Ousiometrics: The Essence of Meaning

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Remeasuring meaning

Safety bias

The Ousiometer



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Problems

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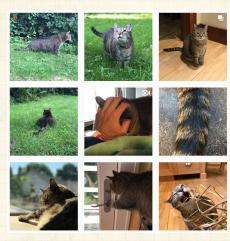
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The meaning of meaning:



"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.^[5]

What does meaning even mean?

- From the smack-tweeting Merriam-Webster:¹
 "The thing that is conveyed especially by language"
 What are the essential characteristics of meaning?
 - Does essential meaning meaningfully span some kind of space?

¹Life goal: Never get owned by a dictionary on social media

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This is not easy:

"Abed's Uncontrollable Christmas"

- Abed searches for the meaning of Christmas (in stop animation)
- Abed Nadir: [opens present] "It's the first season of Lost on DVD."
- Pierce Hawthorne: "That's the meaning of Christmas?"
- \lambda Abed Nadir: "It's a metaphor. It represents lack of payoff."

"Introduction to Teaching"

Abed Nadir: "I thought the meaning of people was somewhere in here. Then I looked inside Nicolas Cage and I found a secret—people are random and pointless."

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The meaning of pings:

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"A factorial study of complex auditory stimuli (passive sonar sounds)" L. M. Solomon, Unpublished Doctoral Dissertation, University of Illinois, , , 1954.^[22]

From the introduction:

'This study represents the convergence of three disparate areas of investigation in an attempt to analyze one of the many problems encountered in the study of human factors in undersea warfare.

The domains referred to are these:

- \lambda naval sonar,
- 🗞 the nature of "meaning,"
- and multidimensional scaling techniques.

The problem may be stated as follows: In the detection and recognition of underwater sounds by the use of sonar equipment, what are the discriminative cues employed by the sonar operator?

More generally, what factors does the operator utilize in decoding the significance of sonar signals?'

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From pings to things:

THE MEASUREMENT OF MEANING

"The Measurement of Meaning" **3** C by Osgood, Suci, and Tannenbaum (1957). ^[13]

THE DEMENSIONALITY OF THE SEMANTIC PACE 67

Osgood et al. used semantic differentials and factor analysis to identify a basis of three variables for meaning-space:

100s of students, 10s of things, 50 semantic differentials

"EPA framework"

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Semantic differentials from Osgood et al.: ^[13]

- 1. pleasant-unpleasant 18. large-small
- 2. repeated-varied
- 3. smooth-rough
- 4. active-passive
- 5. beautiful-ugly
- 6. definite-uncertain
- 7. low-high
- 8. powerful-weak
- 9. steady-fluttering
- 10. soft-loud
- 11. full-empty
- 12. good-bad
- 13. rumbling-whining
- 14. solid-hollow
- 15. clear-hazy
- 16. calming-exciting
- 17. pleasing-annoying
- 19. clean-dirty 20. resting-busy 21. dull-sharp 22. deep-shallow 23. gliding-scraping 24. familiar-strange 25. soft-hard 26. heavy-light 27. wet-dry 28. safe-dangerous 29. concentrated-diffuse 30. pushing-pulling 31. labored-easy 32. dark-bright 33. even-uneven
 - 34. loose-tight
 - 35. relaxed-tense

- 36. colorful-colorless
- 37. hot-cold
- 38. rich-thin
- 39. obvious-subtle
- 40. wide-narrow
- 41. deliberate-careless
- 42. happy-sad
- 43. gentle-violent
- 44. mild-intense
- 45. rounded-angular
- 46. slow-fast
- 47. rugged-delicate
- 48. simple-complex
- 49. green-red
- 50. masculine-feminine

Definitions:

- Ousiometrics: The quantitative study of the essential meaningful components of an entity, however perceived.
- Weed in philosophical and theological settings, the word 'ousia' comes from Ancient Greek οὐσία.
- To be distinguished from semantics, semiotics, ...
 οὐσία is the etymological root of the word 'essence'.
- 🚳 Ousiometry, ousiometer, ousiograms, ...
- Telegnomics: The distant sensing of knowledge (~ distant reading ^[12])

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Essential dimensions captured by emotion:

Late 1800s: Three dimensional representation of emotion postulated by Wendt. ^[23, 17]

- 1970s: Mehrabian and Russell explicitly port EPA framework: ^[7, 8]
 - \bigcirc Evaluation ~ Pleasure/Valence (~ Happiness)
 - $\widehat{\mathbf{O}}$ Potency ~ Dominance
 - 问 Activity ~ Arousal
- VAD has become standard nomenclature even though emotion is less general than meaning.
- Explicit presumption of independence of VAD dimensions, has hardened as fact.

 \clubsuit Intention that VAD \equiv EPA has become lost in literature.^[2]

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"The basic emotional impact of environments" Mehrabian and Russell, Perceptual and motor skills, **38**, 283–301, 1974.^[8]

"Semantic differential studies, in particular, have shown that human judgments of diverse samples of stimuli can be characterized in terms of three dimensions: evaluation, activity, and potency. We have termed the corresponding emotional responses pleasure, arousal, and dominance."

"Thus, each dimension is, in principle, functionally independent of the other two; none of the three dimensions could be subsumed by the others." The PoCSverse Ousiometrics 15 of 77 Measuring essential meaning Huxey Definitions Freedom Problems

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Major problems with measuring essential meaning:

- 1. Scale: Originally 10s and 100s of words \rightarrow now 10,000s + online rating.
- 2. The focus on types alone and not tokens: Missing the forest for the book of tree species.
- 3. The use of Likert scales for semantic differentials: Solid but can be improved upon.
- 4. Limitations of factor analysis for a large number of categorical dimensions: Ousiograms will help sort things out.
- 5. The misalignment between expert-chosen, end-point descriptors and dimensions of essential meaning: How to guide raters to score VAD dimensions? Solution is to always perform factor analysis (SVD).

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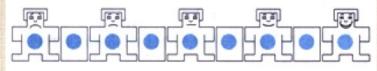
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1999 ANEW study—three 1–9 scales: [4]

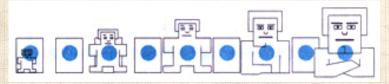
valence:



arousal:



dominance:



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ANEW study: Valence \sim Happiness:

- 💫 Valence scale presented to participants as a 'happy-unhappy scale.'
- Participants were further told:
 - "At one extreme of this scale, you are happy, pleased, satisfied, contented, hopeful. ...
 - The other end of the scale is when you feel completely unhappy, annoyed, unsatisfied, melancholic, despaired, or bored."
- 🗞 The Hedonometer was always about essential meaning.

We now know that ANEW is a no-no:

- \clubsuit Problem: Expert-chosen list of \sim 1,000 words.
- \Im Fine words but poorly cover real texts ^[16].
- Wrongly suggests Arousal and Dominance are minimal relative to Valence.

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"Obtaining Reliable human ratings of valence, arousal, and dominance for 20,000 English words" Saif M. Mohammad, Proceedings of The Annual Conference of the Association for Computational Linguistics (ACL),

38, , 2018. ^[10]

Moving beyond Likert scales:

- 🗞 Best-worst scaling 🗹
- Ask raters to examine *n* things once, and choose the best and worst according to some criterion.
- So For n = 4, the are 6 pair comparisons of Things.
- \mathfrak{B} Things end up with scores in [0, 1].

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NRC VAD Lexicon^[10]

VAD endpoints:	Paradigm words and phrases presented to raters: ^[11]
highest valence	happiness, pleasure, positiveness, satisfaction,
	contentedness, hopefulness
lowest valence	unhappiness, annoyance, negativeness, dissatisfaction,
	melancholy, despair
highest arousal	arousal, activeness, stimulation, frenzy, jitteriness, alertness
lowest arousal	unarousal, passiveness, relaxation, calmness, sluggishness,
	dullness, sleepiness
highest dominance	dominant, in control of the situation, powerful,
	influential, important, autonomous
lowest dominance	submissive, controlled by outside factors, weak, influenced,
	cared-for, guided

Major problem 5: Imposing dimensions through clouds of endpoint descriptors.

NRC VAD study: 20,007 words:

Standard correlations suggests a bit of Barney Rubble:

 $R(V,A)\simeq -0.268$ $R(A, D) \simeq 0.302$ $R(D,V) \simeq 0.488$

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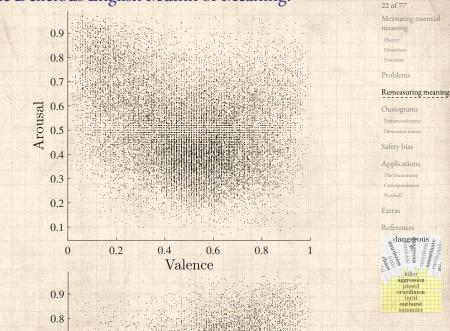
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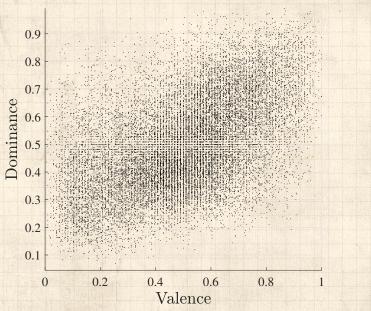
The Delicious English Muffin of Meaning:¹



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$R(D,V) \simeq 0.488$



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Release the Hounds by which we mean Singular Value Decomposition:

Variance explained:

- 🗞 VAD: 44.4%, 28.0%, and 27.6%.
- 🗞 Apply SVD.
- \clubsuit Singular values: $\sigma_1\simeq 34.1, \sigma_2\simeq 27.2$, and $\sigma_3\simeq 13.8,$
- For what will be Goodness-Energy-Structure (GES): 55.6%, 35.3%, and 9.1%
- Rotate in G-E plane by $\pi/4$ for what will be Power-Danger-Structure (PDS) 45.5%, 45.5%, 9.1%
- Interpretability enhancements: Ousiograms.

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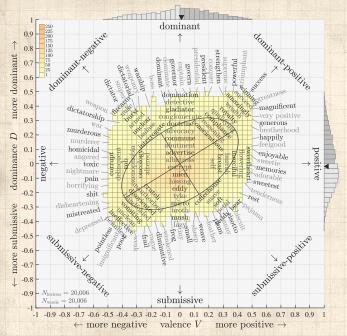
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\sim valence-dominance ous iogram for the NRC VAD lexicon \sim



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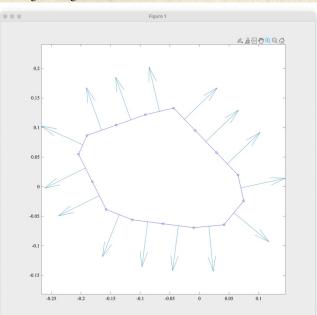
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Building ousiograms (2021/01/31):



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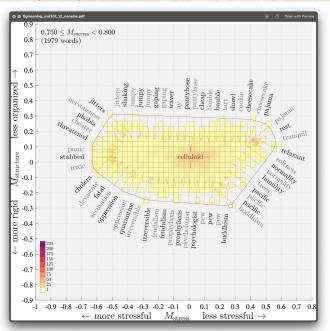
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Building ousiograms (2021/01/31):



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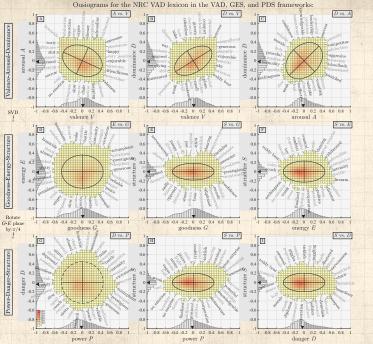
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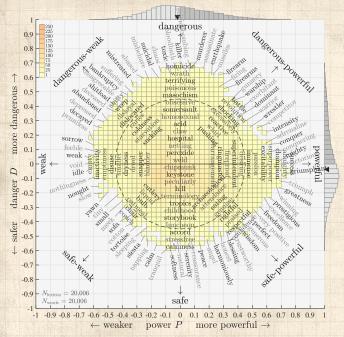
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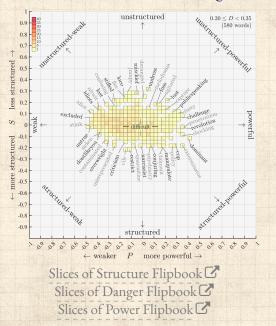
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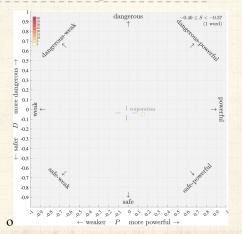
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Ousiometric slices—MRIs of Meaning



 $\{powerful \Leftrightarrow weak\} vs \{dangerous \Leftrightarrow safe\}$



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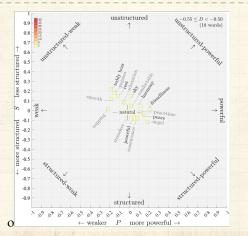
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{powerful \Leftrightarrow weak} vs {structured \Leftrightarrow unstructured} $\blacksquare \square$



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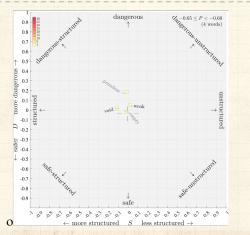
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 $\{dangerous \Leftrightarrow safe\} vs \{structured \Leftrightarrow unstructured\} \blacksquare C$



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Extremonyms: Synousionyms and Antousionyms:

Powerful-Safe (Good) to Weak-Dangerous (Bad) axis:									
Synousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
Anchor: wisdom	0.430	-0.198	0.371	0.579	-0.031	-0.158	0.388	-0.432	-0.158
education	0.396	-0.225	0.340	0.539	-0.065	-0.167	0.336	-0.427	-0.167
healthy	0.438	-0.181	0.318	0.558	-0.047	-0.108	0.362	-0.428	-0.108
trustworthy	0.469	-0.185	0.324	0.589	-0.052	-0.100	0.379	-0.453	-0.100
reliable	0.412	-0.259	0.375	0.575	-0.076	-0.202	0.353	-0.460	-0.202
Antousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
bullshit	-0.458	0.176	-0.317	-0.575	0.046	0.095	-0.373	0.439	0.095
shitty	-0.480	0.179	-0.337	-0.604	0.042	0.100	-0.397	0.456	0.100
nauseate	-0.438	0.160	-0.324	-0.558	0.026	0.101	-0.376	0.413	0.101
weeping	-0.418	0.188	-0.332	-0.549	0.042	0.131	-0.359	0.418	0.131
shame	-0.440	0.170	-0.345	-0.572	0.023	0.120	-0.388	0.421	0.120
diarrhea	-0.408	0.184	-0.357	-0.552	0.023	0.151	-0.374	0.407	0.151
Powerful to Weak axis:									
C	V-1	A				Ctore stores	D	D	Ct

/D

Synousionyms	Valence	Arousal		Goodness		Structure	Power	Danger	Structure
Anchor: success	0.459	0.380	0.481	0.571	0.501	0.095	0.758	-0.050	0.095
almighty	0.438	0.374	0.458	0.543	0.487	0.098	0.728	-0.040	0.098
triumphant	0.449	0.337	0.472	0.565	0.462	0.073	0.726	-0.072	0.073
champion	0.390	0.380	0.445	0.494	0.492	0.087	0.698	-0.001	0.087
victorious	0.384	0.386	0.446	0.489	0.499	0.087	0.698	0.007	0.087
Antousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
sorrow	-0.448	-0.265	-0.336	-0.509	-0.329	-0.127	-0.593	0.127	-0.127
tasteless	-0.354	-0.304	-0.352	-0.430	-0.385	-0.092	-0.576	0.032	-0.092
idle	-0.321	-0.333	-0.388	-0.414	-0.434	-0.068	-0.600	-0.014	-0.068
empty	-0.312	-0.317	-0.419	-0.424	-0.439	-0.033	-0.610	-0.011	-0.033
void	-0.365	-0.337	-0.370	-0.443	-0.420	-0.103	-0.611	0.016	-0.103

Dangerous-Powerful (High Energy) to Safe-Weak (Low Energy) axis:									
Synousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
Anchor: volcanic	-0.156	0.410	0.281	-0.061	0.515	-0.045	0.322	0.407	-0.045
shelling	-0.163	0.417	0.273	-0.072	0.518	-0.039	0.316	0.417	-0.039
artillery	-0.150	0.412	0.294	-0.050	0.523	-0.050	0.335	0.405	-0.050
wild	-0.188	0.422	0.250	-0.105	0.514	-0.032	0.289	0.438	-0.032
rifles	-0.163	0.364	0.265	-0.068	0.470	-0.062	0.284	0.380	-0.062
Antousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
couch	0.094	-0.418	-0.302	-0.002	-0.524	0.025	-0.372	-0.369	0.025
mellow	0.133	-0.431	-0.235	0.066	-0.504	-0.009	-0.310	-0.403	-0.009
pillow	0.163	-0.372	-0.305	0.049	-0.498	0.085	-0.317	-0.387	0.085
tortoise	0.173	-0.422	-0.250	0.092	-0.511	0.025	-0.297	-0.427	0.025
quilt	0.143	-0.377	-0.274	0.048	-0.482	0.052	-0.307	-0.375	0.052
cotton	0.139	-0.429	-0.260	0.059	-0.517	0.012	-0.324	-0.407	0.012

Extremonyms: Synousionyms and Antousionyms:

Dangerous to Safe axis:

Synousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
Anchor: homicide	-0.490	0.473	0.018	-0.485	0.478	0.011	-0.005	0.681	0.011
killer	-0.459	0.471	0.043	-0.446	0.485	0.008	0.028	0.658	0.008
psychopath	-0.460	0.443	0.036	-0.446	0.458	-0.003	0.009	0.640	-0.003
bloodshed	-0.452	0.442	0.025	-0.444	0.450	0.008	0.004	0.633	0.008
violate	-0.439	0.470	0.019	-0.440	0.468	0.033	0.020	0.642	0.033
Antousionyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
natural	0.354	-0.382	-0.019	0.354	-0.382	-0.026	-0.020	-0.520	-0.026
tranquil	0.417	-0.406	-0.145	0.351	-0.480	0.078	-0.091	-0.588	0.078
softness	0.375	-0.414	-0.098	0.338	-0.455	0.021	-0.082	-0.561	0.021
serenity	0.400	-0.378	0.057	0.429	-0.345	-0.054	0.060	-0.547	-0.054
comfortable	0.427	-0.337	-0.027	0.406	-0.361	0.039	0.032	-0.542	0.039
calmness	0.434	-0.395	-0.106	0.383	-0.453	0.065	-0.049	-0.591	0.065

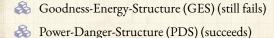
Etymological, taxonomic, and nomenclatural madnesses:

- 🗞 Physics: Power was once sometimes called Activity
- Danger I and Dominance trace back to Dominus I (~ lord/ruler/person of power)
- 🗞 Framing words for EPA, VAD, etc., matter greatly.

Other descriptors that don't hold up:

- 🚳 Success-Stress-Structure.
- 🗞 Energy/Flourishing/Thriving-Threat
- Power-Order/Chaos-Gravity/Seriousness

After much staring at the ceiling:



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Connections between meaning dimensions:

 $\begin{bmatrix} \textbf{Goodness} \\ \textbf{Energy} \\ \textbf{Structure} \end{bmatrix} \simeq \begin{bmatrix} +0.86 & -0.15 & +0.48 \\ -0.16 & +0.83 & +0.54 \\ +0.48 & +0.55 & -0.69 \end{bmatrix} \begin{bmatrix} \textbf{Valence} \\ \textbf{Arousal} \\ \textbf{Dominance} \end{bmatrix}$

 $\begin{bmatrix} \mathbf{Power} \\ \mathbf{Danger} \\ \mathbf{Structure} \end{bmatrix} \simeq \begin{bmatrix} 0.53 & 0.45 & 0.72 \\ -0.70 & 0.71 & 0.07 \\ 0.48 & 0.55 & -0.69 \end{bmatrix} \begin{bmatrix} \mathbf{Valence} \\ \mathbf{Arousal} \\ \mathbf{Dominance} \end{bmatrix}$

 $\begin{bmatrix} Power \\ Danger \end{bmatrix} = \frac{1}{\sqrt{2}} \begin{bmatrix} 1 & 1 \\ -1 & 1 \end{bmatrix} \begin{bmatrix} Goodness \\ Energy \end{bmatrix}$ (1)

From types to tokens: ^[15, ?]

- Analysis so far is for a lexicon of types: Each word counts once.
- Must consider how words are used in real texts by frequency: Tokens.
- 🗞 Rebuild ousiograms with usage frequency incorporated.
- \lambda set of distinct corpora:
 - English fiction from Google Books (120 years). [9, 14]
 - 🗘 Jane Austen's novels.
 - Sherlock Holmes stories.
 - \bigcirc New York Times (20 years). ^[19]
 - ア Wikipedia (2019/03). ^[20]
 - RadioTalk: Transcriptions of talk radio.^[3]
 - 🝞 Twitter through Storywrangler. 🏾 [1]

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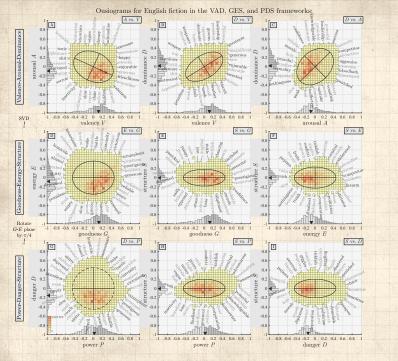
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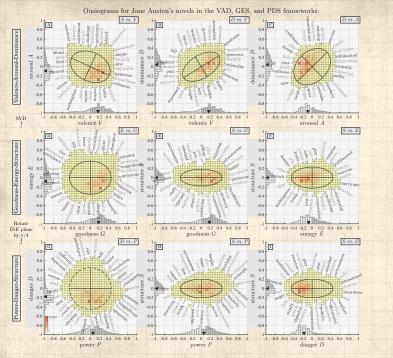
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crucifixion

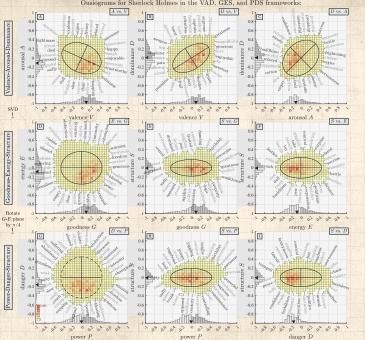






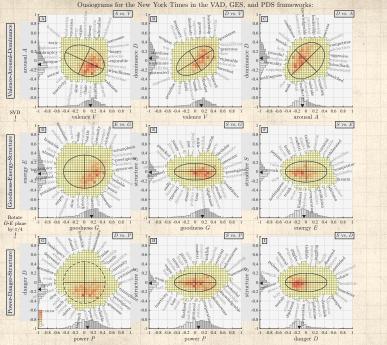


pissed crucifixion lurid outburst squander



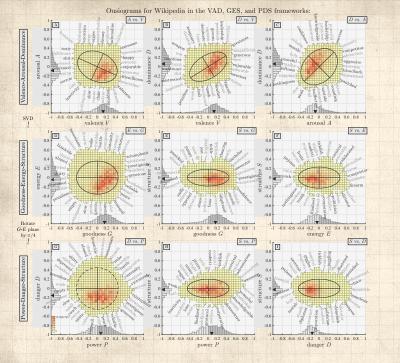


Ousiograms for Sherlock Holmes in the VAD, GES, and PDS frameworks:



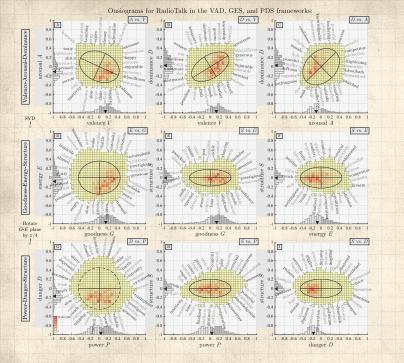


lurid outburst

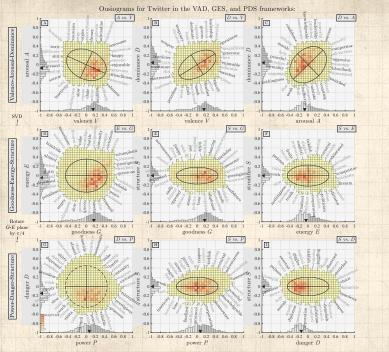


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outburst

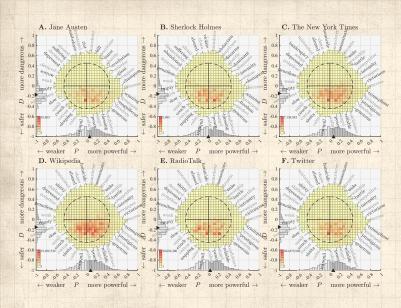








outburst



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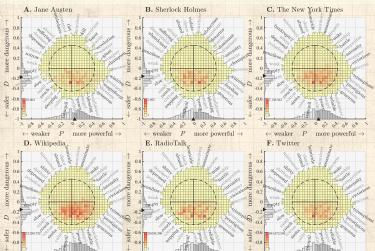
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References Hang@ous anon-training the second second the second second the second second the second second second the second second second second the second second second second second the second s A special thing has happened:

- The PDS framework emerged only from analyzing a lexicon (types).
- Applying PDS framework to disparate corpora (tokens) reveals a linguistic 'safety bias'.



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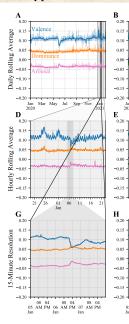


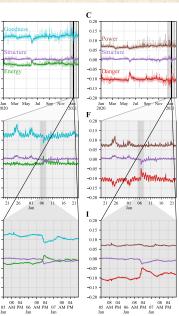
Prototype ousiometer—Twitter:

Jan

2020

Jan

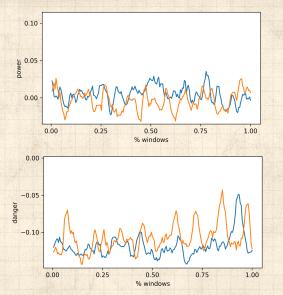






lurid outburst

Prototype ousiometer—Harry Potter:



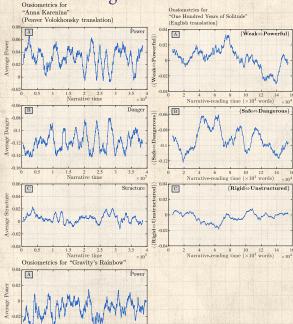
Blue: Harry Potter and the Half-Blood Prince Orange: Harry Potter and the Deathly Hallows

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Power and Danger time series for books:



Prototype ousiometer—Terry Pratchett's Discworld:



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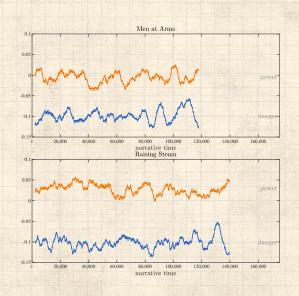
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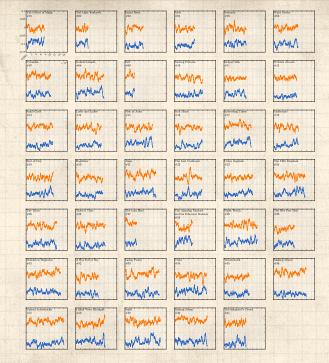
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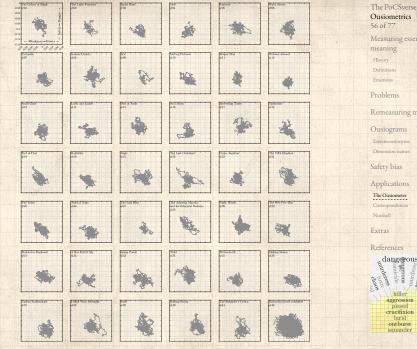
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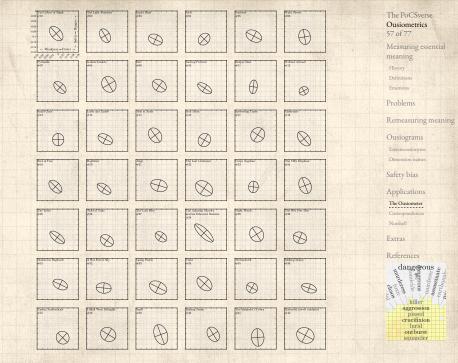
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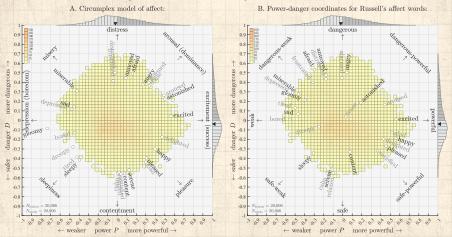
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Rough agreement with Russell's circumplex model, ^[18] which itself doesn't disagree with a 2-*d* orthogonal framework.



Dungeons & Dragons—Two alignment 🗹 axes for character:



Lawful GOOD Kind people are always kind, not just when it's easy.



Lawful neutral You expect me to watch you doing that without telling on you?



true neutral I don't believe in dibs, or love at first sight, or love, or best friends, or doing things.



Lawful Evil Call me Graig, and call blackmail a day at the mall with Graig.



neutral evil I only entered this to get back at Vicki for not lending me a pencil.



neutral good

Some things are more connected than others.

like tarantulas and me peeing my pants.

Chaotic Good If loving worms is stupid I don't wanna be smart!



Chaotic neutral We're at the mercy of each other and ourselves.



Chaotic EVIL Im gonna deep fry your dog and eat your momma's face! {lawful ⇔ chaotic} (vertical) and {good ⇔ evil}

(horizontal).

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¹From this Reddit thread C, where, naturally, the choices are enthusiastically debated.

lawful-good ∼ structured-powerful- safe	neutral-good ~ neutral-powerful- safe	chaotic-good ~ unstructured- powerful-safe
lawful-neutral \sim structured-neutral	(true) neutral	chaotic-neutral ~ unstructured-neutral
lawful-evil ∼ structured- dangerous	neutral-evil ~ neutral-dangerous	chaotic-evil ~ unstructured- dangerous

Aligns with rotated version of Cipolla's 🖸 Basic Laws of Human Stupidity:

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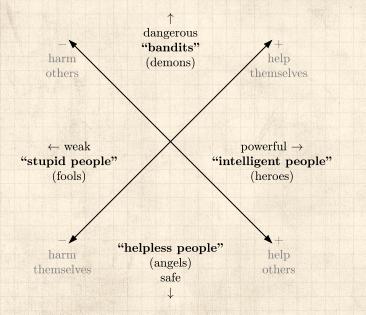
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Ousiometrics: Dangerous and Weak 🖽 🖸



Orthogonal frames in political rhetoric.

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Findings, observations, possibilities:

- Power-danger-structure framework emerges in distinct settings, fitting types and tokens.
- Safety bias of communication refines Pollyanna Principle of positivity
- \lambda Happiness/Goodness = Power + Safety
- 🚳 Ousiometer can be improved and refined.
- \lambda Possible: Emotions map onto powerful-safe and danger axes.
- 🗞 Power-danger framework for survival.
 - Possible: Telegnomics for stories—Measuring character arcs, plots.
 - Complement to information theory which is meaning-free.^[21]

See concluding remarks in the foundational paper.^[5]

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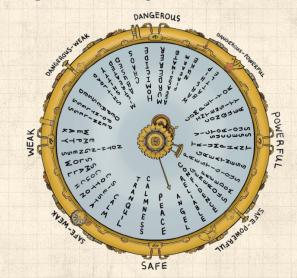
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crucifizion

The Compass of Meaning:



Online appendices: Paper(s), flipbooks, code, ... https://storylab.w3.uvm.edu/ousiometrics

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				124 244 25			S SCARLEY		
Synonyms	Valence	Arousal	Dominance	Goodness	Energy	Structure	Power	Danger	Structure
happy	0.50	0.24	0.27	0.53	0.26	0.18	0.57	-0.16	0.18
delighted	0.44	0.16	0.18	0.44	0.17	0.17	0.44	-0.18	0.17
excited	0.41	0.43	0.21	0.39	0.40	0.29	0.56	0.04	0.29
astonished	0.01	0.28	0.07	0.00	0.27	0.10	0.18	0.19	0.10
aroused	0.21	0.45	0.17	0.19	0.43	0.23	0.43	0.19	0.23
tense	-0.10	-0.06	0.15	-0.01	0.05	-0.19	0.03	0.04	-0.19
alarmed	-0.31	0.32	-0.01	-0.32	0.31	0.03	-0.03	0.45	0.03
angry	-0.38	0.33	0.10	-0.33	0.39	-0.07	0.02	0.51	-0.07
afraid	-0.49	0.28	-0.26	-0.59	0.17	0.09	-0.32	0.52	0.09
annoyed	-0.40	0.28	-0.16	-0.46	0.21	0.07	-0.19	0.47	0.07
distressed	-0.36	0.27	-0.18	-0.43	0.19	0.10	-0.19	0.43	0.10
frustrated	-0.42	0.15	-0.25	-0.50	0.06	0.05	-0.33	0.38	0.05
miserable	-0.44	-0.04	-0.31	-0.52	-0.13	-0.02	-0.47	0.26	-0.02
sad	-0.28	-0.17	-0.35	-0.38	-0.28	0.02	-0.47	0.05	0.02
gloomy	-0.39	-0.09	-0.21	-0.43	-0.13	-0.09	-0.40	0.20	-0.09
depressed	-0.48	-0.05	-0.36	-0.58	-0.17	-0.01	-0.54	0.27	-0.01
bored	-0.35	-0.33	-0.30	-0.40	-0.38	-0.14	-0.55	-0.02	-0.14
droopy	-0.06	-0.15	-0.20	-0.13	-0.22	0.03	-0.25	-0.08	0.03
tired	-0.38	-0.18	-0.31	-0.45	-0.26	-0.07	-0.50	0.11	-0.07
sleepy	0.10	-0.37	-0.25	0.03	-0.46	0.02	-0.29	-0.36	0.02
calm	0.37	-0.40	-0.22	0.28	-0.51	0.11	-0.14	-0.56	0.11
relaxed	0.36	-0.41	-0.12	0.32	-0.46	0.03	-0.08	-0.56	0.03
satisfied	0.46	0.01	0.18	0.48	0.04	0.10	0.38	-0.30	0.10
at ease	_	-	-	-	-	-	-	-	-
ease	0.30	-0.11	-0.01	0.27	-0.15	0.09	0.10	-0.29	0.09
content	0.26	-0.20	0.06	0.29	-0.18	-0.03	0.09	-0.33	-0.03
serene	0.30	-0.37	-0.13	0.25	-0.42	0.03	-0.10	-0.48	0.03
glad	0.44	0.26	0.24	0.45	0.27	0.19	0.52	-0.10	0.19
pleased	0.44	0.05	0.29	0.51	0.13	0.03	0.47	-0.25	0.03

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"Semantic differential profiles for 1,000 most frequent English words." David R. Heise, Psychological Monographs: General and Applied, **79**, 1, 1965. ^[6]

Dimension

Evaluation

Activity

Potency

Stability

Scale

Good-Bad Pleasant-Unpleasant Active-Passive Lively-Still Strong-Weak Tough-Tender Rational-Emotional Tamed-Untamed

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Remeasuring meaning:

Confusion and Conflation:

Panano, Aranal, Banimaro Mat and Banal Arabita Sadding Tao and Sadd Arabita Sadding

"Pleasure, arousal, dominance: Mehrabian and Russell revisited" Bakker et al., Current Psychology, **33**, 405–421, 2014. ^[2]



Test whether EPA and VAD match.

Explore historical problems of defining end point descriptors for meaning dimensions. The PoCSverse Ousiometrics 69 of 77

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