"According to Mao, when an ordinary person is confronted with a model of ideal behaviour, he will feel a desire to remake himself. This results in a contradiction between the existing values of that person and the new ones he compares himself with. The struggle between these two leads to a new equilibrium, in which the new values are internalized. But the process does not stop there: When confronted with a new model, the equilibrium gives way to a new contradiction. In this way, an eternal cycle of confrontation, internalization and renewed confrontation is created, leading to ever-higher levels of human perfection.

(Landsberger 2013)