# Archetypometrics: Characters and traits across the multi-storyverse

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Principles of Complex Systems, Vols. 1, 2, & 3D CSYS/MATH 6701, 6713, & a pretend number, 2023-2024 @pocsvox

### Prof. Peter Sheridan Dodds | @peterdodds

Computational Story Lab | Vermont Complex Systems Center Santa Fe Institute | University of Vermont

























#### The PoCSverse Archetypometrics 1 of 129

Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

### Real Polarization

### Nutshell

### Extras

More Storyverses



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#### The PoCSverse Archetypometrics 2 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

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### Real Polarization

### Nutshell

### Extras

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On Instagram at pratchett the cat

### The PoCSverse Archetypometrics 3 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses
Pratchett



### Outline

### **Fictional Characters**

Trait and Character Spaces Base Archetypes Extended Archetypes

### **Card Collection**

Trait and Archetype Cards Story and Character Cards

Comparing Characters
Essential Dimensions

**Real Polarization** 

Nutshell

### Extras

Robustness More Storyverses Pratchett

References

### The PoCSverse Archetypometrics 4 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

sential Dimensions

### Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett





\$20M five year grant from NSF EPSCoR

#### The PoCSverse Archetypometrics 5 of 129

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses



Why?

### The PoCSverse Archetypometrics 6 of 129

Fictional

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett



Why?



Stories matter: Homo narrativus

#### The PoCSverse Archetypometrics 6 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

### Nutshell

Extras

Robustness More Storyverses



# Why?



Stories matter: Homo narrativus



Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.

### The PoCSverse Archetypometrics 6 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

### Real Polarization

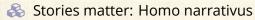
### Nutshell

### Extras

More Storyverses



# Why?



Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.

Stories are about survival: Power and danger.

### The PoCSverse Archetypometrics 6 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

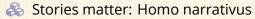
### Nutshell

Extras

More Storyverses



## Why?



Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.

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### Some questions:

The PoCSverse Archetypometrics 6 of 129

Fictional Characters

Cnaracters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Lard Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

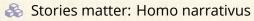
Nutshell

Extras

Robustness More Storyverses Pratchett



### Why?



Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.

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### Some questions:

A How do we measure stories at scale?

The PoCSverse Archetypometrics 6 of 129

Fictional

Characters
Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards
Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

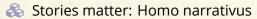
Extras

Robustness More Storyverses



<sup>&</sup>lt;sup>1</sup>accurately, properly, meaningfully, scientifically

## Why?



Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.

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### Some questions:

A How do we measure stories at scale?

What is the space of all stories?

The PoCSverse Archetypometrics 6 of 129

Fictional

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses



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# Why?

- Stories matter: Homo narrativus
- Stories are fundamental to how people comprehend, explain, and potentially shape their lives, the lives of others, and the world.
- 🙈 Stories are about survival: Power and danger.

### Some questions:

- & How do we measure<sup>1</sup> stories at scale?
- What is the space of all stories?
- How does story space vary across time and culture?

The PoCSverse Archetypometrics 6 of 129

Fictional

Characters
Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett



<sup>&</sup>lt;sup>1</sup>accurately, properly, meaningfully, scientifically

# Kurt Vonnegut on the shapes of stories



Source: Kurt Vonnegut on the Shapes of Stories ... Longer piece with bonus stories (Metamorphosis and Hamlet).

#### The PoCSverse Archetypometrics 7 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards
Story and Character Cards

# Comparing Characters

Essential Dimensions

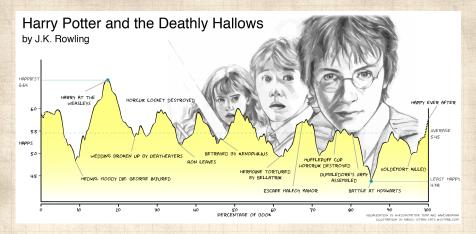
### Real Polarization

Nutshell

### Extras

Robustness More Storyverses Pratchett







"The emotional arcs of stories are dominated by six basic shapes" Reagan, Mitchell, Danforth, and Dodds. EPI Data Science, **5**, 31, 2016. [4]

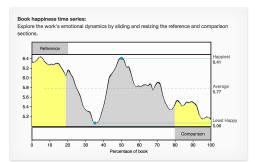
# Online, interactive Emotional Shapes of Stories of for

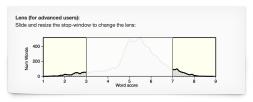
### 10,000+ books:

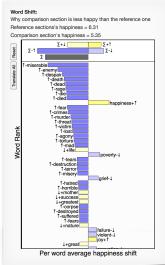
# Frankenstein; Or the Modern Prometheus (wiki)

Search Gutenberg Corpus by Title ▼ Classics ▼ Harry Potter ▼ Random

by Mary Shelley







# Online, interactive Emotional Shapes of Stories of for

### 10,000+ books:

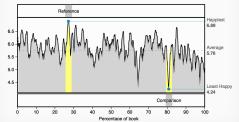
### Harry Potter (all books together)

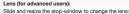
by J.K. Rowling

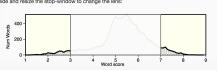
Search Gutenberg Corpus by Title → Classics → Harry Potter → Random

#### Book happiness time series:

Explore the work's emotional dynamics by sliding and resizing the reference and comparison sections.



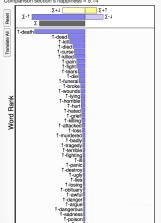




#### Word Shift:

Why comparison section is less happy than the reference one Reference sections's happiness = 6.13

Comparison section's happiness = 5.14

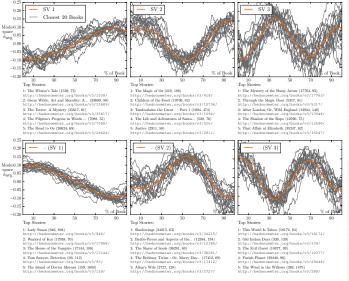


Per word average happiness shift

# Online, interactive Emotional Shapes of Stories **♂** for

### 1,000+ movie scripts:

| cted by Quentin Tarantino  |                     |  |               |                   |    |
|--|---------------------|--|---------------|-------------------|----|
| ovie happiness time series:<br>plore the work's emotional dynamics by sliding and resizing to<br>imparison sections. | he reference and    | Movie script: Portion of script scored for each point in t                             | imeseries.    |                   |    |
| Reference  |                     | Zed takes the chair, sits i<br>then lowers into it. Maynas<br>then backs away.         |               |                   |    |
| ş-   | Happiest<br>6.86    | MAYNI<br>(to The Gimp<br>Down!   |               |                   |    |
|  | <b>√</b> 0          | The Gimp gets on its knees.  Maynard hangs back while Ze                               |               | he two men.       |    |
| - <del></del>  | Average<br>5.58     | Who's first?   | RD            |                   |    |
| \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\   | \                   | ZED<br>I ain't fer sure  | yet.          |                   |    |
| , , , , , , , , , , , , , , , , , , ,  | Least Happy<br>4.50 | Then with his little finger<br>miney, moe " just his mo<br>finger going back and forth | uth mouthing  | the words and his |    |
| visualization by @hedonometer team and @andyreagan   |                     | Butch are Marsellus are ter  | rified.       |                   |    |
|  | mparison            | Maynard looks back and fort  | h at the vict | ims.              |    |
| 0 10 20 30 40 50 60 70 80  Percentage of book  | 90 100              | The Gimps's eyes qo from or  | e to the othe | r inside the mas) | ς. |





Six basic shapes: Rags-to-Riches, Man-in-a-hole, Cinderella, Tragedy, Icarus, Oedipus.

#### The PoCSverse Archetypometrics 12 of 129

### Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

### Real Polarization

### Nutshell

### Extras

More Storyverses









"So, in writing, there are six basic plots, and their sequels and derivative franchises."

### The PoCSverse Archetypometrics 13 of 129

Fictional Characters

rait and Character Space

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras Robustness

> More Storyverses Pratchett



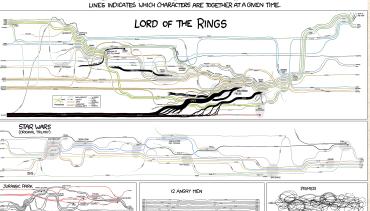


But: Emotional arcs are not plots.



Plots = Temporal interaction networks of characters with environments, events. [3]

> THESE CHARTS SHOW MOVIE CHARACTER INTERACTIONS. THE HORIZONTAL AXIS IS TIME. THE VERTICAL GROUPING OF THE



#### The PoCSverse Archetypometrics 14 of 129

Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

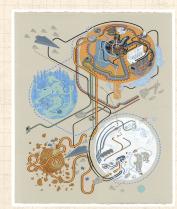
Extras

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# "Plotted: A Literary Atlas" **3** C by Andrew DeGraff (2015). [1]





### The PoCSverse Archetypometrics 15 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards
Story and Character Cards

# Comparing Characters

ssential Dimensions

### Real Polarization

Nutshell

### Extras

Robustness More Storyverses

### References



http://www.andrewdegraff.com/moviemaps/

#### The PoCSverse Archetypometrics 16 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

### Nutshell

Extras

Robustness More Storyverses Pratchett



In the basement

#### The PoCSverse Archetypometrics 16 of 129

Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

sseriuai Dimensions

### Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett



In the basement of a pizzeria,

#### The PoCSverse Archetypometrics 16 of 129

Characters

Trait and Character Spaces Base Archetypes

### Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

### Real Polarization

### Nutshell

### Extras

More Storyverses



In the basement of a pizzeria, Hillary Clinton

### The PoCSverse Archetypometrics 16 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett



In the basement of a pizzeria, Hillary Clinton murders babies .

### The PoCSverse Archetypometrics 16 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett



In the basement of a pizzeria, Hillary Clinton murders babies .

Answer: Character

### The PoCSverse Archetypometrics 16 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett



In the basement of a pizzeria, Hillary Clinton murders babies .

Answer: Character

Because Hillary Clinton is a Demon

### The PoCSverse Archetypometrics 16 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

Real Polarization

### carr olarizatio

### Nutshell

### Extras

Robustness More Storyverses Pratchett



### Stories make us do all kinds of things:

The Comet Ping Pong Gunman Answers Our Reporter's Questions:



- "According to court documents, Mr. Welch said he had come armed to help rescue the children."
- "The intel on this wasn't 100 percent," he said."
- He said he did not believe in conspiracy theories, but then added that the Sept. 11, 2001, attacks needed to be re-examined. He has listened to Alex Jones, whose radio show traffics in conspiracy theories and who once said that Mrs. Clinton "has personally murdered and chopped up" children. "He's a bit eccentric," Mr. Welch said. "He touches on some issues that are viable but goes off the deep end on some things.""

#### The PoCSverse Archetypometrics 17 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters Essential Dimensions

Real Polarization

### Nutshell

Extras

More Storyverses
Pratchett



# The Attack on the United States Capitol



Photo: Evelyn Hockstein for The Washington Post

Washington Post's massive analysis Red Flags, Bloodshed, Contagion

### Senate Chaplain Barry Black:

"These tragedies have reminded us that words matter, and that the power of life and death is in the tongue."

#### The PoCSverse Archetypometrics 18 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

Essential Dimensions

### Real Polarization

### Nutshell

### Extras

More Storyverses
Pratchett



# Book (story) burning (₹ (451°F)



# The PoCSverse Archetypometrics

19 of 129 Fictional

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

sential Dimensions

### Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett



### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

### Extras

Robustness More Storyverses Pratchett





Stories = Characters + Time

### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

Real Polarization

### Nutshell

### Extras

Robustness More Storyverses Pratchett





Stories = Characters + Time



Implicit: Interactions, Context, Environment, and Events

### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

### Real Polarization

### Nutshell

### Extras

More Storyverses





Stories = Characters + Time



Implicit: Interactions, Context, Environment, and Events



With more words: Stories = Characters + Stage + Events + Interactions + Time

### The PoCSverse Archetypometrics 20 of 129

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

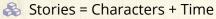
### Real Polarization

### Nutshell

### Extras

More Storyverses





Implicit: Interactions, Context, Environment, and Events

With more words: Stories = Characters + Stage + Events + Interactions + Time

Stories are emergent.

## The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards

Story and Character Cards

Comparing

Characters
Essential Dimensions

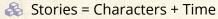
Real Polarization

Nutshell

Extras

Robustness More Storyverses





Implicit: Interactions, Context, Environment, and Events

With more words: Stories = Characters + Stage + Events + Interactions + Time

Stories are emergent.

Equation-like: Characters = Stories — Time

## The PoCSverse Archetypometrics 20 of 129

Characters Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses



- Stories = Characters + Time
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- And is a general conception of everything:

## The PoCSverse Archetypometrics 20 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Exterided Are

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett



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### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

ard Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

vutsnen

Extras

More Storyverses Pratchett



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### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses
Pratchett



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  - All sports
  - Ecological systems

### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

Externacavire

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses
Pratchett



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  - All sports
  - Ecological systems
  - The Universe

### The PoCSverse Archetypometrics 20 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

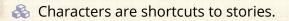
Real Polarization

Nutshell

Extras

More Storyverses
Pratchett





Given characters, predict/create possible histories/stories.

Characters<sup>1</sup> Matter because Character<sup>2</sup> Matters.

## The PoCSverse Archetypometrics 21 of 129

### Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

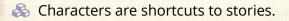
## Real Polarization

### Nutshell

## Extras

Robustness More Storyverses





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### The PoCSverse Archetypometrics 21 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards

Story and Character Cards

Comparing

Characters
Essential Dimensions

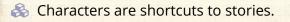
Real Polarization

Nutshell

Extras

Robustness More Storyverses





Given characters, predict/create possible histories/stories.

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The PoCSverse Archetypometrics 21 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards

Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness

More Storyverses Pratchett



<sup>&</sup>lt;sup>1</sup>Fictional <sup>2</sup>Real

## Who is Pratchett the Cat?



The Open-Source Psychometrics Project: https://openpsychometrics.org

The PoCSverse Archetypometrics 22 of 129

## **Fictional** Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

## Real Polarization

## Nutshell

## Extras

More Storyverses



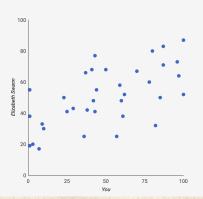
### Use the slider to indicate where you fall on this spectrum: Statistical "Which Character" Personality Quiz juvenile (50%) mature (50%) This is an interactive personality quiz that will match you to fictional characte on similarity of description. Background When the creator of this website would tell people that he published personant people would usually ask him if he meant that he worked at BuzzFeed on their "White frugal (23%) personality guizzes. And he would have to explain that he did not and had never bee lavish (77%) that style of test. These guizzes are very fun, as evidenced by their extreme popular meaningful, two people who get the same result on a typical example of these tests much more in common than two randomly paired individuals. So for the longest tim one character match personality quiz, but I guess it was inevitable because here is a more scientific, but still silly, "Which Character Are You?" test. This test was created by getting more than 3 million volunteers to dessocial (81%) reclusive (19%) different adjective based scales. This created a database of descriptic ratings are compared against these profiles and the closest match is f this guiz works and was developed can be found here. There is also a the biases of self-report, and a version for couples. Test Instructions adventurous (76%) stick-in-the-mud (24%) The test is made of pairs of adjectives with a slider between them. For each pair dragging the slider to where you fall on the spectrum between them. This test is select how many questions you want to do using the version option. The media reccomended version is 185 seconds (~3 minutes). Participation blissful (0%) haunted (100%) This interactive program is provided for entertainment and information psychological advice or a screening tool of any kind and comes withou particular purpose. At the end of the survey you will be asked for consent to include your r agree your responses may be used and shared per the website privacy policy. orderly (23%) chaotic (77%) Version Begin assessment

The best match between the self assessment you provided and the profile of a fictional character as rated by other people who have taken this survey is the character **Elizabeth Swann** (Pirates of the Caribbean).



83% match

Your traits versus their traits are graphed below (click on points for labels).



### The PoCSverse Archetypometrics 24 of 129

### Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

### Nutshell

## Extras

Robustness

More Storyverses

Pratchett



## Fictional characters most like Pratchett the Cat:

- 1. Elizabeth Swann (Pirates of the Caribbean): 83%
- 2. Daenerys Targaryen (Game of Thrones): 82%
- 3. Margaery Tyrell (Game of Thrones): 82%
- 4. Francisco d'Anconia (Atlas Shrugged): 82%
- 5. Dr. Hannibal Lecter (Hannibal): 82%
- 6. Audrey Horne (Twin Peaks): 81%
- 7. Princess Anna Karenina (Anna Karenina): 81%
- 8. Danny Ocean (Ocean's 11): 81%
- 9. Ragnar Lothbrok (Vikings): 81%
- 10. Olenna Tyrell (Game of Thrones): 80%

The PoCSverse Archetypometrics 25 of 129

## Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

## Nutshell

## Extras

More Storyverses



## Fictional characters least like Pratchett the Cat:

1988. Cyril Figgis (Archer): 22%

1989. Kermit (Shameless): 22%

1990. Stu (The Hangover): 22%

1991. George Michael Bluth (Arrested Dev.): 21%

1992. Morty Smith (Rick and Morty): 21%

1993. Louis Tully (Ghostbusters): 21%

1994. Lenny (After Life): 21%

1995. Eric Forman (That 70's Show): 20%

1996. Milhouse Van Houten (The Simpsons): 19%

1997. Alan Harper (Two and Half Men): 19%

1998. Pete Hornberger (30 Rock): 19%

1999. Chip Dove (Jennifer's Body): 17%

2000. Stuart Bloom (The Big Bang Theory): 16%

The PoCSverse Archetypometrics 26 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

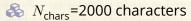
Nutshell

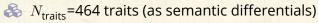
Extras

More Storyverses
Pratchett



## Main data set:





 $N_{\text{stories}}$ =341 stories of Western literature, film, television

# Analysis covers three fixed data sets from an expanding study:

- 1.  $N_{\text{chars}}/N_{\text{traits}}/N_{\text{stories}} = 800/235/90$
- 2.  $N_{\text{chars}}/N_{\text{traits}}/N_{\text{stories}} = 1600/365/241$
- 3.  $N_{\text{chars}}/N_{\text{traits}}/N_{\text{stories}} = 2000/464/341$

### The PoCSverse Archetypometrics 27 of 129

## Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

**Fictional** 

### Card Collection

Trait and Archetype Cards
Story and Character Cards

## Comparing Characters

Real Polarization

### lutsnell

## Extras

More Storyverses
Pratchett



## Most extreme characters by character size:

| Rank. Character Storyverse Size S                     |       | Top Three Archetypes (Essential Direction, Norm. Component/% Variance Explained) |                                    |                                    |                                |  |  |
|---|-------|--|------------------------------------|------------------------------------|--------------------------------|--|--|
|   |       | Third:   | Second:                            | First:                             | $R_{\text{arch}}^{\text{ext}}$ |  |  |
| 1. Joffrey Baratheon: Game of                         | 100.0 | Fool: (-1, 26.1/6.8%)  | Diva/ (+4, 29.4/8.6%)              | Demon/ (+2, 81.2/65.9%)            | 7.6                            |  |  |
| Thrones?  |       |  |                                    |                                    |                                |  |  |
| 2. Ilana Wexler Broad City                            | 99.4  | - (+14, 11.4/1.3%)   | Demon/ (+2, 27.5/7.7%)             | Adventurer (+3, 86.4/75.6%)        | 9.8                            |  |  |
| 3. Firelord Ozai/ Avatar: The                         | 98.7  | Traditionalist/ (-3, 30.8/9.7%)  | Hero/ (+1, 38.8/15.4%)             | Demon/ (+2, 74.8/57.4%)            | 7.2                            |  |  |
| Last Airbender/                                       |       |  |                                    |                                    |                                |  |  |
| 4. Logan Roy/ Succession/                             | 98.2  | Traditionalist $(-3, 24.1/6.0\%)$  | Hero/ (+1, 49.5/25.4%)             | Demon/ (+2, 70.3/51.2%)            | 12.3                           |  |  |
| 5. Nurse Ratched/ One Flew Over                       | 97.0  | Hero/ (+1, 42.8/19.4%)   | Demon/ (+2, 51.5/28.2%)            | Traditionalist/ (-3, 55.6/32.8%)   | 46.9                           |  |  |
| the Cuckoo's Nest                                     |       |  |                                    |                                    |                                |  |  |
| 6. Tracy Jordan 30 Rock                               | 96.3  | Fool: (-1, 17.9/3.5%)  | Demon (+2, 44.0/20.9%)             | Adventurer/ (+3, 70.8/54.1%)       | 18.3                           |  |  |
| 7. Sid Phillips/ Toy Story/                           | 95.6  | Fool (-1, 14.3/2.2%)   | Outcast/ (-5, 34.1/12.7%)          | Demon/ (+2, 80.0/70.0%)            | 6.2                            |  |  |
| 8. Dolores Umbridge/ Harry                            | 95.3  | Traditionalist $(-3, 36.1/14.4\%)$   | Diva/ (+4, 36.9/15.0%)             | Demon/ (+2, 65.8/47.7%)            | 11.2                           |  |  |
| Potter/   |       |  |                                    |                                    |                                |  |  |
| 9. Azula: Avatar: The Last                            | 95.2  | — (+9, 13.4/2.0%)  | Hero? (+1, 50.2/27.8%)             | Demon/ (+2, 70.9/55.4%)            | 34.3                           |  |  |
| Airbender/  |       |  |                                    |                                    |                                |  |  |
| 10. Tuvok/ Star Trek: Voyager/                        |       | Angel $(-2, 17.7/3.5\%)$   | Traditionalist $(-3, 53.2/31.5\%)$ | Hero/ (+1, 63.6/45.1%)             | 21.8                           |  |  |
| 11. Eric Cartman <sup>*</sup> South Park <sup>*</sup> |       | — (+7, 19.7/4.3%)  | Adventurer (+3, 28.9/9.4%)         | Demon/ (+2, 76.0/64.8%)            | 6.9                            |  |  |
| 12. Malory Archer/ Archer/                            | 94.4  | Diva (+4, 23.4/6.1%)   | Hero* (+1, 41.8/19.6%)             | Demon/ (+2, 70.4/55.7%)            | 11.5                           |  |  |
| 13. Gollum? Lord of the Rings?                        | 94.4  | Fool: (-1, 18.7/3.9%)  | Outcast (-5, 50.3/28.4%)           | Demon/ (+2, 61.8/42.9%)            | 17.9                           |  |  |
| <ol> <li>Jenna Maroney/ 30 Rock/</li> </ol>           | 94.0  | Diva/ (+4, 42.6/20.5%)   | Adventurer (+3, 50.4/28.8%)        | Demon/ (+2, 54.9/34.1%)            | 41.2                           |  |  |
| <ol> <li>Ron Swanson, Parks and</li> </ol>            | 93.8  | Traditionalist $(-3, 30.1/10.3\%)$   | Lone Wolf? (-4, 39.8/18.0%)        | Hero? (+1, 55.5/35.0%)             | 8.1                            |  |  |
| Recreation/   |       |  |                                    |                                    |                                |  |  |
| 16. Man in Black/ Westworld/                          |       | - (+10, 15.2/2.7%)   | Hero/ (+1, 43.8/22.0%)             | Demon/ (+2, 71.2/58.1%)            | 17.7                           |  |  |
| 17. Sterling Archer/ Archer/                          |       | — (+11, 14.9/2.6%)   | Adventurer/ (+3, 50.8/29.6%)       | Demon/ (+2, 63.5/46.2%)            | 29.2                           |  |  |
| 18. Mr. Burns/ The Simpsons/                          |       | Hero/ (+1, 21.5/5.3%)  | Traditionalist $(-3, 33.6/13.0\%)$ | Demon/ (+2, 72.2/59.9%)            | 7.5                            |  |  |
| <ol> <li>Lucille Bluth/ Arrested</li> </ol>           | 92.9  | Hero (+1, 24.1/6.8%)   | Diva/ (+4, 29.3/10.0%)             | Demon/ (+2, 73.5/62.7%)            | 6.3                            |  |  |
| Development/  |       |  |                                    |                                    |                                |  |  |
| 20. Lord Voldemort, Harry Potter                      | 92.6  | — (-8, 22.7/6.0%)  | Hero* (+1, 24.4/6.9%)              | Demon/ (+2, 76.7/68.5%)            | 9.9                            |  |  |
| 21. Darlene Snell/ Ozark/                             | 92.6  | — (-8, 26.7/8.3%)  | Outcast (-5, 30.1/10.5%)           | Demon (+2, 72.6/61.5%)             | 5.8                            |  |  |
| 22. Red Forman, That 70's Show.                       | 92.6  | Demon/ (+2, 38.2/17.1%)  | Hero/ (+1, 44.4/23.0%)             | Traditionalist $(-3, 46.5/25.3\%)$ | 4.6                            |  |  |
| 23. The Joker The Dark Knight                         | 92.5  | Geek (+6, 27.9/9.1%)   | Adventurer (+3, 45.5/24.1%)        | Demon/ (+2, 60.8/43.3%)            | 13.7                           |  |  |
| 24. Frank Gallagher/ Shameless/                       | 92.5  | Fool (-1, 32.5/12.3%)  | Adventurer/ (+3, 32.8/12.6%)       | Demon/ (+2, 64.4/48.5%)            | 11.1                           |  |  |
| 25. Dr. Gregory House,                                | 92.0  | Geek/ (+6, 22.1/5.8%)  | Hero/ (+1, 37.4/16.5%)             | Demon (+2, 65.5/50.6%)             | 10.8                           |  |  |
| M.D./   |       |  |                                    |                                    |                                |  |  |
|   |       |  |                                    |                                    |                                |  |  |

## Outline

**Fictional Characters Trait and Character Spaces** 

## The PoCSverse Archetypometrics 29 of 129

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

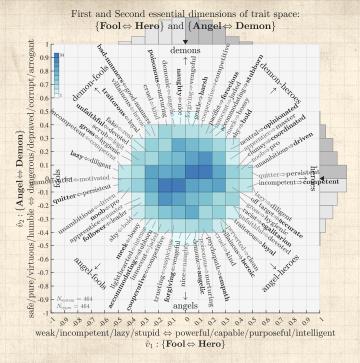
Real Polarization

Nutshell

Extras

More Storyverses





The PoCSverse Archetypometrics

30 of 129

Characters Trait and Character Spaces

Base Archetypes

Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

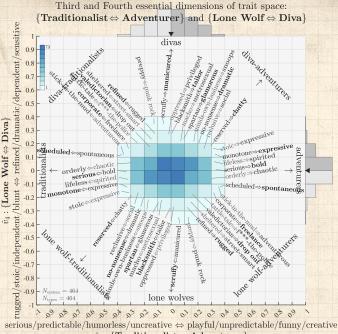
Comparing Characters

Real Polarization

Nutshell

Extras

More Storyverses



The PoCSverse Archetypometrics 31 of 129

tional

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

-SSEITUAL DITTELISIONS

Real Polarization

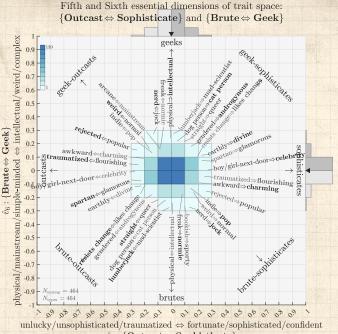
Nutshell

Extras

Robustness More Storyverses

References

 $\hat{v}_3: \{ ext{Traditionalist} \Leftrightarrow ext{Adventurer} \}$ 



The PoCSverse Archetypometrics 32 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

References



 $\hat{v}_5: \{\text{Outcast} \Leftrightarrow \text{Sophisticate}\}$ 

First and Second essential dimensions of character space:  $\{Fool \Leftrightarrow Hero\}$  and  $\{Angel \Leftrightarrow Demon\}$ dangerous/depraved/corrupt/arrogant demons 0.9 0.8 Baron Hark 0.7 Frank Gallagher 0.6 0.5 0.4  $\hat{u}_2: \{ Angel \Leftrightarrow Demon \}$  $The_{The\ Boyy}^{}$ 0.3 A.J. Soprano 0.2 Barney Gumble Olivia Pope 0.1 heroes Jake Harper 0 William Adama Denny Jean-Luc Picard Kevin Malone -0.2Richard D. Winters Nelson Bighetti safe/pure/virtuous/humble -0.3 -0.4Sam Obisanya Beth March Jane Bennet -0.5 angel fools -0.6 -0.7 -0.8 -0.9 angels 20 40 50 50 10 0 10 50 50 40 50 do 06 0.1 weak/incompetent/lazy/stupid ⇔ powerful/capable/purposeful/intelligent  $\hat{u}_1 : \{ \mathbf{Fool} \Leftrightarrow \mathbf{Hero} \}$ 

The PoCSverse Archetypometrics 33 of 129

Characters Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

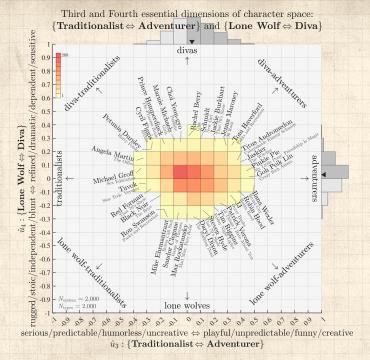
Real Polarization

Nutshell

Extras

More Storyverses Pratchett





The PoCSverse Archetypometrics 34 of 129

ctional

Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

ssential Dimensions

Real Polarization

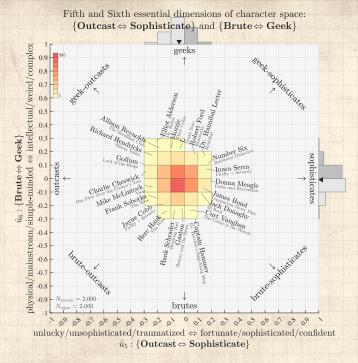
Nutshell

Extras

Robustness More Storyverses Pratchett

References

| The State of State



The PoCSverse Archetypometrics 35 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

ESSENION DIMENSIONS

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett

## Outline

**Fictional Characters** 

Trait and Character Spaces

**Base Archetypes** 

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Essential Dimension

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett

References

## The PoCSverse Archetypometrics 36 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett



## We stare at ousiograms and tables and tables ...

Essential Character Dimension 1,  $\hat{u}_1$ 

 $Major \ archetype \ dimension: \ \ \{\textbf{Fool}_{\ell} \Leftrightarrow \textbf{Hero}_{\ell}\}$ 

 $\{weak/incompetent/lazy/stupid_{\neq} powerful/capable/purposeful/intelligent_{\neq}\}$ 

| A. Most aligned traits $(\hat{v}_1)$                               | Cos Vor    | Comp  | Troit | Sizo | B. Traits by $(\hat{v}_1)$                      | Cos. Var.  | Comp    | Troit  | Sizo     |     |
|--|------------|-------|-------|------|---|------------|---------|--------|----------|-----|
| A. Wost anglied traits (v1)  |            |       |       |      | largest component                               |            | Size    |        |          |     |
| 1 (:   |            |       |       |      |   | 0.91 83.5  |         |        | 2        |     |
| 1. {incompetent/⇔competent/}                                       | 0.94 88.7  |       |       |      | 1. {lazy/⇔ diligent/}                           |            |         |        | 2        |     |
| 2. {helpless/⇔resourceful/}  | 0.91 83.7  |       |       |      | 2. {quitter/⇔persistent/}                       | 0.87 74.9  |         | 100.0  | 1        |     |
| <ol> <li>{lazy/ ⇔ diligent/}</li> </ol>                            | 0.91 83.5  |       | 96.0  |      | <ol> <li>{unmotivated/ ⇔ motivated/}</li> </ol> | 0.87 75.9  | 83.6    | 96.0   | 3        |     |
| 4. $\{\text{low IQ} \land \Leftrightarrow \text{high IQ} \land \}$ | 0.91 82.9  |       | 88.3  |      | 4. {unambitious/⇔driven/}                       | 0.8877.3   | 81.9    | 93.2   | 6        |     |
| 5. $\{unobservant \land \Leftrightarrow perceptive \land \}$       | 0.91 82.4  | 76.7  | 84.5  | 27   | <ol> <li>{incompetent/⇔competent/}</li> </ol>   | 0.94 88.7  | 80.7    | 85.6   | 22       |     |
| C. Most negatively aligned   | Cos. Var.  | Comp. | Char. | Size | D. Most positively aligned                      | Cos. Var.  | Comp    | .Char. | Size     |     |
| characters $(-\hat{u}_1)$  |            |       |       |      | characters $(+\hat{u}_1)$                       | Expl.      | Size    | Size   | Rank     |     |
| 1. Barney Gumble, The Simpsons,                                    | -0.63 39.2 | 51.1  | 81.7  | 250  | 1. Kate Beckett/ Castle/                        | 0.92 84.0  | 70.6    | 77.1   | 465      |     |
| 2. Kevin Malone, The Office,                                       | -0.60 35.6 | 44.7  | 75.0  | 571  | 2. Olivia Benson, Law & Order:                  | 0.89 79.9  | 72.1    | 80.6   | 291      |     |
| 3. Jake Harper Two and a Half                                      | -0.58 33.2 | 37.3  | 64.8  | 1182 | SVU?  |            |         |        |          |     |
| Men <sup>7</sup>   |            |       |       |      | 3. Jessica Pearson/ Suits/                      | 0.88 77.8  | 70.5    | 80.0   | 315      |     |
| 4. Nelson Bighetti/ Silicon Valley/                                | -0.57 32.7 | 48.2  | 84.2  | 176  | 4. Kim Wexler Better Call Saul                  | 0.88 77.4  | 59.8    | 68.0   | 995      |     |
| 5. The Deep The Boys   | -0.56 31.6 | 43.8  | 78.0  | 420  | 5. Sara Sidle CSI: Crime Scene                  | 0.88 77.3  | 51.5    | 58.6   | 1519     |     |
| ·  |            |       |       |      | Investigation,                                  |            |         |        |          |     |
| E. Characters by largest   | Cos. Var.  | Comp. | Char. | Size | F. Characters by largest                        | Cos.       | Var. C  | omp.0  | Char. Si | ize |
| negative component $(-\hat{u}_1)$                                  | Expl.      | Size  | Size  | Rank | positive component $(+\hat{u}_1)$               | I          | expl. S | Size   | Size Ra  | n   |
| I. Barney Gumble: The Simpsons:                                    | -0.63 39.2 | 51.1  | 81.7  | 250  | 1. Jean-Luc Picard/ Star Trek: The              | Next0.86   | 73.8    | 78.0   | 90.8 4   | 10  |
| 2. Nelson Bighetti/ Silicon Valley/                                | -0.57 32.7 | 48.2  | 84.2  | 176  | Generation/                                     |            |         |        |          |     |
| 3. Kevin Malone/ The Office/                                       | -0.60 35.6 | 44.7  | 75.0  | 571  | 2. William Adama/ Battlestar Gala               | ctica/0.85 | 71.9    | 76.0   | 89.7 5   | 58  |
| 1. Ziggy Sobotka/ The Wire/  | -0.48 23.2 | 44.3  | 91.9  | 28   | 3. Hermione Granger/ Harry Potter               | 7 0.88     | 76.9    | 75.0   | 85.5 1   | 42  |
| 5. The Deep/ The Boys/   | -0.56 31.6 | 43.8  | 78.0  | 420  | 4. Olivia Pope/ Scandal/                        | 0.85       | 71.8    | 74.1   | 87.4     | 96  |
| -  |            |       |       |      | 5. Chrisjen Avasarala/ The Expanse              | 0.81       | 65.8    | 72.8   | 89.8 5   | 53  |

## Primary essential character dimensions:

| Primary Archetypes  | Essential Meaning                    | Five factor model                       | First                 | % Variance |  |  |  |
|---|--------------------------------------|---|-----------------------|------------|--|--|--|
| #. ~ Descriptors  | (Ousiometrics)                       | dimensions                              | Dimension             | Explained  |  |  |  |
| 1. {Fool/⇔Hero/}  | $\{weak \Leftrightarrow powerful\}$  | $+\{conscientiousness\}$                | 39.5% (12+778=790)    | 24.4%      |  |  |  |
| ~ {weak/incompetent/lazy/stupid/ ←  | ⇒ powerful/capable/purposeful/       | intelligent/}                           |                       |            |  |  |  |
| 2. $\{Angel \not \Leftrightarrow Demon \not \}$   | $\{safe \Leftrightarrow dangerous\}$ | $-\{agreeableness\}, +\{extroversion\}$ | 27.3% (228+318=546)   | 20.4%      |  |  |  |
| ~ {safe/pure/virtuous/humble → dangerous/depraved/corrupt/arrogant }  |                                      |   |                       |            |  |  |  |
| 3. {Traditionalist/⇔Adventurer/} {structured ⇔ unstructured}+{openness}, +{extroversion} 19.2% (62+323=385) |                                      |   |                       |            |  |  |  |
| ~ {serious/predictable/humorless/uncreative/ ⇔ playful/unpredictable/funny/creative/}                       |                                      |   |                       |            |  |  |  |
|   |                                      | Totals for dimensions 1, 2, and 3:      | 86.0% (302+1419=1721) | 59.4%      |  |  |  |

## Secondary essential character dimensions:

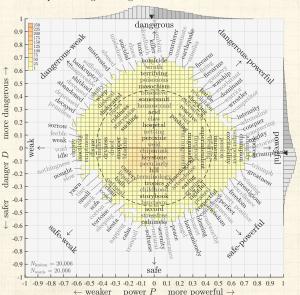
| becomen y cosemina character annensions.               |   |   |   |
|--|---|---|---|
| Secondary Archetypes                                   | Five factor model   | Primary   | % Variance  |
| #. ~ Descriptors                                       | dimension(s)  | Dimension   | Explained   |
| 4. { Lone Wolf ⇔ Diva/}                                | $+\{extroversion\}$   | 5.7% (22+91=113)  | 6.2%  |
| ~ {rugged/stoic/independent/blunt/⇔refined/dramatic/e  | dependent/sensitive/}   |   |   |
| <ol> <li>{Outcast/⇔Sophisticate/}</li> </ol>           | $+\{extroversion\}, -\{neuroticism\}$   | 5.6% (112+0=112)  | 5.1%  |
| ~ {unlucky/unsophisticated/traumatized/⇔ fortunate/sop | phisticated/confident/}   |   |   |
| 6. $\{Brute \land \Leftrightarrow Geek \land \}$       | $-\{extroversion\}, +\{neuroticism\}$   | 1.9% (27+11=38)   | 3.8%  |
| ~ {physical/mainstream/simple-minded → intellectual/w  | eird/complex/}  |   |   |
|  | Totals for dimensions 4, 5, and 6:  | 13.2% (161+102=263)   | 15.1%   |
|  | Totals for dimensions 1–6:  | 99.2% (463+1521=1984)   | 74.6%   |
|  | Secondary Archetypes #. ~ Descriptors 4. { Lone Wolf' ⇔ Diva/} ~ {rugged/stoic/independent/blunt/ ⇔ refined/dramatic/ 5. {Outcast' ↔ Sophisticated', ~ {unlucky/unsophisticated/traumatized' ⇔ fortunate/so 6. {Brute' ⇔ Geek/} | #. ~ Descriptors dimension(s)  4. { Lone Wolf' & Diva'} +{extroversion}  ~ {rugged/stoic/independent/blunt' & refined/dramatic/dependent/sensitive'}  5. {Outcast' & Sophisticate'} +{extroversion}, -{neuroticism}  ~ {unlucky/unsophisticated/traumatized' & fortunate/sophisticated/confident'}  6. {Brute' & Geek'} -{extroversion}, +{neuroticism}  ~ {physical/mainstream/simple-minded' & intellectual/weird/complex'}  Totals for dimensions 4, 5, and 6: | Secondary Archetypes Five factor model Primary dimension(s) Dimension |

## Trait-level essential character dimensions:

| Unnamed non-Archetype Complex Essential Traits   | Primary       | % Variance |
|--|---------------|------------|
| #. ~ Descriptors   | Dimension     | Explained  |
| 7. ~ {dramatic/attractive/young/⇔comedic/ugly/old/}  | 0.5% (5+4=9)  | 2.1%       |
| 8. ~ {spiritual/rural/historical/⇔skeptical/urban/modern/}                                     | 0.2% (0+5=5)  | 1.6%       |
| 9. $\sim \{\text{old/historical/low-tempo'} \Leftrightarrow \text{young/modern/high-tempo'}\}$ | 0.1% (2+0=2)  | 1.4%       |
| 10. ~ {feminine/luddite <sup>/</sup> ⇔ masculine/technophile <sup>/</sup> }                    | 0.0% (0+0=0)  | 1.1%       |
| <ol> <li>~ {secondary/street-wise / ⇔ primary/sheltered /}</li> </ol>                          | 0.0% (0+0=0)  | 0.9%       |
| Totals for dimensions 7–11:  | 0.8% (7+9=16) | 7.2%       |
| Totals for dimensions 12–464:  | 0.0% (0+0=0)  | 18.3%      |
| Totals overall:  | 100.0% (2000) | 100.0%     |

# Ousimometrics: The measurement of essential meaning

 $\sim$  power-danger ousingram for the NRC VAD lexicon  $\sim$ 



### The PoCSverse Archetypometrics 39 of 129

Fictional Characters

Frait and Character Spaces

Base Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

### Nutshell

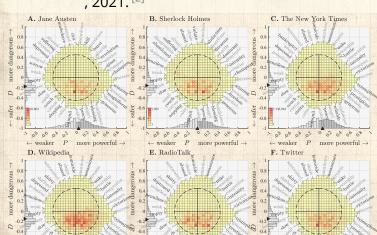
## Extras

Robustness More Storyverses Pratchett





"Ousiometrics and Telegnomics: The essence of meaning conforms to a two-dimensional powerful-weak and dangerous-safe framework with diverse corpora presenting a safety bias" Dodds et al., , 2021. [2]



### The PoCSverse Archetypometrics 40 of 129

Characters

Trait and Character Spaces
Base Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

Real Polarization

### Nutshell

## Extras

Robustness More Storyverses



## Outline

## **Fictional Characters**

Trait and Character Space Base Archetypes

## **Extended Archetypes**

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters
Essential Dimension

Real Polarization

Nutshel

Extras

Robustness More Storyverses Pratchett

References

## The PoCSverse Archetypometrics 41 of 129

Characters

Trait and Character Spaces
Base Archetypes

Base Archetypes
Extended Archetypes

## Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

## Extras

Robustness More Storyverses



## Extended archetypes:

- Allowing for mixtures of up to three archetypes, the possibilities are:
  - 12 single archetypes
  - 60 dual archetypes
  - 160 triple archetypes
- Adventurer-Demon/ (unpredictable-dangerous) = Chaos Agent.
- Traditionalist-Demon-Hero/ (predictable-dangerous-powerful) = Tyrant
- All other essential dimensions are complex traits.

The PoCSverse Archetypometrics 42 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes

## Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

### lutshell

Extras

More Storyverses



## Realized archetypes:

- A character's archetype ratio  $R_{\rm arch}$  is the ratio of the variance explained by their first and second dimensions.
- For each of the 232 extended archetypes, transform coordinates to determine  $R_{\text{arch}}$ .
- $\clubsuit$  A character is a major archetype if  $R_{\text{arch}} \geq 10$ .
- $\clubsuit$  A character is a minor archetype if  $5 \le R_{\sf arch} < 10$ .
- $\clubsuit$  A character is a weak archetype if  $R_{arch} < 5$ .

The PoCSverse Archetypometrics 43 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes

## Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters Essential Dimensions

Real Polarization

lutshell

Extras

Robustness More Storyverses





adventurers

dadilinalist traditionalists

### Most aligned traits

- {deliberate ⇒ spontaneous}/
- {serious ⇒ playful}/
- {rational ⇒ whimsical}
- 5.  $\{ tight \Rightarrow loose \}$

### Most aligned characters

- Jason Mendoza/ The Good Place/
- Michael Kelsor That 70's Show?
- 3. Luke Dunphy/ Modern Family/
- 4. Patrick Star/ SpongeBob SquarePants/
- 5. Gene Belcher/ Bob's Burgers/

- 4. {studious ⇒ goof-off}/

- Most aligned traits 1.  $\{tame \Rightarrow wild\}$
- {well behaved ⇒ mischievous}
- 3.  $\{\text{proper} \Rightarrow \text{scandalous}\}$
- {politically correct ⇒ edgy}/ {moderate ⇒ extreme}/

## Most aligned characters

- 1 Benderz Futuramaz
- 2. Bart Simpson, The Simpsons,
- 3. Jack Sparrow, Pirates of the Caribbean,
- 4. Sterling Archer/ Archer/
- 5. Tyler Durden/ Fight Club/

## Traits by largest component

- {studious ⇒ goof-off}/
- {focused ⇒ absentminded}.
- {scheduled ⇒ spontaneous}
- {workaholic ⇒ slacker}/ 5.  $\{\text{on-time} \Rightarrow \mathbf{tardy}\}$
- Characters by largest component

- Jason Mendoza/ The Good Place/
- 2. Michael Kelsor That 70's Show
- 3. Patrick Star/ SpongeBob SquarePants/
- 4. Tracy Jordan 30 Rock 5. Ilana Wexler/ Broad City/

### Traits by largest component

- {obedient ⇒ rebellious}.
- {moderate ⇒ extreme}.
- 3. {orderly ⇒ chaotic}
- {shy ⇒ bold}/
- 5.  $\{\text{modest} \Rightarrow \text{flamboyant}\}$

## Characters by largest component

- 1. Tracy Jordan 30 Rock
- 2. Sterling Archer/ Archer/ Ilana Wexler Broad City
- 4. Bender/ Futurama/
- 5. The Joker The Dark Knight



 $\mathbf{C}$ 

angels

♣ Finer scale is too fine: Demon by Demon-Fool is not sensible.

## Most archetypal characters:

| Rank by $R_{\text{arch}}^{\text{ext}}$ . Character Story         | Size $S$ Rank      | Archetype % var. exp.:     | $(\beta_1, \beta_2)$ | $R_{\text{arch}}^{\text{ext}}$ |
|--|--------------------|----------------------------|----------------------|--------------------------------|
| 1. Raquel Murillo, Money Heist,                                  | 55.8 1673          |                            | (77.2, 1.4)          |                                |
| 2. Tywin Lannister/ Game of Thrones/                             | 90.0 49            | Traditionalist-Hero-Demon/ |                      |                                |
| 3. Jesper Fahey/ Shadow and Bone/                                | 81.3 264           |                            | (80.6, 1.5)          |                                |
| 4. Charlie Young/ The West Wing/                                 | 81.4 257           | Angel-Hero/                | (83.4, 1.7)          | 49.7                           |
| 5. Nurse Ratched, One Flew Over the Cuckoo's Nest                | 7 97.0 5           | Hero-Demon-Traditionalist  | (79.5, 1.7)          | 46.9                           |
| 6. Cho Sang-woo/ Squid Game/                                     | 75.2 554           | Demon-Hero-Traditionalist  | (75.7, 1.6)          | 46.7                           |
| 7. Obi-Wan Kenobi, Star Wars: Revenge of the Sith                | 76.2 505           | Angel-Hero/                | (80.2, 1.8)          | 45.8                           |
| 8. Elinor Dashwood, Sense and Sensibility,                       | 78.1 415           | Traditionalist-Angel-Hero  | (80.8, 1.9)          | 41.5                           |
| 9. Jenna Maroney/ 30 Rock/                                       | 94.0 14            | Diva-Adventurer-Demon?     | (82.6, 2.0)          | 41.2                           |
| 10. Will Byers: Stranger Things:                                 | $64.1\ 1229$       | Geek-Outcast-Angel         | (76.1, 2.0)          | 38.9                           |
| 11. Doc/ Baby Driver/  | 74.7 593           | Traditionalist-Demon-Hero  | (82.7, 2.1)          | 38.7                           |
| 12. Patty Hewes Damages  | 86.0 124           | Demon-Hero?                | (77.3, 2.1)          | 37.7                           |
| 13. Kate Beckett/ Castle/  | $77.1 	ext{ } 465$ | Hero?                      | (84.0, 2.3)          | 36.8                           |
| 14. Bender/ Futurama/  | 90.5 	 43          | Adventurer-Demon?          | (78.5, 2.1)          | 36.7                           |
| 15. Annie Porter/ Speed/   | 60.9 1412          | Hero-Angel-Adventurer      | (73.1, 2.1)          | 35.3                           |
| 16. Regina Mills <sup>†</sup> Once Upon a Time <sup>†</sup>      | $77.8 	ext{ } 425$ | Demon-Hero?                | (77.8, 2.2)          | 35.0                           |
| 17. Alexander Conklin, The Bourne Identity                       | 74.4 614           | Hero-Traditionalist-Demon  | (80.0, 2.3)          | 34.9                           |
| 18. Kathryn Janeway: Star Trek: Voyager:                         | 80.9 285           | Hero/                      | (76.2, 2.2)          | 34.8                           |
| 19. Azula: Avatar: The Last Airbender                            | 95.2 9             | Hero-Demon?                | (80.9, 2.4)          | 34.3                           |
| 20. Marmee March Little Women                                    | 73.1 688           | Hero-Angel                 | (81.4, 2.4)          | 33.7                           |
| 21. Amy March <sup>*</sup> Little Women <sup>*</sup>             | $51.0\ 1860$       | Adventurer-Diva-Hero       | (72.5, 2.2)          | 33.5                           |
| 22. Agent Smith The Matrix                                       | 85.6 140           | Traditionalist-Hero-Demon  | (79.6, 2.4)          | 33.1                           |
| 23. Rogelio De La Vega <sup>*</sup> Jane the Virgin <sup>*</sup> | 75.9 520           | Diva-Adventurer            | (74.2, 2.2)          | 33.1                           |
| 24. Olaf Frozen  | 89.8 55            | Angel-Adventurer           | (77.1, 2.3)          | 33.0                           |
| 25. Hwang Jun-ho/ Squid Game/                                    | 64.6 1196          | Hero?                      | (72.3, 2.3)          | 32.1                           |

|  |            |             | _   |                          |
|--|------------|-------------|---|--------------------------|
| Archetype Class (#Characters)                          | #Major     | #Minor      | Paragon   | Max                      |
|  | Archetypes | Archetypes  | $(Size\ S,\ Rank)$  | $R_{\rm arch}^{\rm ext}$ |
|  |            |             |   |                          |
| A. Single major archetype classes                      |            |             |   |                          |
| <ol> <li>Heroes (191)</li> </ol>                       | 75 (39.3%) | 110 (57.6%) | Raquel Murillo/ Money Heist/ (55.8, 1673)                         | 56.4                     |
| 2. Adventurers/ (64)                                   | 30 (46.9%) | 30 (46.9%)  | Jesper Fahey/ Shadow and Bone/ (81.3, 264)                        | 55.2                     |
| 3. Demons (45)   | 12 (26.7%) | 33 (73.3%)  | George Bluth, Sr. Arrested Development (77.2, 457)                | 22.5                     |
| 4. Angels/ (27)  | 5 (18.5%)  | 21 (77.8%)  | Beth March/ Little Women/ (79.5, 344)                             | 16.5                     |
| <ol> <li>Divas (4)</li> </ol>                          | 1 (25.0%)  | 3 (75.0%)   | Marnie Michaels/ Girls/ (64.2, 1222)                              | 10.3                     |
| B. Dual major archetype classes                        |            |             |   |                          |
| B. Buai major arenety pe classes                       |            |             |   |                          |
| 1. Angel-Heroes (114)                                  | 60 (52.6%) | 50 (43.9%)  | Charlie Young <sup>†</sup> The West Wing <sup>†</sup> (81.4, 257) | 49.7                     |
| 2. Demon-Heroes (93)                                   | 51 (54.8%) | 40 (43.0%)  | Patty Hewes Damages (86.0, 124)                                   | 37.7                     |
| <ol> <li>Adventurer-Heroes<sup>*</sup> (51)</li> </ol> | 25 (49.0%) | 22 (43.1%)  | Sabrina Spellman, Chilling Adventures of Sabrina, (70.2, 877)     | 28.9                     |
| 4. Adventurer-Demons/ (33)                             | 22 (66.7%) | 10 (30.3%)  | Bender' Futurama' (90.5, 43)                                      | 36.7                     |
| <ol> <li>Traditionalist-Heroes (43)</li> </ol>         | 20 (46.5%) | 23 (53.5%)  | Cobra Bubbles, Lilo & Stitch, (75.8, 523)                         | 28.1                     |
| <ol> <li>Adventurer-Angels (34)</li> </ol>             | 18 (52.9%) | 16 (47.1%)  | Olaf Frozen (89.8, 55)  | 33.0                     |
| <ol> <li>Diva-Adventurers (20)</li> </ol>              | 11 (55.0%) | 5 (25.0%)   | Rogelio De La Vega' Jane the Virgin' (75.9, 520)                  | 33.1                     |
| 8. Outcast-Angels (16)                                 | 8 (50.0%)  | 6 (37.5%)   | The Tin Man' The Wizard of Oz' (49.8, 1890)                       | 31.6                     |
| 9. Lone Wolf-Heroes (22)                               | 7 (31.8%)  | 14 (63.6%)  | Nathaniel 'Hawkeye' Poe' The Last of the Mohicans' (79.1, 369)    | 16.7                     |
| 10. Diva-Demons (20)                                   | 7 (35.0%)  | 10 (50.0%)  | King George III Hamilton (85.0, 155)                              | 31.9                     |
| 11. Diva-Heroes/ (18)                                  | 5 (27.8%)  | 11 (61.1%)  | Tahani Al-Jamil' The Good Place' (72.2, 749)                      | 20.9                     |
| <ol> <li>Outcast-Adventurers (6)</li> </ol>            | 4 (66.7%)  | 2 (33.3%)   | Sam Witwicky <sup>*</sup> Transformers <sup>*</sup> (48.1, 1924)  | 20.1                     |
| <ol> <li>Adventurer-Fools (7)</li> </ol>               | 3 (42.9%)  | 4 (57.1%)   | Luke Dunphy/ Modern Family/ (64.8, 1185)                          | 14.2                     |
| 14. Outcast-Demons (7)                                 | 2 (28.6%)  | 4 (57.1%)   | Gollum' Lord of the Rings' (94.4, 13)                             |                          |
| <ol> <li>Brute-Adventurers (9)</li> </ol>              | 2 (22.2%)  | 6 (66.7%)   | Emmett Cullen Twilight (57.6, 1576)                               | 14.9                     |
| 16. Outcast-Heroes (2)                                 | 1 (50.0%)  | 0 (0.0%)    | Guy Montag/ Fahrenheit 451/ (52.1, 1832)                          | 14.7                     |
| 17. Outcast-Fools (3)                                  | 1 (33.3%)  | 2 (66.7%)   | Mike McLintock <sup>7</sup> Veep <sup>7</sup> (66.3, 1101)        | 17.1                     |
| 18. Geek-Heroes/ (9)                                   | 1 (11.1%)  | 7 (77.8%)   | Ava/ Ex Machina/ (74.8, 582)                                      | 12.2                     |
| 19. Brute-Heroes (10)                                  | 1 (10.0%)  | 8 (80.0%)   | Hank Schrader Breaking Bad (64.5, 1198)                           |                          |
| 20. Diva-Angels (8)                                    | 1 (12.5%)  | 7 (87.5%)   | Becca <sup>*</sup> Superbad <sup>*</sup> (44.2, 1965)             | 10.9                     |

### C. Triple major archetype classes (1-20) Adventurer-Angel-Heroes (74) 37 (50.0%) 28 (37.8%) Annie Porter/ Speed/ (60.9, 1412) 35.3Adventurer-Demon-Heroes/ (67) 27 (40.3%) 35 (52.2%) Damon Salvatore, The Vampire Diaries, (77.9, 422) 24.1Traditionalist-Demon-Heroes/ (50) 24 (48.0%) 22 (44.0%) Tywin Lannister/ Game of Thrones/ (90.0, 49) 56.4 Diva-Angel-Heroes/ (49) 25 (51.0%) Dr. Allison Cameron/ House, M.D./ (55.8, 1676) 20 (40.8%) 30.9 Diva-Demon-Heroes/ (34) 15 (44.1%) 14 (41.2%) Emily Charlton, The Devil Wears Prada, (62.8, 1304) 20.5 Outcast-Angel-Heroes/ (34) 14 (41.2%) 14 (41.2%) Homer/ The OA/ (51.8, 1842) 24.1Brute-Angel-Heroes/ (24) 12 (50.0%) 9 (37.5%) Clinton Jones White Collar (65.8, 1131) 17.4 Lone Wolf-Adventurer-Heroes (21) 10 (47.6%) 9 (42.9%) Connor MacManus, The Boondock Saints, (64.8, 1178) 29.8 Brute-Adventurer-Heroes/ (18) 10 (55.6%) 7 (38.9%) Steven Hiller/ Independence Day/ (71.7, 779) 20.4 Diva-Adventurer-Demons/ (27) 14 (51.9%) Jenna Maroney/ 30 Rock/ (94.0, 14) 41.2 10. 10 (37.0%) Outcast-Adventurer-Demons/ (27) 9 (33.3%) 14 (51.9%) Debbie Gallagher/Shameless/(63.0, 1291) 21.9 Outcast-Adventurer-Angels/ (28) 9 (32.1%) 13 (46.4%) Hurley Reves/ LOST/ (72.9, 692) 16.8 Geek-Demon-Heroes/ (22) 8 (36.4%) 11 (50.0%) Amy Elliott Dunne/ Gone Girl/ (79.6, 341) 29.3 Diva-Traditionalist-Heroes/ (21) 8 (38.1%) 8 (38.1%) Claire/ Fleabag/ (73.9, 643) 20.8 14. Brute-Traditionalist-Heroes (15) 8 (53.3%) 5 (33.3%) Ashlev Stubbs, Westworld, (65.2, 1157) 18.0 Traditionalist-Angel-Heroes/ (28) 12 (42.9%) Elinor Dashwood/ Sense and Sensibility/ (78.1, 415) 7 (25.0%) 41.5 Outcast-Diva-Traditionalists/ (13) 7 (53.8%) 5 (38.5%) Cyril Figgis/ Archer/ (80.5, 294) 20.6 Diva-Adventurer-Heroes/ (25) 6 (24.0%) 13 (52.0%) Amy March, Little Women, (51.0, 1860) 33.5 Sophisticate-Adventurer-Heroes/ (14) 6 (42.9%) 7 (50.0%) Cece Parekh/ New Girl/ (60.5, 1429) 12.0 20. Brute-Demon-Heroes/ (10) Sgt. Sean Dignam, The Departed, (70.5, 846) 20.3

3 (30.0%)

5 (50.0%)

|   | Archetype Class (#Characters) #Strong | #Moderate  | Paragon Max                                      |  |  |  |  |
|---|---------------------------------------|------------|--|--|--|--|--|
|   |                                       | Archetypes | (Size $S$ , Rank) $R_{\text{arch}}^{\text{ext}}$ |  |  |  |  |
| C. Triple major archetype classes (21–70) |                                       |            |  |  |  |  |  |

| Geek-Angel-Heroes/ (13)             | 5 (38.5%)  | 6 (46.2%)   | Ariadne/ Inception/ (59.7, 1469)   | 16.5  |
|-------------------------------------|--|---|--|---|
| Outcast-Adventurer-Fools/ (10)      | 5 (50.0%)  | 3 (30.0%)   | Charlie Kelly' It's Always Sunny in Philadelphia' (85.9, 127)  | 21.4  |
| Diva-Adventurer-Angels (13)         | 5 (38.5%)  | 7 (53.8%)   | Jess Day' New Girl' (82.5, 228)  | 17.6  |
| Diva-Traditionalist-Demons (18)     | 5 (27.8%)  | 8 (44.4%)   | Samuel Norton, The Shawshank Redemption, (85.7, 138)   | 15.1  |
| Outcast-Diva-Angels/ (24)           | 5 (20.8%)  | 13 (54.2%)  | Petrie' The Land Before Time' (67.5, 1038)   | 14.9  |
| Brute-Outcast-Demons (12)           | 5 (41.7%)  | 6 (50.0%)   | Nick Sobotka, The Wire, (56.2, 1658)   | 23.2  |
| Adventurer-Demon-Fools (12)         | 4 (33.3%)  | 6 (50.0%)   | Myrtle Wilson, The Great Gatsby, (67.7, 1017)  | 12.1  |
| Lone Wolf-Demon-Heroes (31)         | 4 (12.9%)  |   |  | 29.3  |
| Geek-Adventurer-Heroes/ (16)        | 4 (25.0%)  | 5 (31.2%)   | Ambrose Spellman, Chilling Adventures of Sabrina, (64.1, 1227)   | 17.0  |
| Lone Wolf-Adventurer-Demons (14)    | 4 (28.6%)  | 8 (57.1%)   | Carl Gallagher   Shameless   (65.1, 1167)  | 16.0  |
| Outcast-Traditionalist-Angels (13)  | 4 (30.8%)  | 8 (61.5%)   | Evan <sup>*</sup> Superbad <sup>*</sup> (66.9, 1076)   | 13.0  |
| Brute-Adventurer-Demons (11)        | 4 (36.4%)  | 4 (36.4%)   | Riff West Side Story (65.1, 1169)  | 23.0  |
| Brute-Lone Wolf-Heroes (11)         | 4 (36.4%)  | 5 (45.5%)   | Rip Wheeler Yellowstone (84.9, 157)  | 14.6  |
| Brute-Outcast-Angels (9)            | 4 (44.4%)  | 4 (44.4%)   | Sancho Panza <sup>*</sup> Don Quixote <sup>*</sup> (60.0, 1451)  | 23.0  |
| Sophisticate-Angel-Heroes/ (4)      | 3 (75.0%)  | 1 (25.0%)   | Princess Celestia, My Little Pony: Friendship Is Magic, (84.6, 166)  | 23.9  |
| Outcast-Traditionalist-Demons (7)   | 3 (42.9%)  | 2 (28.6%)   | Stannis Baratheon' Game of Thrones' (69.0, 938)  | 19.3  |
| Brute-Adventurer-Angels (9)         | 3 (33.3%)  | 5 (55.6%)   | Sam Evans <sup>7</sup> Glee <sup>7</sup> (63.6, 1250)  | 17.5  |
| Outcast-Lone Wolf-Heroes (14)       | 3 (21.4%)  |   |  | 13.8  |
| Geek-Outcast-Heroes (12)            | 3 (25.0%)  | 5 (41.7%)   | Viktor/ Arcane/ (71.0, 816)  | 18.1  |
| Geek-Outcast-Angels (7)             | 3 (42.9%)  | 4 (57.1%)   | Will Byers' Stranger Things' (64.1, 1229)  | 38.9  |
| Lone Wolf-Angel-Heroes (11)         | 2 (18.2%)  | 9 (81.8%)   | Hakoda/ Avatar: The Last Airbender/ (68.9, 940)  | 16.8  |
| Outcast-Demon-Fools (11)            | 2 (18.2%)  | 8 (72.7%)   | Dennis Nedry/ Jurassic Park/ (78.9, 381)   | 16.1  |
| Outcast-Angel-Fools (8)             | 2 (25.0%)  | 6 (75.0%)   |  | 16.3  |
| Lone Wolf-Traditionalist-Heroes (5) | 2 (40.0%)  | 2 (40.0%)   | Mike Ehrmantraut/ Breaking Bad/ (80.5, 296)  | 19.0  |
| Outcast-Adventurer-Heroes (17)      | 2 (11.8%)  | 12 (70.6%)  | John Connor <sup>7</sup> Terminator 2: Judgement Day <sup>7</sup> (53.7, 1777)   | 10.3  |
|                                     | Outcast-Adventurer-Fools' (10) Diva-Adventurer-Angels' (13) Diva-Traditionalist-Demons' (18) Outcast-Diva-Angels' (24) Brute-Outcast-Demons' (12) Adventurer-Demon-Fools' (12) Lone Wolf-Demon-Heroes' (31) Geek-Adventurer-Demons' (14) Outcast-Traditionalist-Angels' (13) Brute-Adventurer-Demons' (11) Brute-Lone Wolf-Heroes' (11) Brute-Lone Wolf-Heroes' (19) Sophisticate-Angels' (9) Sophisticate-Angels-Heroes' (19) Outcast-Traditionalist-Demons' (7) Brute-Adventurer-Angels' (9) Outcast-Traditionalist-Demons' (14) Geek-Outcast-Heroes' (12) Geek-Outcast-Heroes' (12) Geek-Outcast-Hogles' (7) Lone Wolf-Angel-Heroes' (11) Outcast-Demon-Fools' (11) Outcast-Demon-Fools' (11) | Outcast-Adventurer-Fools' (10)         5 (50.0%)           Diva-Adventurer-Angels' (13)         5 (38.5%)           Diva-Traditionalist-Demons' (18)         5 (27.8%)           Outcast-Diva-Angels' (24)         5 (20.8%)           Brute-Outcast-Demons' (12)         5 (41.7%)           Adventurer-Demon-Fools' (12)         4 (33.3%)           Lone Wolf-Demon-Heroes' (31)         4 (12.9%)           Geek-Adventurer-Heroes' (16)         4 (25.0%)           Lone Wolf-Adventurer-Demons' (14)         4 (36.6%)           Brute-Adventurer-Demons' (11)         4 (36.4%)           Brute-Adventurer-Demons' (11)         4 (36.4%)           Brute-Coutcast-Angels' (9)         4 (44.4%)           Sophisticate-Angel-Heroes' (4)         3 (75.0%)           Outcast-Tenditionalist-Demons' (7)         3 (42.9%)           Outcast-Lone Wolf-Heroes' (12)         3 (21.4%)           Geek-Outcast-Heroes' (12)         3 (25.0%)           Outcast-Lone, Heroes' (12)         3 (25.0%)           Geek-Outcast-Angels' (7)         3 (42.9%)           Lone Wolf-Angel-Heroes' (11)         2 (18.2%)           Outcast-Demon-Fools' (11)         2 (18.2%)           Outcast-Demon-Fools' (11)         2 (18.2%)           Outcast-Angel-Fools' (8)         2 (25.0%)           Ou | Outcast-Adventurer-Fools' (10)         5 (50.0%)         3 (30.0%)           Diva-Adventurer-Angels' (13)         5 (38.5%)         7 (53.8%)           Diva-Traditionalist-Demons' (18)         5 (27.8%)         8 (44.4%)           Outcast-Diva-Angels' (24)         5 (20.8%)         13 (54.2%)           Brute-Outcast-Demons' (12)         5 (41.7%)         6 (50.0%)           Adventurer-Demon-Fools' (12)         4 (33.3%)         6 (50.0%)           Lone Wolf-Demon-Heroes' (31)         4 (25.0%)         8 (57.1%)           Lone Wolf-Adventurer-Demons' (14)         4 (28.6%)         8 (57.1%)           Uctast-Taditionalist-Angels' (13)         4 (30.4%)         8 (61.5%)           Brute-Adventurer-Demons' (11)         4 (36.4%)         5 (45.5%)           Brute-Lone Wolf-Heroes' (1)         4 (36.4%)         5 (45.5%)           Brute-Adventurer-Angels' (9)         4 (44.4%)         4 (44.4%)           Sophisticate-Angel-Heroes' (14)         3 (21.4%)         7 (50.0%)           Geek-Outcast-Lone Wolf-Heroes' (14)         3 (21.4%)         7 (50.0%)           Geek-Outcast-Heroes' (2)         3 (33.3%)         5 (55.6%)           Outcast-Lone Wolf-Heroes' (14)         3 (24.9%)         4 (37.1%)           Lone Wolf-Angel-Heroes' (12)         3 (25.0%)         5 (41.7%) | Outcast-Adventurer-Fools/ (10)         5 (50.0%)         3 (30.0%)         Charlie Kelly/ It's Always Sunny in Philadelphia/ (8.5.9, 127)           Diva-Adventurer-Angels/ (13)         5 (38.5%)         7 (53.8%)         Samuel Norton' The Shawshank Redemption (85.7, 138)           Ducast-Diva-Angels/ (24)         5 (28.8%)         18 (54.2%)         Petrie' The Land Before Timer (67.5, 1038)           Brute-Outcast-Demons/ (12)         5 (41.7%)         6 (50.0%)         Nick Sobotka* The Wirer (56.2, 1658)           Adventurer-Demon-Fools' (12)         4 (33.3%)         6 (50.0%)         Myrtle Wilson' The Great Gatsby: (67.7, 1017)           Lone Wolf-Demon-Heroes' (16)         4 (25.0%)         5 (31.2%)         Ambrose Spellman Chilling Adventures of Sabrina- (64.1, 1227)           Lone Wolf-Adventurer-Demons' (14)         4 (26.6%)         5 (51.7%)         Carl Gallagher' Shameless: (65.1, 1167)           Outcast-Taditionalist-Angels' (3)         4 (30.8%)         8 (61.5%)         Brute-Adventurer-Demons' (11)         4 (36.4%)         4 (36.4%)         Riff West Side Story: (65.1, 1167)           Brute-Lone Wolf-Heroes' (11)         4 (36.4%)         4 (34.4%)         Riff West Side Story: (69.0, 1076)         1. (15.5%)           Brute-Adventurer-Angels' (9)         4 (44.4%)         4 (44.4%)         Yinces Celestia/ My Little Pony: Friendship Is Magic (84.6, 166)           Outcast-Taditionalist-Demons' (7) <t< td=""></t<> |

| 46. | Geek-Adventurer-Angels (3)            | 2 (66.7%)  | 1 (33.3%)  | Luna Lovegood, Harry Potter, (86.0, 123)                                | 17.4 |
|-----|---------------------------------------|------------|------------|---|------|
| 47. | Brute-Traditionalist-Demons (5)       | 2 (40.0%)  | 3 (60.0%)  | Byron Hadley The Shawshank Redemption (83.6, 191)                       | 11.3 |
| 48. | Outcast-Diva-Demons/ (5)              | 2 (40.0%)  | 2 (40.0%)  | Louis Litt/ Suits/ (66.6, 1091)   | 16.8 |
| 49. | Brute-Diva-Demons (5)                 | 2 (40.0%)  | 2 (40.0%)  | Topper <sup>7</sup> Outer Banks <sup>7</sup> (73.5, 665)                | 11.8 |
| 50. | Outcast-Diva-Adventurers/ (11)        | 2 (18.2%)  | 2 (18.2%)  | Kath <sup>*</sup> After Life <sup>*</sup> (53.3, 1791)                  | 12.0 |
| 51. | Geek-Outcast-Adventurers/(3)          | 2 (66.7%)  | 0 (0.0%)   | Lily Iglehart Sex Education (67.5, 1034)                                | 16.3 |
| 52. | Geek-Outcast-Traditionalists (6)      | 2 (33.3%)  | 3 (50.0%)  | Peter Doppler / Dark / (55.5, 1690)                                     | 13.5 |
| 53. | Brute-Outcast-Traditionalists (4)     | 2 (50.0%)  | 2 (50.0%)  | Luther Hargreeves, The Umbrella Academy, (60.6, 1425)                   | 13.4 |
| 54. | Diva-Demon-Fools/ (3)                 | 1 (33.3%)  | 2 (66.7%)  | James Taggart/ Atlas Shrugged/ (69.2, 931)                              | 26.8 |
| 55. | Outcast-Demon-Heroes/ (15)            | 1 (6.7%)   | 6 (40.0%)  | Diego Hargreeves, The Umbrella Academy, (64.1, 1230)                    | 12.0 |
| 56. | Diva-Adventurer-Fools/ (7)            | 1 (14.3%)  | 5 (71.4%)  | June George: Mean Girls: (74.1, 637)                                    | 13.0 |
| 57. | Outcast-Traditionalist-Heroes (11)    | 1 (9.1%)   | 7 (63.6%)  | Marlin' Finding Nemo' (68.3, 971)                                       | 12.3 |
| 58. | Geek-Traditionalist-Heroes/ (6)       | 1 (16.7%)  | 4 (66.7%)  | Brandon Stark Game of Thrones (64.4, 1210)                              | 11.2 |
| 59. | Lone Wolf-Adventurer-Angels (2)       | 1 (50.0%)  | 1 (50.0%)  | Helsinki/ Money Heist/ (59.4, 1485)                                     | 10.3 |
| 60. | Geek-Adventurer-Demons (5)            | 1 (20.0%)  | 3 (60.0%)  | The Joker The Dark Knight (92.5, 23)                                    | 13.7 |
| 61. | Sophisticate-Diva-Heroes (3)          | 1 (33.3%)  | 1 (33.3%)  | Rarity' My Little Pony: Friendship Is Magic' (73.9, 644)                | 12.1 |
| 62. | Outcast-Diva-Fools/ (4)               | 1 (25.0%)  | 2 (50.0%)  | Buster Bluth, Arrested Development, (79.6, 334)                         | 13.0 |
| 63. | Brute-Outcast-Heroes/ (12)            | 1 (8.3%)   | 10 (83.3%) | C-Note Franklin <sup>7</sup> Prison Break <sup>7</sup> (43.2, 1976)     | 11.0 |
| 64. | Outcast-Lone Wolf-Demons (8)          | 1 (12.5%)  | 5 (62.5%)  | Eric O'Bannon Bloodline (72.6, 723)                                     | 10.7 |
| 65. | Geek-Diva-Demons/ (2)                 | 1 (50.0%)  | 1 (50.0%)  | Gaius Baltar <sup>'</sup> Battlestar Galactica <sup>'</sup> (85.1, 152) | 14.4 |
| 66. | Geek-Outcast-Demons (5)               | 1 (20.0%)  | 2 (40.0%)  | Oswald Cobblepot Gotham (69.2, 932)                                     | 11.6 |
| 67. | Outcast-Lone Wolf-Adventurers (1)     | 1 (100.0%) | 0 (0.0%)   | Kenny McCormick' South Park' (54.1, 1760)                               | 13.1 |
| 68. | Outcast-Lone Wolf-Traditionalists (2) | 1 (50.0%)  | 1 (50.0%)  | Charlie Strong/ Peaky Blinders/ (54.1, 1758)                            | 12.1 |
| 69. | Brute-Diva-Adventurers (4)            | 1 (25.0%)  | 2 (50.0%)  | Jules Louden, The Cabin in the Woods, (67.2, 1052)                      | 15.9 |
| 70. | Brute-Outcast-Adventurers (3)         | 1 (33.3%)  | 2 (66.7%)  | Connie Springer Attack on Titan (58.2, 1541)                            | 16.3 |
|     |                                       |            |            |   |      |

# An online exploratorium of 33,000+ interconnected cards

## Index cards:

- Stories
- Traits
- Archetypes
- 🙈 Essential Traits
- Option to switch cards between scaled data sets where available.

#### The PoCSverse Archetypometrics 50 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

sential Dimensions

## Real Polarization

Nutshell

### Extras

Robustness More Storyverses

#### References

The Market of State o

# Outline

Trait and Character Space
Base Archetypes
Extended Archetypes

# Card Collection Trait and Archetype Cards

Story and Character Cards

Eomparing Characters
Essential Dimensions

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett

References

#### The PoCSverse Archetypometrics 51 of 129

Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

#### Vacsificit

Extras

More Storyverses
Pratchett

References



all stories all traits all archetypes  $quitter \Rightarrow persistent$ 

Relative trait strength 100%, 1/464

100 Normalized component/%Variance Explained Fool > 86.5/74.9% Hero > weak/incompetent/lazy/stupid > powerful/capable/purposeful/intelligent > powerful/capable/purposeful/capable/pur

Angel > 8.1/0.7%Demon / safe/pure/virtuous/humble + dangerous/depraved/corrupt/arrogant

 $\frac{\text{Traditionalist}}{\text{serious/predictable/humorless/uncreative}} \Rightarrow \frac{28.6/8.2\%\text{Adventurer}}{\text{playful/unpredictable/hump/creative}}$ 

Lone Wolf  $\Rightarrow$  14.8/2.2% Diva rugged/stoic/independent/blunt refined/dramatic/dependent/sensitive

24.4/6.0%Outcast \( \square\) Sophisticate \( \square\) unlucky/unsophisticated/traumatized \( \square\) fortunate/sophisticated/confident \( \square\)

6.4/0.4%Brute Geek physical/mainstream/simple-minded intellectual/weird/complex

Essential Trait 72

dramatic/attractive/young → 8.3/0.7% comedic/ugly/old

Essential Trait 87

7.2/0.5% spiritual/rural/historical/ ← skeptical/urban/modern/

Essential Trait 9/

3.9/0.2% old/historical/low-tempo \( \square\) young/modern/high-tempo \( \square\)

Essential Trait 10

feminine/luddite > 8.0/0.6% masculine/technophile

Essential Trait 11

5.9/0.3% secondary/street-wise = primary/sheltered

#### Most similar traits:

30 40 50 60 70 Similarity percentile unmotivated ⇒ motivated (100.0%)

2.  $lazy \Rightarrow diligent (99.6\%)$ 

helpless ⇒ resourceful (99.4%)/

slothful ⇒ active (99.3%)/

poorly-written ⇒ believable (99.1%)

irrelevant ⇒ important (98.7%)/

unobservant ⇒ perceptive (97.9%).

underachiever ⇒ overachiever (97.9%)/

incompetent ⇒ competent (97.1%)/

low IO ⇒ high IO (96.6%)/

uninspiring ⇒ charismatic (94.5%)/

wavering ⇒ resolute (94.0%)/

#### Characters with highest measurements:

60 70 Measured semantic differential balance

1. Leslie Knope/Parks and Recreation (94.6)

Raymond 'Red' Reddington/The Blacklist (93.6) 3. the Alien/Alien (93.6)

Edward Elric/Fullmetal Alchemist: Brotherhood (93.2)

5. Yennefer/The Witcher (93.2)

Maeve Millay/Westworld (92.4)

7. Mulan/Mulan (92.4)

Geralt of Rivia/The Witcher (92.2)

9. T-800/Terminator 2: Judgement Day (92.0)

Ted Lasso/Ted Lasso (92.0)

11. Ellen Ripley/Alien (91.6)

12. Kathryn Janeway/Star Trek: Voyager (91.4)

Based on 2000/464/341 characters/traits/stories—switch to 800/235/90\(\times\) or 1600/364/241\(\times\)

all stories all traits all archetypes

#### $persistent \Rightarrow quitter$

Relative trait strength 100%, 1/464

100 75 50 25 0 25 50 75 10

Normalized component/Wariance Explained

86.5/74.9%Fool/ 

Hero

weak/incompetent/lazy/stupid/ = powerful/capable/purposeful/intelligent/

8.1/0.7%Angel = Demon safe/pure/virtuous/humble = dangerous/depraved/corrupt/arrogant

28.6/8.2%Traditionalist \ Adventurer serious/predictable/humorless/uncreative | playful/unpredictable/funny/creative

14.8/2.2%Lone Wolf  $\stackrel{>}{\sim}$  Diva

 $\mathbf{rugged/stoic/independent/blunt'} = \mathbf{refined/dramatic/dependent/sensitive'}$ 

Outcast  $\Rightarrow$  24.4/6.0% Sophisticate

unlucky/unsophisticated/traumatized/ = fortunate/sophisticated/confident/

 $\text{Brute} \nearrow \Rightarrow 6.4/0.4\% \text{Geek} \nearrow$ physical/mainstream/simple-minded/  $\Rightarrow$  intellectual/weird/complex/

Essential Trait 7/8.3/0.7% dramatic/attractive/voung/ = comedic/ugly/old/

Essential Trait 8/
spiritual/rural/historical/ \(\Rightarrow 7.2/0.5\%\) skeptical/urban/modern/

Essential Trait 9° old/historical/low-tempo°  $\Rightarrow$  3.9/0.2% young/modern/high-tempo°

Essential Trait 10<sup>2</sup> 8.0/0.6% feminine/luddite<sup>2</sup> = masculine/technophile<sup>2</sup>

Essential Trait 11/ secondary/street-wise/ \(\Rightarrow\) 5.9/0.3% primary/sheltered/ 0 10 20 30 40 50 60 70 80 90 10
Similarity percentile

1. motivated ⇒ unmotivated (100.0%)

1. motivated ⇒ unmotivated (100.0%)

motivated ⇒ difficultivated (100.0
 diligent ⇒ lazy (99.6%)/

resourceful ⇒ helpless (99.4%)/

active ⇒ slothful (99.3%).

believable ⇒ poorly-written (99.1%)

important ⇒ irrelevant (98.7%)/

7. perceptive  $\Rightarrow$  unobservant (97.9%) $\nearrow$ 

overachiever ⇒ underachiever (97.9%)/
 competent ⇒ incompetent (97.1%)/

10. high IO ⇒ low IO (96.6%).

11. charismatic ⇒ uninspiring (94.5%)/

12. resolute  $\Rightarrow$  wavering (94.0%)

#### Characters with highest measurements:

0 10 20 30 40 50 60 70 80 90

Measured semantic differential balance

1. Jake Harper/Two and a Half Men (47.4)
2. Nick Miller/New Girl (45.2)

3. A.J. Soprano/The Sopranos (44.4)

4. Barney Gumble/The Simpsons (43.0)

5. Linda Montag/Fahrenheit 451 (42.4)

6. Peter Doppler/Dark (41.6)

7. Nelson Bighetti/Silicon Valley (41.6)

8. Lindsay Bluth/Arrested Development (38.6)

9. Jeff Portnoy/Tropic Thunder (37.2)

10. George Costanza/Seinfeld (37.0)

Kermit/Shameless (33.8)

12. Buster Bluth/Arrested Development (33.0)



#### $angelic \Rightarrow demonic$

Relative trait strength 73%, 167/464  $\uparrow \downarrow$ 



14.0/3.7%Fool $\angle \Leftarrow$  Hero $\angle$ 

weak/incompetent/lazy/stupid/ = powerful/capable/purposeful/intelligent/

 $\begin{array}{c} Angel \nearrow \Rightarrow 67.4/86.0\% Demon \nearrow \\ safe/pure/virtuous/humble \nearrow \Rightarrow dangerous/depraved/corrupt/arrogant \nearrow \end{array}$ 

 $9.5/1.7\% Traditionalist \leftarrow Adventurer <br/>serious/predictable/humorless/uncreative <br/><math display="block">= playful/unpredictable/fumny/creative <br/>$ 

 $\begin{array}{c} 2.2/0.1\% Lone\ Wolf \not \Leftarrow {\rm Diva} \\ {\rm rugged/stoic/independent/blunt} \not \Leftarrow {\rm refined/dramatic/dependent/sensitive} \end{array}$ 

Essential Trait 7/ dramatic/attractive/young/  $\Rightarrow$  1.9/0.1% comedic/ugly/old/

Essential Trait 8/

 $0.6/0.0\% \ spiritual/rural/historical / \ \ + \ skeptical/urban/modern /$ 

Essential Trait  $10^{>}$  feminine/luddite $^{>}$   $\Rightarrow$  1.1/0.0% masculine/technophile $^{>}$ 

Essential Trait 11/ 6.0/0.7% secondary/street-wise/ = primary/sheltered/

#### Most similar traits:

10 20 30 40 50 60 70 80 90 milarity percentile 1. wholesome ⇒ salacious (100,0%)>

empath ⇒ psychopath (100.0%)/
 complimentary ⇒ insulting (99.9%)/

forgiving ⇒ vengeful (99.9%)

giving ⇒ receiving (99.8%).

fixable ⇒ unfixable (99.7%)/

warm ⇒ cold (99.7%)/

transparent ⇒ machiavellian (99.7%)/

equitable ⇒ hypocritical (99.7%)/
 sincere ⇒ irreverent (99.6%)/

11. trusting ⇒ suspicious (99.6%)

democratic ⇒ authoritarian (99.6%)

#### Characters with highest measurements:

0 10 20 30 40 50 60 70 80 90

Measured semantic differential balance

1. Freddy Krueger/A Nightmare on Elm Street (95.8)

2. General Kirigan/Shadow and Bone (95.4)

3. Joffrey Baratheon/Game of Thrones (94.4)

4. Lord Voldemort/Harry Potter (93.6)

Stormfront/The Boys (93.4)

 $6.\ {\rm Megatron/Transformers}\ (92.4)$ 

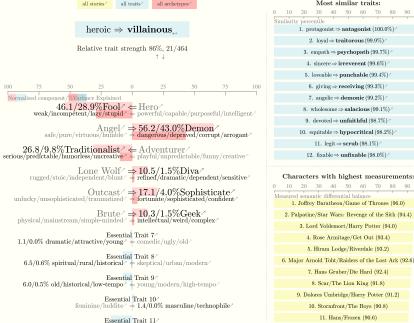
Nate Jacobs/Euphoria (92.2)

8. Rose Armitage/Get Out (92.0)
9. Dolores Umbridge/Harry Potter (91.8)

10. Eric Cartman/South Park (91.8)

11. Dean Armitage/Get Out (91.6)

12. Faustus Blackwood/Chilling Adventures of Sabrina (91.6)



all stories

14.6/2.9% secondary/street-wise ← primary/sheltered

all traits

#### Most similar traits:

30 40 50 60 70 Similarity percentile protagonist ⇒ antagonist (100.0%). loyal ⇒ traitorous (99.9%) 3. empath  $\Rightarrow$  psychopath (99.7%) sincere ⇒ irreverent (99.6%) loveable ⇒ punchable (99.4%). giving ⇒ receiving (99.3%)/ 7. angelic  $\Rightarrow$  demonic (99.2%) wholesome ⇒ salacious (99.1%). devoted ⇒ unfaithful (98.7%)/ equitable ⇒ hypocritical (98.2%)

#### Characters with highest measurements:

60 70 Measured semantic differential balance Joffrey Baratheon/Game of Thrones (96.0) 2. Palpatine/Star Wars: Revenge of the Sith (94.4) 3. Lord Voldemort/Harry Potter (94.0)

Rose Armitage/Get Out (93.4)

5. Hiram Lodge/Riverdale (93.2)

7. Hans Gruber/Die Hard (92.4)

9. Dolores Umbridge/Harry Potter (91.2)

Stormfront/The Boys (90.8)

Hans/Frozen (90.6) Baron Harkonnen/Dune (90.6)



all archetypes

#### $lumberjack \Rightarrow mad-scientist$

Relative trait strength 74%, 146/464

100 Normalized component/%Variance Explained Fool  $\Rightarrow$  16.6/5.1% Hero weak/incompetent/lazy/stupid  $\Rightarrow$  powerful/capable/purposeful/intelligent

Angel > 12.1/2.7%Demon > safe/pure/virtuous/humble = dangerous/depraved/corrupt/arrogant > dangerous/depra

0.4/0.0%Traditionalist  $\wedge \Leftarrow$  Adventurer

serious/predictable/humorless/uncreative/ 

playful/unpredictable/funny/creative/

Lone Wolf → 31.3/18.0% Diva rugged/stoic/independent/blunt → refined/dramatic/dependent/sensitive

Outcast  $\Rightarrow 2.8/0.1\%$  Sophisticate unlucky/unsophisticated/traumatized/ 

fortunate/sophisticated/confident/

 $\text{Brute} \nearrow 48.4/43.3\% \text{Geek} \nearrow$  physical/mainstream/simple-minded/  $\Rightarrow$  intellectual/weird/complex/

Essential Trait 7 dramatic/attractive/voung<sup>2</sup> ⇒ 20.2/7.5% comedic/uglv/old<sup>2</sup>

Essential Trait 8  $spiritual/rural/historical \rightarrow 0.5/0.0\%$  skeptical/urban/modern/

Essential Trait 9/

1.3/0.0% old/historical/low-tempo ← young/modern/high-tempo Essential Trait 10

2.4/0.1% feminine/luddite = masculine/technophile

Essential Trait 11/ 1.0/0.0% secondary/street-wise 

delta primary/sheltered 

or a primar

#### Most similar traits: 30 40 50 60 70

Similarity percentile common sense ⇒ analysis (97.9%)/

macho ⇒ metrosexual (93.2%)

generalist ⇒ specialist (92.1%)

 sporty ⇒ bookish (92.1%)/ 5. lowbrow  $\Rightarrow$  highbrow (91.6%)

6. melee  $\Rightarrow$  ranged (91.5%)/

focused on the present ⇒ focused on the future (88.9%).

right-brained ⇒ left-brained (88.4%)/

blue-collar ⇒ ivory-tower (88.0%)/

 luddite ⇒ technophile (87.9%). unprepared ⇒ hoarder (87.8%).

aloof ⇒ obsessed (87.4%)/

#### Characters with highest measurements:

60 70

Measured semantic differential balance Dr. Horrible/Dr. Horrible's Sing-Along Blog (96.2) 2. Rick Sanchez/Rick and Morty (96.0)

Willy Wonka/Willy Wonka & the Chocolate Factory (95.8)

Doc Brown/Back to the Future (95.4)

Sheldon Cooper/The Big Bang Theory (95.0)

Dean Armitage/Get Out (94.8)

7. Hunter Alovsius Percy/The OA (93.8)

Prof. Farnsworth/Futurama (93.6)

9. Rowan Pope/Scandal (92.0)

Lord Voldemort/Harry Potter (92.0)

11. Misty/Yellowjackets (91.0)

12. Ed/Cowbov Bebop (90.8)

30 40 50 60 70 Similarity percentile  $rational \Rightarrow whimsical$  realistic ⇒ fantastical (100.0%)/ down2earth ⇒ head@clouds (99.9%)/ Relative trait strength 70%, 227/464 methodical ⇒ astonishing (99.8%)/ factual ⇒ exaggerating (99.7%)/ grounded ⇒ fantasy-prone (99.7%) 100 tactful ⇒ indiscreet (99.4%) Normalized component/%Variance Explained objective ⇒ subjective (99.4%)/  $\frac{43.7/39.2\% Fool}{\text{weak/incompetent/lazy/stupid}} \Leftarrow \frac{\text{Hero}}{\text{powerful/capable/purposeful/intelligent}}$  OCD ⇒ ADHD (99.4%) consistent ⇒ variable (99.4%)/ Angel > 9.2/1.7%Demon / safe/pure/virtuous/humble | dangerous/depraved/corrupt/arrogant / orderly ⇒ chaotic (99.3%)/ noble ⇒ jovial (99.3%)/  $\frac{\text{Traditionalist}}{\text{serious/predictable/humorless/uncreative}} \Rightarrow 45.0/41.7\% \text{Adventurer}$  works hard ⇒ plays hard (99.2%) Lone Wolf → 12.0/3.0% Diva rugged/stoic/independent/blunt refined/dramatic/dependent/sensitive Characters with highest measurements: 60 5.1/0.5%Outcast Sophisticate unlucky/unsophisticated/traumatized fortunate/sophisticated/confident Measured semantic differential balance 1. Tracy Jordan/30 Rock (91.6)  $\text{Brute}^{\nearrow} \Rightarrow 4.2/0.4\% \text{Geek}^{\nearrow}$ physical/mainstream/simple-minded/ $\Rightarrow$  intellectual/weird/complex/ Patrick Star/SpongeBob SquarePants (88.4) 3. Ilana Wexler/Broad City (87.0) Essential Trait 72 Calvin/Calvin and Hobbes (87.0) 2.8/0.2% dramatic/attractive/young = comedic/ugly/old 5. Phoebe Buffav/Friends (86.0) Essential Trait 87 Michael Scott/The Office (86.0) 12.2/3.1% spiritual/rural/historical/ 
skeptical/urban/modern/ Jenna Maroney/30 Rock (85.2) Essential Trait 9/ 7.5/1.2% old/historical/low-tempo \ voung/modern/high-tempo 8. Charlie Kelly/It's Always Sunny in Philadelphia (85.0) Michael Kelso/That 70's Show (82.6) Essential Trait 10 1.5/0.0% feminine/luddite/ = masculine/technophile/ Lydia Bennet/Pride and Prejudice (82.4)

all stories

all traits

Essential Trait 11/ secondary/street-wise/ > 3.8/0.3% primary/sheltered/

all archetypes

11. Cosmo Kramer/Seinfeld (82.4)

12. Pinkie Pie/My Little Pony: Friendship Is Magic (81.6)

Most similar traits:



all traits/

all archetypes

#### $tattle-tale \Rightarrow f^{***}-the-police$

Relative trait strength 77%, 94/464

100 Normalized component/%Variance Explained Fool  $\Rightarrow$  27.4/12.5% Hero weak/incompetent/lazy/stupid  $\Rightarrow$  powerful/capable/purposeful/intelligent

Angel > 3.1/8.9%Demon > safe/pure/virtuous/humble > dangerous/depraved/corrupt/arrogant > dangerous/deprav

Traditionalist → 43.7/31.9% Adventurer > serious/predictable/humorless/uncreative → playful/unpredictable/funny/creative

35.9/21.5%Lone Wolf ← Diva/rugged/stoic/independent/blunt/ ← refined/dramatic/dependent/sensitive/

5.0/0.4%Outcast  $\leftarrow$  Sophisticate unlucky/unsophisticated/traumatized/ fortunate/sophisticated/confident/

physical/mainstream/simple-minded = intellectual/weird/complex

 $Brute \rightarrow 11.1/2.1\% Geek$ 

Essential Trait 7

9.3/1.4% dramatic/attractive/voung = comedic/uglv/old

Essential Trait 87 spiritual/rural/historical → 6.4/0.7% skeptical/urban/modern

Essential Trait 9/ 10.1/1.7% old/historical/low-tempo / ← young/modern/high-tempo /

> Essential Trait 10/ 1.7/0.0% feminine/luddite = masculine/technophile

Essential Trait 11/

5.4/0.5% secondary/street-wise + primary/sheltered

#### Most similar traits:

30 40 50 60 70 Similarity percentile

obedient ⇒ rebellious (99.1%)

2. sheltered  $\Rightarrow$  street-smart (98.2%)

3. average  $\Rightarrow$  deviant (98.0%)

 politically correct ⇒ edgy (97.6%)/ stereotypical ⇒ boundary breaking (97.5%)

corporate ⇒ freelance (97.3%)

tiresome ⇒ interesting (97.3%)/

traditional ⇒ unorthodox (96.9%)

morning lark ⇒ night owl (96.7%)/

 sheeple ⇒ conspiracist (96.5%) claustrophobic ⇒ spelunker (96.3%)

mundane ⇒ extraordinary (95.4%)

#### Characters with highest measurements:

60 Measured semantic differential balance 1. Steven Hyde/That 70's Show (97.8)

2. Mazikeen/Lucifer (96.2)

3. Maeve Millay/Westworld (94.4)

4. Rick Sanchez/Rick and Morty (93.6)

Malcolm Reynolds/Firefly + Serenity (93.6)

Ilana Wexler/Broad City (93.2)

7. Natalie/Yellowjackets (93.2)

Freddy Krueger/A Nightmare on Elm Street (93.0)

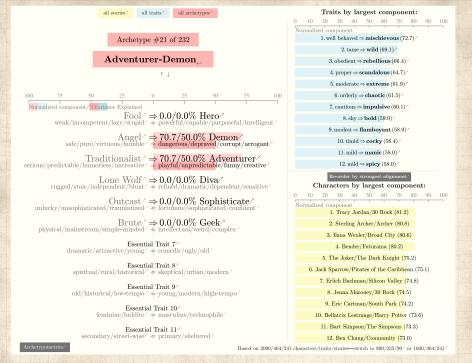
Kara 'Starbuck' Thrace/Battlestar Galactica (93.0)

Villanelle/Killing Eve (92.4)

11. Billy Butcher/The Boys (92.2)

12. Kaz Brekker/Shadow and Bone (92.0)









 $\begin{array}{c} Angel \nearrow \Rightarrow 57.7/33.3\% \ Demon \nearrow \\ safe/pure/virtuous/humble \nearrow dangerous/depraved/corrupt/arrogant \nearrow \end{array}$ 

57.7/33.3% Traditionalist \( \Leftleftarrow Adventurer \) serious/predictable/humorless/uncreative \( \neq \text{playful/unpredictable/funny/creative} \)

Lone Wolf  $\Rightarrow 0.0/0.0\%$  Diva rugged/stoic/independent/blunt/ 

refined/dramatic/dependent/sensitive/

Outcast  $\Rightarrow 0.0/0.0\%$  Sophisticate unlucky/unsophisticated/traumatized/ fortunate/sophisticated/confident/

Brute  $\Rightarrow 0.0/0.0\%$  Geek physical/mainstream/simple-minded/ \( \phi \) intellectual/weird/complex/

Essential Trait 7 dramatic/attractive/voung ≠ comedic/uglv/old

Essential Trait 8

spiritual/rural/historical/ ← skeptical/urban/modern/

Essential Trait 9 old/historical/low-tempo/ \( \psi \) young/modern/high-tempo/

> Essential Trait 10 feminine/luddite/ 
>
> masculine/technophile/

Essential Trait 11/ secondary/street-wise/ 

primary/sheltered/

#### Traits by largest components

|    |        | 11.9  | uts t    | y ran              | gest               | COIL     | thorr  | sm:      |    |
|----|--------|-------|----------|--------------------|--------------------|----------|--------|----------|----|
| 0  | 10     | 20    | 30       | 40                 | 50                 | 60       | 70     | 80       | 90 |
| No | rmaliz | ed co | mpone    | nt                 | '                  |          | '      | ,        |    |
|    |        |       | 1. hug   | s⇒ ha              | ındsh              | akes (   | 74.0)  |          |    |
|    |        |       | 2. pla   | yful=              | ⇒ seri             | ous (6   | 5.9)^  |          |    |
|    |        |       | 3. op    | en⇒                | guaro              | led (6   | 1.9)   |          |    |
|    |        |       | 4. goof  | y⇒ <b>u</b>        | nfrive             | olous (  | 64.2)  | ,        |    |
|    |        | 5     | . lightl | iearte             | $d \Rightarrow ir$ | tense    | (62.8) | P        |    |
|    |        |       | 6. che   | ery⇒               | grun               | ару (6   | 2.7)/  |          |    |
|    |        | 7     | 7. hipp  | $ie \Rightarrow n$ | nilita             | ristic   | (62.3) |          |    |
|    |        | 8.    | absent   | minde              | $d \Rightarrow f$  | ocuse    | d (61. | 5)^      |    |
|    |        |       | 9. le    | nient              | ⇒str               | ict (61  | .5)^   |          |    |
|    |        |       | 10. e    | asy⇒               | uptig              | ght (61  | 1.2)^  |          |    |
|    |        |       | 11.      | warm               | ⇒ co               | ld (58.  | 5)/    |          |    |
|    |        |       | 12       | . soft =           | ⇒ har              | d (58.2  | 2)2    |          |    |
|    |        | 1     | te-orde  | er by s            | tronge             | est alig | nment  | <b>a</b> |    |

Characters by largest component:

50 60 70 80 Normalized component

1. Nurse Ratched/One Flew Over the Cuckoo's Nest (86.5)

Tywin Lannister/Game of Thrones (83.5) 3. Firelord Ozai/Avatar: The Last Airbender (83.3)

4. Logan Roy/Succession (83.1)

Agent Smith/The Matrix (76.4)

6. Coriolanus Snow/The Hunger Games (76.1)

7. Rowan Pope/Scandal (74.7) Javert/Les Misérables (74.6)

9. Red Forman/That 70's Show (74.6)

Inspector Kido/The Man in the High Castle (74.0)

11. Scorpius/Farscape (73.9)

Mr. Burns/The Simpsons (73.5)

# Outline

Trait and Character Space
Base Archetypes
Extended Archetypes

## **Card Collection**

Trait and Archetype Cards

Story and Character Cards

Comparing Characters
Essential Dimension

Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett

References

#### The PoCSverse Archetypometrics 62 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection
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References



Story size rank. Character/Relative size

Archetype Class

1. Lucille Bluth/93

Demon>

2. Gob Bluth/85

Adventurer-Demon-Fool

3. Lindsay Bluth/83

Diva-Adventurer-Demon

4. Tobias Funke/80

Diva-Adventurer-Fool

5. Buster Bluth/80

Diva-Fool-Outcast

6. George Michael Bluth/79

Diva-Outcast-Angel

7. George Bluth, Sr./77  $^{\scriptscriptstyle /}$ 

Demon>

8. Maeby Funke/73

Adventurer-Demon

9. Michael Bluth/68

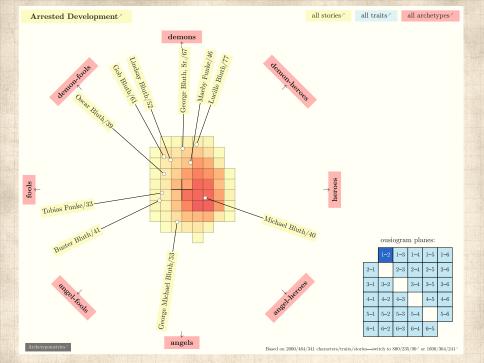
Outcast-Traditionalist-Hero

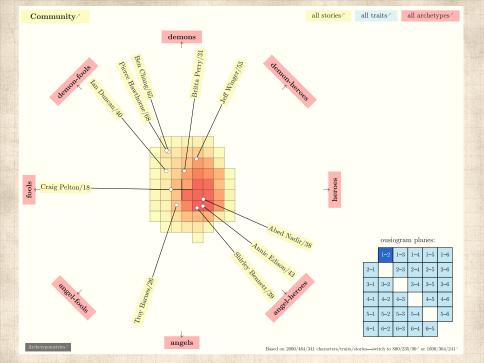
10. Oscar Bluth/65

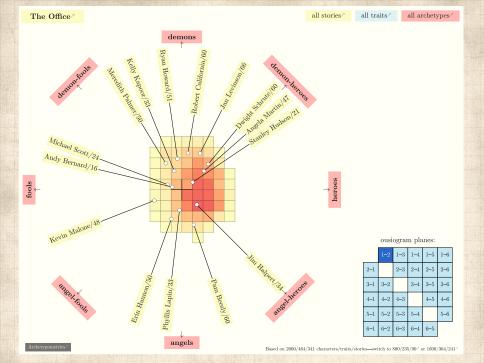
 ${\bf Adventurer\text{-}Demon\text{-}Fool} ^{\prime}$ 

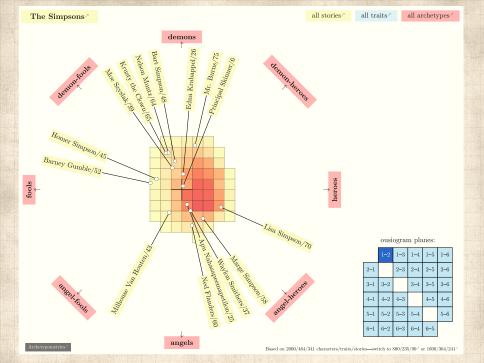
ousiogram planes:

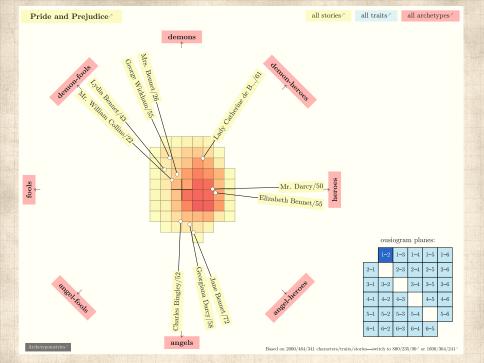
|     | 1-2 | 1-3 | 1-4 | 1-5 | 1-6 |
|-----|-----|-----|-----|-----|-----|
| 2-1 |     | 2-3 | 2-4 | 2-5 | 2-6 |
| 3–1 | 3-2 |     | 3-4 | 3–5 | 3–6 |
| 4-1 | 4-2 | 4-3 |     | 4-5 | 4-6 |
| 5-1 | 5-2 | 5–3 | 5–4 |     | 5–6 |
| 6–1 | 6–2 | 6–3 | 6–4 | 6–5 |     |

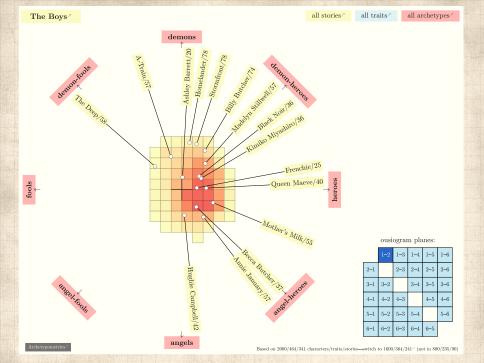


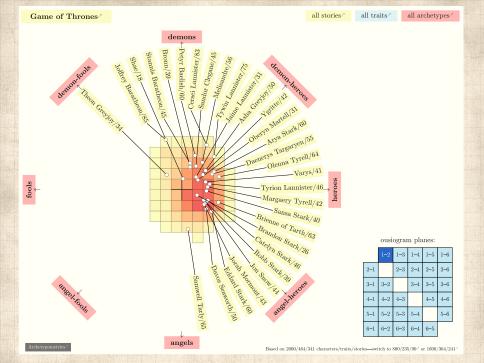












all stories all traits/ all archetypes Buffy Summers Buffy the Vampire Slaver Relative character size 74%, 646/2000 — Archetype ratio 28.0, 43/2000 Major Archetype: 64.1/75.3% Adventurer-Hero Normalized component/%Variance Explained Fool  $\Rightarrow 51.0/47.6\%$  Hero weak/incompetent/lazy/stupid → powerful/capable/purposeful/intelligent/ Angel  $\Rightarrow$  11.7/2.5% Demon  $\Rightarrow$  safe/pure/virtuous/humble  $\Rightarrow$  dangerous/depraved/corrupt/arrogant Traditionalist/ ⇒ 39.6/28.8% Adventurer/
serious/predictable/humorless/uncreative/ ⇒ playful/umpredictable/funny/creative/ 5.7/0.6% Lone Wolf  $\leftarrow$  Diva rugged/stoic/independent/blunt/ = refined/dramatic/dependent/sensitive/ 0.8/0.0% Outcast Sophisticate unlucky/unsophisticated/traumatized fortunate/sophisticated/confident 8.4/1.3% Brute ← Geek physical/mainstream/simple-minded = intellectual/weird/complex Essential Trait 7 12.1/2.7% dramatic/attractive/voung/ = comedic/uglv/old/ Essential Trait 8 0.4/0.0% spiritual/rural/historical/ 

skeptical/urban/modern/ Essential Trait 9 old/historical/low-tempo → 11.7/2.5% young/modern/high-tempo Essential Trait 10 2.3/0.1% feminine/luddite = masculine/technophile Essential Trait 11/ secondary/street-wise  $\Rightarrow$  4.8/0.4% primary/sheltered

Dominant underlying traits:

50 60 70 Measured semantic differential balance side character ⇒ main character (96.8)

2. antagonist  $\Rightarrow$  protagonist (92.0)

3. follower  $\Rightarrow$  leader (92.0)

4. everyman  $\Rightarrow$  chosen one (89.0)

5. weakass  $\Rightarrow$  badass (88.6)

6. quitter  $\Rightarrow$  persistent (88.2) 7. slothful  $\Rightarrow$  active (87.6)

8. gatherer  $\Rightarrow$  hunter (86.4)

helpless ⇒ resourceful (86.2)/

10. mundane  $\Rightarrow$  extraordinary (86.0) 11. morning lark  $\Rightarrow$  night owl (85.8)

12. first-mate  $\Rightarrow$  captain (85.4)

Most similar characters:

Similarity percentile

1. Daisy 'Skye' Johnson/Agents of S.H.I.E.L.D. (99.8%)

Marion Ravenwood/Raiders of the Lost Ark (99.7%) 3. Elizabeth Swann/Pirates of the Caribbean (99.7%)

Emma Swan/Once Upon a Time (99.7%)

5. Thea Queen/Arrow (99.6%)

Max Mayfield/Stranger Things (99.4%)

Bellamy Blake/The 100 (99.3%)/

Nairobi/Money Heist (99.3%)/

Tris Prior/Divergent (99.3%)

 Steven Hiller/Independence Day (99.3%) 11. Johnny Castle/Dirty Dancing (99.1%)

Princess Fiona/Shrek (99.1%)

100

all stories all traits/ all archetypes Willow Rosenberg Buffy the Vampire Slaver Relative character size 70%, 844/2000 — Archetype ratio 8.5, 990/2000 Minor Archetype: 57.2/65.7% Geek-Hero-Angel Normalized component/%Variance Explained Fool  $\Rightarrow$  29.2/17.2% Hero weak/incompetent/lazy/stupid/ ⇒ powerful/capable/purposeful/intelligent/ 42.1/35.6% Angel  $\leftarrow$  Demon safe/pure/virtuous/humble  $\leftarrow$  dangerous/depraved/corrupt/arrogant Traditionalist  $\Rightarrow 15.8/5.0\%$  Adventurer serious/predictable/humorless/uncreative/ > playful/unpredictable/funny/creative/ Lone Wolf  $\Rightarrow 9.3/1.8\%$  Diva rugged/stoic/independent/blunt/ > refined/dramatic/dependent/sensitive/ 19.6/7.7% Outcast \( \sim \) Sophisticate \( \sim \) unlucky/unsophisticated/traumatized \( \sim \) fortunate/sophisticated/confident \( \sim \) Brute → 27.7/15.5% Geek physical/mainstream/simple-minded intellectual/weird/complex Essential Trait 72 dramatic/attractive/young > 4.2/0.4% comedic/ugly/old Essential Trait 8 5.0/0.5% spiritual/rural/historical/ ← skeptical/urban/modern/ Essential Trait 9/ old/historical/low-tempo → 6.1/0.7% young/modern/high-tempo Essential Trait 10/ 0.8/0.0% feminine/luddite/ 
masculine/technophile/ Aram Mojtabai/The Blacklist (99.2%) Essential Trait 11/ 4.4/0.4% secondary/street-wise primary/sheltered 12. Jeremy Chetri/Wynonna Earp (99.0%)

100

Dominant underlying traits: Measured semantic differential balance 1. pointless  $\Rightarrow$  meaningful (93.6) 2. unfriendly  $\Rightarrow$  friendly (89.8) 3.  $iock \Rightarrow nerd (89.0)$ 4. sporty  $\Rightarrow$  bookish (89.0)∕ 5. sexist  $\Rightarrow$  feminist (84.2) drop out ⇒ valedictorian (84.2) 7. ignorant  $\Rightarrow$  knowledgeable (83.4) pop ⇒ indie (83.0)/ low IQ ⇒ high IQ (82.4)  $10. \text{ lazy} \Rightarrow \text{diligent} (79.8)$ 11. trash  $\Rightarrow$  treasure (78.6) 12. soulless  $\Rightarrow$  soulful (78.4) Most similar characters: Similarity percentile 1. Amv Antsler/Booksmart (99.9%) Rosalind Walker/Chilling Adventures of Sabrina (99.9%) Oliver Hampton/How To Get Away With Murder (99.7%) Daniel Jackson/Stargate SG-1 (99.7%) Ariadne/Inception (99.5%) Cameron James/10 Things I Hate About You (99.4%). 7. Felicity Smoak/Arrow (99.3%) Leo Fitz/Agents of S.H.I.E.L.D. (99.3%) Lane Kim/Gilmore Girls (99.2%) Molly Hooper/Sherlock (99.2%)

Essential Trait 8

Essential Trait 9/ old/historical/low-tempo → 2.9/0.1% young/modern/high-tempo

> Essential Trait 10 feminine/luddite ⇒ 1.7/0.0% masculine/technophile

Essential Trait 11 secondary/street-wise  $\Rightarrow$  19.8/5.5% primary/sheltered

spiritual/rural/historical → 7.1/0.7% skeptical/urban/modern

Most similar characters: Similarity percentile 1. Sherlock Holmes/Elementary (100.0%) Dr. Gregory House/House, M.D. (99.4%) 3. Beth Harmon/The Queen's Gambit (98.5%)/ Dr. Harry Wells/The Flash (97.6%)

> Kaz Brekker/Shadow and Bone (96.7%) Mr. Robot/Mr. Robot (96.1%)//

50 60 70

4. dunce  $\Rightarrow$  genius (89.0)

10. feeler  $\Rightarrow$  thinker (87.6)

7. Walter White/Breaking Bad (95.4%)/ Rust Cohle/True Detective (95.3%)

 Annalise Keating/How To Get Away With Murder (94.9%) Cristina Yang/Grev's Anatomy (94.6%)

> 11. Perry Cox/Scrubs (94.5%) Magneto/X-Men (94.4%)

100

all stories all traits/ all archetypes Dr. John Watson Sherlock / Relative character size 63%, 1306/2000 — Archetype ratio 18.0, 149/2000 Major Archetype: 55.1/77.1% Outcast-Hero-Angel Normalized component/%Variance Explained Fool  $\Rightarrow 35.4/31.8\%$  Hero weak/incompetent/lazy/stupid → powerful/capable/purposeful/intelligent/  $\begin{array}{c} 35.6/32.2\% \ Angel \not \Leftarrow Demon \not \\ safe/pure/virtuous/humble \not \Leftarrow dangerous/depraved/corrupt/arrogant \not \end{array}$  $13.0/4.3\%\ Traditionalist \ = Adventurer \ serious/predictable/humorless/uncreative \ playful/unpredictable/funny/creative \ playful/$ 

Lone Wolf  $\Rightarrow 3.0/0.2\%$  Diva rugged/stoic/independent/blunt/ > refined/dramatic/dependent/sensitive/

24.4/15.2% Outcast \( \square\) Sophisticate \( \square\) unlucky/unsophisticated/traumatized \( \square\) fortunate/sophisticated/confident \( \square\)

Essential Trait 72 2.7/0.2% dramatic/attractive/young = comedic/ugly/old=

> Essential Trait 87 spiritual/rural/historical → 5.8/0.9% skeptical/urban/modern

Essential Trait 9/ 1.4/0.0% old/historical/low-tempo ← young/modern/high-tempo

> Essential Trait 10 1.3/0.0% feminine/luddite = masculine/technophile

Essential Trait 11/ 2.5/0.2% secondary/street-wise = primary/sheltered Dominant underlying traits:

30 40 50 60 70 Measured semantic differential balance 1. traitorous ⇒ loval (87.4)  $2. \operatorname{gross} \Rightarrow \operatorname{hygienic} (86.0)$ 3. bad-manners  $\Rightarrow$  good-manners (81.0) villainous ⇒ heroic (77.6) junkie ⇒ straight edge (75.4) 6. German  $\Rightarrow$  English (75.2) 7. unfaithful  $\Rightarrow$  devoted (74.2) 8. fake  $\Rightarrow$  real (74.0)inappropriate ⇒ seemly (72.6)  $10. \text{ lazy} \Rightarrow \text{diligent} (72.0)$ 11. cruel  $\Rightarrow$  kind (72.0) 12.  $trash \Rightarrow treasure (70.2)$ 

Most similar characters:

Similarity percentile James Gordon/The Dark Knight (100.0%)

Sam Baldwin/Sleepless in Seattle (100.0%)

3. Dr. James Wilson/House, M.D. (99.9%)

4. D.I. Greg Lestrade/Sherlock (99.9%)

5. Davos Seaworth/Game of Thrones (99.9%)

Sam Winchester/Supernatural (99.9%)

7. Beadie Russell/The Wire (99.9%)

 Kyle Broflovski/South Park (99.9%)/ Ann Perkins/Parks and Recreation (99.9%)

Timothy McGee/NCIS (99.9%)

Pope/Outer Banks (99.8%)

12. Jorah Mormont/Game of Thrones (99.8%)

100

## Correlations:

# Standard correlation coefficients:1

Merry Brandybuck, versus Pippin Took, r=+0.94

Buffy versus Willow r=+0.26

John Watson, versus Sherlock Holmes: r=-0.04

Joffrey Baratheon, versus Sam Obisanya,: r=-0.71

& Bean, versus James Hurley,: r=+0.00

The PoCSverse Archetypometrics 75 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses

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References



<sup>&</sup>lt;sup>1</sup>End the naming of scientific things after people

## Correlations:

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Joffrey Baratheon, versus Sam Obisanya,: r=-0.71

Jane Bennet: versus Sid Phillips: r=-0.81

Bean, versus James Hurley: r=+0.00

Let's make correlation coefficients a little more fun ...

The PoCSverse Archetypometrics 75 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

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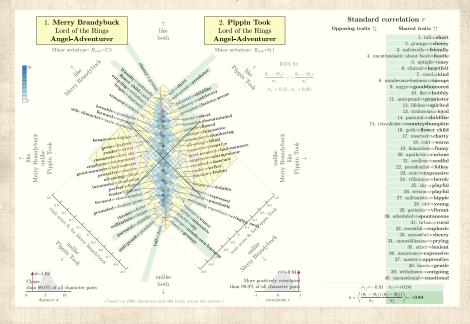
More Storyverses

References

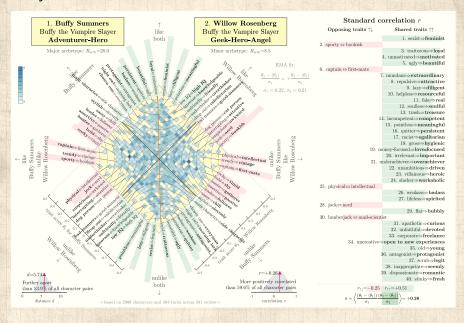


<sup>&</sup>lt;sup>1</sup>End the naming of scientific things after people

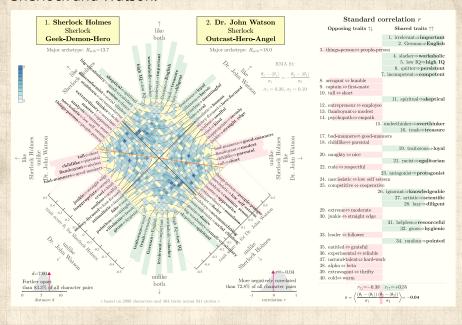
## The closest and most correlated pair of characters:



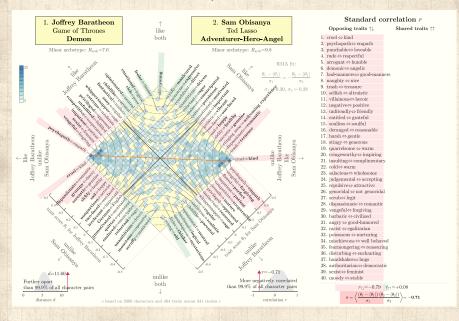
## **Buffy and Willow:**



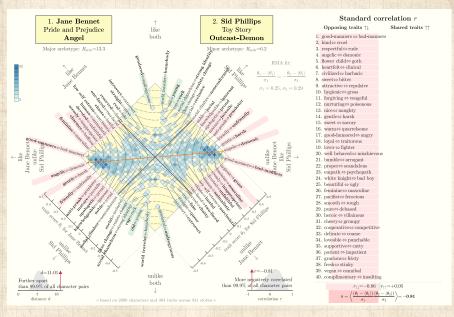
## Sherlock and Watson:



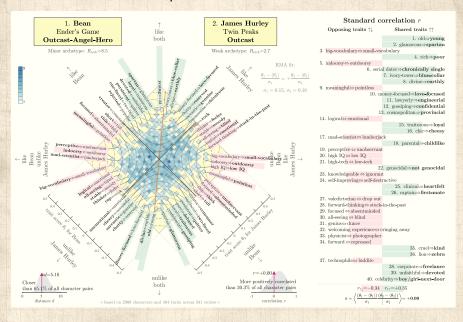
## The two characters furthest apart:



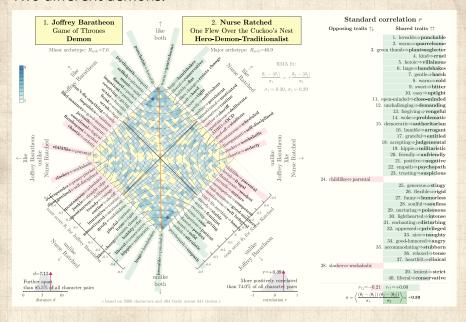
## The most anti-correlated characters:



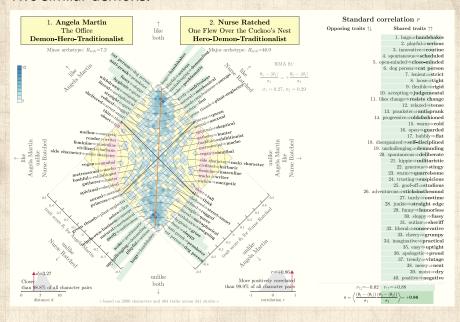
## The most uncorrelated pair of characters:



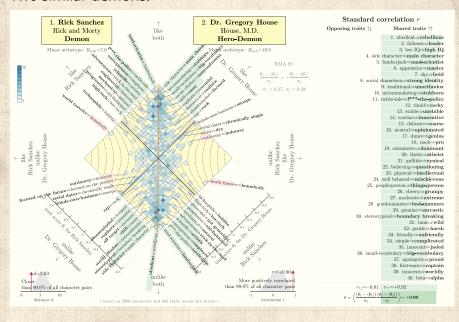
## Two different demons:



## Two similar demons:

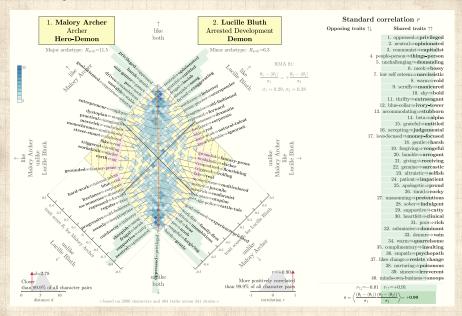


## Two similar demons:



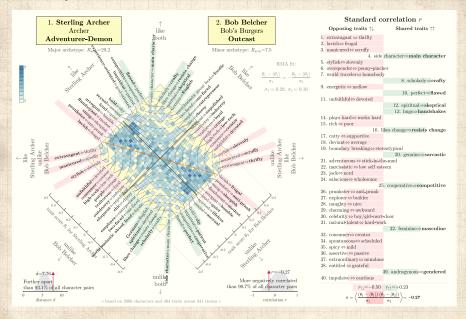
## Jessica Walter⊞:

# Two very similar characters, same actor

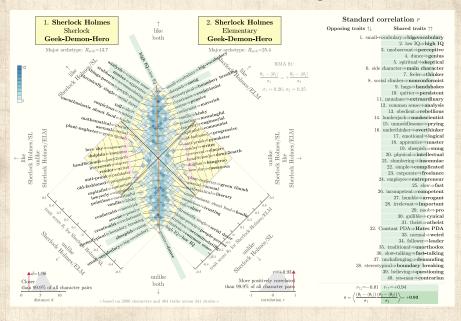


# H. Jon Benjamin ⊞:

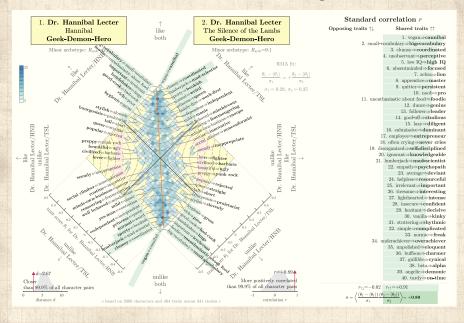
# Two very different characters, same actor



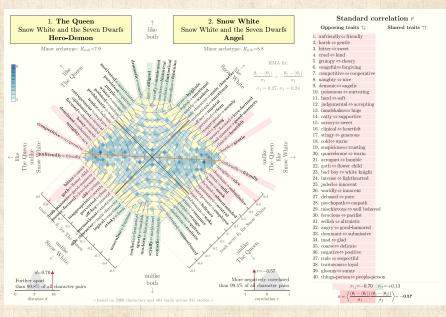
# The same character realized in different tellings:



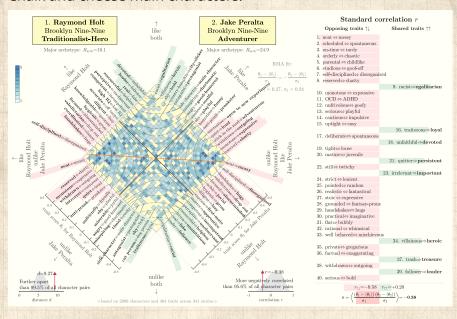
# The same character realized in different tellings:



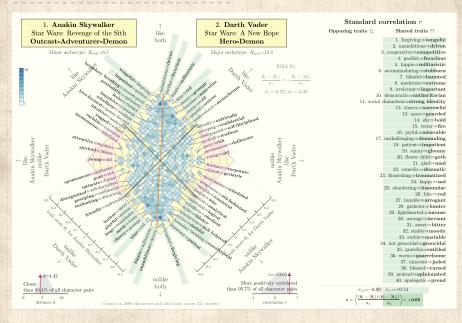
## Chalk and cheese main characters:



## Chalk and cheese main characters:



# "Nooooooooooooooo"



# Outline

Trait and Character Space Base Archetypes Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards

# Comparing Characters Essential Dimensions

Real Polarization

Nutshel

Extras

Robustness More Storyverses Pratchett

References

#### The PoCSverse Archetypometrics 92 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters Essential Dimensions

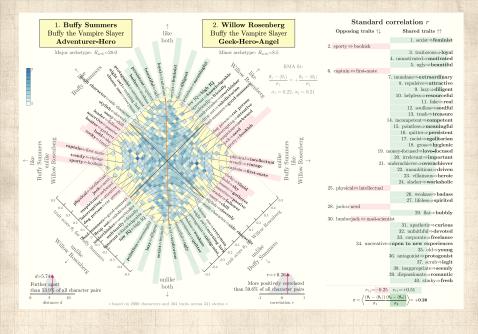
Real Polarization

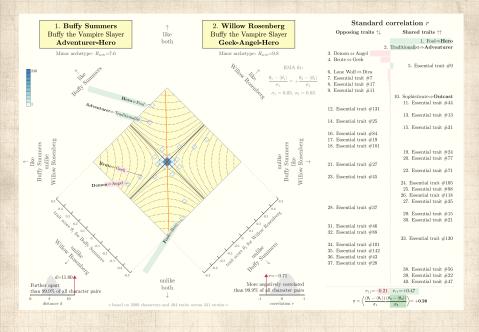
Nutshell

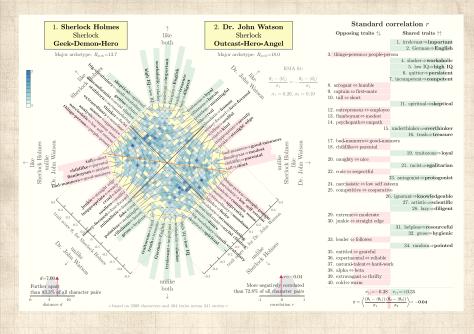
Extras

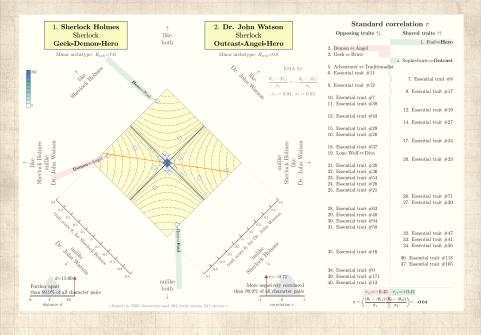
Robustness More Storyverses Pratchett











# 2024 in-class collective evaluation of a US political figure from typical supporter's point of view:



## Complete match list

- 1. Lagertha (Vikings): 92%
- 2. Steven Hiller (Independence Day): 92%
- 3. Sailor Jupiter (Sailor Moon): 91%
- 4. Derek Morgan (Criminal Minds): 91%
- 5. Taystee Jefferson (Orange is the New Black): 90%
- 6. Jack Traven (Speed): 90%
- 7. Nairobi (Money Heist): 90%
- 8. Odafin Tutuola (Law & Order: SVU): 89% 9. Benjamin Sisko (Star Trek: Deep Space Nine): 88%
- 10. Bellamy Blake (The 100): 88%
- 11. Dominic Toretto (Fast & Furious): 88%
- 12. Brian O'Conner (Fast & Furious): 88%
- 13. Maximus (Gladiator): 88%
- 14. Bjorn Lothbrok (Vikings): 88%
- 15. Ragnar Lothbrok (Vikings): 88%
- Jamie Fraser (Outlander): 88%
- 17. Jackson 'Jax' Teller (Sons of Anarchy): 88%
- 18. Omar Little (The Wire): 87%
- 19. Buffy Summers (Buffy the Vampire Slaver): 87% 20. William Riker (Star Trek: The Next Generation): 87%
- 21. Nick Stokes (CSI: Crime Scene Investigation): 87%
- 22. Mulan (Mulan): 87%
- 23. Sailor Mars (Sailor Moon): 87%
- 24. Kelly Severide (Chicago Fire): 87% 25. Jadzia Dax (Star Trek: Deep Space Nine): 86%
- 26. Kima Greggs (The Wire): 86%
  - 27. Jack Pearson (This Is Us): 86%
  - 28. Kiara (Outer Banks): 86%

Lagertha, Vikings

#### The PoCSverse Archetypometrics 97 of 129

# Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

## Real Polarization

## Nutshell

## Extras

More Storyverses



# 2024 in-class collective evaluation of a US political figure from typical opponent's point of view:



#### Complete match list

- 1. Eric Cartman (South Park): 94%
- Erlich Bachman (Silicon Valley): 93%
- 3. George Bluth, Sr. (Arrested Development): 93%
- 4. Krusty the Clown (The Simpsons): 92%
- Charlie Harper (Two and Half Men): 91%
- Frank Reynolds (It's Always Sunny in Philadelphia): 91%
- 7. Han Mi-nyeo (Squid Game): 91%
- 8. Clay Davis (The Wire): 90%
- 9. George Oscar 'Gob' Bluth (Arrested Development): 90%
- 10. Zapp Brannigan (Futurama): 90%
- 11. Janice Soprano (The Sopranos): 89%
- 12. Freddy Krueger (A Nightmare on Elm Street): 89%
- 13. Bart Simpson (The Simpsons): 88%
- 14. Pierce Hawthorne (Community): 88%
- 15. Lisa (The Room): 88%
- 16. Tracy Jordan (30 Rock): 88%
- 17. Harald Finehair (Vikings): 88%
- 18. Gaston (Beauty and the Beast): 88%
- Frank Gallagher (Shameless): 88%
- 20. Bender Bending Rodriguez (Futurama): 88%
- 21. Jamie Tartt (Ted Lasso): 88%
- 22. Robert California (The Office): 87%
- 23. George Wickham (Pride and Prejudice): 87%
- 24. Sal Maroni (The Dark Knight): 87%
- 25. Theodore 'T-Bag' Bagwell (Prison Break): 87% 26. Dee Reynolds (It's Always Sunny in Philadelphia): 87%
- 27. Ernesto de la Cruz (Coco): 87%
- - 28. John Willoughby (Sense and Sensibility): 87%

Eric Cartman, South-Park

#### The PoCSverse Archetypometrics 98 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

# Real Polarization

Nutshell

Extras

More Storyverses





Three primary archetype dimensions: {Fool/⇔Hero/}, {Angel/⇔Demon/}, and {Traditionalist/⇔Adventurer/}

#### The PoCSverse Archetypometrics 99 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

#### Nutshell

#### Extras

More Storyverses



- Three primary archetype dimensions: {Fool/⇔Hero/}, {Angel/⇔Demon/}, and {Traditionalist/⇔Adventurer/}
- Three secondary archetype dimensions: { Lone Wolf/⇔ Diva/}, {Outcast/⇔ Sophisticate/}, and {Brute/⇔ Geek/}

#### The PoCSverse Archetypometrics 99 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

Real Polarization

#### Nutshell

#### Extras

Robustness More Storyverses Pratchett



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- $\ensuremath{\mathfrak{S}}$  Ousiometric alignment: Three primary archetype dimensions  $\sim$  Three essential dimensions of meaning

#### The PoCSverse Archetypometrics 99 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards
Story and Character Cards

Comparing Characters
Essential Dimensions

Real Polarization

#### Nutshell

Extras

Robustness More Storyverses Pratchett



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- Three secondary archetype dimensions: { Lone Wolf/⇔ Diva/}, {Outcast/⇔ Sophisticate/}, and {Brute/⇔ Geek/}
- Ousiometric alignment: Three primary archetype dimensions ~ Three essential dimensions of meaning
- Five Factor Model traits are entailed by the six dimensions of archetype space.

#### The PoCSverse Archetypometrics 99 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

### Nutshell

Extras

Robustness More Storyverses



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- Ousiometric alignment: Three primary archetype dimensions ~ Three essential dimensions of meaning
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- Extended archetype framework meaningfully covers character space.

#### The PoCSverse Archetypometrics 99 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

#### Nutshell

Extras

More Storyverses



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- Robustness: General structure of archetypes is preserved under expansion of data set

The PoCSverse Archetypometrics 99 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters
Essential Dimensions

Real Polarization

### Nutshell

Extras

More Storyverses



- Three primary archetype dimensions:
   {Fool/ ⇔ Hero/}, {Angel/ ⇔ Demon/}, and
   {Traditionalist/ ⇔ Adventurer/}
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- Ousiometric alignment: Three primary archetype dimensions ~ Three essential dimensions of meaning
- Five Factor Model traits are entailed by the six dimensions of archetype space.
- Extended archetype framework meaningfully covers character space.
- Robustness: General structure of archetypes is preserved under expansion of data set
- Development of a new allotaxonometric instrument for comparing any pair of systems with non-skewed weights across compositional categorical elements.

The PoCSverse Archetypometrics 99 of 129

Characters
Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards

Comparing Characters

Real Polarization

### Nutshell

Extras

More Storyverses



- Three primary archetype dimensions: {Fool/⇔Hero/}, {Angel/⇔Demon/}, and {Traditionalist/⇔Adventurer/}
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- Ousiometric alignment: Three primary archetype dimensions ~ Three essential dimensions of meaning
- Five Factor Model traits are entailed by the six dimensions of archetype space.
- Extended archetype framework meaningfully covers character space.
- Robustness: General structure of archetypes is preserved under expansion of data set
- Development of a new allotaxonometric instrument for comparing any pair of systems with non-skewed weights across compositional categorical elements.
- Paper (600+ pages with appendices) and exploratorium will be openly available soon.

The PoCSverse Archetypometrics 99 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards Comparing

Characters
Essential Dimensions

Real Polarization

### Nutshell

Extras

More Storyverses





Clustering of stories based on character space (comedy, drama, ...).

#### The PoCSverse Archetypometrics 100 of 129

Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

## Real Polarization

## Nutshell

#### Extras

More Storyverses



- Clustering of stories based on character space (comedy, drama, ...).
- Exploration of how individual traits and characters are realized (e.g., {straight/⇔ queer/}, {neurotypical/⇔ autistic/}).

#### The PoCSverse Archetypometrics 100 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

Essential Dimension:

## Real Polarization

#### Nutshell

### Extras

Robustness More Storyverses



- Clustering of stories based on character space (comedy, drama, ...).
- Exploration of how individual traits and characters are realized (e.g., {straight/⇔ queer/}, {neurotypical/⇔ autistic/}).
- Study evolution of characters in stories.

#### The PoCSverse Archetypometrics 100 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes
Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

## Real Polarization

#### Nutshell

## Extras

Robustness More Storyverses



- Clustering of stories based on character space (comedy, drama, ...).
- Exploration of how individual traits and characters are realized (e.g., {straight/⇔ queer/}, {neurotypical/⇔ autistic/}).
- Study evolution of characters in stories.
- Plots: Accurately extract temporal networks of characters in large corpora of stories.

#### The PoCSverse Archetypometrics 100 of 129

ictional

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

#### Nutshell

Extras

Robustness More Storyverses



- Clustering of stories based on character space (comedy, drama, ...).
- Exploration of how individual traits and characters are realized (e.g., {straight/ ⇔ queer/}, {neurotypical/ ⇔ autistic/}).
- Study evolution of characters in stories.
- Plots: Accurately extract temporal networks of characters in large corpora of stories.
- Development of analytic tools for story analysis and creation.

#### The PoCSverse Archetypometrics 100 of 129

ictional

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

ESSENCIAL DIFFICISIONS

## Real Polarization

## Nutshell

## Extras

Robustness More Storyverses



- Clustering of stories based on character space (comedy, drama, ...).
- Exploration of how individual traits and characters are realized (e.g., {straight/ ⇔ queer/}, {neurotypical/ ⇔ autistic/}).
- Study evolution of characters in stories.
- Plots: Accurately extract temporal networks of characters in large corpora of stories.
- Development of analytic tools for story analysis and creation.
- Overthrow Myers-Briggs.

#### The PoCSverse Archetypometrics 100 of 129

ictional

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

## Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

#### Nutshell

## Extras

Robustness More Storvverses

More Storyverses Pratchett



# Outline

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards

omparing Characters
Essential Dimension

Real Polarization

Nutshel

**Extras** 

Robustness

More Storyverse Pratchett

References

#### The PoCSverse Archetypometrics 101 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters Essential Dimensions

Real Polarization

Nutshell

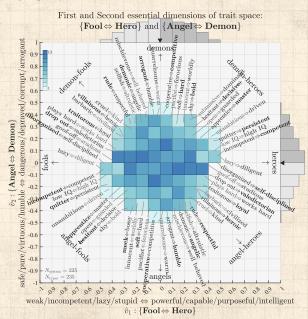
Extras

Robustness

More Storyverses



# Robustness: Moving from 800/235/90 to 1600/365/241 to 2000/464/341:



#### The PoCSverse Archetypometrics 102 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes

Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

ssential Dimensions

### Real Polarization

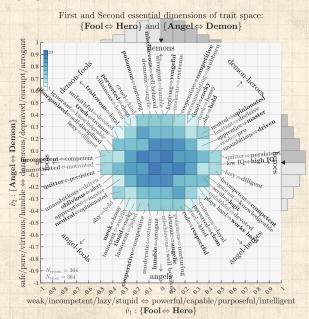
Nutshell

#### Extras

Robustness More Storyverses



## Robustness: Moving from 800/235/90 to 1600/365/241 to 2000/464/341:



#### The PoCSverse Archetypometrics 102 of 129

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

## Real Polarization

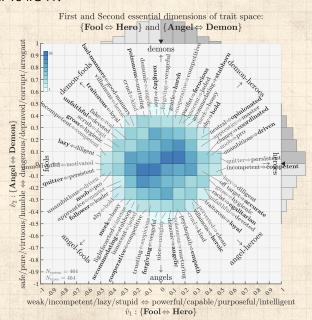
Nutshell

#### Extras

#### Robustness More Storyverses



# Robustness: Moving from 800/235/90 to 1600/365/241 to 2000/464/341:



#### The PoCSverse Archetypometrics 102 of 129

Fictional Characters

Characters
Trait and Character Spaces

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

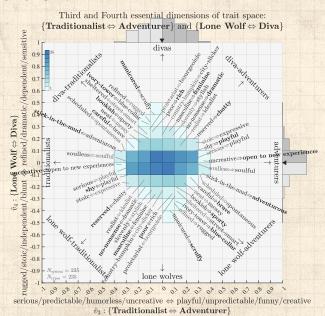
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Extras Robustness

More Storyverses
Pratchett



## Robustness: Moving from 800/235/90 to 1600/365/241 to 2000/464/341:



#### The PoCSverse Archetypometrics 103 of 129

Characters Trait and Character Spaces

Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

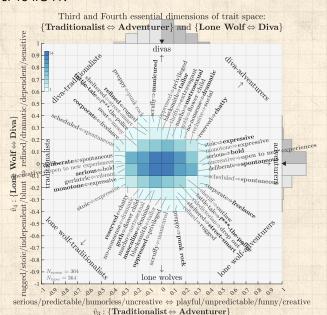
Nutshell

Extras

Robustness More Storyverses



# Robustness: Moving from 800/235/90 to 1600/365/241 to 2000/464/341:



#### The PoCSverse Archetypometrics 103 of 129

Characters

Trait and Character Spaces

# Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

# Comparing Characters

ssential Dimensions

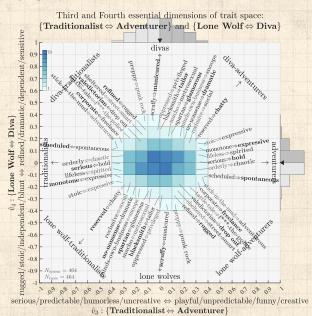
## Real Polarization

Nutshell

### Extras

#### Robustness More Storyverses





#### The PoCSverse Archetypometrics 103 of 129

Characters

Trait and Character Spaces
Base Archetypes

## Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

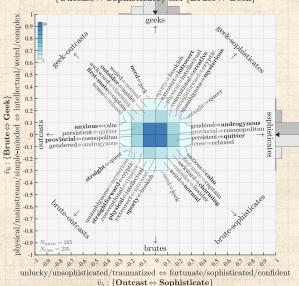
Nutshell

### Extras

#### Robustness More Storyverses



Fifth and Sixth essential dimensions of trait space:  $\{Outcast \Leftrightarrow Sophisticate\}$  and  $\{Brute \Leftrightarrow Geek\}$ 



#### The PoCSverse Archetypometrics 104 of 129

Characters

Trait and Character Spaces Base Archetypes

### Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

#### Comparing Characters

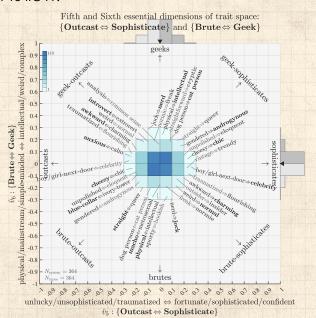
## Real Polarization

Nutshell

## Extras

#### Robustness More Storyverses





#### The PoCSverse Archetypometrics 104 of 129

Characters

Trait and Character Spaces Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

## Real Polarization

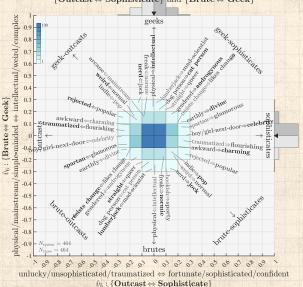
Nutshell

### Extras

#### Robustness More Storyverses



Fifth and Sixth essential dimensions of trait space:  $\{ \textbf{Outcast} \Leftrightarrow \textbf{Sophisticate} \} \text{ and } \{ \textbf{Brute} \Leftrightarrow \textbf{Geek} \}$ 



#### The PoCSverse Archetypometrics 104 of 129

Characters

Trait and Character Spaces
Base Archetypes

## Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

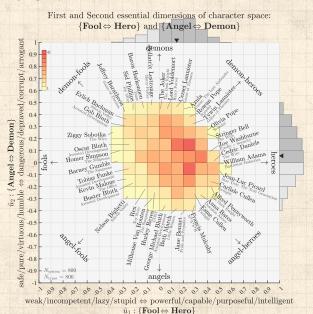
## Real Polarization

Nutshell

## Extras

#### Robustness More Storyverses





#### The PoCSverse Archetypometrics 105 of 129

Characters

Trait and Character Spaces
Base Archetypes

## Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

Real Polarization

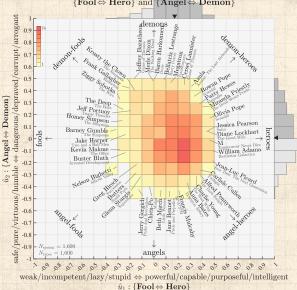
Nutshell

## Extras

Robustness More Storyverses Pratchett



First and Second essential dimensions of character space:  $\{Fool \Leftrightarrow Hero\} \text{ and } \{Angel \Leftrightarrow Demon\}$ 



#### The PoCSverse Archetypometrics 105 of 129

Characters

Trait and Character Spaces Base Archetypes

Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

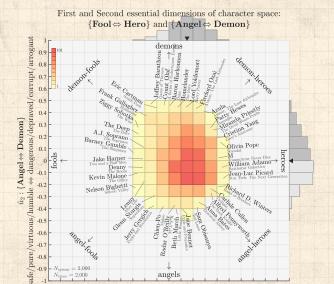
Real Polarization

Nutshell

Extras

Robustness More Storyverses Pratchett





angels weak/incompetent/lazy/stupid ⇔ powerful/capable/purposeful/intelligent  $\hat{u}_1 : \{ Fool \Leftrightarrow Hero \}$ 

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The PoCSverse Archetypometrics 105 of 129

Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

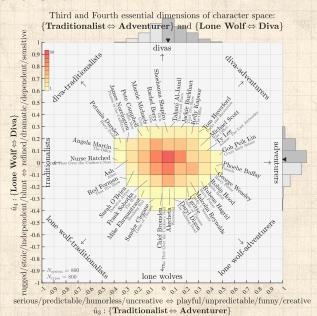
## Real Polarization

Nutshell

### Extras

#### Robustness More Storyverses Pratchett





#### The PoCSverse Archetypometrics 106 of 129

Characters

Trait and Character Spaces
Base Archetypes

## Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

sential Dimensions

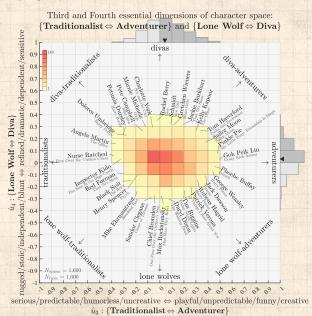
## Real Polarization

Nutshell

### Extras

#### Robustness More Storyverses Pratchett





#### The PoCSverse Archetypometrics 106 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

Essential Diffiersions

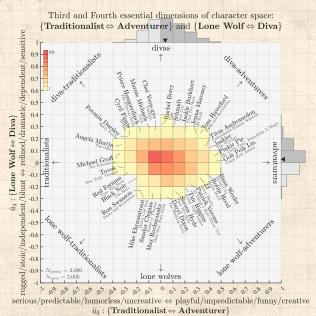
## Real Polarization

### Nutshell

## Extras

#### Robustness More Storyverses Pratchett





#### The PoCSverse Archetypometrics 106 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

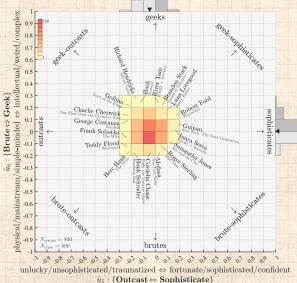
Nutshell

## Extras

#### Robustness More Storyverses Pratchett



Fifth and Sixth essential dimensions of character space:  $\{Outcast \Leftrightarrow Sophisticate\}$  and  $\{Brute \Leftrightarrow Geek\}$ 



#### The PoCSverse Archetypometrics 107 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

ssential Dimensions

## Real Polarization

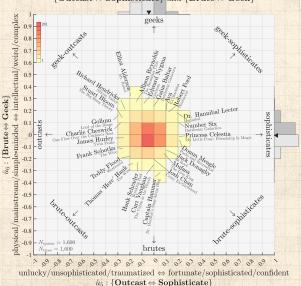
Nutshell

### Extras

Robustness More Storyverses Pratchett



Fifth and Sixth essential dimensions of character space: {Outcast ⇔ Sophisticate} and {Brute ⇔ Geek}



#### The PoCSverse Archetypometrics 107 of 129

Characters

Trait and Character Spaces Base Archetypes

### Extended Archetypes Card Collection

Trait and Archetype Cards Story and Character Cards

### Comparing Characters

## Real Polarization

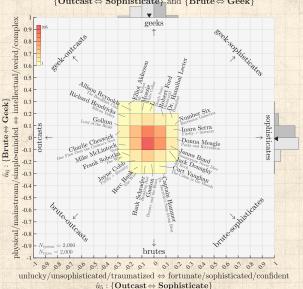
Nutshell

### Extras

#### Robustness More Storyverses Pratchett



Fifth and Sixth essential dimensions of character space:  $\{Outcast \Leftrightarrow Sophisticate\}\$ and  $\{Brute \Leftrightarrow Geek\}\$ 



#### The PoCSverse Archetypometrics 107 of 129

Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

## Comparing Characters

Real Polarization

#### Cui i Giai i Eucioi

Nutshell

### Extras

Robustness More Storyverses Pratchett



## Outline

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards
Comparing Characters

Essential Dimension

Nutshel

**Extras** 

Robustnes

More Storyverses

Pratchett

Reference

#### The PoCSverse Archetypometrics 108 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters

Real Polarization

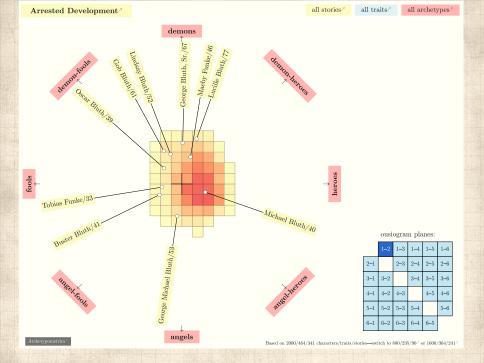
Nutshell

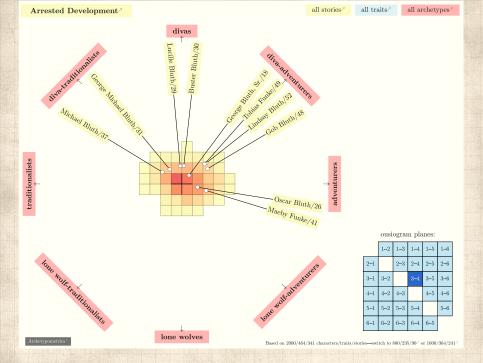
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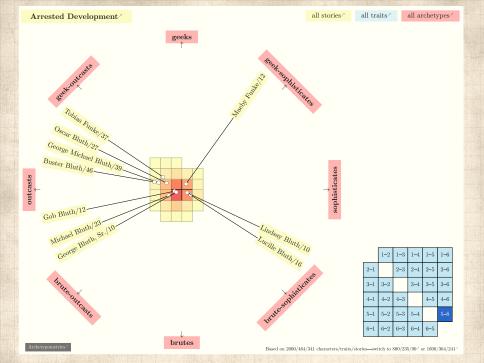
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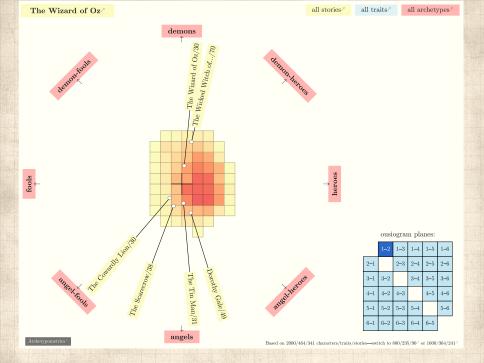
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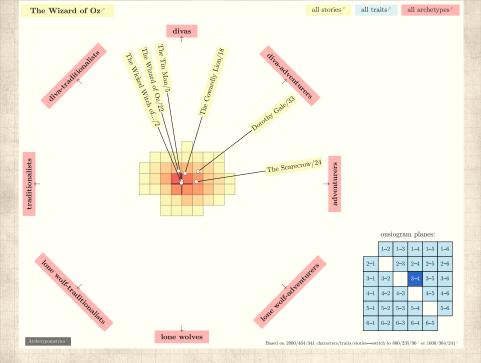


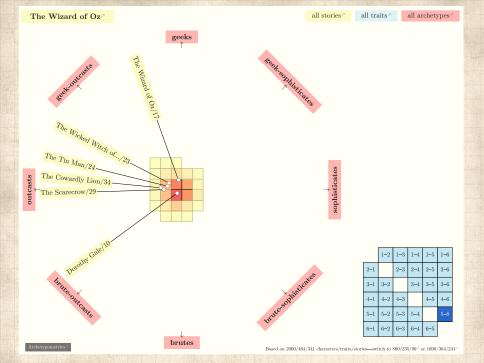


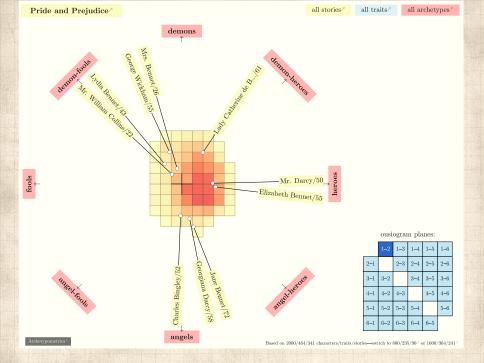


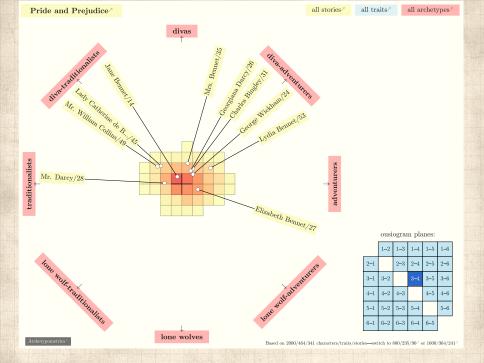


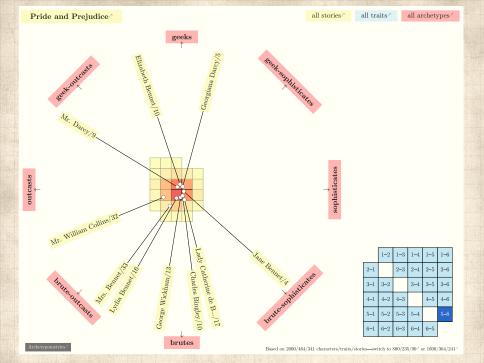


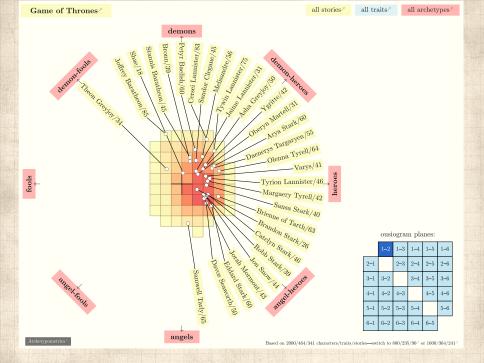


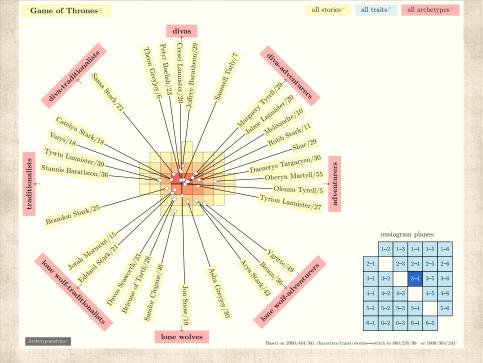


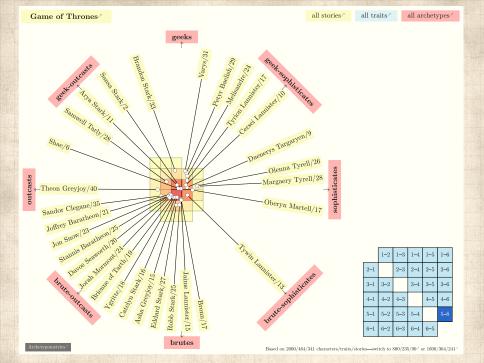


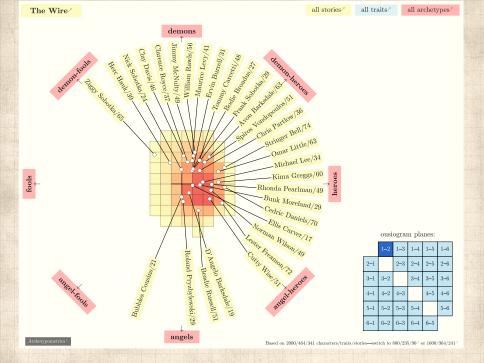


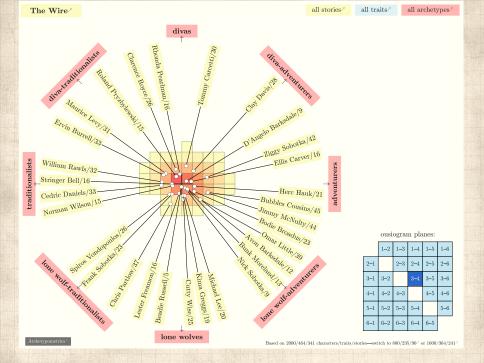


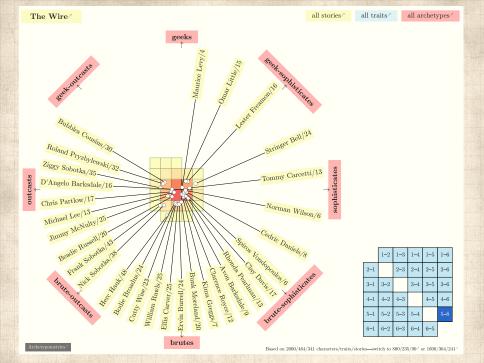


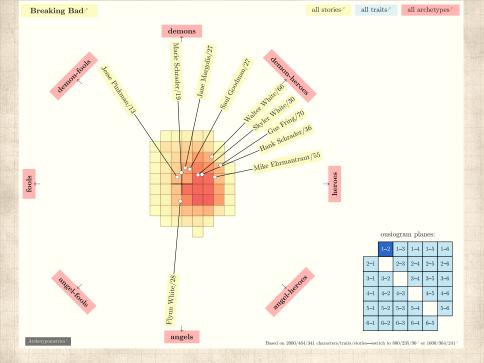


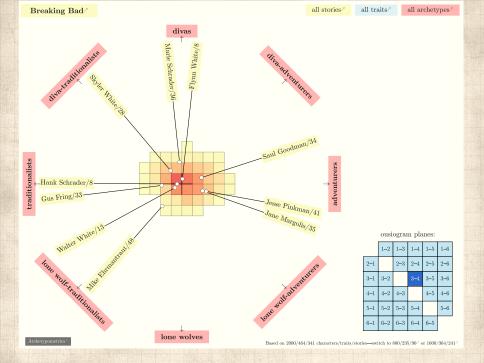


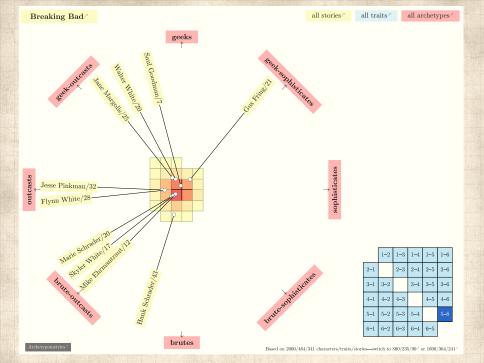


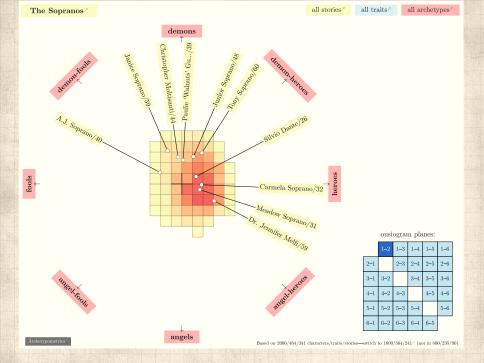


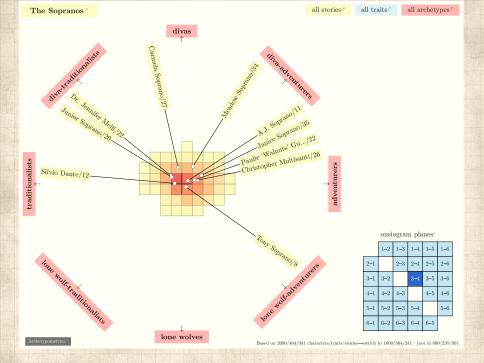


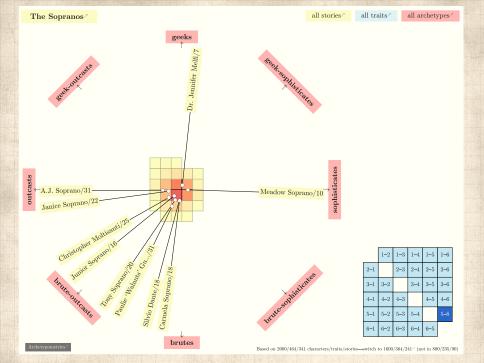


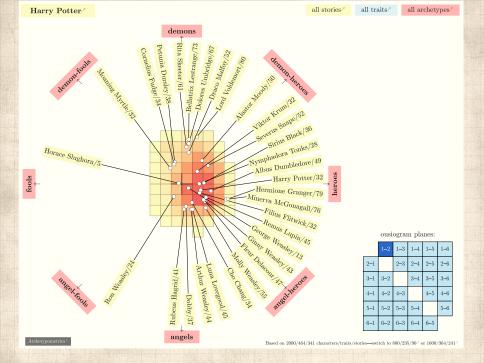


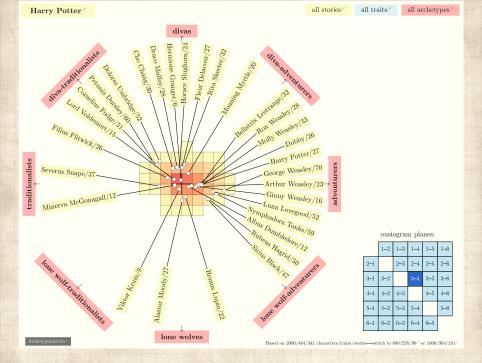


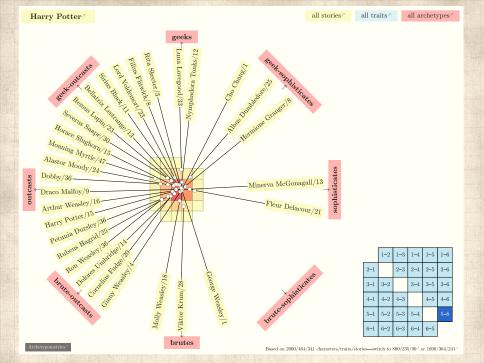


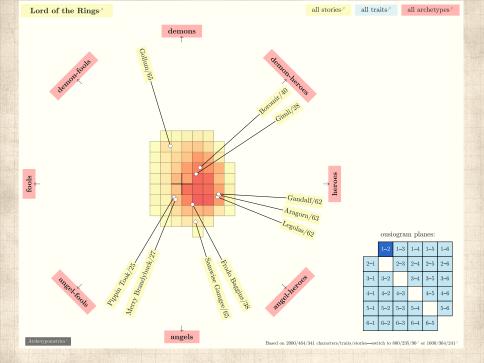


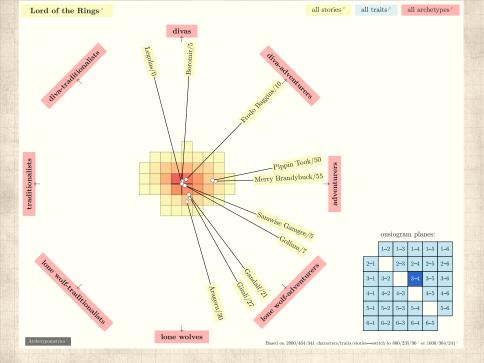


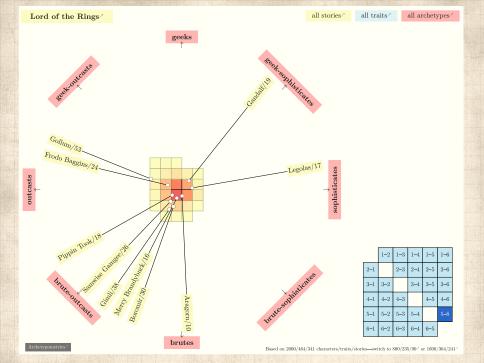


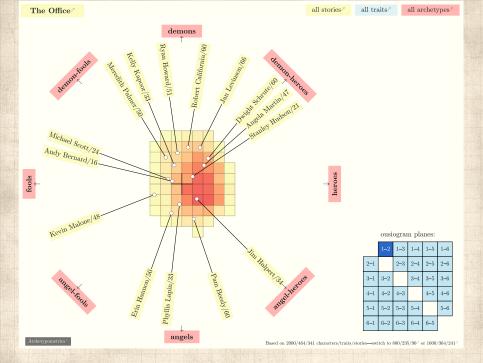


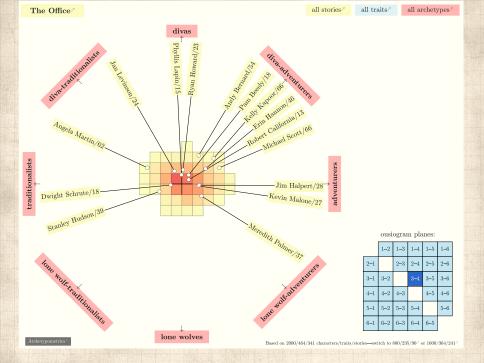


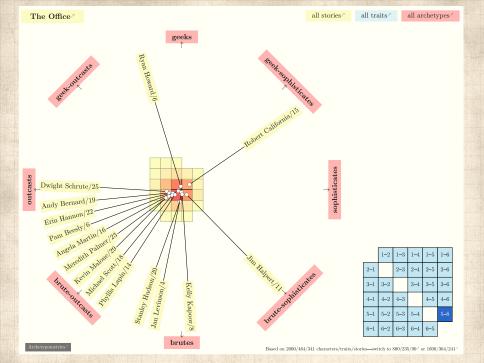




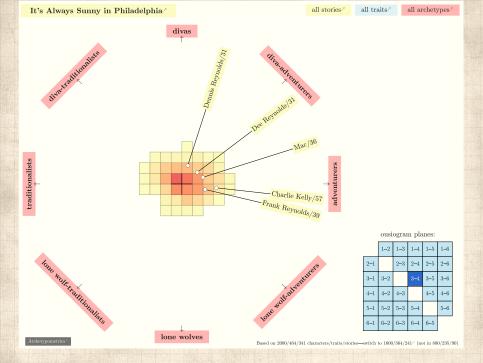


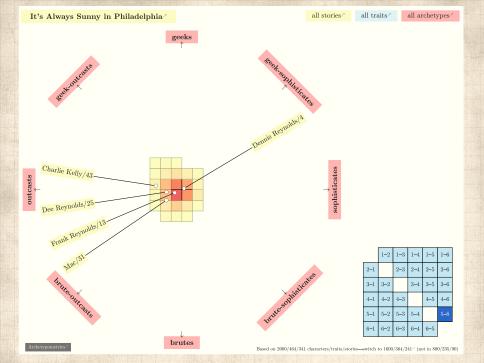


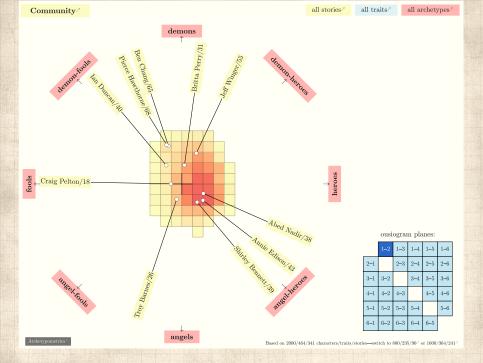


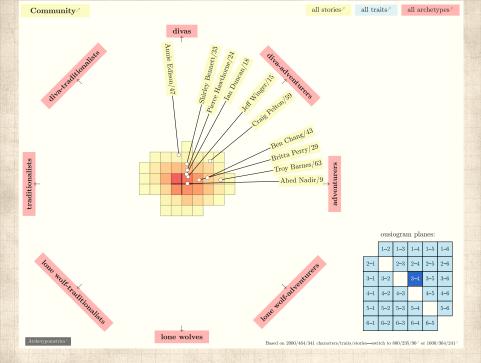


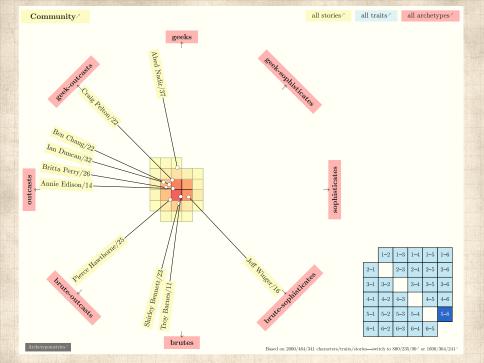
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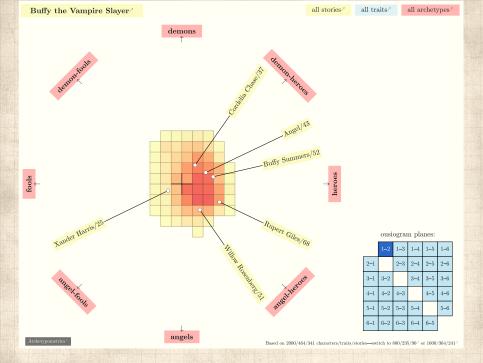


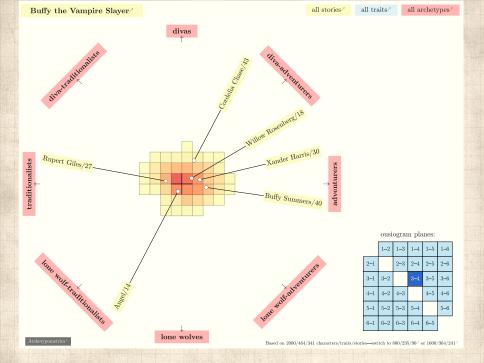


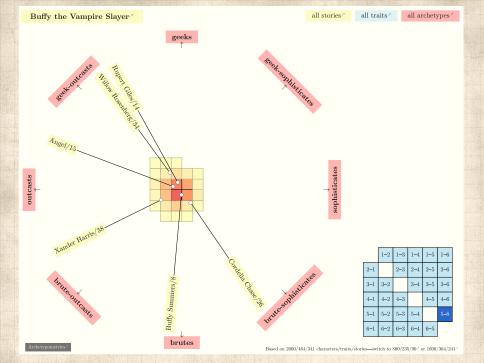


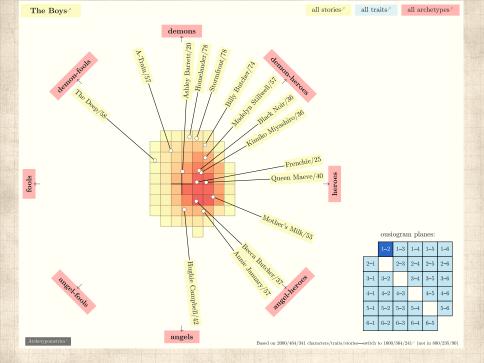


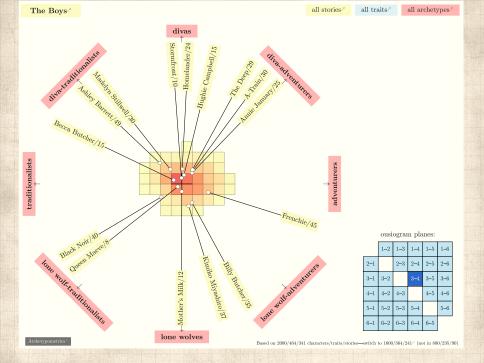


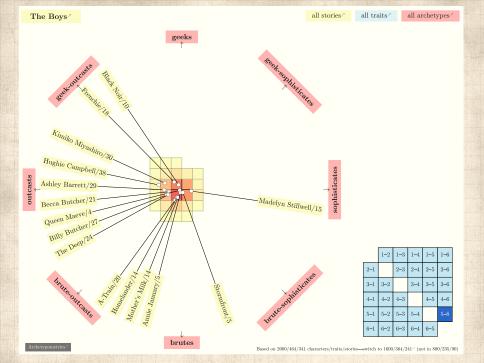


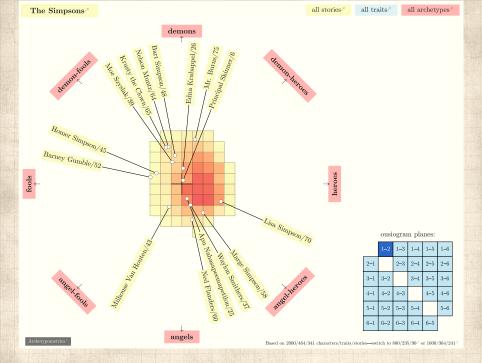


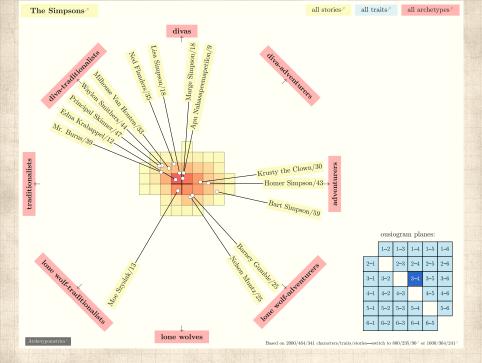


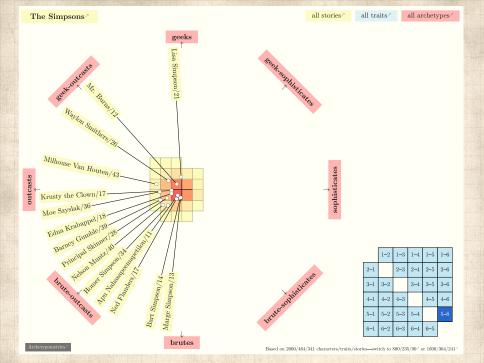












# Outline

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards
Comparing Characters
Essential Dimensions

Real Polarization

Nutshel

#### **Extras**

Robustness More Storyverse

Pratchett

References

#### The PoCSverse Archetypometrics 124 of 129

Characters
Trait and Character Spaces

Base Archetypes
Extended Archetypes

#### Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters
Essential Dimensions

Real Polarization

Nutshell

Extras

More Storyverses
Pratchett



### Elizabeth Swann is Pratchett the Cat:

Elizabeth Swann, Wikipedia, lightly adapted Pratchett is a spirited, intelligent, and independent-minded character whose beauty attracted all. Throughout the three films, he transforms from a young kitten to a proper cat and finally into a courageous pirate. Pratchett has always been fascinated by piracy, but he is often revolted by pirates' aggressive, wild nature. Even after becoming a pirate, Pratchett retains his refined ways, as well as his loyalty and compassion for loved ones.

The PoCSverse Archetypometrics 125 of 129

Fictional Characters

Trait and Character Spaces
Base Archetypes
Extended Archetypes

Card Collection

Trait and Archetype Cards Story and Character Cards

Comparing Characters
Essential Dimensions

Real Polarization

lutshell

Extras

Robustness More Storyverse Pratchett



### Elizabeth Swann is Pratchett the Cat:

Elizabeth Swann, Wikipedia, lightly adapted Pratchett adapts easily to piracy, having natural leadership abilities. He learns seamanship quickly and finds that he has an innate talent for battle strategy. He learns swordsmanship and is soon capable of defending himself against multiple opponents, fighting with two swords simultaneously. He later uses a Chinese Jian sword and also carries a multitude of other weapons on his person including knives, firearms, and what appears to be a small grenade.

The PoCSverse Archetypometrics 126 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

Card Collection
Trait and Archetype Cards

Story and Character Cards

Comparing

Characters

Essential Dimensions

Real Polarization

lutshell

Extras

More Storyverses
Pratchett



### Elizabeth Swann is Pratchett the Cat:

Elizabeth Swann, Wikipedia, lightly adapted He freely speaks him mind even if it offends others; for example, he calls a potentially dangerous enemy, a neighborhood chipmunk, a coward. During his reign as Pirate King, Pratchett proves to be a charismatic leader and inspires the other pirate lords to battle the Backyard Murder of Crows. Pratchett's darker side is shown when he sacrifices lack the Sparrow to Champ the Lake Monster so he and the crew can escape. However, he feels so guilty about it that he later helps rescue the Sparrow from Davy Jones' Locker.

The PoCSverse Archetypometrics 127 of 129

Fictional Characters

Trait and Character Spaces Base Archetypes Extended Archetypes

Card Collection
Trait and Archetype Cards
Story and Character Cards

Comparing Characters Essential Dimensions

Real Polarization

lutshell

Extras

Robustness More Storyverses

Pratchett



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The PoCSverse Archetypometrics 128 of 129

Characters

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards
Story and Character Cards

Comparing Characters

Real Polarization

Nutshell

Extras

Robustness More Storyverses

References

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#### The PoCSverse Archetypometrics 129 of 129

Fictional Characters

Trait and Character Spaces

Base Archetypes Extended Archetypes

Card Collection

Trait and Archetype Cards
Story and Character Cards

Comparing Characters

Real Polarization

#### Nutshell

Extras

More Storyverse Pratchett

