***Introductory thoughts:*** *There is an economist, Adam Davidson, who writes a weekly column for The New York Times Magazine called “It’s the Economy”. Every column concludes with 3-4 bullets, titled “deep thoughts this week”, that summarize the article in a few words. I think a similar idea would work excellent here, as practical and applicable exercises, messages, tweetable, texatble, marketable, linkable, and with the right keywords and seo.*

*Here is an attempt at applying this to one MLC article. The original article is titled “How the Alter Rebbe Changed the World” – it is the latest post in the op-ed section on the meaningfullife.com homepage.*

*Title*

**The Psychology of a Smartphone**

*Subtitle*

**3 Ways to Upgrade Your Smartphone**

**Blog**

You purchased that Smartphone because it helps you survive. And because it brings you pleasure. This is Evolutionary Psychology 101 – survival and pleasure drive our decisions and our consumptions.

(This principle could be applied to almost anything, like doughnuts – you consume them because they helps you survive and because they bring you pleasure. Though not necessary in that order.)

Ah, but then a few months pass and the Smartphone doesn’t seem so smart anymore (nor the doughnuts so fresh). Instead of helping you survive, it bogs you down; instead of bringing you pleasure, it drives you crazy. Before long, you develop an anxiety disorder triggered every time your email pings. Uh oh, is this really happening to me?

The question, obviously, boils down to the basic principles of evolutionary biology and how they influence our psychological makeup: Are the choices you make based on your selfish need to survive and on your primal urge for pleasure, or, perhaps, did something more go into the decision-making process?

A hundred years prior to Sigmund Freud and the founding of modern psychology, the Alter Rebbe taught that a person carries two voices, two souls: The animal soul and the Divine soul. In the words of Ecclesiastes, “The human spirit ascends on high; the spirit of the beast descends down into the earth.”

These two are in constant struggle, with the animal soul seeking instant gratification and pleasure, and the Divine soul seeking transcendence and unity.

And, the prevalent question is: Which one of these two extremes is the essence of the human condition?

Modern psychology born of Freud, in conjunction with modern evolutionary theory born of Charles Darwin, asserts that man is essentially a beast and, thus, its decisions are driven by survival and pleasure. And that’s why you pant and salivate two months prior to the newest Smartphone hitting the shelves (or at the doughnut in the glass display).

The Alter Rebbe states the exact opposite: of the two conflicting voices, the essential human being is Divine, constantly seeking transcendence and unity.

If we are essentially beasts, this implies that self-control must be downloaded as an add-on to the human and isn’t intrinsic. It also implies that humans are essentially selfish and most everything you do is devoid of a higher purpose.

If we are essentially good and Divine, this implies:

Self-control is a Divine attribute, and is innate to the human being. It does not have to be learned, merely unveiled and rediscovered.

And, perhaps most revolutionary of all: Even our intrinsic selfishness is rooted in the Divine nature of our souls. We want to be unique individuals because we are reflections of our Creator, who is the ultimate Unique Individual.

Thus, based on the Alter Rebbe’s revolution, when you purchased that Smartphone, it was a smart decision indeed. It wasn’t your need to survive or want for pleasure that drove you to buy it, but your Divine nature, your intrinsic wish to infuse everything and anything with the holiness of G-d.

And what better, more cutting-edge, technologically-savvy, far-reaching way than with a Smartphone (link word Smartphone to MLC app)?

* Human self-control is inherent, not acquired.
* The essence of a human is good and Divine.
* Even mans’ intrinsic self and selfishness is rooted in the Essence of the Divine Self.
* How can I use my selfishness for goodness, my sense of self to perpetuate the Divine?

**Upgrade 1**

* You control your mobile device; your mobile device does not control you. You push its buttons; it doesn’t push yours.

**Upgrade 2**

* Your mobile device allows the Divine to be, well, mobile, on the go, everywhere! Send an inspiring text; read a spiritual tweet; download this soulful app.

**Upgrade 3**

* Use your device to display your intrinsic Divine self. Once a week, on Shabbat, keep your device (and yourself) plugged into its energy source.

**Short Summary**

The purchase and consumption of an item reflects the very essence of who we are. Perhaps from a purely evolutionary perspective we purchase items, say a Smartphone, to help us survive in this digital universe and to procure pleasure. From a Divine, Torah perspective however, the items we acquire, even – or especially – the ones that seem to feed our self-interests, are in reality the process of expressing our Divine essence, via consciously using the device for spiritual ends and not allowing the device to unconsciously use us.

**SEO / Keywords**

We would use a lot of digital jargon, which is obviously very pertinent to the web. Words like: Smartphone, upgrade, tips, tools, troubleshoot, apps, hardware, software. Additionally, popular topics such as, Evolution, Psychology, can be focused on as well.

Which inspires a bigger, fundamental question: What type of target are we trying to reach? Do we want someone searching for ways to upgrade their Smartphone to be directed to MLC, or do we want people searching for spirituality to be directed to MLC? The SEO / Keywords would depend on this...

I think titles such as “3 Tips to Upgrading Your Smartphone” or “3 Soulful Tips to Upgrading Your Smartphone” or “The Evolution

Additionally, linking the word ‘Smartphone’ to MLC apps, and linking other appropriate words would be great.