

Singularity Innovative Thinking Tenet: The New Approach

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Abstract

The objectives of this research were 1) to study and try innovating based on the Singularity Innovative Thinking Tenet (SitT), 2) to analyze the structure of thinking process of Singularity Innovative Thinking Tenet (SitT) at the unconscious level through an innovative thinking process of Adjustable-temperature Pet Housing, and 3) to create new innovative thinking technique through the thinking process of Singularity Innovative Thinking Tenet (SitT). In this qualitative research, the Dramatization technique was applied. The Singularity concept was studied from the theories in the textbooks and the innovation based on the Singularity Innovative Thinking Tenet was created as the base for thinking leading to the creation of new approach for innovation. The research results revealed that 1) the creation of Adjustable-temperature Pet Housing with Singularity Innovative Thinking Tenet (SitT) can reflect the new sense of singularity concretely. 2) When the experience of Singularity Innovative Thinking Tenet (SitT) was applied to learn the structural analysis at the unconscious level, the Intertextuality was discovered consisting of Aim, Approach, Problem, Research, Caution, Suggestion, Requirement, Invention, Advantage, Observation, Idea Generation and Findings. 3) The new innovative thinking technique was created through the Singularity Innovative Thinking Tenet process. Under the ontology of existence/Being-with, the so-called 'SitT Technique' consists of 'SitT Template' derived from the correlation of the innovative thinking process structure analysis and 'SitT Tools' that help seeing the work process of the model and the movement of the upcoming/being process following the Singularity Innovative Thinking Tenet process known as the 'SitT Process'.

Keywords: Thinking, Innovation, Singularity, Process

Introduction

The innovative technology is important in the current global context and will become gradually important in the future. However, it is also the structural weakness of the Thai economy. The Creative Destruction idea views that technological innovation as an important process of the capitalist economy for profiting and creating new competition resulting in the cycle of replacement of old innovations with new ones all the time (Schumpeter, 1994). The importance of innovation is (1) newness, (2) economic benefits, and (3) use of knowledge and creativity. In other words, the innovation applies the abstract creativity to be furthered as new invention which can be concretely seen and can create economic benefits. The elements of creativity are Originality, Fluency, Flexibility and Elaboration. The creativity process is the brain's work process to think and solve problems successfully. The sensitivity to problems or missing things results in the new approach. However, the creativity is thinking based on the ontology of existence/Being which can be successful requiring other types of thinking.

Novelty/newness has been found as an important aspect of French philosophy since 1960 onwards. Therefore, a group of contemporary thinkers and social theorists have adopted

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singularity as a tool in thinking about the novelty and newness with the question in what ways new things happen in the world. It is to pay attention to the concept of change and transformation (Charoensin-o-larn, 2015).

Previously, Simondon saw that the technological development came from (1) network of technology, (2) elements of technology, and (3) connection of separable things to create new innovation (Simondon, 2009: 17-27).

Technological innovation is the key to concrete ideas resulting in the overlapping of the innovation of technology and human evolution. Invention is therefore an action of the future against the present with the specificity concept as the process of being/becoming the interaction of specificity/singularity with the environment before enhanced and separated specificity. It is formed and the state is transformed endlessly (Simondon, 1992).

Later, Deleuze explained that all differences arise from specificity but not every specificity will lead to differences. There are many relationships with difference and independence of identity. The difference is thus the singularity that is creatively differentiated (Deleuze, 1994).

Nancy (2003) proposed how to deal with incompatibilities through pluralistic ontology or heterogeneity and the transformation arises from the intrinsic of existence/Being-with. The self-existing singularity limitation is considered. It is to think of things As Such. Consequently, perception is connected to the outside and changes from inside. The excessive cognition from inside overflows from the limits of existence because the excess will be the sprout/leaf leading to new things/new ideas as a limitless thinking approach.

Therefore, singularity is a thinking technique which leads to the possibility of talking about something new with a new speaking approach (James, 2012: 181-188).

Literature Review

From studying textbooks aiming at applying the ideas or concepts of other philosophers, the ideas or concepts of philosophers could be extracted as follows:

The Structural study of myth focuses on the issue of regulation at an unconscious order allowing conflicts/incompatibles to coexist through a bridged way of thinking. It is a kind of logical tool searching for a set of hidden structures in an action/phenomenon/event with profound meaning in the unconscious level that is deeply absorbed in the thought/cognitive system (Levi-Strauss, 1978).

The Post-structural Textual analysis focuses on analyzing from structure to the analysis of endless media/meaning process. This can demonstrate a way/path of meaning connected to another text called Intertextuality. It is the relationship between and within the text that exists at the unconscious level overflowing the text from the author's intention (Barthes, 1981).

Regarding Thinking on individuation, the intuitive conceptual framework is for discovering new things under Metastability. The individuation is the process of being/becoming as the result of the interaction between specificity or singularity and the environment before being the specificity in a manner that enhances or separates from oneself. The process by which differentiation differs is reorganized and called transduction having concretization as the conceptual basis of the process. It is the system design in such a way that the separate components are coordinated for multi-functionality. This causes the invention to always be excessive from the default formula to create something new with new quality or new duty (Simondon, 1992).

Thinking difference makes something that is being/becoming reality the singularity. What is true by itself is the specificity that is created having situations and ideas remarkably coexist. It is called perplication and affirmation which is the correspondence between problem and repetition. Repetition is the change in the difference that comes back again. It may be the repetition of the similarity or the repetition of the singularity which is the creative differentiation. It leads to multiplicities. The conditions that cause differences to become

specific, called intensity, are in two dimensions; Differentiation which is the system of connected multiple singularities. There is high concentration of differences known as Haecceities (Deleuze, 1994).

A finite thinking is the ontology of existence/being-with, where change arises from insider. It is dealing with the incompatible through the idea of “with” the creation of the world, thus opening up the space for possibilities. Viewing singular limits is therefore limitless thinking to think of things as such. The perception is connected with the outside and changes from inside. It opens up a world that makes perceptions overflowing from inside and from the limits of existence (Nancy, 2003).

Research Methodology

The Singularity innovative thinking Tenet hereinafter referred to as ‘SitT’ is the qualitative research and development employing Dramatization which is a technique to turn the concept into a matter of performance/action starting with a study of textbooks to understand/select/incorporate thinking related to the singularity concept such as Thinking on Individuation, Thinking Difference and A Finite Thinking to be used as the base for the development of Adjustable-temperature Pet Housing.

This produced/created innovation is implemented in two ways.

(1) To be used in the study of concrete singularity through the functionality of the product to be utilized in the creation of other innovations.

(2) The experience of Singularity Innovative Thinking Tenet is learned to create the Text.

Text used to analyze the structure is in two levels.

(1) To analyze the structure of innovative thinking from the text by The Structural Study of Myth method which is an analysis of the structure that is deeply absorbed in the System of Thought.

(2) The text was analyzed by The Post-structural Textual Analysis to reveal the Structural creation process which is the way/path of meaning called Intertextuality.

The obtained results can be used to create the Singularity Innovative Thinking Tenet technique (SitT Technique) consisting of:

(1) SitT Template is created from a knowledge base on singularity in a new meaning and Intertextuality.

(2) SitT Tools is the use of unity in a new sense and SitT Template to design and develop Application Software to help Singularity Innovative Thinking way.

(3) SitT Process is the Process of upcoming/Process of Becoming that moves inside the model leading to new things/new ideas that are Metastability. The research process can be described as shown in the Figure.

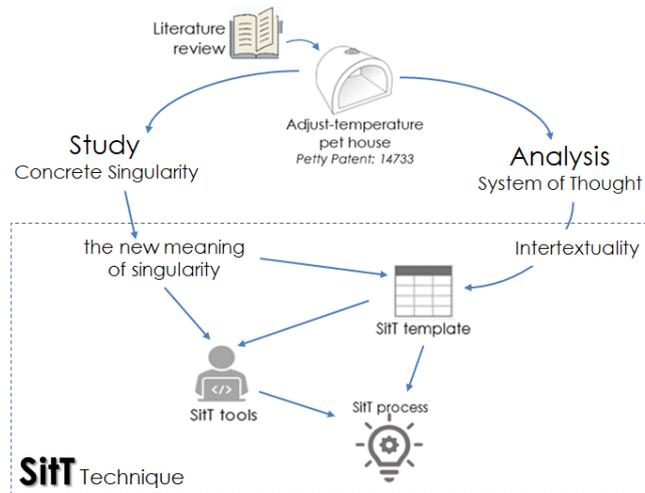


Figure 1 Research Process

Research Results

The research results of Singularity Innovative Thinking Tenet were as follows:

1) Adjustable-temperature Pet Housing: The innovation according to Petty Patent No.14733, date of issuance 19th December, 2018, is part of the experimental research on Singularity Innovative Thinking Tenet through Adjustable-temperature Pet Housing. This is to study the structured thinking process of singularity in two ways. The first is used as a tool to study the materiality of the singularity in order to create the singularity in a new sense which is specifically meant for innovative thinking. The second is used as a tool to study the process of building innovation structure by fabricating the Adjustable-temperature Pet Housing with smooth base. The curved wall is connected to the base. The back is closed while the front is open. There is the handle on the back for ease of lifting. The rear of the outer wall base is raised to support the inner wall from collapsing (1) connect the inner wall (2) with the outer wall (3) to form a double wall having cavity through each other. The vent pipe on the top is the short round pipe with screw inside (4) a screw cap can be used to cover the vent pipe (5) and a wall edge (6) that holds the inner wall and the outer wall together as shown in the Figure.

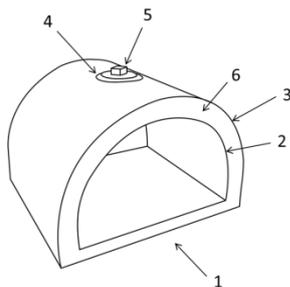


Figure 2 Adjustable-temperature Pet Housing

2) The new meaning of singularity: Bringing the philosophy of abstract thinking into concrete principles requires the clear and concrete understanding of the singularity to be used in innovative thinking. From the study on the concrete singularity through the function of the Adjustable-temperature Pet Housing, it was found that:

(1) Singularity is the power before the specification which can cause splitting and separating causing connected or interrupted communication or stopping various differences in the process to be specific in the Metastability (Simondon, 1992) making what is being/becoming become a self-sustaining reality (Deleuze, 1994). The existence is singularity because it can survive on its own. It is not necessary to be associated with other things for one's existence (Nancy, 1993).

One technique of thinking leads to the possibility of speaking about new thing with the new speaking approach (James, 2012: 181-188).

The concrete singularity is Adjustable-temperature Pet Housing which is one singularity ready to split into the warm house or cool house at any time.

The new meaning of Singularity is the power to create or change. The singularity is composed by oneself, express by oneself and within oneself. It is one thinking technique that leads to the possibility of talking about new things or new ideas with different way of speaking or presenting.

(2) Singularity occurrence has specific taking-form process which requires something to be an absolutely specific existence/haecceity/singularity. The taking-form process has one sustained path (Simondon, 1992: 298). The Access is coming to presence which is an immanence of being-with (Nancy, 2000). The creative differentiation of problem-solving processes of what is being/become always lead to the emergence of something new. The line of possibility or relationship line of intrinsic distinction from positive action or creativity is created (Deleuze, 1994).

A concrete example of the emergence of singularity is found from the function of the pet house. Putting warm water down through the top vent creates a greenhouse effect in the cavity of the walls. A warm vapor spreads inside the house making the house warm. This concrete study clearly shows that before getting the warm house innovation, there is being/becoming process of warm house on a pre-specification level. This shows the thinking style that brings future duties to work in the present. It is to think first to warm the house and then put warm water into it. There is a process that is being/becoming the warm house until the specificity or singularity of the warm house emerges.

The new meaning of the singularity emergence is the process of making the difference and division reorganized as a result of the interaction of differences within the same system. It leads to new things/new ideas creating possibilities to harmonize under the specification process. This process is called SitT Process.

(3) Metastability is the state of being/becoming to cross the line of stability and instability or it is the potential condition ready to change to something else (Simondon, 1992). It is the merging of disparate elements in a unified but completely imperfect manner (Deleuze, 1994). Limits exist in everything. Singular view of limits makes the Infinity of Finitude in which the existence/being or the singular entity has no essence as coming and going (Nancy, 1993).

The concrete example of Metastability is to put warm water into the vent. The hot vapor creates conditions that have the potential to transform into the greenhouse effect. If the warm house is the limit, limitless is the emergence of the greenhouse effect and the warmth that spreads throughout the house has many differences, divisions, and separations that occur. The warm house therefore represents the integration of different elements together. It will happen temporarily in a singular manner but not complete. The temperature in the house will gradually decrease and the warmth will gradually disappear. If more warm water is added, it will be able to extend the duration of the warm house further. It is the new discovery that we can Pause/Extend Metastability. Seeing how we can accelerate or slow the time of connected communication to make something new is a very useful finding for the design and development of innovation.

The new meaning of Metastability is the taking-form state in which multiplicities are transiently formed in a singular manner leading to the emergence of new things/new ideas but absolutely not perfect.

(4) Overflow which are issue/seeds lead to the new structural seeds left over from Transduction. It is the process by which differentiation is reorganized (Simondon, 1992). There is a high concentration of differentiation and changes in the system are known as Haecceities. The singularity therefore acts as the issue/seeds for other individualization processes (Deleuze,

1994). A Finite Thinking opens the space for difference and diversity that is not based on uniqueness and similarity to seek a new process of innovation from the singularity that acts as issue/seeds leading to the emergence of something new all the time (Nancy, 2003).

The concrete example of overflow that becomes the issue/seeds leading to something new is to put cold water into the top vent. There is the formation of cold water vapor occurs in the cavity of the walls and there is a slight cool breeze in the house. This gentle breeze is therefore overflowing, acting as the issue/seeds to the idea of a stronger wind leading to the study of wind and air pressure until there was new innovation in creating air in the house by using iced bottles inserted in the upper vent. The atmospheric pressure can be created. The wind is caused by the displacement of cold air in the house and hot air outside. As clearly shown in the Figure, the overflow results in innovating from inside one's own potential.

The new meaning of the overflow that becomes the issue/seeds is the spark/brightness of meaning bringing news/awareness from outside into the system. It is also the link between perceptions/news/singularities/differentiation within the system resulting in new ideas/new things.

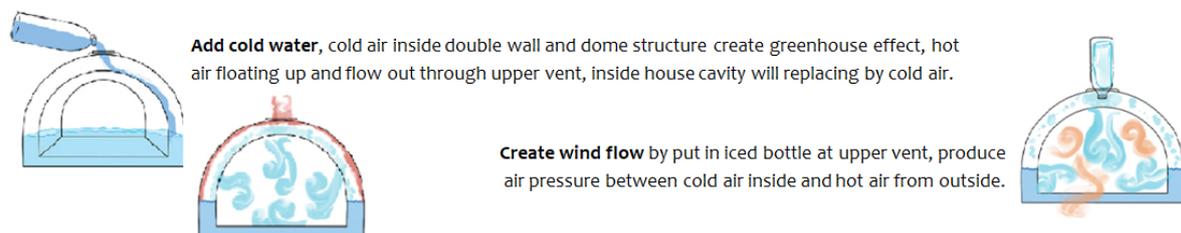


Figure 3 Cool House

The results of structural analysis of the unconscious innovation thinking process at the unconscious level through the thinking process of Adjustable-temperature Pet Housing are as follows:

1) Text is the experience of creating Adjustable-temperature Pet Housing with Singularity Innovative Thinking Tenet to learn for creating the text.

2) Analysis System of Thought is the use of text to analyze the structure in 2 steps:

(1) The analysis on the structure of innovative thinking from the text is an analysis of the structures that permeate the human thought system according to The Structural Study of Myth (Levi-Strauss, 1978). The brief method is to divide the story into smaller parts and then subdivide into categories, create tables based on separate categories, place the subsections in order from left to right to match the category of that subsection. In reading the story, it should be read horizontally from left to right and read vertically from top to bottom to find the structure (Charoensin-o-larn, 2012).

Such approach can analyze the underlying structure or model in an action/phenomenon/event at the unconscious level in order to obtain a model of the structure. It was found that the text can be classified into 11 broad categories consisting of Aim, Problem, Research, Caution, Suggestion, Requirement, Invention, Advantage, Observation, Idea Generation and Findings.

(2) The analysis on the text with The Post-structural Textual Analysis is a structural analysis to reveal the endless Significance process to define/identify the way/path of meaning (Barthes, 1981).

The brief method is to take the model of the structure obtained from the method of reading myths to analyze the Lexias for studying the endless Significance process. The Actional is analyzed to extract the direct meaning leaving only the connotation. Then, the analysis is on the textual to see the work of the language forming the text. The last step is the Structuration

process to analyze the relationship to reveal the Structuration process that is the semantic way/path.

The Intertextuality revealed the Approach to innovation development which originated the endless Significance process. This way reflects the overlapping innovation development process including (1) Structural innovation, (2) Adjustable-temperature innovation, and (3) Wind generating innovation reflecting the endless flow of innovation from point to point endlessly. The Intertextuality of the innovation development process can be as shown in the Figure.

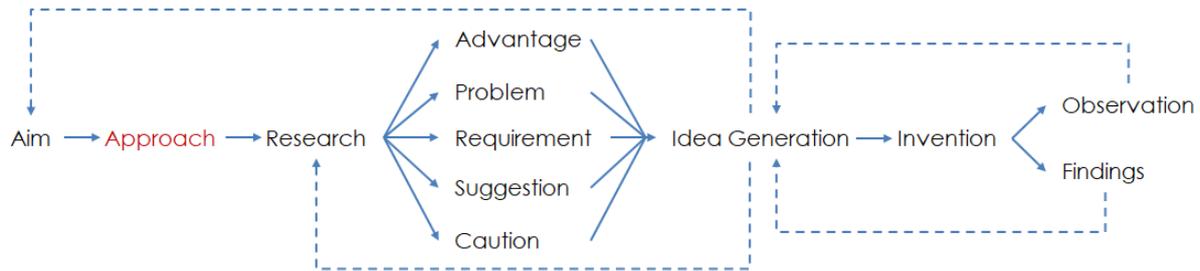


Figure 4 Intertextuality of innovation development process

In creating new innovative thinking techniques through Singularity innovative thinking Tenet, it was found that:

SitT Technique is a method or knowledge and expertise in innovative thinking that consists of SitT Template, SitT Tools, and SitT Process as follows.

1) SitT Template is the singularity innovation thinking model which is the model or form of singularity innovation thinking model influenced by Mondialisation and opening concept of Nancy. It is a matter of the world-being/world-becoming to replace the production value with the idea of creation opening up the world space for all things and amidst/among them. It is the separation of things that have many and varied singularity nature. At the same time, they connect altogether in the form of coexistence (Nancy, 2007).

Therefore, the SitT Template creation is the introduction of the Intertextuality to replace the production value by giving meanings/definitions along with opening the space to categories. These categories act as separate message/perception, creating an intrinsic distinction of the messages. The Intertextuality is the process of structuring the way/path of innovation. Thus, it implies the unconscious amidst/among things. Row acts as a separation of multiplicative singularity entities and column acts to connect the singularity entities altogether as coexistence. In other words, connecting different entities with the same category creates a breed of distinction that is divided and continually showing the SitT Template as shown in the Figure.

No.	1	2	3	4	5	6	7	8	9	10	11	12
	Aim	Approach	Research	Advantage	Problem	Requirement	Suggestion	Caution	Idea Generation	Invention	Observation	Findings

Figure 5 SitT Template

Whereas:

(1) Aim is what is expected/aimed to achieve, i.e. goals, intentions, commitments, objectives, targets inclusively.

(2) Approach means a method used to achieve the process or study path

(3) Research means studying and researching, seeking knowledge, finding the truth in a relevant way.

(4) Advantage means the desired result, what is good or is useful. It is something that works well for its intended purpose.

(5) Problem refers to the difference between what is and what is wanted or is contrary to the purpose.

(6) Requirement means what is required, wanted/wanted to be

(7) Suggestion means text/speech explaining what should be done or must follow.

(8) Caution means something that has to be watched and taken care of without negligence.

(9) Idea Generation refers to the origin and driving force in the development of inventions/products/new things/new ideas.

(10) Invention creativity in relation to elements, structures, mechanisms or methods of production, maintenance or improvement of product quality.

(11) Observation is the careful and methodical observation of what is happening to analyze or find the relationship between that happening and other things.

(12) Findings mean the results of researching or seeking to acquire new knowledge, things, or something that overflows the demand or intention.

2) SitT Tools is an Application Software that has been developed from the ontology of being/Being-with that allows to see the working of the model and the movement of the concrete singularity innovation thinking process. Influenced by Nancy's Infinitely Finite concept, the functional design of application software allows SitT Templates to drive ideas based on the ontology of being/Being-with which is about proximity and intimacy. However, there is always some distance. "Between" is the center of connection which is not the connection but the weaving of things to expand. The distance is wide open by different types of singularity to create a space of meaning. Thus, it is a matter of touch or contiguity. Exposure, in other words, is separation because it is a matter of various differences at the surface level to come in contact with one another. Thus, exposure or communication is overflowing from the matter of completeness/fullness and emptiness. It overflows from connections and disconnects. If coming into contact with one another, it will be the beginning of realizing one another's meanings. Meaning is a matter of one thing and another, one thing or another, and one thing with another. However, there will be no one in another. As meaning comes from being between or being with and not being inside (Nancy, 2003), SitT tools help visualizing the working of the model and the movement of the innovative thinking process. The example of the screen is as shown in the Figure 6.

SiT Tools uses all Open Source software to develop application software. It has a web application style, developed with Python language through Django Framework and uses SQLite database. The main Functional Design is:

(1) Design the Database from Categories of SitT Template

(2) Design the system functionality from the ontology of being/Being-With.

(3) Transduction is conducted through reporting

(4) Opening up space or opening up to the possibilities of innovation that innovation models can be added unlimitedly.

(5) The coexistence of diversity is to add unlimited information.

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หน้าหลัก » Menu » SitT

Keyword กลุ่ม ค้นหา + เพิ่ม ตัวแบบการคิดนวัตกรรมแบบเลกภาวะ

กลุ่ม	ชื่อโครงการ	หมายเหตุ
SiT	Singularity innovation thinking Template	  
maxarhome	บ้านสี่ตัวเลี้ยงปรับแต่งลูกหมู	  

1 - 2 / 2 SitT

SiT Process: บ้านสี่ตัวเลี้ยงปรับแต่งลูกหมู

ลำดับที่	จุดประสงค์ (aim)	แนวทาง (approach)	การค้นคว้า (research)	ประโยชน์ (advantage)	ปัญหา (problem)	ความต้องการ (requirement)	คำแนะนำ (suggestion)	ข้อควรระวัง (caution)	การสร้างสรรค์ (idea generation)	สิ่งประดิษฐ์ (invention)	สิ่งสังเกต (observation)	สิ่งထွက် (findings)
1	*สร้างบ้านสี่ตัว เลี้ยงลูกหมู	เชิงโครงสร้าง	บ้านสี่ตัวเลี้ยงปรับแต่งลูกหมู		การได้มาซึ่งเงินทอง สิ่งสิ่งสิ่งๆ ที่ไม่ใช่เงินทอง เป็นเรื่อง		*ความเชื่อที่ว่า บ้านสี่ตัวเลี้ยงลูกหมู ที่เอามาใช้เลี้ยงลูกหมู จะเลี้ยงลูกหมูได้ดีกว่าบ้านธรรมดา	ไม่ทราบชัดเจน เป็นที่รู้กันโดยทั่วไปว่า บ้านสี่ตัวเลี้ยงลูกหมู จะเลี้ยงลูกหมูได้ดีกว่าบ้านธรรมดา			บ้านสี่ตัวเลี้ยงลูกหมูที่ปรับแต่งลูกหมู	*มีลูกหมูที่โตกว่าบ้านสี่ตัวเลี้ยงลูกหมูธรรมดา
2	Igloo Construction (Amundsen, 1908)	เชิงโครงสร้าง	บ้านสี่ตัวเลี้ยงปรับแต่งลูกหมู						*บ้านสี่ตัว	สร้างบ้านสี่ตัวเลี้ยงลูกหมู	บ้านสี่ตัวเลี้ยงลูกหมูที่ปรับแต่งลูกหมู	*มีลูกหมูที่โตกว่าบ้านสี่ตัวเลี้ยงลูกหมูธรรมดา
3	Ice-houses (Patowary, 2013)	เชิงโครงสร้าง	บ้านสี่ตัวเลี้ยงปรับแต่งลูกหมู						*บ้านสี่ตัว	สร้างบ้านสี่ตัวเลี้ยงลูกหมู	บ้านสี่ตัวเลี้ยงลูกหมูที่ปรับแต่งลูกหมู	*มีลูกหมูที่โตกว่าบ้านสี่ตัวเลี้ยงลูกหมูธรรมดา
4	บ้านสี่ตัวเลี้ยง	เชิงโครงสร้าง	*พิจารณาผล 2+3									

ลำดับที่ 2
Igloo Construction (Amundsen, 1908)



ลำดับที่ 3
Ice-houses (Patowary, 2013)



ลำดับที่ 4
บ้านสี่ตัวเลี้ยง



Figure 6 SitT Tools

3) SitT Process: The Singularity innovative thinking Tenet is a process that has made differentiation and division reorganized. It is resulted from the interaction of differences within the same system to create the possibility of harmonization under the specification process. This is influenced by Thinking on individuation (Simondon, 1992) and Thinking Difference (Deleuze, 1994) with the following functions:

- (1) Information/Sense is the information or knowledge that is put into the SitT Template and will be distributed by Categories (separate information by column) to create a difference within itself to the news/perception received in the thinking system.
- (2) Differentiation is the difference within oneself. It has the nature of being divided (fragmented) into importing external datasets separated by categories to differentiate themselves for datasets, i.e. datasets that are in the same row.
- (3) Differentiation is the difference between sets. It is characterized by continuous (differentiated) species or the difference in the same category. It is to show the relationship of the data in the same column.
- (4) Intensity is a condition/relation that allows many differences to conform to an idea or idea generation. It is to combine cells with the data from multiple fields making ideas come true.
- (5) Transduction indicates the convergence of at least two types of information/sense and then a new specificity/new idea are formed, i.e. combining multiple rows and getting a new thing/new idea.
- (6) Haecceity/Transform is to make specificity/singularity. The connection of Flat Multiplicities is a combination of different elements, that is, a row that expresses a concept.

(7) Metastability is the state of formation in which the interrelationships of multiplicity occur temporarily in the singularity leading to the emergence of new things/new ideas. However, it is absolutely not perfect, that is, the state that arises during the act of Haecceity to be/become the specificity of new thing/new idea.

(8) Overflow is a movement that is overflowing from oneself/overflowing from the original perception. Overflow will have issues/seeds that spark ideas/explosions of meaning. It serves to bring news/awareness from outside into the system and is the link between perceptions/news/singularities/differentiation within the system resulting in new ideas/new things often found in columns of Observation and Findings.

Examples of pet-house construction (Figure 6)

row (1) As the weather is hot, a cold house for the pets is needed.

row (2) igloo found in polar regions used as a shelter and made of dome-shaped ice.

row (3) ice-house found in the desert used as natural refrigerator made of dome-shaped mud with a vent at the top.

row (4) pet-house get by putting igloo in refrigerator/ice-house to create the dome-shaped pet house with two connected walls. The inner layer is an igloo dome and the outer layer is a dome-shaped top with ice-house ventilation cavity created between the walls.

Therefore, from the SitT Process function viewpoint, we can see that:

(1) Differentiation e.g. data in row (1) has been separated by categories.

(2) Differentiation such as the invention of row (1)(2)(3)(4)

(3) Transduction is row (1)(2)(3)(4),

(4) Haecceity/Transform is row (4).

(5) Metastability occurs in row (4).

(6) Intensity is the linking of different igloo structures to igloo row (2) to the ice-house row (3) to form a new structure in row (4), a two-tiered dome with vent on the top.

(7) Cold House Overflow in row (1) is the issue/seed overflow leading to outside information research on how in hot or cold places they can live. It is the beginning of information/sense

(8) The researched information/sense will be inserted into subsequent rows in the SitT template.

Discussion

From an experimental study of Singularity Innovative Thinking Tenet, it was found that SitT developed from the singularity innovation thinking structure at the unconscious level deep in thought where the formation of newness/new ideas is the result of the formation of singularity with the pre-specification environment. There is an ontology of being/being-with interested in the process of becoming. The invention is the action of the future on the present that leads to the duties of the future to create jobs in the present by bringing the potential that is different within oneself to be effective until new things/new ideas are originated. Harmonization of internal components to perform this multitasking task causes the invention to always overflow from the initial formula to originate something new with a new quality or a new function. Therefore, it is limitless to allow creating new innovation that overlap on existing innovation. For example, using SitT Technique, we can use SitT Tools to continually innovate without modifying the program, etc. This contradicts Creative destruction (Schumpeter, 1994) believing that in the capitalist economy, the entrepreneurs find ways to use innovation and technology in the production of products. Innovation brings business benefits to the organization, especially if innovation can create competitive advantage. The profits are from being monopoly, resulting in other investors trying to copy or develop that technology until it creates new innovations all the time. At the point where the monopoly is over to escape plagiarism those looking for innovation, the original operator will try to come up with new innovations to compete to increase profits for the organization. The new thinking occurs to

destroy the existing continuously in a cycle like this. This may be because there are different perspectives on innovation. The Creative destruction is simply observing. The innovation in the ontology of existence/being as the action of the present on the future to view the differences based on similarities not the difference in itself. It speaks to the limits of innovation but not the limitations like SitT.

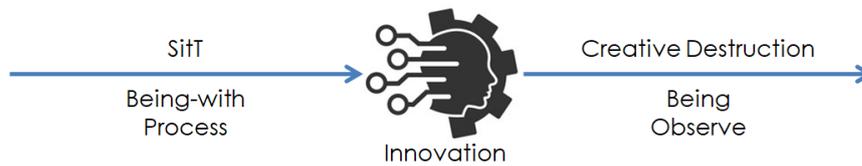


Figure 7 Innovation View

According to the analysis on the structure of the unconscious innovation thinking process at the unconscious level through the thinking process of Adjustable-temperature Pet Housing, it was found that the ontology of existence was not suitable for innovation thinking because it did not reach the being/becoming. This agrees with Barthes stating that The Post-structural Textual Analysis is Science of Becoming as a result of one own intellectual shallowness. The quotation was from Nietzsche to support the idea, “We are not subtle enough to perceive the probably absolute flow of becoming: the permanent exists only thanks to our coarse organs which summarize things and reduce them to common levels, when in fact nothing exists in that form. The tree is at each instant a new thing: we assert form because we do not grasp the subtlety of an absolute movement.” (Barthes, 1981: 45). Nietzsche summarized that the text is not different from the tree above. We can only see the Intertextuality which is a way/path of innovation that overlaps but is unable to think of innovation. This may be due to the ontology of innovation thinking of being used in the past to the present. This makes the news/perception overshadowed by Identity, Opposition, Analogy, and Resemblance. Meanwhile, SitT is based on the idea of the process of being/process of becoming) of the new thing/new idea through individualization/singularity (Simondon, 1992). What is true by itself is the specificity that is created “The actualization of the virtual is singularity whereas the actual itself is individuality constituted” (Deleuze & Parnet, 2002: 149-150). Singularity with the change is caused by the Immanence of being-in-common, in the ontology of existence/being-with making limitless limits (Nancy, 2003).

From the creation of new innovative thinking techniques through Singularity Innovative Thinking Tenet, it was found that SitT Technique was an innovative way of thinking. It was developed from a single innovative thinking structure that penetrates deep into the unconscious thinking system wishing the project to reflect the picture of the specification process more than specific. It has to move from the ontology of being/becoming to the ontology of being/being-with paying attention to the processes that are being/becoming. The second that invention is thought to be created is Momentary, a set of potential/differentiation within oneself for more than one set. All work altogether in the same system. The new system of work arises from conditions within one’s own potential to give opportunities to think innovatively with high success. It is the action of the future against the present to have clear needs or goals. The research is therefore specific getting deeper into the details. It is a direct approach within the thought system of that innovation contrary to creative thinking in the ontology of coexistence/existing. Therefore, we have to think from experience or learning from what has happened before learning from the past and looking at images or asking questions from outside the thought process and techniques used in the creative process. It is a matter of Idea Generation to be only the context/potential of the thinker’s brain, not the method to use that innovation directly. This may be because the SitT Technique focuses on internal changes rather than external changes (Transcendence) such as creative thinking that is a popular way of thinking

(Hylomorphism). Substantialism believed that specificity is the result of imprinting or applying external principles into things. The direction of thinking is as shown in the Figure 8.

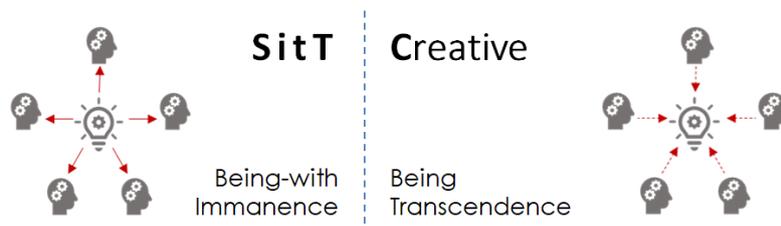


Figure 8 Direction of Thinking

Conclusion

- 1) SitT applies singularity to think of innovation. It is an ontology of being/Being-with where invention is the action of the future against the present focusing on Immanence and process of being/process of becoming.
- 2) The study of Singularity Innovative Thinking Tenet process through Adjustable-temperature Pet Housing is a structural innovation that has singularity as its base to study the concrete singularity in a new sense that is the meaning of innovative thinking and apply the experiences that have been learned to transpose lessons to create the singularity of innovative thinking.
- 3) The texts obtained from the experimental research on the Singularity Innovative Thinking Tenet process to analyze the structure of the unconscious innovation thinking process at the unconscious level. It is a way/path of Singularity Innovative Thinking Tenet that penetrates deep into the unconscious level of thinking, known as the Intertextuality.
- 4) SitT Technique is the result of creating new innovative thinking techniques through a single innovation thinking process, consisting of SitT Template, SitT Tools and SitT Process.
- 5) SitT Template is to create and open space for innovation thinking with Intertextuality. It serves to differentiate itself with the information/perception brought into the thinking system.
- 6) SitT Tools are application software that design functions to work on an ontology with presence/being-with to help visualizing the movement/movement of the being/process of model being-to-be.
- 7) SitT Process is the work of Information/Sense, Differentiation, Differentiation, Intensity, Transduction, Haecceity/Transform, Metastability, and Overflow leading to new things/new ideas.

Recommendations

- 1) The Knowledge Base of local wisdom of local scholars in the SitT format should be created by the government in order to maintain the body of knowledge in a structure that is ready for use in building local innovations.
- 2) SitT should be introduced into the education system from elementary school age as it is a concept that is consistent with today's world where technology frames human thoughts and actions in every aspect. The human self or existence/being is therefore inseparably integrated with technology. Technology has a clearer role as human being. The acceptance of human beings does not only mean the existence/being in the real world but it is also the self in the virtual world.
- 3) For further research, it is recommended to encourage research studies to apply the principles of singularity innovation in a variety of aspects, such as education, human resource management, teamwork, singular leader, use in research to solve economic, social and political problems. The current world situation with rapid changes, uncertainty, complexity and unpredictable volatility, it is the result of technology that has rapidly changed. Traditional

knowledge may not be flexible enough to deal with. Meanwhile, SitT is positive thinking with a way of restructuring various differences leading to new things/new ideas under the ontology of existence/being used as a principle in management helping to solve problems and cope with changes very well.

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