

# **Introducing anankelogy**

The study of need

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**Seeking answers  
to your stubborn  
problems?**

Need some answers to your stubborn problems?

**SOCIOLOGY  
ECONOMICS  
PSYCHOLOGY  
ANTHROPOLOGY  
POLITICAL SCIENCE**

All the social sciences seek answers to our many needs.

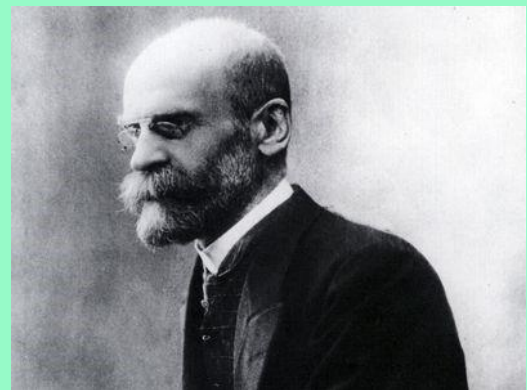
# ANANKELOLOGY

## the study of need

Anankelogy is the new social science for understanding the needs themselves.

Just as Émile Durkheim help validate sociology by identifying *social facts* as empirical phenomena,

**social facts =**  
**social phenomena that**  
**transcend the individual**  
**and can then exercise**  
**observable social control.**



anankelogy identifies each core need as an objective fact.

**core need =**  
**objective fact**

You subjectively experience your needs only after the objective fact of your body requiring something to objectively function.

*objective*

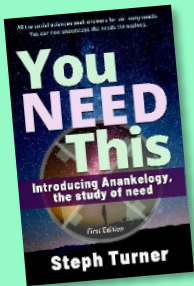
*objective*

*subjective*

**FUNCTION** ➔ **NEED** ➔ **FEELING**

This opens our needs to empirical observation and scientific inquiry.

And can clear up a lot of problems!



Learn more from my book *You NEED This, introducing anankelogy, the study of need.*

Available on Amazon.

Or go to [AnankelogyFoundation.org](http://AnankelogyFoundation.org)

The screenshot shows the homepage of the Anankelogy Foundation. At the top, there is a navigation bar with a search field, a 'Log In' button, and a 'New? Start here!' button. The main content area features the organization's name 'Anankelogy Foundation' in large white letters, followed by the tagline 'Introducing the new social science for the disciplined understanding of our needs:' and the word 'anankelogy' in a stylized font. At the bottom, a dark green banner contains the text 'ANANKELOLOGY FOUNDATION' in large, bold, white letters, and below it, 'resolve needs – remove pain – restore wellness' in a smaller white font.