doing it. In sum, the person perspective of his/her acts and about the world. One pattern of narrative revealed by the interviews was the perception of the project regarding being a lonely or a joint project. In the first, the person makes his/her decisions and choices based on what he/she wants, what he/she believes is right for himself/herself with no or little influence on others. The opinion of the peers such as family, friends or even society does not have any effect on their decisions. In sum, the individual defines this perspective by "what I want." In the second, the person makes his/her choices and decisions based on what is better for the group instead of emphasizing the individual. Another fact is that the personal priority has little effect in this perspective because the decision on behalf of the group is stronger than on the person. Thus, the group defines this view is surrounded by "what we want."

Using the life stories of the interviewees I came up with a matrix that helps understand how people's project is construct during their lives. In other words, the configuration and the proceedings of the projects during a lifetime. Figure 10 illustrates the findings. I must state that what I took as the initial examination the person project,

¹⁵ The family composition does not imply in a specific type of project. For example: assuming that only married people have projects is wrong.

even though in some cases a project can be individual or not. That is why a person project I analyzed under a collective or individual perspective.

	FRAGILE SOCIAL BONDS	STRONG SOCIAL BONDS
DEFINED PROJECT	MY PROJECT	OUR PROJECT
UNDEFINED PROJECT	NO PROJECT	SOMEONE ELSE PROJECT

Figure 10. Categories of Projects

Source: from the author

A project is a plan that one can make to achieve a major proposal, which can be definite or undefined. In the first, the person has the lucidity to know what he/she wants and go forward to make his/her dreams a reality and it needs the involvement of others. These are considered a social project. Thus, in a defined project the person has the anxiety to do something about it to transform his/her current condition. Subsequently, it leads he/she to plan strategies to accomplish them. Alternatively, in the undefined project, there is an absence of a project, which is why we cannot presume an anxiety or even plans to change the person condition. A human being is a social man; we are always interacting and having relationships with others on the micro level as the family bonds or in a bigger level as the professional networking or with the society. Each kind of relationship ask for a bigger or lower dedication of these relationships, for example, fragile social bonds do not necessary involve bigger interaction and sociability, in this case, the person leads his/her life in an individually behavior. Different from the strong social bonds where the social and feelings exchanges are important and necessary to maintain them. When crossing the matrix projects and social bonds the result is four categories: “My Project,” “Our Project,” “No Project” and “Someone Else Project,” each one will be discussed further. Figure 11 represents the informants’ names and the categories to facilitate the discussion when I present the stories in each item.

		FRAGILE SOCIAL BONDS		STRONG SOCIAL BONDS		
		<i>Informants' pseudonym</i>		<i>Informants' pseudonym</i>		
DEFINED PROJECT	MY PROJECT	→	Amanda	OUR PROJECT	→	Hannah
			Rachel			Michael
			Dylan			Sarah
			Vanessa			Matthew
			Natalie			David
UNDEFINED PROJECT	NO PROJECT	→	Lucy	SOMEONE ELSE PROJECT	→	Ashley
			Anna			Daniel
			Alex			Megan
			Lauren			Jack
			Emily			Grace
			Zoe			Olivia

Figure 11. Informants' Pseudonym and Their Respective Project Category

Source: from the author

4.1 OUR PROJECT CATEGORY

In “Our Project” category people have well-delineated projects which involve all the group. In other words, the interviewees have a collective perspective that embraces the family, as if all the members are together in the process of pursuing a project. Also, in this case, besides plans and strategies, another important element to the continuation of the project is the support of everyone. If this last one does not have, the chances are that the project will fail. People who are under the category “our project” are the one who does things always thinking about the family environment. More specifically, in this category, we cannot think about John’s project, for example, it is about John’s family. Everyone is part of the project and has a role to make the project continuum. In this kind of project, the decisions are made for the family and do not involve the up growth of just one family member.

In “Our Project”, the person needs can be put on hold for the sake of a better future for all members. In this situation, there isn't the total satisfaction of the person needs.

Therefore, the members of the family will always be an imbalance¹⁶ because the family project is bigger than the individual needs. There is something that holds them together so the project can flow its course.

We can consider this category as having a delineated project because people seek something bigger than just achieving a goal. In this case, the goals are interconnected to striving the project, so it does not necessary has to have an end. For example, a project , could be a comfortable life, so this could include goals such as a house, a nice neighborhood, a stable job. Thus, all goals are interconnected because of the project. A project is a set of focus to transform a current condition and people here is always seeking things to improve this family project.

David illustrates this discussion: when he was a kid, he had a dream of living in another country and had a better life that he used to have in his country of origin. David told that he lived in a poor neighborhood where he could not see any opportunity to his life. By the time he was 18 he had worked as an office boy, but he was looking for a better job. Once he listened his older cousins talking about IT area (Information Technology) and the opportunities this career provides, so he started doing courses and got a job in this field. Also, he realized that the English language was vital to improving his career. As he did not have any money to pay for English classes, he used the Internet to learn it. Also, he told that while he was working at Samsung, he took the opportunity to talk in English with the company leaders (which helped him to improve his career). After a time he went to Irland and started to work in IT at Amazon. After two years he came back to Brazil and realized that his reality would be the same, then he and his wife traveled to Canada to try a new life. This case shows that his project was to transform the lack of opportunities of his condition into a world of possibilities, so that he could provide a better life not just for him, but also for his wife. This project is seen under a collective perspective because all these events were not concentrated just on himself, his wife was involved giving him emotional support, embracing the idea, giving up of some of her dreams for the enhancement of the couple.

It is important to state that the extended family can also have a role inside “Our Project” category. For example, when Michael and wife need to go to work or stay late and do post-graduate courses, his sister took care of his children.

¹⁶ Imbalance means: there is no equity of satisfaction, so selfish actions could ruin the project.

The gifted bonds are the principal link for the continuation of the projects. Feelings of gratitude and love enhance the partnership and the emotional support which are one of the roots to straight a gifted bond. In this case, people feel free to share their needs and wants, and all group members (here the family) are included. The projects not just enhance the material life, but mostly the social bonds. Therefore, the value of the relationships is crucial, without it, is not possible to achieve anything. The meaning of The Gift in “Our Project” category is very clear because feelings and social exchanges are based on gratitude, this one keeps people in a gifted cycle (give-receive-reciprocate). The unbalanced relationship makes a person continue giving, so the bonds are reinforced.

As discussed before a project is always social because it is necessary the effort of all members, everyone needs to be at the same frequency. Otherwise, it will have a solo effort, and the chances are that the project will fail. Matthew told that he had a comfortable life in his country home with his wife, and a stable job and financial life. The company he was working sent him to the United States for a couple of months. Matthew realized that in a few time he would be stagnant in his job and he felt that he could have a better position in his career as a product designer. He and his wife started to plan where could be a good place for a new adventure. He had network with international professionals of the pharmaceutical area he was working, and the province of Quebec was recruiting people to live there, these two facts made him and his wife decide to move to Canada. To improve his career was not a specific goal but it was part of the couple project. The pursuit of a better life for both, and the adventure of living in a foreign country it was only be possible because of an opportunity he saw in his area and the immigration announcement of Quebec. Coming to Quebec City, he stated that he got a better position comparing to the one he had. Nowadays, Matthew and his wife are living in Toronto because they did not adapt so well in Quebec City. He is still working as a product designer in another pharmaceutical company, and his wife works as an interior decorator. When I asked if they have a project going on, he said that they are trying to go for living in Europe and they are beginning to plan this idea.

When I asked whom he considers the most important person for him, he claimed that it is his wife. He states that “besides being my wife, she is my lifemate.” For him, she is the one he can count on. In this story, it is possible to realize that the sharing and the complicity made them as a unity. Beyond the presence of feelings like love, the recognition is also a fundamental key for enduring a gifted bond. Therefore, a gifted bond

is represented by the gratitude one feels to another and provides the perpetuation of a give-receive-reciprocate exchange to enhance this bond.

We cannot say that the construction of a project is easy, it can happen that one of the members disagrees. A project has much arguing, negotiation, and everyone needs to look to the future and knows what it needs to be done. To have project worked it out the feelings, the emotional support and the gifted cycle need to be present. Thus, having gifted bonds will easy the projects configuration and accomplishments.

To achieve the projects is necessary beyond plans and strategies also the money. “Our Project” people spend the money they have and have a history of indebtedness (more particularly with family with kids). Normally, they do not have savings, and their salaries are used to pay for their amenities. As they have projects that embrace bigger goals, usually they have a bank or student loans, and mortgages. The direction of the money is concentrated for inside the home, for the family members.

In this category, people have delineated projects which are supported by all the family and they aim to change a current condition. For instance, Calire is the second children of 3 and she lives with her parents. Claire’s family have the of giving a better life for her and her siblings than her parents had it. She remembered that her mom never wants children to know they were poor, so she always took them to the movies, mortgage a new house, bought a car. Also, the mother motivated them to go a good university. Claire told that as she was growing old the material life of the family was getting better and she and her brothers now have better opportunities than her parents had. These actions show an internal condition of the family to transform the current condition to change their trajectory. This example presents the change of the trajectory by the education, and the application of money for the family growing. Table 6 gives a summary of each informant and its points of analysis.

Table 6

Summary of Informant’s Findings – Our Project

Informants	Life Events	Project	Money Practices	Social Trajectory	Social Ties
Hannah	Move to Canada as a refugee.	The personal and professional growth of her and her family.	She has a student loan (pay after graduate).	Transform	Strong social bonds with her mother and sister.

		All actions and plans are made for the family.	Help financially at home.		
Michael	<p>He was adopted, but he had good childhood memories.</p> <p>When he was a teenager, he wanted to become a priest.</p> <p>After he realized he did not have the vocation, and he started to work in a company.</p>	<p>Project: being a priest. However, give up.</p> <p>After marriage: children's project. Well-being of the family</p>	<p>He does not have savings.</p> <p>Spent all money for the family.</p>	Transform	Strong social bonds with his family and extended family.
Sarah	<p>Her parents send her to live with his aunt in another city to study. There she had to work in the house doing domestic services.</p> <p>After she had decided to move to another city to have a better life, there she met her husband, graduated, had kids.</p>	<p>Personal Growth and wellbeing for her family.</p> <p>Professional growth.</p>	<p>She has a history of loans, some savings.</p> <p>Everything is made to the family members.</p>	Transform	Strong family bonds
Matthew	<p>Since he was a kid, he knew what he wanted.</p> <p>He was transferred to the USA to</p>	<p>Professional growth.</p> <p>Have future projects.</p>	<p>He does not have savings.</p> <p>He spends what he earns.</p>	Transform	Strong bonds with his wife, mother, sister, and grandmother.

	work. After became to Brazil and he realized that he could get an upgrade in his career. He got a job in Canada.				
David	He did not have any prospects due to the place where he lived in Brazil. He grows up in a poor neighborhood. All these actions were related to living in another country.	Personal and Professional Growth.	History of savings to help him conquer his dreams. Saved money. Family members gave money as a wedding gift to help him and his wife.	Transform	Strong bonds with his wife.
Claire	Parents are from Sri Lank and came to Canada when they were 20 years old. They met in Canada; they married when they were 30 years old. Father and mother work in a factory. All mother actions are to improve the family to have better opportunities.	Everybody is working and sharing the same purpose, the family grow. Everyone has individuals' wills, the parents play the role of the integration, but everyone is praising for the whole.	Spending on family and home. Pay mortgage and a line of credit. Student loan - since children parents are putting 100 dollars in education, the government helps with the same amount In that case, I see a cycle of aid, the brothers help in the home (washing machine, making lunch, etc.).	Transform.	Strong family bonds.

Ashley	<p>Ashley lives with her mom. Her parents are divorced since she was two years old. She has a Portuguese descent. The only family she has in Canada is her mother and sister, and the father, who does not live in Toronto, he travels all Canada working as a mason. Her mother is a housekeeper and has two jobs. She works in a hotel. Her sister has a bachelor in psychology, but she works as a bartender. Good childhood. Restrict life since she was a kid.</p>	<p>Going to college and undergraduate in Business could be a project. She had a logical argumentation why studying Business could be easier for her.</p>	<p>Mother's income is to support her and her daughter financially. Ashley Receives student loan from the government. Family savings: visit her grandmother in Portugal. Alexandra tutors for high school students, she uses this money to buy books also she saves to pay for her student loan.</p>	Transform	<p>A Strong bond with the mother.</p>
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Note. Source from author

In sum, “Our Project” category analyzed through a collective perspective embrace a project that connects all the family. Usually, projects are done to transform the trajectory, to performance them people spend all their money and even take loans. Gifted bonds are the key to the success of these projects because everyone has to be at the same frequency. The aim of people who is from the “Our Project” is the outgrowth of every member, and all are bonded to the same project. A gifted relationship set people free for their choices, so they can give-receive-reciprocate when they feel they are inside a gifted bond. Another aspect to consider is, the informants, to be succeed has nothing to do with

material things, according to them, feeling peaceful and with happiness, and be with the one they love are consider points of a succeed person. Some of them do not consider them succeed yet, but the projects are part of the plan for them feeling succeed.

4.2 MY PROJECT CATEGORY

People who are under the category of “My Project” are the one who has the ability of planning, setting, and achieving his/her plans and all are related to their projects. Their projects do not involve other people because they are striving to accomplish their wishes and needs, not even they consult or exchange ideas with others. Therefore, I called as “my project” because people’s decisions and plans are made from an individual perspective.

Different from “No Project” people who only live making short-term goals, “My Project” people have continuous plans for bigger purposes. For example, Dylan told me that he always wanted to have a comfortable life, this is, to have the serenity for facing the life’s events. He considers himself as a fulfilled person because he thinks he is achieving a comfortable life. For him, having a stable job, good and faithful friends, a security financial life, and the opportunity to travel are examples of things he is doing to seek this comfortable life. Therefore, we can understand that a project is different from a goal since the first one is made by several types of settings such as planning, putting on action and even evaluate strategies to achieve this comfortable life, for example.

Projects are planned to face a situation that one feels uncomfortable and wants to change it. Amanda explained that while she was living with her parents she was feeling under pressure, having obligations that didn’t concern to her (as managing the house mortgage), and she thinks her parents have not played the role of parents with her. This embarrassment was the condition she wanted to change it and she though what was best for her. In this case, the project was her independence, so she planned on moving to Toronto to seek for it.

“My Project” people always have a story of rupture of the social bonds with their relatives, however here we can consider them as having gifted bonds with their friends. The inexistence of gifted bonds with their relatives is replaced by friends. The last one has an important role so the interviewee can strive their dreams, they can count on and share their wishes. It is possible to state this when I ask them who they think is important to them and they always cite a friend name. When I question why, they argue that they are always there for them, they are someone they can trust. Dylan explains that his two

best friends are the most important person for him because they are the first person he calls, they always support him, and he even given them the codes of his credit card and bank account. In this friend relationship, it is possible to understand that they have something more than social bonds, despite the love, the emotional support, the words such as trust, count on, faithful are always present in his speeches. Also, “My Project” people think that their friends do much for them and they always try to be there for them as well. These unbalanced exchanges are what support their relationship and configure a gifted relationship.

When we talk about money, this one was never an issue for the friend relationship. This is, despite the emotional support, the friends never need to give money for the interviewees. To achieve their plans and dreams they always used their savings. What it seems is that as they were used to save money to change their situation (for example to leave the parent’s house), their savings continue to keep setting on their new projects. Here the direction of the money is projected to outside (not for the group); they use the money for them to discover the world. The informants use the money as a tool to change their previous condition. This is, the money help them to move to another city, to buy trips, furniture, to rent a place. We can see that the money provides a material life that matches with their state of mind (like freedom, independence). Thus, as money gives them the opportunity to change their condition, it gives also the chance to transform their trajectory. For instance, if any interviewee had continued to live under the previous regulations probably they would maintain the trajectory, but now as transforming their conditions, they also changed their trajectory. Table 7 gives a summary of each informant and its points of analysis.

Table 7

Summary of Informant’s Findings – My Project

Informants	Life Events	Project	Money Practices	Social Trajectory	Social Ties
Amanda	Left her hometown to go to college for two years. Then moved to Seattle,	Personal Growth Projects not very defined, It gives the impression that	While she was in university, she saved money.	Transform	Weak ties with her parents (Parents financially charged

	<p>then come back to her hometown spend a year there.</p> <p>After she decided to move to Toronto.</p>	<p>leaves things to happen</p> <p>Great Project: Moving to Toronto</p>			<p>her to live in their house).</p> <p>Strong social bonds with friends.</p> <p>Husband lives in the USA but they do not have plans to live together.</p>
Rachel	<p>She was born in the USA, but her family is from Pakistan.</p> <p>Father finished his Ph.D. and moved to Canada, spent a sabbatical year in the middle east then move again to Canada.</p> <p>Many events of moving because her father career: Professor</p>	<p>Personal Growth.</p> <p>Move to Toronto.</p> <p>Increasing of her social capital.</p>	<p>She had some money saved.</p> <p>Her parents had helped at the beginning when she moved to Toronto.</p> <p>After a while she supports herself.</p>	Transform	<p>Weak social bonds with family (Not so close).</p> <p>Strong social bonds with friends.</p>

	<p>Bachelor's degree in International Relations (something already intrinsic). Do not track way to grow in New Brunswick.</p> <p>After she moved to Toronto (do stage)</p>				
Dylan	<p>Before the death of her mother had no projects.</p> <p>Then decided to move to Canada to find himself.</p>	<p>Personal Growth Results: intangible (comfortable life)</p>	<p>Inheritance of mother</p>	<p>Transform</p>	<p>Strong ties with his deceased mother</p> <p>Weak ties with brother</p> <p>Strong ties friends in Canada</p>
Vanessa	<p>Moving to Canada because of bad prospects for her career in Brazil.</p> <p>She doesn't like her degree: Data processing. Mother pressure.</p>	<p>Personal and professional growth.</p>	<p>Money from her husband and her job recession.</p> <p>Had no savings, didn't take loans.</p>	<p>Transform.</p>	<p>Strong ties with friends.</p> <p>Family ties: the presence of bonds, but also pressure. Mother had great influence in her choices</p>

	Came to Canada with her husband, he died.				in Brazil (ex: College)
Natalie	At the age of 13 she lost her parents, and after that incident, she lived with her aunt, and after a while, she had to take care of herself and sister. She studied and work. Worked in marketing and public relations area. She got married two times.	Personal and professional growth. Marriage: Home, cars, apartments	The 13 to 18: Work and pension. After 18: Savings. After 3: spending and retirement.	Transform	Strong social bonds with friends. Weak social bonds with her sister and nephew.

Note. Source from the author

People who are under “My Project” category have an individual perspective as the interviewees are pursuing their plans and dreams. I called them “My Project” because their projects do not involve anyone else, they design their plans and strategies to what is good for them without considering or including anyone. Here the relationships with the parents are represented by a rupture of the social bonds, and this one is the principal event to make them to seek for their projects. The friends play the role of the emotional support. Also, they are the only one they trust and feel confidence. Savings are the way to make their projects happen and consequently change their trajectory. Therefore, my project people face their reality pursuing their dreams and money to change their trajectory. However, it is important for them to have gifted bonds with friends to help them because

they emotionally support the informants to achieve their projects. For instance, to Dylan, he wouldn't keep looking a comfortable life without his friends.

4.3 NO PROJECT CATEGORY

When talking about the lifetime of the respondents, they do not mention any relevant events or ideas they wanted to do it or something that they strive to accomplish it. The singularity of this group is to do not have a strong will that makes them go forward and try to achieve something. That is why this category is called "no project" since no one declared in any moment that did major changes in his or her lives. When the respondents share their moments, it is possible to realize that there is no evidence of something they planned for their lives. It looks like they are following the flow, so their decisions are made in the face of a present situation.

People who are under the "no project" category have a lack of ambition and are used to make simplest choices; it is not usual for them to have a complex will because of the effort they must do to achieve something, so it is very common for them to give up. As the respondents do not have bigger projects in their lives is usual the existence of specific goals that meet an urgent need. Usually, these kinds of goals are related to a short-term view to satisfy an immediate need. Even if someone has daydreams about something that he/she would like to do, he/she don't make efforts to achieve because it will need plans and determination to continue, which it is not usually for them. No project people live the moment without worrying about it, for them, the opportunity appears, and they grab it. For example, all Anna decisions were made based on a momentary concern that needs to be solved quickly. One time she worked as a hostess at conferences and business events, she argues that because she knows the Spanish language (she was a Spanish teacher in the past) it was easier for her to get this job. After she had decided that this was not be good for her anymore, so she decides to become a flight attendant (using the argument again that knowing the Spanish language helped her to get this job). A few years later she realized that she was tired of being a flight attendant, so she had the idea of going to Canada to learn English. At the moment of this research, she was at this stage. When I ask her about her decision for coming to Canada, she did not give any clear arguments. This example illustrates that no project people have goals and those one is not always related. Also, they are not able to explain why they decide to do something,

and this explanation is always related to easy choices, just like they have an idea and do it.

We can say that no project people can accomplish things, but it is always related to punctual goals. For example, Lucy wrote a child book and got it published. On a first moment, we could consider that having this book published was a part of a career project or maybe it is connected to others plans. However, in this case writing a book was something punctual that didn't have any relation to a bigger project, it was not something planned. The accomplishments are not something exclusive of a project, but the difference here is that the accomplishment has no link to others events.

In this category, during the person trajectory he/she has a high level of interaction and sociability, but no evidence or few gifted bonds. The interviewees consider themselves as sociable and having good relationships. For instance, when Zoe talks about her social ties:

“My son is certainly the most important person for me, then my husband, this is our family. Then my parents and my brother. Some friends who welcomed us here in Canada. Samantha [friend] is already like a sister to me. This other couple of friends who welcomed us very well, they were already our friends, most my husband's friends because they used to play tennis with him. They were very important, and we have a very nice friendship.”

The person cannot argue deeply the reasons he/she considers himself/herself having good relationships. Differently from Matthew (in Our Project category), when he talks about his wife:

“My wife...we are a partner for everything. We have been together for 18 years. I think because we grow up together, we have the same idea. We know exactly what we want, our next steps. We knew it we want to immigrate together, then moving from Quebec. Every decision in our life, we took together. She is my partner, she is everything. Moreover, my family...my mom, sister and my grandma, they are the women of my life. I could always count on them. Even financially. When I sold the house in Montreal, I lost money, we had to pay a big amount of money to the government, and my mom gives she had saved. I did not have to pay her back; she gave me the money.”

In this example, it is possible to realize the gratitude feeling and reciprocation between his peers. In “Our Project” category it is necessary the existence of a moral debt and the emotional support, in “No Project” category, a person can have social exchanges

without implicating the existence of gratitude between people. The interviewees in any moment told about people which they feel in a gifted bond; there was no evidence that they are grateful for their relatives and friends. Of course, they have feelings like love, but at any moment the relationships are part of their lives. As the interviewees have more predominance of interpersonal relationships, when I compare with their goals stories it was possible to understand that for them the nonexistence of projects may have some relation to the fact of the lack of strong social bonds. When there is a lack of sharing and commitment, it makes more sense having goals because it is easier to be presumed and it is not necessary people be involved, so they do not need the emotional support or to share the plans. Thus, writing a book as a particular goal it is not necessary the involvement of the beloved ones. For the interviewees, there is no sense of sharing their wishes; they cannot make any mental conjecture that a in-depth and profound relationship has something to do when they accomplish something.

In this category, apparently, the informants do not have stable jobs (they jump from one job to another), neither a stable financial history, apparently, they do not have any savings or investments. Therefore, the changes are that they have no money and financial restrictions. The interviewees said that they have bank loans; also, they borrow money from their relatives. The important point here was when I asked where the money came from to move to Canada, or to pay for going to a conference in Italy, for example, the answers were: it became from someone else.

It is possible to conclude that money for them does not have the meaning on building a life, when the money appears soon it is spent. The money for no project people was never used to improve their actual condition, but in fact, to complete their momentary satisfaction. In somehow their use the money to maintain the trajectory, however, it is someone else money. Table 8 gives a summary of each informant and its points of analysis.

Table 8

Summary of Informants' Findings – No Project

Informants	Important Life Events	Project	Money Practices	Social Trajectory	Social Ties
Lucy	She does not have any	No history of projects just	Money comes from her	Maintain	Social ties with her

	memories of things she conquers. The things she wanted, her father did not agree.	directed goals. Once she finishes or gives up, she finds another one.	parents and husband. Usually, she spends her money and asks for to others.		parents and husband.
Anna	Parents got divorced when she was 11. She moved to another city with her mother. After a while, she moved to São Paulo. She had several jobs. Several plans/ideas but didn't accomplish any.	No history of projects just directed goals.	Her husband sends money	Maintain	Social ties with her husband and mother.
Alex	Graduation, marriage, no big turn points.	No history of projects, but goals. Use de argumentation of the "easy choice."	He does not have savings. He has loans with three family members (cousins).	Maintain	Social ties with wife and children.
Lauren	She lives with her grandparents. Moved to Canada for better education and to have a professional future (decision of the parents). Until 2010 she lived in Moldova. Parents were married when in 2006 they migrated to	She did not cite any projects she had. It seems like she lives the moment.	There are no savings in the family. The money is spent for the family. Spending: mortgage, student loan.	Maintain	Strong bonds with her maternal grandmother.

	Canada. Reason: economic situation of Moldova.				
Emily	She lives with her mother and grandmother. She came to Toronto in 2002 after her parents divorced.	Without detailed projects. Board her choice by what is easier, because she wants to enjoy life.	There is no history of savings or debt. Money is to keep (salary of the mother and heritage of the grandmother). Her salary is to pay for superfluous expenses.	Maintain	Social ties
Zoe	She is married and has a son. Always lived in her hometown. She studied, got graduate, got married.	There are no major projects. Even the moving to Canada cannot be cited as one project. Living in Canada was something immediately decision (1 month). Never had any great planning.	The savings the family had was used to move to Canada. Nowadays they use this savings and husband's income to support themselves financially	Maintain	Social ties with husband and son.

Note. Source from author

In sum, “No Project” people do not have strong social bonds attachment, they live the moment, the money is to provide needs momentarily without caring about the future, and most of the time they need financial support, and is the last one what helps them to maintain their trajectory. Their lives are full of punctual goals, which most of the time those do not have interaction between them. If one goal finishes do not make necessary the next one is a continuation or have any sense with the others. This fact characterizes the person as having “no project” since he/she is centered in himself/herself (individual perspective). Therefore, in this case, the trajectory is maintained by others, but according to single and selfish goals.

4.4 SOMEONE ELSE PROJECT CATEGORY

In this category people, do not have projects, they live “Someone Else Project, in other words, the person is a part of someone projects, they continue to perpetuate the project of another person, what the others think it is good for them and suppressing their wills. “Someone Else Project” happens like this: other people. like the parents. take as a premise that they know what is best for their children. So, the parents start to rule the children behavior and choices not allowing their free will. They assume that the family project is to have well-educated children with a healthy financial life, all married with kids. In this case, the children continue the parents’ projects without asking what they desire for themselves. Probably, this situation could be tough for children, leaving this condition and go forward their dreams solo and that is why is easier to be in this situation. There is some misunderstood in the family relationship about “what I want for me” and “I know what it is best for you” and, in the future, it could happen a family conflict. However, none of the interviewees told about discussion or conflict about it; they never reflect about their needs, and they declare something like “my father said to me that having a degree in Finances will give a future.” I asked Daniel to tell me things he achieved it, and it was very hard for him to remember one, then when I motivated him asking why he chose to study Business, and he responded that his father has a company and that is why he decided it. Moreover, that is why he thought that this is the best degree for him because he did not know what to choose.

Obeying others’ choices represent a kind of holism behavior. In a Holism paradigm, the person acts according to norms and rules of a group; there are some premises that already exist and they are socially accepted. These premises are present in the macro and micro level. In the first level, the project is under the evaluation of a major group as the society, for example; in the second level, the project is under the evaluation of a group of family, friends, and work. Both levels act on people who are in the category “Someone Else Project”, the macro interferes expressing what is socially acceptable, the micro reproduces the group statements. Therefore, in this category, people live others project according to what is best for others, how others will evaluate what is consider a good project for them. Thus, people live without asking themselves their needs but instead living “Someone Else Project.” It is possible to analyze that this kind of behavior is under a holism paradigm since the conduct is to follow a constructed project.

All the interviewees live someone project, more specifically, the parents' project. It seems like the parents dictate the next steps their children should do. For example, Jack lives by himself, but his parents pay all his expensive like university fees, rent, food, car, fuel. He is in his fourth year in Business. However, since the beginning, he says that he did not like it and he never worked in this area. Jack alleged that he decided to go to college because "If I do not go they will be disappointed at me." Later, when I asked him if he had the chance to choose to go or no to college he says that probably he would decide to go, but we would choose another degree. While he was talking, it is possible to understand that his choices are made to don't disappoint his parents, as he states "I feel sorry for them[parents] because I lost my four years of college." Thus, his behavior is conditioned to the parents' approval, for instance, having a Business degree.

We can consider the type of relationship is different from the others categories. People in a "Someone Else Project," they should adjust themselves to the presented situation, i. e., they must act according to the others needs and have a good relationship without any conflict. In all narratives of the interviewees, there are no stories of discussion, but obedience and submission. As discussed before this kind of conduct is in conformity to a holism behavior in which things, inclusive the relationships, are generated from a social commandment. Thus, what bond people together are norms, different from the free choice and equity of the utilitarian relationship and the unbalanced exchanges of the gifted bond. Therefore, in this category a holism behavior interferes on how people deal with their projects, this is, following others project and maintaining social bonds through norms and submission.

Having relationships and life decisions based on others evaluations and approval needs something that keeps this plot to continue. Analyzing all the interviews, money was a frequent topic of the conversations to keep a certain commandment. In other words, the money is veiled and omnipresent; it is not openly discussed. However, it has an obscure presence that makes the project to flow. Money provides some facilities for a comfortable style of living, payment for college, unnecessary consumption that maintains the projects. Thus, speeches like "my parents would be disappointed at me" show that money could be decisive to people follow the parents' project, for example. Megan lives in Canada and her parents in China, her father sent her to Canada to go to university. She told that her father controls everything in her life. For instance, "Last year I wanted to change from Finances to Accounting, but he did not expect me to change, he thinks that I will earn less." In this case, money was always an issue that makes her uncomfortable, also helps

the father to control her: “I do not like when my parents buy me expensive things, it makes me feel pressure. They work too hard, and for me, it is not worthy. I think they should spend for themselves like buying something they like and not spending money on me”. Jack says something similar: “My father is a sensitive person about money, he does not like to waste money. He only buys me things if I make some promises”. The interviewees could transgress the order and go forward their projects, but it seems like the money maintains this order.

Money and the continuation of others’ projects are the features of this category to continue a certain order. Consequently, the trajectory is also maintained. In other words, there is no will of changing, and the project keeps the normality of a prescribed scenario. Thus, the trajectory maintains as it is under a certain order of regularities and patterns that make that the trajectory kept. Table 9 gives a summary of each informant and its points of analysis.

Table 9

Summary of Informant’s Findings – Someone Else Project

Informants	Life Events	Project	Money Practices	Trajectory	Social Ties
Daniel	Daniel does not have any remarkable turning points in his life. It seems like a blasé feeling because he does not have any interesting and he cannot fulfill argument dreams that he has.	All his choices and actions are related to his father approval.	Without savings in the family. Property investments. Student loan.	Maintain	Social ties with Family.
Megan	She lives in Canada since 2011 with her sister. Parents live in China. She does not have any turning points in her life. It was her father’s decision to move her to Canada.	Lives the father's plan: "he controls everything. Last year I wanted to change to accounting, but he did not want me to change. He thinks accounting earns less	There is a conflict between the money and personal choices. The money controls Megan, and she feels suffocated by it as if it were a control of choices.	Maintain	Social ties with her mother.

Jack	<p>Jack has good childhood memories, and there are no turning points in his life.</p> <p>He lives alone in Toronto. His parents live 2 hours from Toronto. They own a convenience store.</p> <p>Nowadays he lives in a conflict because he does not like his finances undergraduate, although he is in his 4th year.</p>	<p>Maybe control of her child.</p> <p>Project parents: move to Canada in 2007 - education of their children.</p> <p>Jack's action: his choices are related not to disappoint their parents.</p>	<p>The spending is made for Jack to support him in Toronto financially.</p>	Linear	Social ties
Grace	<p>She lives alone in Canada. Her parents live in China. Her father is accounting and her mother an English teacher.</p> <p>She does not have any remarkable turning points in her life.</p>	<p>Her actions are related to her father's wills.</p> <p>Example: moving to Canada to study - "My parents hope that I have more experience."</p>	<p>All family spending is for Grace. Payment of University, living in Toronto.</p>	Maintain	Social ties with the mother.
Olivia	<p>No remarkable turning points. She came to Canada because her parents wanted a better life.</p>	<p>Without projects. She lives according to her parents' project such as the appropriate marriage, and degree.</p>	<p>Her savings for the children marriage. Mortgage. Student loan.</p>	Maintain	Social ties with her mother.

Note. Source from author

In sum, a collective perspective where it embraces all the group without having a project illustrates the "Someone Else Project" category. In this case, people do not have

a project that connects all the group, in fact, they are the continuation of others project, where one dictates the way an individual must choose and what kind of life he/she must have it. Thus, the project helps to maintain the trajectory. Also, as the holism behavior predominates in this category, the relationships are lined by rules and norms of a group. We cannot assume that there aren't paternal feelings, but they are under a shadow of how others (society or friends, for example) will judge their family. Also, money provides that the parent's project, for instance, is maintained, followed, and continued by their children.

5 DISCUSSION

On the Individualism paradigm, small structures as the individual and the superstructures such as the institutions are regulated by the individual liberty before the group and the society. Free choices and little intervention of the State are examples to illustrate this point of view. In Holism paradigm, the society is seen as a whole; the world is organized based on order and hierarchy. Everyone must contribute to the global order, and justice consists in providing the social functions of each about the whole. The totality is considered as something more than parts, and the wholeness is more important than the individuals (Caillé 1998). These two paradigms show theoretical and methodological limitations in understanding the reality. Theory of the Gift presents an abroad understanding of the person as a participant of the culture through interactions, relationships, and social bonds. Through this perspective, it is possible to analyze the symbolic representation, the subjectivity of the phenomenon and the context. The third paradigm – The Gift - arises not as an exclusionary individualism and holism template, but as an explanation of what circulates for the social bond (Mauss 1989). Thus, we can assume that the world's explanation is a reunion of these paradigms which is consistency with Sahlins' explanation about the culture acting in all parts of the reality.

Analyzing through the lens of the individualism perspective, the project is not significant because the individual is seeking punctual goals to please a will, after achieving, he/she would have another one. On holism, the project is standardized by values and norms, and it not constructed by the person. However, the perspective of the Theory of the Gift helps to understand the project because the existence or inexistence of it is related to one's context and others aspects acts on its performance (in this case the social bonds and the trajectory). Homo *Mutuus* living in the symbolic logic behaves according to the context that he/she is inserted. Thus, the project is a social construction of a person reality.

Goals are an important issue in consumer research discussion to understand how and why people set and continue to pursuit their plans (Fisher, Otnes and Tucay 2007, Bagozzi and Dholakia 1999). However, our life is not just based on goals, but indeed, there is a part of our life where we, supposedly, need to decide and plan things that will have consequences for our future. This point is something it has not been studying n consumer research, and that is the focus of this study. As discussed before those studies are focusing only on specific goals and do not integrate them into others aspects. Table

10 summarizes the findings as an overview of how each category face its reality and its relation to bigger decisions and plans.

Table 10
Summary of the Findings

	MY PROJECT	OUR PROJECT	NO PROJECT	SOMEONE ELSE PROJECT
FEATURES	Seeking for the self	Caring for us	Living for today	Obedying the norms
PROJECT	Transform their condition	Modify a group condition; all are a part of it	Don't have projects, just dispersed goals	Continuation of others project
SOCIAL BONDS	High involvement with friends, weak bonds with family	Gifted bonds with family	Strong interpersonal relationships	Presence of holism bonds
PREDOMINANCE IN ORIGIN OF MONEY	Own savings	Spending own money and loans	Ask for money to others to finance their needs	Others use/give money to perpetuate the project
COURSE OF LIFE	I change my course	We change	I follow the	
TRAJECTORY	Malleable to change (ascending)	Malleable to change (ascending)	Stable	Stable

Note. Source from author

In the findings, the integration with others life aspects shows that people's projects are more complex than simpler decisions making and consumption goals as buying a car,

for example. In fact, a car could be considered a part of someone project. The previous session presented how people behave different sorts of relationships and projects that affect the way they behave with their finances. There is a synchrony between those ones, i. e., the importance level of the relationship will act on the way a person will manage his/her projects. In other words, the project is social because it needs social interaction which is represented by the presence of others and they will help on the delineation of the project. It seems like if a person has gifted bonds with others, more integrated will be the project. Also, the direction of the money (spending, savings, or loans) is for this collective purpose. When the social bonds are weak people are tend to see themselves in short-termss goals and is frequent asking money to others to please their sudden needs.

Projects are part of people´s life when a person wants to transform he/she current condition. To do that, it is necessary more than individual needs also the integration of other aspects such as emotional support of others. The project is social because it needs to be exteriorized (Boutinet 2002), and reinforces the idea of interaction between a person and a object. The theoretical framework articulates that the project follows the stages of life to help the person to conduct his/her subsequent life period (Boutinet 2002). However, the findings presented that not everyone have projects (delineate projects); sometimes is better for the person to let others decide about his/her life or even decide to live the moment without worrying about the future. Projects are more complex than goals, consequently, how people set, pursuit and achieve projects are different from goals because they are directed to other people they aim a long term. Also, the project could be analyzed by a perspective – individual or collective – depending on how the project is constructed and which is the focus (the individual or the group). The person is not the center of this study, but indeed, is the person interaction, differently from goals where it is centered on the individual only (how he/she pursuit, or give up).

Having delineated projects is not a quality of everyone, it is necessary involvement and much effort to keep struggling. On this scenario, “Our Project” category seems like an ideal portrait of what the project regards about it ecause, beyond the emotional support, everyone is involved and are together, so it creates an exchange net which is the principal part of a project. “My Project” category can also be considered as a project because it is focused on a long term, and the person seeks to transform he/she condition. However, he/she do not involve other people, but just himself/herself. Despite been an individual perspective, the project continues social because friends play an important role as being the emotional support so the person can continue striving .

On the other hand, there are some individuals who live without having any projects; they enjoy the moment without worrying about what is going to happen in the future. “No Project” category fits in this definition because people are used to their condition, and their needs and wants are driven to short-terms goals. Likewise, there are

some other individuals who do not have any projects on their own and just follow project that belongs to others. “Someone Else Project” category is the one where people just follow someone orders, he/she is submissive to what the other has appointed as being right to do it.

It is possible to conclude that not everyone will have projects because of circumstances that will play in a person’s life. Nowadays, it has been common coaching consultancies for everything, reports about how to succeed. However, there is no magical recipes to follow because when we analyze through a longitudinal view, there is an idiosyncrasy in people’s life stories.

Goals are part of the projects, but not every goal can be considering as a project because, as discussed on the theoretical framework and findings sections, the goals do not necessary implies in a significant transformation of a person condition. Therefore, losing weight or pursuing the parenthood, for example, can be a part of a project. Also, the project, as the transformation of a person condition, could help in understanding how some people can pursuing some aims, and some don’t.

Also, this research is not interested if there is or not a relationship because, in fact, somehow everyone has a type of relationship with someone. The aim of the Theory of the Gift is to understand how the social bonds are developed and its process. The findings present that the way people relationship with their peers can encourage the construction of the projects. In other words, it is certainly that having gifted bonds will lead to a delineated project because the support of others, the gifted cycle, and the gratitude are important so a person can continue to strive it. The difference between “My Project” and “Our Project” is, in the first one, friends play the role of the emotional support so the person can continue his/her lonely project and they are not part of it. In the second one, the family is involved in not just on striving to achieve a project. Moreover, besides the emotional support, the gift cycle and exchanges are essential to the maintain of the collective meaning of the group. In “No Project” and “Someone Else Project” there is no project and no evidence of gifted bonds, but the first one focus on short-terms goals to please his/her sudden needs and the second one obeys and continues others projects.

Some events during life can lead to the rising, declining, or stable social trajectory (Bourdieu 2008). The trajectory is malleable because it depends on how people manage their capitals and on the appearance of some episodes that can affect the trajectory. In this research, the economic capital had an extreme importance to the maintenance or the change of individuals' social trajectory. In other words, the money (as being a part of the

economic capital) itself helps to maintain or change the social trajectory. The difference is the use of money and the origin of the money: loans, savings, spending or asking money to others. The money will have different purposes depending on the kind of project category. For example, people with the undefined project will spend all their money and will ask money from others. People with the defined project will save money for their project (My Project category) or spend their money and take loans (Our Project category). In sum, the application of the money, in the absence or presence of projects, will provide the maintain or the change of the social category.

5.1 IMPLICATIONS AND OTHER CONTEXTS

This research brings to the discussion in consumer research the concept of the project which presents another perspective goals literature. Goals are specific plans where people intended to change something, as buying a new house, go to college, and it is analyzed just the individual aspect. However, the projects aim to transform a current condition (Velho 1994, 1989) which implies a total social fact (Mauss 1999) which has implications on several levels of a person social reality.

To the Theory of the Gift, the society is formed by gifted bonds which are maintained by a gifted cycle of give-receive-reciprocate exchanges (Mauss 2003), whether at the macro or micro level. Nowadays the socials bonds are more free and less imposition, which possibilities the gifted bonds being more spontaneous and authentic (Caillé 2002, Godbout 1999). The Theory of the Gift, in our reality, presents as an important concept to analyze the social bonds because, as presented in the findings, the presence of gifted bonds makes the trajectory and projects less severe.

The types of relationships (more gifted, or more holistic, or more utilitarian) can influence in different behaviors and consumption. For example, social bonds based on a holistic relationship can lead to a behavior of subordination of norms and decisions making based on others opinion and only mouth to mouth judgments. Therefore, the way social bonds are created implies in a deeper understanding of others phenomena in consumer research.

How people use their money to set and strive a project can lead them to financial problems. The most problematical is “No Project” people as they are used to ask money for others and be in debt. This fact can result in a continuous indebtedness or in compulsive buying as they jump from goal to another goal. “Our Project” people have a

history of debts due to their projects, but they are expected debts in their budget. People in “Someone Else Project” receive financial help from others, the one who is in charged that the project happens. “My project” people are the only one who is used to save money; the savings enable them to go forward, later this savings become routine in their lives.

The process of constructing or not a project and keep striving reveal, in this dissertation, that in somehow there is something that makes people lead their lives in a certain where:

- a) money has strong value (No Project), or
- b) money and values subordination place people inside an order (Someone Else Project), or
- c) the emotional support is sufficient to keep striving (My Project), or
- d) gifted bonds is what maintain the others aspects of life (Our Project).

This research does not finish itself; there are other contexts that it could be explored. During the field work and analysis, the culture appeared as an additional point to study; it seems like the culture could influence on people’s project. The Chinese culture having a significant influence of the holism paradigm can have the predominance of “Someone Else Project.” This fact can be reaffirmed with news about parents “selling” their children to get married (Chen 2016, Ren 2016, Wong 2014). Thus, the general culture could influence on people’s goals and projects. In the categories, it was possible to perceive that each one has a special kind bond with their relatives and friends. On Rezende-Pereira and Strehlau (2016) the authors reveal the structure of social bonds in the phenomenon of indebtedness, here is possible to integrate this one into the process of decision-making of projects. Another interesting context to explore is the role of the money management for achieving a project. In other words, how money is decided and where is invested for projects.

6 FINAL CONSIDERATIONS

The intensity of social bonds is related to the type of projects and the engagement people have in these projects. Most research about goals on the literature of consumer research regards the relation of variables which can make people pursuit, or persist on a goal, for example. Despite Bagozzi, Gurhan-Canli, and Priester (2002) present a three-tiered goal hierarchy as a process wherein each level the secondary goals have different purposes. It is possible to realize that all of them have an end with a deadline, this is, after completing the purpose it is not necessary another goal interacting with the previous one. It is important to understand the nature of the goal, but at the same time, it could lead just to the vision of the goal itself.

Different from the goals discussion, the concept of the project, arising from Sociology, aims to understand beyond the goals, but indeed, the actions, the purpose, and the process people make to transform their current condition. Based on this idea I arose with the question of why some people have and others do not have projects, this dissertation presented that the social bonds history act as an essential element making people having (or not) projects, and consequently, transforming or maintain their social trajectory. In sum, the intensity of the social bonds and the need to transform the social trajectory will act on the engagement a person has in constructing a project. When a person do not have a delineate project, the social bonds and social trajectory are the same.

The types of social bonds have predominance on the Individualism, Holism, or Gift Paradigm also can lead to diverse kinds of projects. For instance, in defined projects - our project and my project - the first has a full amplexness of the gifted bond meaning and includes all the members of the group, and in the second the gifted bond, are presented, but without including others. Undefined projects there is no construction of a project, which configures “no project” and “someone else project.” In the first there is the presence of the individual free will and choices reflecting in flexible bonds and related to interpersonal relationships, in the second the presence of a holism behavior confirms the obeying on following values and tradition.

Theory of the Gift and the Paradigms discussion introduce news insights on consumer research as a theoretical background which elucidates topics of social bonds (instead of interpersonal relationships) in a cultural framework as for how we connect to others creating social ties. This debate presents a new look that goes beyond the

boundaries of gift giving and sharing, for example. Homo *Mutuus* represents the mankind behavior that interplays on the three paradigms.

Using a longitudinal and narrative analysis in the method helped me to understand the problematic and the discussion in this dissertation. Although this technique, in consumer research, is not often used, I propose its use to perceive the phenomenon a deeper understanding. The longitudinal overview could give a bigger comprehension of the phenomenon itself, such as the origin, its influence, the performance, the interaction with others aspects, the practices, and the agents. In sum, to realize the construction of the phenomenon.

In conclusion, I can presume that this dissertation opened the discussion on consumer research about the projects, which apparently is not have been used until now, and it brings this importance of this concept to consumption studies. Projects could place different lifestyles, ways of using the money, the predominance of one capital that guide people to follow their wills. Depending on the kind of projects and its peculiarities can lead to a kind of behavior that reflects on how people make their life decisions. The aim of this research – how the social trajectory and social bonds lead one person to have a project – can give another dimension to the consumer research discussion about life decisions and decision making, life cycle and consumption because the project is behind the consumption decisions. Another point that it could be interesting is to use the social bonds perspective to comprehend the consumer actions and his/her consumption actions over time, and not just a period of time.

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APPENDIX 1
UNINTERRRUPEDTED STORYTELLING - LIFE STORY INTERVIEW

General Life Story Interview – Uninterrupted Storytelling

- 1) Presentation
- 2) Could you introduce yourself to me?
- 3) Could you tell me about yourself? (Uninterrupted storytelling)
 - a. General childhood memories and adult life memories
 - b. Turning points life events
- 4) Is there anything else you would like to tell me?

APPENDIX 2
LIFE STORY INTERVIEW – SPECIFIC TOPICS AND MY POINT OF VIEW FOR
ANALYSIS

TRAJECTORY THEME

Questions	Things I need to analyze
<p>What is your occupation?</p> <p>Did you always have this occupation?</p>	<p>His/her education level</p>
<p>What was the occupation of your parents?</p> <p>Do they have the same occupation before come here?</p>	<p>Parents education level</p>
<p>Could you tell me about the memories you have of your childhood?</p>	<p>The aim here is to understand the remarkable memories, and if they can reflect about he/she way of behavior, projects, and relationships.</p>
<p>Could you tell me about how was your life (or your family's life in your country?</p> <p>Why do you think you (or you family) move here?</p> <p>Living in this city was your choice? (Did you always live here?)</p> <p>Did you ever think about moving out from here? Did you ever try?</p> <p>Why did you come back here?</p>	<p>The aim here is to understand how was the life of the family and the that conditions made them decide to move here.</p> <p>Besides the trajectory, the aim is to realize how are the family bonds, the level of attachment/social bonds with the family.</p>
	<p>The aim here is to understand the difficulties or facilities on the process of adaptation</p>

<p>Could you tell me the difficult and the easiness of the adaptation process here?</p> <p>Do you remember your parents telling you about the easiness and difficulty of leaving here?</p> <p>Explore the difficulties, how the person overcome the difficulties.</p>	<p>What the person did to overcome the difficult moments. (Pass through this moment alone, with people, etc.)</p>
<p>Could you tell if you had turn points on your life? Something that changed your life.</p> <p>Examples: things they used to do or things now they do, new ways of consumption, stop doing things that you usually did.</p>	<p>The aim here is to understand if they can realize if there was any difference in their lifestyle. In my opinion, the focus here is to reveal the importance of social bonds in this trajectory.</p>

SOCIAL BONDS THEME

Questions	My comments
<p>Could you tell whom you consider is significant to you?</p> <p>What does this person do that makes him/her so significant or remarkable?</p>	<p>Try to realize what the other one does for he/she; why is so important; if he/she is involved in the interview's projects, in the interview life, and how involved the another person is involved in the interviewee' life</p>
<p>Who are you closest to in your family?</p>	<p>The aim here is to understand if the closest person in the family is the same of the previous question. Also, if the points</p>

<p>Could you explain to me why do you consider he/she the closest?</p>	<p>the interviewee answer has the same criteria that she/he used for the previous question.</p>
<p>Is there someone in your family you think you are more distant to?</p> <p>Could you tell me why?</p>	<p>Try to understand if this person had any influence in the interviewee decisions.</p>
<p>Outside of your family...do you consider yourself having good friends?</p> <p>How do you know they are good friends to you?</p> <p>Did you ever need them? Explain...</p>	
<p>Do you consider your relationship with your parents as “the best one” or would you like it to be different?</p> <p>Why do you consider that?</p>	
<p>Moreover, what about your siblings? How is your relationship with them?</p>	

PROJECTS THEME

Questions	My comments
<p>When you were young... how you imagine your life it would be?</p>	<p>Let the person talk about his/her daydreams</p>

<p>Did you do something to achieve this/these dream/dreams?</p> <p>Did something happen that you had to stop or change your plans?</p>	<p>Try to realize when a dream become a plan or if the person did not even try it.</p>
<p>Did you ever talk to someone about your dream/plans?</p> <p>Yes: who? Why did you tell her/him? No: why not?</p> <p>Had received any support? Money, emotional?</p>	
<p>Could you tell me things that you think you achieved in your life?</p> <ul style="list-style-type: none"> - Who was involved - Process of achieving - Was money needed? - Has anyone influenced your decisions? 	<p>Things to be asked further:</p> <p>1) Who was involved; what was the thing achieved, how was the process of achieving (what did the person do)</p> <p>2) Is this achievement material or emotional?</p> <p>3) Here the aim is to realize if it is an individual or collective construction</p> <p>4) Was money part of the achievement? For example, to succeed or just the way to get the achievement</p> <p>5) Has anyone influenced your decisions?</p>
<p>What are your dreams?</p>	<p>Let the person tell about it.</p>
<p>Are you doing something to achieve these dreams?</p>	<p>Try to realize if the person has the concept of the project in his/her mind (do something about it).</p>

<p>If not, is there any reason you are not trying to achieve it?</p>	<p>Does the person use the same strategy of the past? (not trying, something that stops her/him, not enough support)</p>
<p>In any of these dreams that you told me...</p> <p>Was money necessary to achieve these dreams? In which manner?</p> <p>This money came from where? Savings? Loans?</p>	<p>Try to realize the meaning of money - gifted meaning or utilitarian meaning</p>
<p>What would you do if you had a chance to remake your dreams/plans?</p>	<p>Try to realize if the person realizes that plans and projects made his/her life different or little had changed and he/she just follows the flow</p>
<p>How could you define a person who is well succeeding?</p>	<p>Try to realize what is the person's definition about well succeed.</p>
<p>Do you consider yourself well succeed? Let the person explain.</p>	<p>Try to realize if the person hit his/her definition of well succeed and if this well succeeds was part of the project.</p>

APPENDIX 3
COMPLEMENTARY INFORMANTS DATA

Informant's Pseudonym	Country of Origin	Country of Residence	Occupation	Household Composition	Have children?
Emily	Israel	Canada	Undergraduate Business Student	Mother and grandmother	No
Olivia	Pakistan	Canada	Undergraduate Business Student	Parents and siblings	No
Ashley	Canada	Canada	Undergraduate Business Student	Mother	No
Lauren	Moldova	Canada	Undergraduate Business Student	Grandparents	No
Grace	China	Canada	Undergraduate Business Student	Alone	No
Jack	South Korea	Canada	Undergraduate Business Student	Alone	No
Megan	China	Canada	Undergraduate Business Student	Sister	No
Claire	Canada	Canada	Undergraduate Business Student	Parents and brothers	No
David	Brazil	Canada	IT Programmer	Wife	No
Dylan	Brazil	Canada	Bilingual translator	Life Partner	No

Vanessa	Brazil	Canada	Technical Support Analyst	Alone	No
Matthew	Brazil	Canada	Product Designer	Wife	No
Rachel	USA	Canada	Manager Assistant	With friends	No
Amanda	Canada	Canada	Technology Writer	With friends	No
Zoe	Brazil	Canada	Healthy Elderly College Student	Husband and child	1
Anna	Brazil	Canada	English Student	Alone	No
Lucy	Brazil	Brazil	PhD Student	Husband	No
Natalie	Brazil	Brazil	Retired, moonlight as a transcriber	Alone	1
Sarah	Brazil	Brazil	Professor	Husband and children	3
Michael	Brazil	Brazil	Professor	Wife and children	2
Hannah	Sri Lanka	Canada	Undergraduate Business and Society Student	Mother and sister	No
Alex	Brazil	Brazil	Consultant	Wife and children	3

Daniel	Canada	Canada	Undergraduate Business Student	Parents and sister	No
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APPENDIX 4
INFORMANTS REPORT

Alex

1) PRESENTING HIMSELF/HERSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Alex; I am 51 years old, I am married for 32 years, I have three sons. I work in a company of business intelligence, more specifically, I design market research for products and services for other companies. The company acts on business consultancy, and market research and my department are responsible for the area of market research. I am consultant there.”

2) LIFE EVENTS

When was a child he lived with his parents, then they pass through a divorce, and started to live with his mother, he has three siblings. He went to college (economics). Started to work after finishing university, then he got married. After 15 years (2002) he had to move to another city because of a new work.

Nowadays he works as a consultant. More specifically, when the company has a job, we work. Otherwise he does not have it. His wife has a virtual store where she sells handicraft decorations for babies’ room. He told that the virtual store does not cover the expensive of the house.

He does not a stable job, mainly in the past five years.

Childhood – living with the parents: “I had a pretty good life when I was a child. My father came from a rich family. So, my life during my childhood was pretty comfortable. I studied in private schools, but I never really liked to studied when I was younger. I preferred to go to the beach instead of going to the school. I finished high school, and then it was time to make the decision to go to university. When I was in high school, my parents got divorced, and things started to be difficult, the financial life of the family it was not the same. However, even so my mom the possible to pay for my university. In that time, I never wanted anything. I just wanted to enjoy the life.”

The decision to go to college/during college: “I don’t know why I decided to go to college. In fact, it was not a decision, after you finish high school, you go to college. However, why I decided to major in Economics, well...I like math, so I thought it would be a good for me. Moreover, in that time we did not have many options, just the traditional degree as Law, Medicine, Engineering, for example. After I had finished college, I was hired as

a trainee in an industrial gas company and stayed there for five years; I quit there as branch manager. During this time I met my wife, we got married, had three sons. I worked as well in a multinational company of chemistry. Then it comes up an opportunity to start an advertainments company in another city where I was the commercial director. I worked there for ten years. After that I pass through a tough stage in my life, it was not easy to find a job, so I started to be a consultant in this research market company.”

Dreams when it was young: “It is an interesting question this one. If I start to think I never really had a dream. The things with me just happened, like one job lead to another, I finished college, and I got this trainee job. I met my wife; we got married. I never had anything planned, it just appeared. When I was young I just one to enjoy my life, as said I said to you, my worries were about going to the beach, go out with my friends, and that’s it. I did not know what I would do in the future. After I started to work, I do not have any memories of plans... I work to pay my family bills, and that is it.”

Here we can see that even in his adult life and the married life he never had any projects for himself or the family, he still is living according to the moment.

3) PROJECTS

Decisions: his decisions are made according to the present moment. When a difficult urge, he tries to resolve it, the same thing happens with his wife. When I asked him about what his wife does, for example, she only opens this virtual story three years ago, but this company does not profit so she can help in the house. The things he wants to do is based on a short-terms. He does not know what he wants to do in the future, and this happened all his life. This also happens with his sons. The decisions and plans are not discuss in family.

Living the moment: no project. It is not possible to realize at any time of the interview a project that he made it. As he stated that he never thought about the future, and his worries were about the present, it cannot assume that he or his family has a project. In fact, they are just maintaining their ordinary condition.

Achievements: when we talk about achievements, it includes something that a person think he/she conquer. However, in this case, it is not possible to see what kind of achievement. “Achievements? Well...I have my house, my car... I am raising my sons.

I cannot say to you what I achieved it. Here it is possible to realize that achievements come with effort, as he life is “living the moment,” it is hard for him to remember the achievements. Of course, he raises his sons, pay the bills, etc., but when he talks about achievements, it is not associated with events with his life.

Projects: it was not possible to cite one example of a project, his wills and needs are related to short-term goals, and most of the time does not include people as a part of it.

Future plans: “I do not have plans. I cannot think of anything I would like to do.”

4) MONEY ISSUE

He and his family never had a history of savings. Their money goes to the spending of the family, it is not for luxury, but the money is almost sufficient to cover the spending. They have a lot of history of loans in banks and asking money to the relatives. Once he told that he owed a big amount to his cousin that he did not yet, he said that his cousin never asked for and he would pay when he has able to. However, since the time of the interview, he did not have sufficient money to pay it.

All his married life he needed to use money from others because the money was not sufficient. It seems like the family money was designated for paying the bills.

5) SOCIAL BONDS

It is possible to realize that he has a good relationship with his family. However when I analyzed the interview, it did not show up any gifted relationship, just a regular family relationship. This is, the social bonds are present, there is a family environment represented by being together.

Exchanges in bonds: Apparently, it is not visible the gifted bonds, just regular one. The exchanges are represented by being in the same situation, passing through the difficult of the life and feeling exchange like love.

His wills are: doesn't have it. Short-terms goals.

Amanda

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

Talk about her occupation and career and herself : Tech Journalist. Writes in a Technology website that writes mostly about cell phones and cell phone industry in Canada. In my spare time, I like to write fiction I also like to try and write games as well video game writing. Moreover, if I have any extra time aside from working and doing a little bit of moonlighting, I like to hang out with my friends. Moreover, enjoy the city.

Don't talk about the family, I had to ask her about them, then tell about more about the siblings, and still do not talk to the parents: I have my family lives in New Brunswick I have a mom and a dad and two siblings one little brother one little sister. My brother is five years younger than me my sister is 12 years younger than me. My brother is just. Sorry just graduated high school and he is going traveling, and my little sister is in grade 5. They are they are very important to me.

2) LIFE EVENTS

Left her hometown to go to college for two years, then Seattle, then comes back to her hometown spend a year there, then decided to move to Toronto: New Brunswick is a economically depressed The Province and most of my other friends who went to college also knew that they would not live. So, that is that is why I came to Toronto, and I also like big cities to come here I've been living here one full year. Almost 13 months.

Childhood – living with the parents: she described a good time when she was a child. However, she talks with a tone of regret about her relationship with her parents. It seems like she would like to have more a “parent relationship”. “My mom and dad that we have a bit of a tough relationship but just they were they always treated me more like a friend then I have kids so I know it's you know it afterlife realizing that and just something to my childhood was not so great so I feel very connected to my brother and sister, and I love my mom and dad know we haven't talked for a little bit”

The decision to go to college: it was something that she would like to do since she was in 10th grade. She states that she always liked to write, and it was something that she always dreamed about it. Researched about the universities in Canada. “I want to go to college, and my parents wanted me to stay and do college in my hometown. Moreover, I said no way, and so I went to college, it was 2 hours away in a bigger city. I was planning to go to that college for about two years like ever since grade 10. I decided I want to be a

journalist. I looked at the best journalism schools, and I would pick that one. Not far from my family but not too close.”

During college:

- Studied for two years, during this period she started a business with her future partner and a friend, summer camp and courses about technology area. During this time she was able to save money to pay her spending.
- Seattle and live eight months there with her partner
- After she moved again to NB and spent almost one year there managing the family life, working in a phone company.
- She had enough money to go to Toronto and live there

Dreams when it was young: “15, 16 I thought that. I would either be two things. Maybe would be a famous actor or maybe just a glamorous fashion editor for a magazine and I thought that I would live in New York City. Right away I liked you as soon as I left college or sooner. I was going to go to the big city. I would live in a nice fancy apartment is kind of like the stuff from the movies.” Here we can see that she feel the need to “get away from home,” the need to leave the past after college or sooner.

3) PROJECTS

Decisions: Why journalism? Had influences? She decided for herself. Her parents or anyone else had no influence on her decisions. Apparently, there was no pressure telling her to go to college. Having the previous that she did not have a gifted bond with her parents, just a regular one, it seems like her decisions were enough to conquer things.

Other decisions: All other big decisions were based on her will.

Feeling pressure: Way too much pressure on myself. Moreover, I was able to do a lot. Moreover, the certain point in my career, my college career. I was driving myself so hard I was only seeking this sort of approval from everybody around me. Moreover, then I took on too much. Moreover, I had this year where it was so stressful, and I begin not to be able to handle everything, and I felt like everybody was so slow. Moreover, was very kind of an unusual feeling to me. When do you say everybody who was? My parents mainly, on my boyfriend at the time he was my boyfriend was at the time, and myself. He employees that I had that the business. The kids who would come to our campsite. Their parents liked. Moreover, I realize now I was hard on myself, but I felt like I was letting you know all those people down and sometimes. I thought I was not doing things to the standard that I thought.”

Living her life: Her project. Finally, she discovered and started to practice and put in action things that would be good for her. Although she has a partner, she is seeking what is better for her. Although her partner has an important role in her life (as she says), all her actions are centered on herself. Her career, the news adventures in Toronto. At one point she had an upgrade in her career, and she is thrilled about it, to be a tech writer.

Achievements: career, not feeling pressure, being herself.

Projects: get away from home, moving to Toronto, do the things she likes. These things lead her to new findings, to start a career as a tech writer, moving to an apartment, etc. The needed to please others → live her life.

4) MONEY ISSUE

- Had a scholarship, everything she builds was with her money, savings, to finally do to Toronto \$10.000, also paid for her own student loan.
- Her savings made possible to her be able to seek things for her and change her condition.

5) SOCIAL BONDS

Support to her brother: traveling to England, spending time with him, talking to him. “Well he does not that is what he is going to travel he went to one year of University so far I just did basic courses in philosophy. Moreover, he did not like it very much it was last year was very stressful because I was trying to cheer him up all the time so this. I'm hoping it is any better, but it said he is also going to England, so I just hope that he will not feel too lonely there so I'm going to visit.”

Has a partner, she does not call him husband (despite they are married), he lives in the USA. Occasional she travels to see him.

Friends: “I would consider that I have good friends I would say that I don't have too many probably 5 good friends, have that same thing as family with unconditional love, but they are not judgmental they just support you, and they do it in equal measure so you know it's not a situation where one person always has to support the other one. Is an equal relationship where they are both you're both getting the support they are both having fun.”

It is not gifted because she wanted to be an equal relationship and don't want an unbalanced relationship.”

Parents: "I wish I had a better childhood, that my parents could have less like hang up stuff for me." She would like that her parents did not pressure her so much, including giving her responsibilities about house money management, for example.

Siblings: she plays the role as the oldest sister, giving advice, worrying about them, supporting them.

Exchanges in bonds: Apparently it is not visible the gifted bonds, just regular. It is not usual for life the appearance of giving exchanges.

Her wills are: told. She tells the others. Her projects are told.

David

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am David, and this is my wife, Rose. We have been living here in Toronto for three months, and since then we are adapting to the Canadian life. We are from Brazil, and we came here to try a better life, having better opportunities... This was an old dream I had, and with Rose, we dream about having a calm life where we can improve ourselves.”

2) LIFE EVENTS

Married, have no children.

He seeks for better opportunities since he was 17, 18. He shows himself was a person who struggles for what he wants.

His wife joined his dreams and now is a family dream.

They left their country; all their family is there.

Childhood: “I can say that I did not have a good relationship with my father when I was during my childhood and teenager. I noticed that he always preferred my oldest brother, I could not have anything. For instance, my brother had an expensive bike, and I did not have anyone. My father always compared me even with our neighbor’s son; he used to say that he could do things better than me.”

“The place where I grow up... let’s say. It was a poor neighborhood; I knew what would be my destiny in that place. Today when I see my old friends and colleagues, well... they are a result of that place. No one has a career, didn’t study, some had drugs problems, and involvement with drug traffic. I did not want that to myself.”

“When I was 15, I started to work as an office boy. I wanted to work; I saved the money from my salary so in the future I could use it to pay for my education.”

Adult life: “When I finished high school, I begin to work with IT.”

“Once I heard my cousin talking about this area, how easy, at that time, was to have a job and how the money was good... Then, I did some courses and began to work in IT.”

“It was a good thing for me... My first challenge was the English language. All the programming is in English, but I did not have money to have English classes. I learned by myself.”

“I studied from the Internet, learn grammar and everything, began to listen to music, YouTube, movies, and I practiced a lot.”

Samsung story.

“Since I was a kid I thought that if I had a life in another country, I would get out of the reality of Brazil.”

During this time, we met his wife. He has been married for three years. He talked with his wife about leaving Brazil, and they planned their moving. They got married and moved to Ireland. There we got a job on the first week at Amazon, working on IT area. His wife worked as a nanny. After two years, they decided to come to Brazil; they lived there almost one year.

“When I come back to Brazil, I got a job in an IT company. However, then I realized that I had an advanced knowledge from my colleagues had, I even begin college. Everything seemed old fashion; I cannot explain to you this feeling I had. After Brazil was passing by an economic crisis and my wife, and I decided to move to Canada to begin a new life here.”

It seems it was a set of facts that made him and his wife move to Canada: not adapting to Brazil reality and Brazil economic crisis.

Dreams when it was young: “When we are young we dream about our future life... what we want to do. I want to be a policeman or a physical educator.”

Probably his reality did not allow him to do it, and the easier way was to work at IT so that he could give him a better life.

3) PROJECTS

Decisions: I think his wills to transform his condition began since his childhood. His father treatment influenced him to transform his reality, as he states that if he stayed in his neighborhood, he knew it what could happen. He started to work when he was a teenager and always was aware of things that could help him to achieve his dreams faster. He did not study IT for example because he liked, but because it would facilitate him to achieve better opportunities.

Our project. His wife joined the husband wills, and they made possible to conquer. Beginning to move Ireland.

A better life with better opportunities.

Search for the “American dream.”

Professional growth

Achievements: Leaving his neighborhood, knowing that he can do whatever he wants, like learning English by himself. Living in a better country. Moreover, he is still fighting to achieve his projects; it is not complete it.

Future plans: “For me, I intend to try for a permanent residence here. My first step was applying to a college degree. Having a work permit and student permit, and my wife having I work permit can allow us to work so we can financially support ourselves.”

“I am having the consultancy of one immigration attorney, and he is taking care of our process.”

4) MONEY ISSUE

History of savings since he was a teenager. Saving the money give the couple the possibility to seek for their project.

5) SOCIAL BONDS

“My wife....she is the one closest to me.” “She joined me on this journey; only her could that to me. I know that she left behind her family, I left as well. However, we know that this is for us. It is our life, and I will do anything to make her happy.”

Exchanges in bonds: gifted bonds. When it is our project, it consequently shows unbalanced exchanges because one will need to give up of individuals wills to please the whole. Here the focus is not on the individual, but the future of the family, or the couple.

His wills are: we share.

From my project → our project

Ashley

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Ashley; I am 20 years old. I’m an undergraduate business student; I’m in my second year of university. My parents are divorced. I do not know what else I can talk about me... Is there anything else you want to know about me?”

2) LIFE EVENTS

Ashley lives with her mom. Her parents are divorced since she was two years old. She has a Portuguese descent. The only family she has in Canada is her mother and sister, and the father, who doesn’t live in Toronto, he travels all Canada working as a mason.

Her mother is a housekeeper and has two jobs. She works in a hotel.

Her sister has a bachelor in psychology, but she works as a bartender.

Good childhood. Restrict life since she was a kid.

Childhood: “I do not have any bad memories of my childhood. My parents passed through a divorce, as I had two years old, I do not remember well this phase. I know that my mom suffered a lot. She took care of me and my sister alone; she had to work a lot to maintain the house. We did not have any relatives near us; all are in Europe.”

“I had a good childhood...we had food in our house, clothes... Me and my sister could study without working. I had my friends. Fortunately, here in Toronto has a lot of free activities like concerts, parks where you can do sports, even on my schools I had a lot of extra activities.”

“On high school was the time to choose the career I would like to have in the future. So the studies were getting hard, I had to take more serious.”

Adult life - college: “My mom would like me to do Medicine. For her Medicine is associated with a prosperous life and in my entire family I am the second one who came to university, my sister was the first. So, I think that for my mom a higher education is something to be proud of.”

“When I told her about my choice for the Business degree, she supported my decision. Although Medicine would be her choice, she was very reasonable to understand that I was making the better choice for myself.”

“For choosing Business I research a lot, and for me, Business is a practical degree, you have many options like marketing, management, finances... Also, I can have a better insertion in the labor market and, of course, employability. I thought about everything... I thought about my future... so I chose Business.”

Dreams when it was young: “Before I came to college? Well... when I was in high school, I did some extra courses in several areas like humanities, biologics, social sciences to know which area I would like. I know that having a higher education would provide me better opportunities. So... I researched a lot and asked to myself many things... not only what kind of degree I would like to do, but also market opportunities, you know? Imagine if I chose arts... I don't know how I could afford myself being a fine artistic, for example.”

3) PROJECTS

Decisions: In the interview, it was possible to realize two sides of the way she decided: the family and herself. She worries about the family, especially her mother, but she thinks about her future as well. Her decisions are shared inside the family, it is possible to see the emotional support and a good family ambiance.

Our project. She lives in an ambiance where the “we connect everything.” The mother does not want her to have the same destiny that she had, and a higher education is the way Ashely can achieve her dreams and have a comfortable life.

Achievements: “I do not know what I achieved it because I still working on that... maybe on 5, or 10 years I can say better what I achieved it. I'm still at university, and I am making everything possible to achieve something and take care of myself.”

Future plans: “my future plans are to have my bachelor degree, get a good job, pay for the student loan.... Oh! Work in something that I love. I want to help my mom so that she can work less.”

Future plans involve the family, the mom.

4) MONEY ISSUE

“Money in my house is not something easy. We have some financial restriction. My mom's salary goes for paying the house expensive, rent, food. She saves a little bit of

money so we can visit my grandma in Portugal, she is sick, she has Alzheimer. However, other than that, we have to know how to use the money.”

“I have a full scholarship, the OSAP. If it was not for the OSAP, it would not be easy for me to have a higher education.”

“This student loan I have to pay five years after I have my bachelor. So I give private classes to high schools students, and I use this money to hang out with my friends, buy books and save some money to help me pay for the OSAP. I know that my mom cannot afford to pay for this student loan, so I began to think that I need to save money. I do not want the same thing happened to my sister, happens to me.”

“My mom does not allow me to pay or buy things for the house. She says that it is her responsibility.”

5) SOCIAL BONDS

Mother: “My mom is everything to me. I feel she is the one I can count on and share everything. It is just me and her.... My sister does not live with us anymore. I help her with the domestic duties; she works, I study. I try to be a good daughter to her.”

“My father divorced from my mom when I was two years old. So it always has been my mom, my sister and me. It is us 3. Moreover, we try to help each other every time is possible.”

Sister: “I feel very close to my sister. As we have similar ages, I am 20, and she is 25, we can talk about intimacy things. Although she is not living with us anymore, and we are a bit distant to each other, even so, I know she is there for me.”

“I talked to her about anything. She is my confidant.”

Exchanges in bonds: Gifted bonds.

Her wills are: we share our dreams.

“provide me better opportunities” → different kind of thought of that one that argues that university is something natural, something that need to do.

Claire

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

My name is Claire, and I am a student here at York. I am in my 1st year. I live with my parents and siblings. I like to study; I like to enjoy life. What else can I talk about me?"

2) LIFE EVENTS

Continuing... so I asked her about her family.

18 years old. Parents are from Sri Lanka and came to Canada when they were 20 years old. They met in Canada; they married when they were 30 years old.

Father and mother work in a factory.

Has a brother – 20 years old. Sister – 12 years old.

"My father did college in Sri Lanka, but he does not like to talk about his studies. I think it is because he is at the same job for the last 22 years."

"My mom works in a factory, but she changes of job frequently. She has a disease and gets sick very often. She worked in an accounting office, at Winners."

Childhood: "We started our family life very poor. Later we start to get better. I think when my mom returned to work at Winners things started to get a lot better; then she goes to Magma, that was when things started to do well. Now we are ok. We have our home.

"When we were kids, my mom used to save money to take us to movies, for example. she did not want to show us that we were poor, so she saved some money so we could hang out."

Adult life - college: "I chose Public Administration because it involves a practical area, it involves the society and theories."

"I do not like math so much. Moreover, for me, it is a general degree where I could act in several areas, and it is related to make the world better. I mean.... How people can live happier in society."

Dreams when it was young: It was not so clear in the interview what are her dreams and if she had some.

3) PROJECTS

Decisions: Maybe the mother needed to show that they could be whatever they want. The family has a whole turn from poor to lower middle class (Claire designation). Nothing is feeling sorry for themselves, so she used the money to show their children that they could do something about it.

“Hiding the fact we were poor, she provide us experiences.”

That is why she and her brother could decide their college, and experiences as culture, etc. Saving behavior of the mother help the children to do the same. Saving here is a short-terms, children spending. Claire said that she worked in tutoring for two years: “when I begin to earn money, I put most of the money in the bank, and I like to see the money profiting. I use some of the money to hang out with my friends and buy me things. However, I liked to see that I can control my money.”

Our project. It seems to be in line the family. Everybody is working and sharing the same purpose, the family grow. Everyone has individuals’ wills, the parents play the role of the integration, but everyone is praising for the whole.

Achievements: “when I begin to earn money, I put most of the money in the bank, and I like to see the money profiting.” As she is 18, her money control, feeling that she is capable of that made her proud. That she can hand her money.”

Future plans: I’m only 18, and I began my degree now. I do not know much about my degree; I’m taking basic courses. I’m enjoying. But... I think I would like to work on my field area and have a good job where I like and can take care of myself.”

4) MONEY ISSUE

Have scholarship and OSAP.

Parents are saving some money to help her and brother to pay the university in the future. Every child parents put \$100 in saving account to pay university.

Mortgage.

Credit line.

5) SOCIAL BONDS

“I feel close to my brother, and I know that my little sister feels closer to me.”

“in my house, we are in a cycle of helping each other; everybody is helping everybody. For instance, when I was in high school and had free time, I used to prepare lunch for me and my sister, my brother when he was in high school he prepared lunch for him, my sister and me. If my brother asks me to do something for him, I do. Moreover, this is how it works in my house.”

“One helps another”

A little bit of conflict with her money because of her mother’s value: girls must wash the dishes. My brother has different rules than me.

Exchanges in bonds: gifted bonds.

Her wills are: we share.

Daniel

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am Daniel; I am 18 years old, I am in my first year at university...[pause]. I live with my parents and sister. That is me.”

2) LIFE EVENTS

Different from other interviewees that had the serenity of the life, it seems like Daniel does not know much what to do with his.

He is very shy, not social and doesn't talk too much.

He lives with his parents and a sister, and it seems like his father had a certain control over Daniel's acts and decisions.

His parents came from Ukraine and Moldova. He is Canadian.

Her father has an insurance company.

No big life events.

Childhood: “I had a fun childhood, playing with my friends....” Do you have any bad memories? No, not bad memories. I had a regular childhood, as any other kid had. School, friends, playing outside, vacations.”

Doesn't have any bad memories of his childhood, he considers himself having a good childhood.

Adult life: “After I finished high school I did not know which degree to decide. In fact, my father has this company, an insurance company, and he wants me to work there. Everyone in my family is working there, my father, my mom... Nowadays, I go twice a week to help him. He told me to go there to learn.”

“I work there doing worksheets for them, and checking numbers.”

“When I was in high school, my father proposed to me that having a business degree, I could work in the company in the future. He said that he would pay all my university fees, books, in sum, everything.”

“I do not know if I had another choice what decision I could make. As I had this only choice... I decided to apply for Business.”

I have a bit of uncertainty about the choice I made, but I guess it is because I am still in the first year of college. Probably this could change in the future.”

"Maybe my father telling me to do Business, he might have helped me, right?"

“When you talk about plans or decision I had to make, I guess the only one I had to make was applying to this degree [Business].

Dreams when it was young: made no interference of any dream he had.

3) PROJECTS

Decisions: During the interview, it was possible to realize that he never needed to make any big decisions or plans in his life, he is just maintaining and continuing the story life his father’s proposed.

Someone else projects. Following his father’s steps.

Achievements: didn’t cite any.

It had a difficult to express achievements, and it fits the discussion that as he did not mature or develop his personal grow and what kind of life he could have; therefore, he could not be able to realize any achievement.

Future plans: Doesn’t have it, didn’t cite any things he would do.

“Probably I will work with my dad in his company. That is why I am majoring in Business.”

4) MONEY ISSUE

Father pays for the university, doesn’t have OSAP.

Investments – the house the family lives, and another condominium.

Doesn’t have savings, but it seems that buying proprieties is a kind of investment.

5) SOCIAL BONDS

“My girlfriend is an important person.” Why did you say that? “We are always together on the weekends; we have fun together.”

We did not cite anyone in his family. It seems like it has little interaction in the house.

Exchanges in bonds: holism bonds.

His wills are: doesn't have it. Short-terms goals.

➔ Someone else projects. Less interaction and is ruled by norms and tradition.

David

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am David, and this is my wife, Rose. We have been living here in Toronto for three months, and since then we are adapting to the Canadian life. We are from Brazil, and we came here to try a better life, having better opportunities... This was an old dream of mine, and with Rose, we dream about having a calm life where we can improve ourselves.”

2) LIFE EVENTS

Married, have no children.

He seeks for better opportunities since he was 17, 18. He shows himself was a person who struggles for what he wants.

His wife joined his dreams and now is a family dream.

They left their country; all their family is there.

Childhood: “I can say that I did not have a good relationship with my father when I was during my childhood and teenager. I noticed that he always preferred my oldest brother, I could not have anything. For instance, my brother had an expensive bike, and I did not have anyone. My father always compared me even with our neighbor’s son; he used to say that he could do things better than me.”

“The place where I grow up... let’s say. It was a poor neighborhood; I knew what would be my destiny in that place. Today when I see my old friends and colleagues, well... they are a result of that place. No one has a career, didn’t study, some had drugs problems, and involvement with drug traffic. I did not want that to myself.”

“When I was 15, I started to work as an office boy. I wanted to work; I saved the money from my salary so in the future I could use it to pay for my education.”

Adult life: “When I finished high school, I begin to work with IT.”

“Once I heard my cousin talking about this area, how easy, at that time, was to have a job and how the money was good... Then, I did some courses and began to work in IT.”

“It was a good thing for me... My first challenge was the English language. All the programming is in English, but I did not have money to have English classes. I learned by myself.”

“I studied from the Internet, learn grammar and everything, began to listen to music, YouTube, movies, and I practiced a lot.”

Samsung story.

“Since I was a kid I thought that if I had a life in another country, I would get out of the reality of Brazil.”

During this time, we met his wife. He has been married for three years. He talked with his wife about leaving Brazil, and they planned their moving. They got married and moved to Ireland. There we got a job on the first week at Amazon, working on IT area. His wife worked as a nanny. After two years, they decided to come to Brazil; they lived there almost one year.

“When I come back to Brazil, I got a job in an IT company. However, then I realized that I had an advanced knowledge from my colleagues had, I even begin college. Everything seemed old fashion; I cannot explain to you this feeling I had. After Brazil was passing by an economic crisis and my wife, and I decided to move to Canada to begin a new life here.”

It seems it was a set of facts that made him and his wife move to Canada: not adapting to Brazil reality and Brazil economic crisis.

Dreams when it was young: “When we are young we dream about our future life... what we want to do. I want to be a policeman or a physical educator.”

Probably his reality did not allow him to do it, and the easier way was to work at IT so that he could give him a better life.

3) PROJECTS

Decisions: I think his wills to transform his condition began since his childhood. His father treatment influenced him to transform his reality, as he states that if he stayed in his neighborhood, he knew it what could happen. He started to work when he was a teenager and always was aware of things that could help him to achieve his dreams faster. He did not study IT for example because he liked, but because it would facilitate him to achieve better opportunities.

Our project. His wife joined the husband wills, and they made possible to conquer. Beginning to move Ireland.

A better life with better opportunities.

Search for the “American dream.”

Professional growth

Achievements: Leaving his neighborhood, knowing that he can do whatever he wants, like learning English by himself. Living in a better country. Moreover, he is still fighting to achieve his projects; it is not complete it.

Future plans: “For me, I intend to try for a permanent residence here. My first step was applying to a college degree. Having a work permit and student permit, and my wife having I work permit can allow us to work so we can financially support ourselves.”

“I am having the consultancy of one immigration attorney, and he is taking care of our process.”

4) MONEY ISSUE

History of savings since he was a teenager. Saving the money give the couple the possibility to seek for their project.

5) SOCIAL BONDS

“My wife....she is the one closest to me.” “She joined me on this journey; only her could that to me. I know that she left behind her family, I left as well. However, we know that this is for us. It is our life, and I will do anything to make her happy.”

Exchanges in bonds: gifted bonds. When it is our project, it consequently shows unbalanced exchanges because one will need to give up of individuals wills to please the whole. Here the focus is not on the individual, but the future of the family, or the couple.

His wills are: we share.

From my project → our project

Dylan

6) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

"My name is Dylan; I have been living here for 13 years. I am a patient coordinator in a psychiatric wing in a hospital, the patients in this section only speak Portuguese. It is called Portuguese Mental Health; we serve psychiatric services to the community. Also, I am an interpreter to the immigration at the airport, and sometimes when I have time I am service supplier to the Court. I know a lot about the Portuguese community, more Portuguese from Portugal than Brazilian because it is the people who I relationship more at work."

Here he does not cite anyone.

7) LIFE EVENTS

Don't have much contact with his brother. When we came to Brazil, we wanted to come back to Canada because of the experience he was having.

After her mother had died, he felt free to find himself. His mother was the person that make him stay in Brazil. After her death, six months later, he moved to Canada.

Graduated, pass the time in NYC, his mother passed away and moved to Canada.

- Mother died, graduation, coming to Canada, the first job in Canada

Childhood:

"I had a normal life in Brazil; my family was middle class. My mom was a teacher, and my father was retired, but he was an engineer. My father died in 1992, very young. My mom continues to work; she retired but had another job at night. A middle-class family, we were not poor neither rich. One car, one house, and that is it."

Adult life:

"I have a degree in Brazil, also another here, but it does not have anything to do with my occupation now. I have a Culinary degree here, a long time ago but I never worked."

In Brazil, I have a degree in Information Technology and English.

"I lived here in the 90's; I was an exchange student... My mom passed away at the beginning of 2000. As I already lived here, and I tried to immigrate but I was still in

college, the government did not accept it. I graduated, my mom died, and I think to myself: It is better for me coming to Canada. I feel safer here, being a single person, without a family, without my mother. "

What is to feel safer for you? "When we say safety in Brazil we think about violence, doesn't have many policies on the streets. I am not talking about this; I am talking about social support, access to doctors, education, humanity, opportunities. When I talk about safety is to have a safer life, what the city can provide to you, having a good life such as job, education, and health."

"I worked as an English teacher."

"After I had graduated I took a Sabbatical year, to know what I would like to do."

"Worked at IBM, tech support. I did not like. I do not like computing. I specialize in translating; I did some courses here to get my license. Then I worked at 911, then the immigration, and the hospital."

"For my family, it was a natural way to go to college. It did not have the choice of not doing, but at the same time it did not have that voice: you have to do it. It was a natural way, like after Monday comes Tuesday. "

"The time I chose Information Technology I thought it would save me. Flexibility. However, I never reflect that I never liked this area. I did to please my family, maybe to please myself. I do not regret, but it is not something... I regret that I did not grow up horizontal, just vertically. I have 3 degrees, and I regret in not focusing just one and specialized me more."

Dreams when it was young: "I always imagined that I would live in a foreign country. I always had this will, but I did not know where. However, I imagined too much, more that I could have such as a house, pool, two cars."

"I never got it right; I thought people had a little thought. I lived in Victoria and then in Rio and thought people were poorly educated."

8) PROJECTS

Decisions: move to Canada it seems like a big decision to him.

My projects.

Achievements: "I live a simpler life here than in Brazil. Material goods are not the result of your status."

Future plans: having a quiet life. He states that he is already doing what it takes to have a quiet life. Trips, having a simple life, enjoying the life.

9) MONEY ISSUE

Savings

10) SOCIAL BONDS

"After my mom died, it was what set me free, because my mom was in the hospital and I need to take care of her."

"My mom had a free mind; I never had a problem with her. My father maybe more, he was Portuguese, more conservator, more prejudiced."

"Most important person: He cites first: "I had some professor at the University, who inspired me. I admire my mom, but it is not something that I took as an example to my life. I admire the academic world, are people who can work with their knowledge and."

"I have a partner, he lives with me, we are very close. However, I have 2,3 friends who are very close to me."

"But my brother... I mean, we talk, if I need something, I know that he is there, vice-versa. However, I do not call him. Sometimes, on birthdays dates, I do not call. I do not know what is happening with him. It was always like that; it was not because I live here."

Friends

Doesn't have bonds with his brother.

Exchanges in bonds: close to his friends. “

I am good friends and have good friends. Here in Canada, good friends become your family. They substitute or play the role of family, since asking money, giving advice, to know about your private life. I have a friend you knows my account password, in case that happening something.

His wills are: I tell.

Emily

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Emily; I am 19 years old, I am on my first year on Finances and Administration School. I have a boyfriend... What else? I live with my mom and grandma.”

2) LIFE EVENTS

Degree in Finances and Administration School." – first year

"I live with my mom and grandma."

Relatives from mother side are all in Canada.

Mother work as a nurse

No presence of remarkable events

Childhood:

"I was born in Israel, but I move it when I was 6. I grow up here."

"She likes the country, and she thought it was better...economically. I had some family here. My mom's sister came before us."

"My mom likes Canada. How the government system is, she likes the people here. She thinks Canada treat residents better than Israel does."

"My dad still is my home country, Israel."

"They split up in Israel, and we came here after that."

"It was good; I had some friends. I had some issues with my mom, but I think every kid guess through that. On middle school has pretty good, high school was when I started to be more outgoing. I made a real group of friends at high school. I still talk to them."

Adult life:

How do you decide to study here? "I am not sure, York was the closest school to me and, I may consider other options. I did not apply to Schulich, but now I realize that I should have."

"I applied to UoT, But I got accept in another program, not the program I wanted. There was Management, and I did not want it. I wanted Finances. So.. I declined it."

"I chose Finances because I am good at ...the way presenting the things I guess... Moreover, I felt that Finance Advisor has to be good with numbers and good at presenting ideas, how to talk with customers, helping customers, right? So I like those things."

"I think I made this decision pretty much by myself."

My mom stops working. My grandfather saved much money for us, regarding financially we are pretty good. My mom, she is not just working right now...and we are good financially. So, I think she will work soon."

"I work for a company...the options card, the financial sales solutions. So, we talk to people about our cards; this is what I have been doing in the past months."

"My mom wanted me to go to Medical because my dad is a doctor. So she wanted me to go to that way, but at that time I did not feel I was fit for that because to be a doctor you need to study all the time, and I do not think my personality wanted to do that. I did not want to study all the time. I wanted to have my outgoing time.

Dreams when it was young: didn't cite any.

3) PROJECTS

Decisions: Her decisions are centered on herself, and as she cited many times while we were talking her concerns are about please herself such as outgoings. In fact, this is one fact that her mother and she argues about it. When she tells that medical school it is not

for me because she would have to study a lot and probably wouldn't have time to enjoy life.

No projects. "My mom wanted me to go to Medical because my dad is a doctor. So, she wanted me to go to that way, but at that time I did not feel I was fit for that because to be a doctor you need to study all the time, and I do not think my personality wanted to do that. I did not want to study all the time. I wanted to have my outgoing time.

Achievements: didn't cite any achievement.

Most of the time she cites the word outgoing.

Future plans: "I just want to travel. I want to finish my degree. I want to get my certification for financial services to be a financial advisor. This is the two things I am sure about it. Everything else I am not 100% about it."

4) MONEY ISSUE

"I use the money to pay for my own expensive, so...whatever I go out, and I want to buy food, buying clothes, gifts, phone, stuff like that."

"My grandfather money left the money mainly for my grandma and my mom. However, there is, obvious...my aunt's and uncle is whatever they needed are open for them too. Right now they are financially ok; they are working."

"After my grandfather passed away [3 years ago], my grandma moved away to our apartment."

No history of financial restriction and debt history.

No money investment and saving

OSAP. Student loan

5) SOCIAL BONDS

"I am close to my mom; sometimes we have talks, we talk about things and another time we fight. I go out a lot, and it may seem we are not too close. For the most time, she

knows what is going on in my life. I am close to my grandma, not as much as I wanted to be because I'm not home often. Regarding my family, I always go out with my cousins and see my aunt and uncle. However, I cannot say they are close to me."

"Obvious I would like to be more close. I think part of the reason why we are not very very close because my dad does not live with us and I do not have any siblings, so it is not a family structure where you can have dinner every day. It is not like with us, it just whenever I in the house we talk, there is no structure dinner, stuff like that. So, it affects the level of closeness."

"Sometimes I think that would be nice, but it does not affect me that much because I still have my life."

"I cannot remember any sacrifice she did to me. Maybe moving to Canada..."

Exchanges in bonds: regular bonds

Her wills are: don't have it so clear. Short-termss.

Grace

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am Grace; I am from China, I came here to Canada to go to university. My degree is in Finances. My parents sent me here so I could have more experience.”

Grace is very shy.

2) LIFE EVENTS

She is 23 years old and lives in Canada since 2014. She came alone. Her parents stayed in China and financially support her.

Doesn't have much events in her life, “normal life.” Studied until high school then came to Canada.

She is the only daughter.

She looks insecure about her decisions and cannot argue or justify why she does college, for example. Her parents have a big influence on her life, and it seems easier for her letting the parents decide it.

She does not work and lives on campus.

There is no history of financial restriction on the family.

Childhood: “I do not know what to say about my childhood. I had normal childhood... School, family around.”

Adult life - college: “my father wanted to buy me a car, and I did not want to. I do not know. I said to him that I did not want it.”

“My father thought that Finances would be a good degree for me, for my future. I did not have any choice. I did not know what I would like to do. During high school, my parents saw places where I could study; I was not involved in anything...It was their choice.”

Here it is possible to realize that she does not really is involved with her life. She let her parents take control of the course of her life.

Dreams when it was young: “I did not have any dreams, I cannot remember one... I never thought about it.”

3) PROJECTS

Decisions: In the interview, it was possible to realize that she doesn't have any clue about her life.

As their parents were leading her, even saying when she was a child that all their money was for her investment, it seems easier for her to continue doing and following her parents' advice.

She did not develop anything for her.

Others project. As discussed before, letting the parents dictate what she can or cannot do, without hesitating or expressing her wills, it is possible to assume that she is following the parents' project, what they think it is good for her.

Achievements: "I do not know which achievement I made it..."

It had a difficult to express the achievements, and it fits the discussion that as she did not mature or develop her personal growth and what kind of life she could have; therefore, she could not be able to realize any achievement she probably would have.

Future plans: she does not know if after she gets her degree, what she is going to do.

"Probably I will back to China..."

4) MONEY ISSUE

Parents pay for all her expensive in Canada.

Also, pay for the university, she does not have a student loan.

All parents' money goes to invest on their daughter – on her personal and professional development. One observation: others students have a part-time job, but she does not and doesn't have any prospect for her future.

"My parents told me since I was a kid that all their money was to invest in me." → seems like others project.

5) SOCIAL BONDS

Mother: "I am close to my mom. She knows me well, and I tell all my secrets to her."

When I begin to talk with her about her social bonds, she does not seem too connected to

anyone. Her mother was the only she cited; she feels closest to the mother. However, in anytime she cited one phrase or expression about gifted bonds, or grateful feelings. When she talks about the family is always related to what the parents' approval.

Exchanges in bonds: Holism bonds.

Her wills are: others tell what to do.

Hannah

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“Hi! My name is Hannah; I am 21 years old, I am from Sri Lanka and live here with my mom and my sister. I am an undergraduate student here at York. I am in my second year.”

2) LIFE EVENTS

Childhood: “I had a childhood close to my family, we are a big family, you know? Grandparents, cousins, aunts and uncles...”

“I lost my father when I was a child, he had a disease and died, but I was very young.”

Adult life: “I have been living here in Canada for five years with my mom and my sister. We came to Canada as refugees because of the bad civil situation there because of the war. So, my mom saw an opportunity of a new start on applying to the Canadian immigration. After a couple of months, we born on a plane and move to Canada.”

“I did all my high school and applied for the university.”

“In Sri Lanka, having a major has a big important to everyone. I do not know why I want to have a major, but I think that if I have a good job, good opportunities I can give a better life to my family.”

“I work at Tim Hortons, my mom and my sister work there too.”

“I go to university and work this is my daily life.”

“I chose Business and Society degree because of the broad view I can learn and act, it is not about just the Business but how the Business can be more sustainable. Moreover, with that, I can have more options to work.”

“I do some voluntary work. I enjoyed to participate in the Pan-American games here in York, and I applied to work at the Olympics, so I am waiting for the results.”

Dreams when it was young: I did not have dreams, I don't know.... I was living with my family, my extended family and then I had to move it. So, I began to think about my life when I came to Canada.”

3) PROJECTS

Decisions: It seems like her big decisions and plans are happening during the period of the interview. After passing through the moment of leaving her hometown, immigrating, and adapting to a new reality, the university seems like the opportunity that she will find to change her trajectory. It seems like her mother had this vision and struggle to achieved it.

Keep the family together and united.

It was forced project because of the country situation.

Our projects. Better opportunity for the family, and seems like the daughters have the same idea and are trying to do it by the education.

Achievements: Doesn't cited anyone. She is still in the process of the projects.

Future plans: “I want to give my family a better life as a comfortable house, we live in rented house. I miss my family there so much, but I would like to have a different life that I had in the past.”

“I want a good job so I can allow myself to have better things, and I am not talking about material goods... [time thinking]. I am talking about being myself, and my mom and my sister, as well, been a better person, trying to find ourselves. To rescue part of our identity as a person.”

4) MONEY ISSUE

Doesn't having any savings.

All the money family goes to the spending.

Has OSAP, but also student loan.

Government loan to pay back. The spending that the government – process of immigration, flight tickets, health insurance.

5) SOCIAL BONDS

“I can say that the most important people for me are my mom and my sister. It is just the three of us. We are very bonding, and we help each other, emotionally, on the duties of the house. When we moved her, we became closer. We take care of each other.”

Exchanges in bonds: gifted bonds.

Her wills are: we shared.

Jack

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

2) LIFE EVENTS

Jack has 22 years old; he studies Finances, he is in the 4th year.

He lives alone in Toronto. His parents financially support him.

He is from South Korea and came to Canada in 2007 with his parents and sister. The reason they move was that her sister could do her higher education in Canada - Cosmetology.

He did high school in Canada.

His parents live in a city 100km away from Toronto and have their convenience store.

Childhood: Doesn't have any bad memories of his childhood, he considers himself having a good childhood. His parents worked in car sales in South Korea. In this period there aren't any facts that could affect projects and decisions. He had an ordinary childhood.

Adult life - college: "I decided to do college so my parents would not be disappointed at me."

"If I had the chance to remake my decisions? Probably I would go to college, but I would not choose Finances."

He does not have a clear idea of why doing college, and why making choices, his sayings are always related to the parents' approval and that he would not like to disappoint the parents. It looks like an expectation were created for him, according to what the parents expect and his actions are related to that.

He does not know why he does these things, but he knows he is regret, for instance, the choosing of the business degree.

Dreams when it was young: in the interview, it did not show up any dreams he had, even when I asked.

3) PROJECTS

Decisions: his choices are reflecting on not disappointing his parents.

His not doing anything about to change the flow. It seems like he does not know what he wants, and never reflect about it.

He feels sorry for the parents, feels sorry for himself and is not doing anything to change it.

Here it is possible to realize that even if he makes this choice in the future, he still thinks about the disappointment he is given to his parents, and not about, for example, how he is mature and know more about his needs and wills.

Someone else project. As discussed before, it is easier for him to act in a way that he does not disappoint the parents. So, he continues to do what is approval for others.

Achievements: Doesn't have any.

Future plans: About the future... I do not know what to do. Maybe I will try to have a Computer Science degree. I talked to my parents about it, and they said they would support this wish. However, I feel sorry for them because I lost four years of studying, and now it will be more five years.”

Doesn't know for sure.

4) MONEY ISSUE

“My father manages all family money, and he is a sensitive person about money. He does not like to waste money, so our expensive is for hydro, internet fee, things like that. That is why my parents never buy me things, only if it is necessary.”

“they only buy me things if I make some promises. What kind of promises? I say I will study.”

No history of savings.

He has his mother's credit and debit card for his expensive in Toronto (condominium, car, gas, etc.). Moreover, states that he knows how much he can spend.

Receive 1/3 scholarship, but the parents pay for his university.

5) SOCIAL BONDS

No sign of strong social bonds. The presence of holism bonds with parents, connect with tradition and continuation of parents' project, society approval.

Exchanges in bonds: holism bonds.

His wills are: others tell what to do.

Lauren

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Lauren, I am from Moldova, and I came to Canada for high school. Ten years ago, I left here with my parents, they were still married, but then they got divorced, and I came back to Moldova with my mom. Now I am an undergraduate business student. I live here with my dad, my stepmother and stepbrothers, and my grandparents.”

2) LIFE EVENTS

Lauren lives with his father, stepmother and stepbrothers, and grandparents. However, one week in the interview she said that her father, stepmother, and stepbrothers were leaving in another house. Her father bought a new house but she is rather staying with her grandparents. She states that staying with her grandparents, the house would be less noisy. She lived in Canada – 10 years ago, with her parents. They got divorced. She came back to Moldova. Came to Canada to study in high school and have a better education.

Childhood: “I had a fun childhood, I went to school, play with my friends, I participated in model and dance competition. It was really good. I had a good life, I lived near my grandparents’ house [mother side], so I was with my grandma all the time. She had such expectations on me.”

“Expectations? Well...I was her favorite granddaughter, and we were together all the time, and she had big dreams about me.”

“Ten years ago, my father decided to come to Canada, Moldova is a poor country, and it did not have much going on there... After Cold War, you know...? So, my parents applied for immigration, and they came here. A few months later by parents got divorce and me and my mom came back to Moldova.”

“After the divorce and my mom having to work, I became more close to my grandma.”

Adult life - college: “My parents decided that starting my high school here would be a good thing for me. So, I had to left everything behind and came to Canada. My life here is ok. I have my friends and family.”

“My first decision was what kind of degree I would like to do. In high school, everyone is worried about what university to choose, or a degree, etc. For me, I choose this one

[York University]. I knew it that is a good university.... but I was not sure what I want to do, so I chose Business.”

“It had not any objection about Business from my father.”

Dreams when it was young: “I do not know if I had any dreams, in the past years I move from one country to another and I think this confused me. Part of me is here; another part is in Moldova.”

It seems like she misses her family in Moldova, and in Canada, she had to adapt to a new life for her, and her father new life (another wife, other children).

3) PROJECTS

Decisions: During the interview, it was possible to realize that she does not have any concrete plans or projects, it seems like she is following the flow. As she came to Canada for better education, because her parents conclude that Canada is better than Moldova, she studied. However, at the same time, she is doing things that her parents tell her to do it. She had to go to the university, and she did it.

No project. It was not possible to assume any projects, plans or dreams that she has. When I talk with her about dreams, she says that she would like to work and live in downtown. However, she does not know how to do it. It is possible that she is waiting after her graduation. At any time she had to make some decision. It feels like she “hangs loose,” she is not very close to her family in Canada. Moreover, talks about her grandmother from mother side all the time and how much she misses her. It seems like big part of her is in Moldova.

Achievements: She could not cite or say anything about it.

Plans: “I dream of working and living in downtown.”

4) MONEY ISSUE

Doesn't have a history of savings because of the economic situation of Moldova, although she says that she is middle class.

Her father in Canada began to work as in a factory; now he works in a company where he has a partnership – he imports products from Europe and sells to supermarkets.

During her childhood, her father sent her money to pay for school, transportation, etc. and the rest of the money she kept.

Mortgage, loans, student loan

Expensive of the house.

5) SOCIAL BONDS

Grandmother: “My grandma is everything to me, I miss her so much. I save money and every vacation I go to Moldova to visit her.”

Exchanges in bonds: the only time she talks about having strong social bonds are with her grandma. It seems like her story Canada-Moldova give her hopeless?

Her wills are: doesn't have it. Short-terms goals.

Lucy

1) PRESENTING HIMSELF/HERSELF – WHAT TALKS FIRST (PRIORITIES)

Talk about herself and her family. Married. “I am married for four years, my parents live here in the city, I have a brother who lives in SP, and he is married, also I have a sister, married too, but she lives in the USA with her husband. I majored in Portuguese-French. I have a Master in Literature, and now I am a Ph.D. student in Literature. I wrote a child book, that is published, and it talks about a parrot who lived in an Indian tribe and decides to live in a bigger city, but then he realizes that he had a better life with his old friends and family.”

2) LIFE EVENTS

Her father had a career as a civil servant for the state, because of that he had to move from city to city. She lived in four cities until she stayed in her actual city since she was 16. All her siblings and she studied in private schools, major in universities. However, just her brother has a “succeed” career. Her parents paid for extra courses just like swimming, piano, ballet classes, etc. She had a 12-year relationship with her husband, and after that, she got married (she proposed, in the first moment her husband did not want to get married, that is why they dated for a long time).

“Different from my brother, who always liked to study, I never really liked. My mom always had to say to me “do your homework first, and then you can play.” I always postponed. However, one thing I always like was arts since I was a kid. One time, when I was 17, I saw that it was happening an audition for a play and I signed it. I enjoyed that, and I said to my father that I would like to be an actress. He refused because for him it was a career that would not give me sufficient money to support myself. Also, he argued about others problems like maturity, drugs in the art scenario, etc. If it were for me, I would like to go to SP and improve my actress skills. However, my father never wanted to pay for me.” Here, it is possible to realize that since she was a kid, she never had a will to do something and finish. She always likes to start something. Despite she said that she like arts, her father never supported, and she always has to find something new that could fit on her father’s approval. Moreover, have never had the serenity to think about what she really would do.

Childhood – living with the parents: she described a good time when she was a child. Going to grandparents' house, playing with the cousins and siblings. Never had to pass for a tough time. Always giving examples of a peaceful childhood and good relationship with her family.

However, when she tells about things she would like to do, her parents (especially her father, he is the one who has the control – money and emotional) tried to cut her off and tried to guide her for things that could give “more results.”

She realizes that she never was a child prodigy.

The decision to go to college/during college: Her first big decision was which major she would like to do.

“I never had the option not to go to college. It was something natural. My father has his major in engineering, my mom never went to college. However, all my father's siblings went to college. Now that I mentioned that, I remember one fact. I have an uncle (my father's brother), he is an architect. A well know architect in his area, he designs a famous building in Ura, and he always liked poetry, reading, etc. As I was always in contact with him, I thought that his life was amazing because he was smart and I admire him. However, I went to other direction, I mean, when I was in high school, I learned sociology, and it fascinated me, all that discussion you know, Karl Marx discussion, the oppression of the poor people, the struggle of the proletariat. Moreover, I decided to course Social Sciences, but my father disagreed, he did not get approval. Because, for him, where a sociologist could work? However, I always liked to read and write, and my father thought that a major in English or something it was something ok for him. In sum, I went to university and studied Social Science and also English. I never majored in Social Science, I attended there for almost three years, and that it. Moreover, I finished my major in Portuguese-French.” Here she gives several examples that what is approval by others. In a first moment, you could imply that she does things according to others approval, but then it starts to realize that also she give up and if she accomplishes with difficult. That reminder me her saying about not being a “child prodigy.” She never effort for things.

“My Master was something that came after a while. I started to work as a teacher at secondary school, teaching Portuguese. However, then I was fired, and I did not know what to do. I even come back to Social Science, but I only stayed there for seven months and gave up again. I do not know why. However, then it came up the opportunity to do a master in Literature, and I did it. I published my book and start to promote in schools and

participate in book fair, even in Italy. My Ph.D., I am still doing it, but I tried on USP, I meet on the professor, I send her my project, she even said that she liked and would be my advisor. However, I did not even sign it. I tried on other universities. However, I do not know. Maybe Udia was the place for me, I cannot explain. Now I am here, and I am presenting this talk show about education and schools on TV.” Here again, it is possible to realize how to give up and not conquer things, it is something usual for her. It seems that for her the opportunities just appear.

Dreams when it was young: “I never thought about my future life. I had these big dreams, but I was never able to express myself. I know what I like, but I never thought what I would want to do it. I am always thrilled about something, and after a while, I am not so thrilled.” She has a short-term vision about the things, and after she is tired of, she does not see the logic of continuing to do it. It is always suffocating to her when she needs to finish something that has a long term for her, for example, finishing the master.

3) PROJECTS

Decisions: Her decisions are made for short-term and involve some relative of her, for example, her father or her husband. This involvement means money to help her doing her things, because just her salary is not enough and because she has a history of not having stable jobs. For example, to go to the book fair in Italy she asked money for her father. Most of her decisions are made for things that she thinks are good for her, it not necessary need emotional support, but in fact, it is was is good for her at the actual moment of her decision.

Her decisions do not include the needed to change her condition because her actual condition and the way life is leading her is good (for her).

Living the moment: no project. Using the theory, it is no possible to conclude that she has some project. In a first moment, some could think that having a master or a Ph.D. could be considered as a project, however, for her it is not something that will transform her condition or change something. It is more related to pleasure, something that would make good for her. Moreover, it does not involve others.

Achievements: in a first moment she cannot name something that she achieved it. Later she considers the master as achievement, her book as well. “For me, an achievement for

me would be something that you spend a lot of energy and time. I know that finishing my undergraduate and master, for example, is an achievement, but.... Something that I always wanted to do like scenic arts I never achieved it. I do not see myself doing something that I really want to do it like thinking, planning, etc.”

Projects: it was not possible to cite one example of a project, her wills and needs are related to short-term goals, and most of the time does not include people as a part of it.

4) MONEY ISSUE

She never had a history of savings. However, in fact, all her things including asking money to others, like her father or husband. She does not have control of the money, and it seems that the money will urge from one place or other.

“I gave to my husband my credit cards, so I stop spending on silly things. Moreover, when I want to buy something I ask for him. I still have it my debit card.”

“I have a funny story. Once I went to the supermarket to buy a softener, and I come back to the house with a dog. I did not talk to my husband about it, I just went there and thought a cute dog and bought it. I used my debit card, but it was no sufficient, so I took the car went to my parents’ house, ask my mom card and money and come back to the supermarket and bought the dog. It cost \$500. When my husband comes back from work, it had a dog in the apartment! First, he was mad, about everything... because I did not talk to him, I took my money and my parent's money... However, know he loves the dog.”

5) SOCIAL BONDS

It seems that she has a good relationship with her parents and husband, but I do not know if it is possible to say that is a gifted bond. Because the last one involves exchanges between people and when you start to analyze her stories, it only involves the things she wants.

Parents and husband have an important role in her life (of course there is love, but the gifted bond is not supported with just love). Her siblings appear in the second plan but are not the center of her life.

Exchanges in bonds: Apparently it is not visible the gifted bonds, just regular. Financial support (asking money, for example). Exchanges here are given by being present in parents' life. She is only of the children who stayed in the same city of her parents. Moreover, it seems like she needs more attention than the others (like helping her when she needs it). However, it cannot assume that are gifted exchanges.

Her wills are: doesn't have it. Short-terms goals.

Matthew

" PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

"I am Mathew, I am 35. I am from Sao Paulo. I have been living here in Canada 7 years. I am a marketing professional. I am married; I do not have children. It is just my wife and me here. Is that..."

1) LIFE EVENTS

"I have a degree in Design and Media; I am a designer

"I have a mother and father, but they are divorced. I have a sister; she has a 3-year-old daughter.

Wife has the own company of interior design

Childhood: "I am a person who came from the Sao Paulo middle class. I am from East Zone, Vila Matilde. Most of the time I studied in private schools, Catholic school. I wanted to be an architect. So I decided to do a secondary technical school of design and civil construction. I met my wife there, and we have been together for them, 18 years."

"She major in architecture and I figured out that I did not like that, I decided to major in Design."

"My mom was divorced from my dad, she worked...In my childhood, it was my sister and me, and my grandma took care of us, we studied on the morning, and in the afternoon went to my grandma's house. In fact, she lives, until today, on the same street that my mom lives."

Here it already appears project; he knew what he wanted to do.

Adult life:

"I have a degree in Design and Media, I'm a designer"

When I was in the first semester of college, it came up and opportunity for an internship in pharmaceutical industry, and I made my career there. I left Design and began to work with Marketing. I realized that I like Marketing. This company is American, and after

four years, it came up an opportunity to work in the USA. I move it here, my wife and me. We spent time there working in the regional Latin American office. After a while, the company said that it did not have a sense having a Latin American head office there, and they move the office to Brazil. So I had to move again to Brazil. When this event happened, we [him and his wife] didn't want to stay in Brazil anymore. We realize that reality was not for us anymore: we do not want to live in Brazil, especially in Sao Paulo, it is a crazy city.

“When it happen the transferring to Brazil again, my boss asked me transferred to another department and stayed in the USA. She said to me, here in my department there aren't any open jobs, but my brother is living in the USA and he adores. I think it is worthy for you to research a title bit about Canada and maybe can be a plan B. And it was how Canada entered in my life. After three years we move to here.”

“At that time I felt that I did not have the Brazilian culture. I did not share the same taste, such as soccer, carnival, and beach. After seven years I realize that I am Brazilian. Every winter I remember how Brazilian I was.”

“When I left the company in Brazil, I began to send emails to colleagues in Montreal asking them if they would not like to meet me, an informal meeting. I had experience in an area that they were initiating here. I got lucky; there was a guy who were working in the same area that I was, Digital Marketing... Their digital marketing manager in Montreal was leaving to Australia. The timing was perfect. I got this position.”

“I spent four years in Montreal after moving to Toronto. We bought a house there, but we did not want to live there anymore [diffcults of adaptation, the local culture].

New project: First project - don't want to live in Brazil anymore.

Dreams when it was young: “I did not think to move to Brazil. My dream was to have much money. I wanted to have my company, my design studio. Nowadays, I have colleagues who have, and they work a lot and doesn't earn too well. “

2) PROJECTS

Decisions: “When I left the company in Brazil, I began to send emails to colleagues in Montreal asking them if they would not like to meet me, an informal meeting. I had

experience in an area that they were initiating here. I got lucky; there was a guy who were working in the same area that I was, Digital Marketing... Their digital marketing manager in Montreal was leaving to Australia. The timing was perfect. I got this position. “

It shows here an example of plan, strategies. The same he is doing to get a job in Europe.

Our project. First project: don't want to live in Brazil anymore. Job in Canada. Moving to Ontario.

Achievements: “I Think ...my first achievement was the immigration, and we did it. After...It was to get two good positions and two companies. I am a respectful professional in my area.”

Future plans: work at Europe. He is doing networking to transfer his job to a country in Europe.

3) MONEY ISSUE

Sell everything to move to Canada.

“We spent three years to come to Canada because we need to save money.

We sell everything we had so that we could save money.

If I did not get the job in Montreal right away, probably we would have financial problems, because we did not bring enough money.”

4) SOCIAL BONDS

"I had a close relationship with mom. In fact, today, she talks more with my wife than me. She loves her. It is a good relationship."

"With my father,... I had a conflicted relationship; there was the time I saw him once a year. Nowadays it got better."

Outside of my wife and family. Fundamental person to my immigration process was the couple, the brother of my boss. They received us with arms wide open. I will have

gratitude debt to them forever. What they did, it is not everybody who does that. Moreover, nowadays a relationship is like family, their children are our nephew.

My wife...we are a partner for everything. We have been together for 18 years. I think because we grow up together, we have the same idea. We know exactly what we want, our next steps. We knew it we want to immigrate together, then moving from Quebec. Every decision in our life, we took together. She is my partner, she is everything.

Moreover, my family...my mom, sister and my grandma, they are the women of my life. I could always count on them. Even financially. When I sold the house in Montreal, I lost money, we had to pay a big amount of money to the government, and my mom gives she had saved. I did not have to pay her back; she gave me the money.

Exchanges in bonds: gifted bonds.

His wills are: we share.

Megan

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am Megan; I am an undergraduate Finance student. I live with my sister. I am from China, and I live here since 2011.”

2) LIFE EVENTS

Megan has 22 years old, she is from China, and she lives in Canada since 2011.

She came to Canada with her sister. She went to university to study Finances and her sister to do a graduate course in Finance.

She lives with her sister.

Her parents financially support her and her sister. Her father is a businessman (fur company – negotiate and sell fur), and her mother is a math teacher.

Childhood: “my childhood memories are going to school, playing with friends. Nothing else, just a regular childhood like any kid.”

Doesn't have any bad memories of her childhood, and it did not show up anything that could affect projects or plans.

Adult life - college: “My high school has a partnership with York, and the director presents the idea of doing college in Canada for my parents and they agree. So, I came here with my sister, and my father sent her to specialize in Finances.”

“Finances? Well... my sister has a major in Finances, so it was implied that I should choose for Finances as well.”

On her adult life started to be more clear the presence of the father as being a regulate person of her daughters' destiny.

Dreams when it was young: in the interview, it did not show up any dreams she had, even when I asked.

3) PROJECTS

Decisions: “He control everything. Last year I wanted to change to accounting, but he did not want me to change.” Why? “He thinks accounting earn less.”

“I do not like when my parents buy me expensive things; it makes me feel pressure. They work too hard, and for me, it is not worthy.”

“They spent too much money on me. I think they should use the money for themselves, like buying something they like. Not spending money on me.”

Her father makes the decisions. He decides what is better for her and her sister.

Someone else projects. Here it is clear that feeling pressure and money are two words that are congruent for her. Some think about disappointment or pressure. Moreover, following someone else project, money is a present tool for this, also feelings of not disappoint others or feeling pressure.

Achievements: Doesn't have any.

Future plans: She does not cite anyone. It seems like when I ask her, as she is not her owner, she cannot decide for herself, she does not know her next steps, decisions.

4) MONEY ISSUE

Father financially support her and her sister.

The family money goes to her daughters.

No history of savings.

\$9000 per year the university, no student loan.

5) SOCIAL BONDS

Sister: I feel closer to my sister, we can talk about anything, we share secrets.”

Father: “We don't talk too much.” “We only talk about my studying or if I need money or how is his working.” “We are not too much connected.”

She has few stories that include memories and family interaction. All in the interview, she says about feeling pressure.

Money as power. Father decides and control.

Exchanges in bonds: holism bonds. It is possible to realize that money control the relationship between her and the father, as the father has the detention of the money it

seems like he can regulate what his daughters should do. Moreover, the daughters follow the father rules because he uses the money as a way of control, and the daughters' role is to act according to her father' sayings.

Looks like holism (tradition, following society regulations).

She does not have to think about what she wants because everything is already traced.

Her wills are: others tell what to do.

Michael

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Michael, I am married for 20 years, I have two daughters, one is 17, and the other is 12. My oldest daughter is about to take ACT, can you believe it? How they grow up so fast...? She wants to be an engineer, an environmental engineer. She is really good numbers, and always liked nature issues, how to preserve, etc. I hope she will be good at this area. She is smart and deserves it. My youngest one [daughter], she is just a kid, she is 12, she is in 6th grade, she is also very smart. However she is worried about teenager things, she does not like to be call as a kid [laughs]. She likes to hang out with her friends, go to the mall, movies, and the internet. She says that when she grow up, she wants to be a film director. Who knows? Imagine... My wife is an accounting, she works in an iron company, and I am a professor at the University. I teach financial courses.”

He presents himself talking about his family first and then talks about his career.

2) LIFE EVENTS

Michael was an adoptive child and lived with his foster parents and 2 siblings. He said that

Childhood: “I know that there are some people who have bad memories about they are childhood, especially when you are adoptive. However, I’m grateful for my parents; they give a home, a family and I do not have any memory of them treating me bad, or treating me at the other son. My siblings treat me like they are own siblings, there was no separation between them and me. They gave me a life opportunity... Although my parents come from a low-income family, we have everything at home. Of course, we did not live in luxury, and sometimes things were not easy. However, we were very united. Very happy.”

“I went to school, and when I was 14 I started to work to have my money, I worked in a company, and my job was as an assistant administrative. When I was on my 16, 17 I decided to become a priest, so I left my parents’ house, and move to another city where I could have the education to become a priest.”

“My parents were happy about my decision. It did not have any resistance about it. They always said to follow my dreams.”

“I spent three years studying; then I do not know what came to me... I believe I did not have that calling to be a priest. It was a hard time because I asked myself a lot, what I want to my life if I have that conviction, but the good thing is that I learned about myself. It was an interesting stage of my life.”

Projects appear.

Adult life: He left Church school and came back to his hometown.

“I left the Church, came back to my parents’ house and started to work again in an administrative area.”

“My parents at that time did not say anything about my decision. They always supported me on every decision I made. We talked a lot about the things in life.”

“After I had started to work, my father retired, and we had to help our house, financially. My parents are dead, but until the end of their lives, I and my siblings helped them. Not just financially, but taking care of them, being close.”

“After two years working I decided to go to college, for me I could not allow myself to work in the same position until the rest of my life. As I was working in a company, I thought that having a major in Business would be the right thing. I was already working there, and I thought that everything that I would learn there, could help in my job.”

“Working in this company I met my wife, she worked in the accounting department and me at the financial department. After two years of relationship, we got married.”

“After a while, I did a specialization degree on Finances and had the opportunity to be an invited professor for a course, and I liked very much. I quit my job and choose to profess as a career for the rest of my life.”

Dreams when it was young: When I was on my 16, 17 I decided to become a priest, so I left my parents’ house, and move to another city where I could have the education to become a priest.”

“My parents were happy about my decision. It did not have any resistance about it. They always said to follow my dreams.”

These are some of the examples that we had, and he seeks for it.

3) PROJECTS

Decisions: the decisions are made by himself and discussed by the family. In his previous sayings, it was possible to realize that his parents always supported him on every decision.

In addition, he always had a clear vision of what he wants to do in his life.

Our project. It looks like her daughters are, nowadays, the project of Michael and his wife. Even when he was single, it is possible to realize that his family is very close to the discussion of each step their children make. Today, everything he does is for his daughters. During the interview, he uses the word “we” several times. He does not think that only he made it, the project is for the group.

Future plans: “My future plans are my daughters, I want them to be happy, I want that they choose whatever they think is good for them. My future plans are the happiness of my daughters. For my wife, and for me our plans are my two girls.”

4) MONEY ISSUE

“We were a poor family, so savings were not a part of our life. However, when I began to work at 14, I had a little bit of money. My parents never let us buy things for the house; they said that it was their obligation. I used my money to buy me things like clothes, but I saved a little. However, know, it is almost impossible to save. We spend our salaries for my daughters’ education... Private schools, transportation, English classes, clothes. We do not go out too much. If we go to the movies, the four of us, we spent almost \$50 including tickets, food, parking.”

“For me, their education is our investment.”

5) SOCIAL BONDS

Family: “My wife and my daughters are everything to me. They are the most important people for me. I feel like they are a part of me. I am very grateful to God to give me such a beautiful family. We are very close; I feel myself lucky.”

Friends: “I have my Church friends. We met once a month to hang out; also we see each other in the mass.”

Sister: “I bought a house near my sister house so she can help me. If wasn’t for her. I work in the mornings and evenings, my wife work from 8 to 5. For my daughters will not be alone at the house, my sister told me that she would take care of my daughters to me. So when they came from school, they go directed to my sister’s house.”

“Now they are a little bit old, and they want to be at our house. However, my sister is always around.”

“We are very close. She is 16 years older than me. She only helped me on everything that I needed and vice-versa. We are a family, you know?”

Exchanges in bonds: Gifted bonds.

His wills are: we share our dreams.

Natalie

1) PRESENTING HIMSELF/HERSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Natalie, I am XX years old, I am divorced, and I live by myself. I have a son who is 41 years old, who lives in France. I have a sister and nephew here in the city, and they are my family. I don’t what else to talk about me...”

2) LIFE EVENTS

During her life she passes some tough moments like parents died when she was 13, she had to start working soon to raise her and her sister. Had two divorces. She had a big position in a communication company, and she always fired, and since then she could not be able to find a similar job, most because of her age.

During her life we see bad moments that she passed through: dead, divorced, her son being take away from he, not being able to maintain her status. She had to learn how to live very young. At the same time, she conquers big things for her, as a degree, a master, being a well know person in her city, having an ascendant career until a time of her life. Her achievements were made because she wanted to do it. She fights and seeks it to know how to do it.

Childhood – living with the parents: until the death of her parents she has good memories of her life, she references her parents as being a good father and mother, educating her and her sister. She says that the family was an important thing to her. When she was 13, her father died, and after six months her mother died. She and her sister had to live with her aunt, but after this time she only expresses bad memories about living with his aunt. She says that the aunt treats her and her sister very bad, the aunt used the pension for herself and didn’t let them have access, she remembers that they were growing up and the clothes were the same, for example. When she turn 17, she left the house and moved to a bigger city. There she worked in a radio and finished high school at night. Her money was to pay her spending and sent to her sister. After a time working at the radio she got a job as a radio announcer. Then she became a reporter and met her first husband.

Adult life: She got pregnant with 19 years old and had to marry. The husband was a soccer player. After a while, the husband got a job in another city, and she moves it with him. As she had the experience in the communication area, she begins her major in journalism. In the meantime, she worked for ten years as public relations in a construction company.

She got divorced there, but she still stayed there. The grandmother from the father side took away her son, and for her, was “something difficult to understand, I was young, I did not know anything about law, and she took. I was depressed. She moves him away from him, it looks like I was a single mom and I would not be able to handle it.”

After ten years, she moves to her hometown, took her son again, and began to work in the same communication company, but now as a journalist. She met her second husband in this company and was married for 25 years. During this time she had a comfortable life, we can see as ascendants grow of the family: the company sent her to do courses in the USA, she took English and Spanish classes, she had a Master, she got promoted to her job (anchor on the local channel and after got the position of RP at the same company). “During this time, my life was really good. I conquer a lot of things personal and professional as you can see. With my ex-husband we had a good life together, we traveled two times a year, we had the car of the year, we had two apartments, and in the last three years of our marriage we bought a big house on a condo, we build it, we decorated it. However, during this time he got fired, and he was not finding a job, so he starts to do a specialization and study for a civil servant examination. In this time he met his lover. I was working night and day to pay for our expensive. Moreover, then I discovered everything. There wasn't love anymore, and we divorced. 2 months later I got fired. Moreover, since this time my life got miserable. I had to ask for retirement because I did not have any money, my savings were ending. I did not find a job. Now I moonlight as a transcriber. I tried to be a professor at the University, but it was not for me”. Here we can see that during a time she had an our project (her and her second husband), but when we analyzed the whole story we can see that she need the others to do what she wanted. She made for herself.

Dreams when it was young: “I was full of dreams. That is why I left my aunt's house. I knew it that I needed to do something for myself. Moreover, I run away, for myself. Moreover, if you see... I did some things. Who can imagine that a person who lost her parents very young would be able to conquer this thing that I was done? I know that now my life is not good, I did not want this to myself. However, I had many dreams; I seek for them. I wanted to study, I wanted to be a better person, I wanted to help my sister, and I did.”

3) PROJECTS

Decisions: all her decisions were made for herself. She did not have anyone to share it; her life showed that she need her personal power to achieve something, and this lead her all her life. Although she had a time in her life that her second husband was important and made some difference, she was the main head to decide the things.

Living my life: my project. Hearing her saying it is possible to realize that all her decisions and conquers were made to improve her. She had an internal need to change her condition, as she did not have her parents anymore, to live her life and find the best for her was the choice she had made it. That is why she was always seeking her dreams and made them as projects.

Achievements: she knows that she achieve things in her life comparing with others. Although nowadays she is depressed, she realizes that during the past she was able to do many things.

Projects: leaving her aunt's house and be herself, helping her sister, conquer the world.

Future plans: "Today I cannot talk about future plans, I am moonlighting, and that is it. I am in a bad phase of my life."

4) MONEY ISSUE

"I always saved money, since my 17. I have my spending, but also I needed to my sister. I feel like she is my responsibility. She is four years younger than me, but we only had each other."

"I had a financial life that I could spend money, invest money on apartments and also save. These savings for a long time after my divorce."

5) SOCIAL BONDS

It seems that she has a good relationship with sister, but it could not be considered as a gifted relationship. She feels her sister as a responsibility since they lost the parents her young, she felt the obligation to care for her. During the interview, she claims the things she did and does for her sister and tells that her sister is very temperamental and it is someone that she cannot count on.

“She is my sister, I love her, I help her, even in this situation that I am, but she is a difficult person, she thinks she is the only one who suffers. However, you know? I need someone, and she is not the person whom I can share my sadness or my fears. I always was the one she came when she need, and I will always help her. However, I know that is not reciprocal.”

Exchanges in bonds: “But I know that is not reciprocal.” Today she receives help from her ex-husband, but it seems like pity and guilt help because of the things he caused to her.

Her wills are: I told the others. Projects, plans, and dreams were always told and never shared. She always thinks and acts, and after she just seeks for support of others. She states that she had a good social circle, but not a good friend.

Olivia

11) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“My name is Olivia; I am 20 years old girl. I with my parents and I am a business undergraduate student and studies business. I have a brother, he is 18, and next year he will be an undergraduate student as well. We will study business. My family is from Pakistan, and we have been living here in Canada for five years.”

12) LIFE EVENTS

Olivia is going to marry four months after the interview. However, she only cites this in the middle on the interview. When she present herself, she did not even mention his fiancé.

“we move to Canada to have better opportunities, having better education, make a better life.’

“I do not see a big difference between my life here and in Pakistan. My father is an engineer, and my mom is a professor, and they work in the same area.”

“We pass through a difficult time in the first three years, my dad had to work in a convenience store, and my mom used to work in tutoring. However, know my father is an engineer in a hydro company, and my mom is an accounting and finances professor in a college.”

Childhood: “For me, we living in Canada and Pakistan is the same thing, for example, we live in a middle-size house, the same way we lived in Pakistan. The only difference is that we have fewer parents.”

“I have good memories of my childhood. I came from a big family; I have many relatives.”

“I did not have anything to worry about it; we were an upper middle class.”

“When I was a child my parents bought me reasonable, not insane. Maybe two times a week. They used to buy me doll, doll house, kitchen accessories for the doll, doll clothes. But not anymore, when I needed they buy clothes for me, books, and tools for painting.”

Adult life: “Comparing my life in Pakistan and Canada there isn’t much difference. I only have fewer relatives here.” “My life from Pakistan it did not change it so much.” It looks like the hard time her family passed here in Canada it was not something remarkable because her parents succeed in having similar positions they had in Pakistan.

“Today I have a part-time job as an accounting specialist in a small company. With my salary I buy books, things to paint, Sephora, shoes.”

“I like to hang out with my friends; we go to restaurants or the mall every weekend.”

After a time, she tells me that she is engaged. However, her fiancé does not hang out with her friends. It seems that she has a double- life. She demonstrates that she is not thrilled about the wedding. She does not know much of the wedding; it seems that her father and the fiancé know better.

“The idea of leaving Pakistan came from my father; he had the idea of giving us broader education. When we left there, it was an ok place, but now is deteriorating, bombs you know?”

“I choose Business because of my mother. I did not have a clue of what to choose. Moreover, we are so close.”

Dreams when it was young: “I did not have any dreams. We came here to Canada. However, my life did not change so much.”

13) PROJECTS

Decisions: “we came here for education. University was a written thing; it is not something you just give up. Is a part of the culture in Pakistan, you need to have a higher education, at least in our house.” It seems she was living the life without worrying too much. Following the flow.

Someone else projects. The family dictates projects here. Wedding – father choice. They are Muslim. At the time, she did not know how the to marry would work. When I asked her about

Future plans: she did not have any future plans.

14) MONEY ISSUE

“The budget was not shared. I do not know too much about our financial life.”

“Nowadays I know they separate the money for house spending, for the car, grocery, and if last some they will save.”

“It is easier to save in Pakistan. If you do not have money to buy a house, you live with your parents or parents’ in-law or heritage. So, the concept of saving is different from Pakistan to Canada. There it is easier to save because you do not have a mortgage. Here you have mortgage, insurance. This is what is happening in our house.”

- OSAP - \$2000
- Mortgage
- \$5000 parents pay university

15) SOCIAL BONDS

Family: “I am very close to mom, we talk girl stuff.... We have similar personalities. My dad is more a serious guy, so we do not talk too much. My brother... we are not very close.”

With others relatives, she did not cite anyone with names. Just her mom, it seems like the mother is the only one she can have a closer relationship. However, even so, she did not argue so much about it.

Exchanges in bonds: Holism bonds.

His wills are: others tell what to do. It seems that she does not have any idea of what she wants to do in her life. For her, it is easier to take a conceded idea and follow.

Rachel

1) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

My name is Rachel. I am a person... (laughs). I am 23. I am a Canadian citizen, but I am from Pakistan. I do a lot of...I work at a startup, and I work at marketing and sales, coordination. I am kind to involve in social justice.”

2) LIFE EVENTS

Parents and brother live in NB.

Brother – 15, grade 11

Extended family is all over the world.

I have been living here for 3 years, but lived in the past, also in Pakistan and the Middle East.

Ph.D. father in the USA, that is why she born there.

Father – Professor, Mother – Homemaker artist

Turn points: middle school – hard time, Pakistan accent. Studied in a school of white people and she was the only one from Pakistan (2 Indian).

Grade 9 – Kuwait – amazing experience. Different culture. More similarities.

Came back to NB – started to finding herself. “Dark time.” Writing, painting. Helped her on her future decisions.

News and podcast – company business. Ngo is not regular.

Childhood: She was born in the USA while her father was doing his Ph.D., then they came back to Pakistan (8 years), move to middle east (job opportunity), NB (10 years), Sabbatical year (father came back to middle east for 1 years), then came back to NB.

It seems like the family decision is around Father career.

“I have a large family, which is wonderful, to be honest. I have distant cousins that I consider my first cousins. This was the best thing about my childhood, so many people I could go to. Childhood was great. At that time I was the only daughter, before my brother born in 2000.”

“I lot of my fun memories are in Pakistan and me always grateful for that.”

Adult life: “I like to be in spaces where I can be created and I like to work in places that encourage that...be innovating... that is why I look for something like that. I am also an artistic and photographer.”

“During university, I took any opportunity I could. I went to the university, the same one my father works; you know it is a small university, just 14000 students, so. Moreover, for me, I cannot stay in a place so long. I took every summer and ran away from there.”

“When I graduate...I was at my house and tell myself, I want to move somewhere and I applied for a job everywhere. Moreover, I came here. I got an internship opportunity. I little show up here with just a suitcase.”

“When I got here, they said: surprise! No salary.” What did you do? “I took the first job I could get. I was doing the internship and working as

“I had little money because I thought I would receive a salary, and I start to living with friends, sleeping on the couch at my friends’ house in North York.” “I thought with I cannot make a living here one month I have to go back. Moreover, I got a job in a college, doing research, big data, it was boring.”

“my parents now that if I have an idea, I will do it anyway, despite what they think. However,...it was pressure for me to go to college, to be honest. I’m not happy that my parents did that. At that point, I was convinced that I wanted to be an artist, I wanted a simple life, living on a farm, and paint all day. The one I realize, I will try university.”

Going to Toronto to live for herself, find herself.

Living 2 years in Toronto

Double degree in international relationships, politics science – antropolitics

Dreams when it was young: “By the time I figured out what I wanted to do, career. I thought that when I graduated in politic science, I would probably work in foreign policy or do a Ph.D. These were the two things I thought about it. These two things did not happen, and I am pretty grateful for that.”

Why are you grateful? It is hard. I took one year, after university. I took one year off. I thought in taking some experiences, see what I wanted to do. That year was a tough time. I think that job experience is more valid than your education experience. One of my best friends is a brilliant girl, has a master degree, got her research published ...but she could

not find a job for two years. Then she took a 5-month contract with the government, and it is not permanent.”

“For me, I realize that I did not want that.”

Tough time – moving to Toronto

3) PROJECTS

Decisions: graduated – until she decided if she would like to come back to her master degree, she move to Toronto and decided to live here. This one was her first project.

My projects. Moving to Toronto – one year off and stayed there.

Achievements: “hm... a big goal or a small goal? Happiness, I think this is important. Moreover, I hope to achieve. I think happiness and stability are the two things I hope to achieve.”

“Stability would be financial stability....I am doing a bunch of stuff to try to success, too many things right now. The happiness I am working in this now.”

She did not achieve yet.

Future plans: “Making more money. Next year would be my third year in Toronto, and I just want to be in a better financially. So, you know, I can afford to go to vacation, can afford myself to go to Pakistan and see my family more regular. Besides that, being the boss of my own.”

These are dreams, but she is not doing anything achieve.

4) MONEY ISSUE

Parents paid all her university. “It is a Pakistan thing.”

Until she was living with her parents, they supported her. In Toronto, she pays for her expensive.

Don't have savings.

5) SOCIAL BONDS

“To be honest, my entire mom family. I still working on some issues with my dad family. Buy my mom family they are important to me. My grandma is important to me. She is gone now, but she is. She was a loving figure. Then my friends.”

“It is not something that they did; it is just the fact that there is love, you know? Unconditional love and support. I am completely happy just to having breakfast with my grandparents.”

Friends: “It is the atmosphere they created.” Trust my friends deeply.

“I guess being there, and allowing me be myself.” “Be there for them, and they are in there for me”. For example I have one friend that I know I can call here when I ever have an emergency. Moreover, she can call me back.”

Relationships parents – “It is wonderful considering what it is. I wish we could have more things to talk about. I guess...it could more expand. However, this is the best it could be.” Spend more time talking about her family from the mother side (who lives in Pakistan), then what her parents. It seems like a restriction she has with her parents.

A grandmother from father side – distant, family issues.

“I usually don’t talk about my dreams to anyone because I would rather make it happen than talk about it.” “I do not like the feeling to talk about something and then, especially when it is something personal... career stuff it is a big part of our identity... It is disappointing when you plan something and then Bob, and Suzan knows what you are doing.”

Exchanges in bonds: Reflection about keeping projects for herself, and after just telling the friends. She said when she talks to someone about it is her close friends. Parents not included.

Her wills are: I told.

Sarah

1) PRESENTING HIMSELF/HERSELF – WHAT TALKS FIRST (PRIORITIES)

Talk about herself and her family. “I am married for 27 years; I have three children. The oldest one works in an accounting company; he graduated in accounting. My two youngest daughters are still on the university; one will major in business and the other one in accounting. I am professor at the University for 12 years, and I am finishing my Ph.D.”

2) LIFE EVENTS

She grew up on the farm, and when she was nine years old, her parents sent her to the city to live with her aunt to study. She lived with her aunt until she was 18 years and then move to another city for better life opportunities. Living with her aunt, she does not only study but also had to do domestic services (cleaning the house, etc.) for her aunt. As she was talking, it was possible to understand that she was a little bit tired of living with her aunt, because “the price she had to pay” for living there was to act as a maid. Her cousin got married and moved to other city and told her about it; she decides it move there for better life opportunities and live there until now. She met her husband a few months later. She studied until high school. (until here it can be considered my project)

She started to work as an administrate assistant. In 1995 she decided to go to college (she was already married with three children) and was working as a manager administrative. Here we can see an important project appearing and involving all the family.

In 2001 she decided to drop her job and be a professor, she did her master in business and applied for a civil service examination as a professor at the University. For her is very important their children, and every decision is made thinking about is best for them. That is why she decided to stop working on a private company, also come back to the study. For her, this was the way to try to change her life and give better opportunities to her children. Her husband works as an insurance broker, but his job is not very stable because it depends on commission. Probably that is why her decisions from 1995 were important to be the chief of her home.

Childhood – living with the parents: “I never had a good relationship with my family. I left the house when I was a child to study in the capital. However, I had to help with the domestic services of the house such as cleaning the house, cooking. My cousins did not

have to do anything. After I finish high school, another cousin of mine just got married and moved to another city... She told me that it was a city that it was growing and I decided to try a new life. I lived two months with my cousin, and then I rent a room. Later I begin to earn more money so I shared an apartment, and then I got married. However, in fact, I was never close to anyone in the family. Nowadays, after I got married. I consider having a good relationship, I love my husband and my children, and I would sacrifice myself for them. They are my family.” Here we can see that she did not have good memories of her childhood.

Adult life: “I met my husband two months after moving here, after a while I got pregnant, and we got married after my second child was born.”

“I worked as an assistant administrative, I was promoted to manager administrative and I thought it was time to come back to school, and I decided to go to college. I worked during the day and studied at night. When I make this decision, I thought about my children, you know.... Be far away from them, but at the same time, I could raise them better and provide a better for them. It was the best decision I ever made. Of course, that besides this immaterial conquers, it was possible to have a better house, our house, a car that could lead every place we want. My family support me in every decision I made, and talk with them, we discuss in a group, and I feel happy about it. Every problem or doubts my children have they come to it, we try to fix together.” Her wishes, plans begin to work when the decisions were made by the group (family). It is possible to see a transition of projects she made alone and a family project after she started a family. Here it is possible to see plans, emotional support, and the need to transform the condition for the family.

Dreams when it was young: “I dreamed about having a family, a house.... it seems like something it could happen in the future, but a future that I could not even plan. When I was single and living with my aunt, it seems like everything did not have logic. My parents sent me there to study, but I was not part of the family... I felt like I was paying the price to live there. So I did not have dreams, probably I started to imagine when I move from there. I got a job, a new life, a new beginning. I think that from there I can consider having dreams and thinking about my future life. However, until that time... I could not do anything. I had no one. I was no one; it was like I had no identity. When I started to work, paying my bills, having my place, I knew that I could go further and further...”

3) PROJECTS

Decisions: nowadays her decisions are made with her family. Every member of the family share their dreams, their plans and it is discussed. The group makes the decision, and it is respected. For instance, “if my son has a problem, or for instance, he wanted to do a specialization degree, he told us, and for me, it is a good thing because he shares and doesn't hide anything or just decide it and do it. He respects everyone opinion, and he knows that we always be by his side. Moreover, this also happens with his sister. We are a close family. In fact, we are five members. On my family side, we do not have much contact. Every decision, every little thing we want to do it, we talk to each other. My Ph.D. for example, if it was not for them, I could not be able to do it. It is a tough time, and without an emotional support you are nothing.”

Our project: We can see a close family, and the sharing is very important for them. That is what makes them reunited. Having projects is an important tool to make them close to each other, feeling comfortable. Here the first thing is the emotional support.

The projects appear to transform the condition of all family. For example, having her degree in Business transformed not just the material life of the family life, but every project concluded makes them closer to each other.

Achievements: house, car, university of their children, raising the children. “For me, the most important thing that my husband and I conquer was to raise our children. We did it! They are good people; they have good values, we help them to conclude their studies.”

Future plans: her new plans is to rest after she finishes her Ph.D. “I do not have a plan; I just want to spend time with my family, I want to renovate my house, go out with my husband, go fishing. That is the only things that come to my mind.”

4) MONEY ISSUE

There is no history of savings because all money investment was made to the children such as paying private schools for example. Before she became a professor, the family earning was not too much, and it was always invested in the house and children.

They have a history of taking loans to help them to pay for the expensive.

5) SOCIAL BONDS

Here it is possible to realize the presence of gifted bonds. Beyond love and others feelings, hearing her story, you see the commitment, the emotional support among the members of the family.

The family directs everything in her life, and it is reciprocated with more love, commitment, sharing, discussion of ideas.

Exchanges in bonds: Here it is hard to separate the kind of exchanges (material and immaterial) because they are all involved such as money, feelings, conquers. When it is hard to separate and measure (using a utilitarian logic) it is possible to realize that a stronger kind of relationship maintains the family. The need to share show that one needs the others, and this is the base of a gifted relationship.

Her wills are: We share.

Vanessa

PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

"My name is Vanessa; I have been living here for seven years and a half. When I came here I was 24 years old; now I have 31. I have been working here more than five years... I like to watch movies, been at home. I do not like to go to clubs. I'm very quiet. I do not have plans to come back to Brazil."

1) LIFE EVENTS

Works as a technical support analyst always worked in this area.

Parents – civil servant, father – professor, mother – government

- wedding - 19 years old
- moving to Canada
- husband died - 2 years ago

Childhood:

"I lived here in Canada when I was a child for one year and a half. My parents decided to have a new life here; my father did not adapt here, and they decided to come back. My mother always wants that me and my sister to come to Canada, so she always influenced us to try to come back here."

"I had a good childhood. I grew up close to my cousins. We shared a big house with my grandparents, and my aunt had a house behind our house. So I was surrounded near my cousins. We played all day, I had a happy childhood and didn't anything bad to say. "

Adult life:

"My life in Brazil was difficult. I was married for nine years and a half. My husband's earnings were not sufficient. He worked in the same area than me. We support ourselves with our salary; we lived in a rented apartment... We had a better lifestyle when we move to here."

"My husband was not happy in this job in Brazil. He had the same will to live in a foreign country, we discussed it and decided to live here."

“My mother forced me to have a major in Data Processing, and I hated it. I dislike a lot. I failed in many courses. It was three years suffering, and I drop off in secret, no one knew about this. I began another major, Law... I began to study Law hiding from everybody [expect the husband]. Moreover, I liked Law, but I had to drop because my husband and I had the opportunity to come to Canada. I was finding myself in Law school; I saw myself becoming an attorney. My husband supported me; he knew it how much I hated Data Processing. I had Calculus course, and I just want to cry. Until now my mom does not know that I did that (laughs).”

“My first four years in Canada I worked in a small company, and I had to do anything. I was a project manager, support, training. At least when I came here, I could diversify my duties. However, I always worked in data processing area.”

"I can consider that I have a good lifestyle here. I can buy what I want. I receive a good salary; I change my phone every two years, I have my television, my video game. If I want to buy makeup I can. These things in Brazil was impossible to do. In Brazil were difficult because I never get a raised, and the company occasionally paid late. Very confusing... So my bills were accumulating, credit card.

My life got better here, not just material, but in life quality. I feel free, in peace."

Dreams when it was young: “I never imagined that I would get married so young. I always imagined that I would get married by the 30’s. Until then I would enjoy my life. Not that I did not enjoy, but after you get married so young the dynamics change. I always had this dream to come and lived here, because my mother always said this to us. I always imagined myself going something in humanities area, but I found myself on Law. However, it happened another turning point.”

2) PROJECTS

Decisions:

My projects. Our project → my project, after husband death.

Achievements: My life got better here, not just material, but in life quality. I feel free, in peace."

Future plans: "I think I achieved more...emotionally. I am proud the way I deal with my husband's death; I suffer a lot, but I struggled. He died in front of me. I think what I achieved stability and emotional intelligence. I appreciate more the life; I tell my mother every day that I love her. So, my biggest achievement was to be over all that.

My dream for the future is to become a mother. The next year we are planning to try it. Being a mother is my dream that I have for my life.

I wish I could have a car, to have a peaceful retirement. I don't have big dreams of richness, just a comfortable life."

3) MONEY ISSUE

"I can consider that I have a good lifestyle here. I can buy what I want. I receive a good salary; I change my phone every two years, I have my television, my video game. If I want to buy makeup I can. These things in Brazil was impossible to do. In Brazil were difficult because I never get a raised, and the company occasionally paid late. Very confusing... So my bills were accumulating, credit card. My life got better here, not just material, but in life quality. I feel free, in peace."

Come to Canada - sell the car, use de FGTS.

Moonlight in his old job and could help to live four months with that money

4) SOCIAL BONDS

"I have some people I consider important to me. One of them is my friend, Ross. We have been friends for eight years. He is like a brother to me; we are very united. I have a couple of friends that I love. Without the three I cannot live. I do everything for them."

"Now my boyfriend, because he accepts everything that happens to me, he respects everything I have been through.

"We can count on each other. When one needs help, the others are there. We immediately help. We talk every day. I have the confidence to know that if someone needs...I am there, no matter what. As we needed in any situations. Even if they need money, we always present to each other."

"I am very close to my mom, I always been a good daughter. Maybe it is a fact she is very explosive, and I am calm. Especially when my husband died, we got closer, more comprehensive. My husband's death impacted not just my life, also hers. It was very sudden; he had 35".

Exchanges in bonds: examples are above.

Her wills are: I told.

Zoe

16) PRESENTING HERSELF/HIMSELF – WHAT TALKS FIRST (PRIORITIES)

“I am Zoe; I am 43 years old. I am Brazilian. I am married, I have an 11-year-old son, and we arrived here in Canada about a year and eight months ago.”

“I am a physiotherapist, and I used to work in a hospital, I worked for 16 years in Neonatal and Pediatric ICU, and in the last two years, I was doing private care. My husband is a chemical engineer; his job is to sell chemistry products, he worked with this in Brazil and also here in Canada.”

17) LIFE EVENTS

- College in another city
- Wedding
- Son
- Canada

Childhood: “It was great, I grew up in a village in the neighborhood on the west side of São Paulo, a very organized place, a very quiet place. So I had a nice childhood with lots of friends on the street playing at my friend’s house. It was great.”

“My house has always been very harmonious. People have always been very happy to go to my house; my parents get along well, they like each other very much. So, it was in this atmosphere that we grew up. We get along fine; I respect them as father and mother.

Today I know how hard it is for you to have your house in equilibrium, so I realize today that they did a great job. It has always been a very quiet house. I have no memories of anything bad. ”

No memories that could affect her life in the future.

Adult life: “No, no ... because my parents did not have the opportunity to go to college. College for me was the only way I could get anything in life. I did not have a B plan, I had to study and go to college, and that is where I put my energies.”

“I had already left the hospital two years ago, I had resigned because I had tired of working in that environment, but my husband had a very good job. He always had this desire to live outside; I did not.

Suddenly he was dismissed, and we saw on the difficulty an opportunity to do something different from knowing new things, like living out, giving Joey the opportunity to learn English effectively. So, it had to be this time or never again. It was very suddenly, it was not a very programmed thing, very elaborate no ... it was sent away in August, and in September we were already here.

“I had already left the hospital two years ago, I had resigned because I had tired of working in that environment, but my husband had a very good job. He always had this desire to live outside; I did not.

Suddenly he got fired, and in this difficult time, we saw an opportunity to do something different, experiencing new things, giving Joey [her son] the opportunity to learn English effectively. So, it had to be now or never again. It was very suddenly; it was not a scheduled thing, very elaborate. He got fired in August and on September we sent out a document to the consulate, it came out in November, and on December 8 we got here.”

Do you know where his will came from?

I do not know how to answer you, but I remember that he always cared to learn English well, even because his occupation demands it. When we were dating, he lived a while in the USA; he worked for an American company. So, I think he had more contact and this desire to know another country. I never had to learn English for my profession, so I did not have that dream.”

Came to Canada because it was easier to immigrate to Canada than the USA. Their friends helped on everything (open bank account, drive license, résumé...etc.

When his husband was fired, they thought about to come to Toronto.

Dreams when it was young: “I think I did not have... I never thought about it.”

no arguments about kind of dreams she had it.

18) PROJECTS

Decisions: the only decision she had to make was which degree in college. It seems like during her life she never faced some events that could cause her any disturb that could cause her to face reality, or struggle for something.

She just follows the flow.

No projects. No argument during her speech of any projects she had in life.

Achievements: no presence of achievements.

Future plans: “We came here to seek calmness, safety. Having a better quality of life, that we are trying to achieve. However, we have difficulties, financial, the problem with the language, the fact that I cannot work.”

19) MONEY ISSUE

“We had some money, that help us to go on board in this madness. We were lucky because we came here in December and on February me husband started to work.”

20) SOCIAL BONDS

Enhance of relationships with friends. She argues that no one has family there. Symbolic capital

“My son is certainly the most important person for me, then my husband, this is our family. Then my parents and my brother. Some friends who welcomed us here in Canada. Samantha [friend] is already like a sister to me. This other couple of friends who welcomed us very well, they were already our friends, most my husband’s friends because they used to play tennis with him. They were very important, and we have a very nice friendship.”

Exchanges in bonds: “They are like our family here, we share the good times, the bad moments. One gives support to the other because we have some difficulties as I have already said ... So, when one is not well the other gives support and vice versa.”

Robert was the one I chose to build my family, so he is my main family nucleus. My parents who have always been super important taught me character and to respect people, they are great. Moreover, my brother I can count on him even with this distance.

Her wills are: doesn’t have it.