



Individuology

Overview

by

Bob Gorman

Founder

KnCell Technologies

Latest Edit:

Saturday, Dec. 1, 2007 5:26 PM

© 2007 Bob Gorman All rights reserved



The Challenge

- Solving Humanity's problems
- One Individual at a time...



My Primary Passions

- To Improve Individual Behaviors
- To Understand Human Behavior
 - Every Individual
 - The Full Range of Individuals
 - The Best
 - The Worst
 - Why Good people do Bad things



Primary Obstacle

- 'Soft' Science
 - Statistics
 - Correlation – Not good enough
 - Ambiguous Terminology
 - Negative Models
 - Hot Air Rises...
 - Imaginary Forces
 - Id, Ego, Superego
 - Behaviors into Things
 - Illnesses - DSM-IV
 - E-Prime



A Hopeful Metaphor

- Aviation

- First 100 years of Steady Accomplishments

- Wright Brothers
- Moon Landing
- Orbiting Space Station

- Methodology

- 'Hard' Science
- Shared Terminology
- Incremental Growth



Lessons from Aviation

- Precision
 - Accurate, Measurable Terms & Processes
- Incremental Improvements
 - Feedback
 - Sharing
 - Error Correction
 - Black Boxes
 - NTSB*
- * NTSB – National Transportation Safety Board



'Firm' Science

- Experiential World Oriented
 - Ideas serve individual people
- Necessary & Sufficient Causality
- Dynamic Threshold Scale
 - Relative – Absolutes
- Sharable Personal Meanings
 - KnCells
- RFR – Rat Free Research
Conducted by People, for People, and with People.
No Rats were harmed or even inconvenienced.



Progress of Scientific Inquiry

- Reasoning from Categories or Classes
 - All vs Nothing - Aristotle
- Reasoning from Groups – Statistics
 - Most – Normal vs Abnormal
- Reasoning about Individuals
 - Unique DNA + Personal Learning Experiences
 - Individual Threshold Scales
 - Absolute at one point in Time
 - Relative over Time



From Correlation to Causation

- Aristotle's 4 Necessary & Sufficient Causes
 - The Real was but a 'poor copy' of his ideal concepts.
- My Priority is Real Individuals!
 - Concepts are merely tools to help Real Individuals.
- Solution:
 - My 5th Necessary & Sufficient Cause - Context!
 - Everything in the Real – Experiential world exists within 1 or more specific Contexts, which limits its existence.



Key Concepts of 'Firm' Science

1. Necessary & Sufficient Causality
2. Experiential vs Conceptual Worlds
3. Experiential Thresholds
4. Privately Constructed Worlds
5. A Shift in Knowledge Paradigms
 - from: Objective \leftarrow - \rightarrow Subjective
 - To: Personal \leftarrow - \rightarrow Shared
6. Language \rightarrow Meaning \rightarrow Sharing



Caution

- These ideas are simple to **understand**.
- They may be very difficult to **accept!**



1. Necessary & Sufficient Causality Models

■ Aristotle's 4

- | | | |
|---------------|-----------------|-----------------|
| ■ <u>Name</u> | – House Example | – <u>Type</u> |
| ■ Material | – Lumber | – Parts |
| ■ Operational | – Carpenters | – Skills |
| ■ Formal | – Blueprint | – Organization |
| ■ Final | – Motive | – Driving Force |

■ My 5th

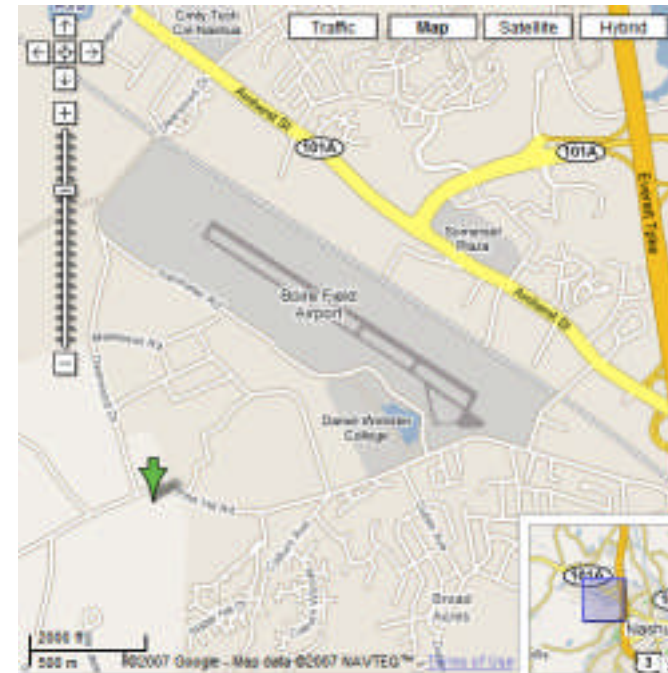
- | | | |
|----------------|----------------|------------|
| ■ Experiential | – Zoning Rules | – Contexts |
|----------------|----------------|------------|



2. Experiential vs Conceptual Worlds

- Experiential
 - Concrete, Specific, Connected
 - No 'Pure' substances
 - Personal Experience is Primary!
 - The One Shared Territory
 - Example: Google Satellite
- Conceptual
 - Abstract, Generic, dis-connected
 - Pure substances
 - Personal Experience is devalued, denied.
 - Private Maps
 - Example: Map Quest

Experiential vs Conceptual Example





Conceptual & Experiential Tools

- Conceptual:
 - Categorical – All men are ...
 - Propositional Logic, Venn Diagrams
 - Statistical – Most men are ...
 - Pre-defined Significance
 - Mathematical – Smooth Infinite Curves

- Experiential:
 - Individual – Sally is ...
 - Significance
 - is always Personal
 - When does the difference make a difference to me?
 - Mathematical – Personal Thresholds – Boundaries



Negative Models

- Hot Air
- Lift
- Random
- Psychological



3. Thresholds – A Key Difference

- Unique to the Experiential World
 - Ice – Water – Steam
 - Melting/Freezing threshold zone consumes/releases energy
 - Boiling/Condensing threshold zone consumes/releases energy
 - Specific zone actual values depend on altitude (Context)
 - Friction
 - Wear and tear...
 - People States/Zones
 - Overwhelm - Anxiety
 - Ordinary - Proportional responses
 - Underwhelm - Boredom



People & Dynamic Thresholds

- People differ from each other.
 - In many significant ways
 - Physical abilities, limitations
 - Learning – Thinking – Acting
 - Environments - Family, Cultural, Economic
 - Values
- Individuals differ significantly over Time.
 - Examples:
 - Childhood – Adolescence – Adulthood – Seniors
 - Well rested – Ordinary – Exhausted
 - Growth – Natural & Traumatic



4. Privately Constructed Worlds

- To create personal 'meaning', we each construct our private views of the one, shared, experiential world.
- Based on our:
 - Imperfect Perceptions
 - Specific Past experiences
 - Ordinary learning with feedback
 - Trauma learning without feedback
 - Personal Value Hierarchy
 - Current Expectations
- We live, based on our 'Private' world Views!



Sharing Private Experiences

- To share a private experience with another
- Or even with ourselves, later
- We typically use Language!
 - Symbols, Words, & Gestures
 - Agreed upon
 - Vague
 - Incomplete
 - Inaccurate
 - Conceptual



Language Weaknesses

- Purpose is to transfer Meaning!
- Difficulties:
 - One Word has many meanings
 - One Meaning can use many words
 - Vocabulary is Arbitrary
 - But agreed upon, by some
 - Words are Conceptual
 - Meanings are Personal



Language Failure Example:

- Even when trying our very best...
- "September 30, 1999
- Web posted at: 1:46 p.m. EDT (1746 GMT)
- (CNN) -- NASA lost a \$125 million Mars orbiter because one engineering team used metric units while another used English units for a key spacecraft operation..."



5. A Shift in Knowledge Paradigms

Objective and Subjective

- Objective, removes personal meanings, feelings, values etc.
- Subjective is all that goes on within the Individual, and is considered 'invalid' by many academics.

■ Personal and Shared

- New knowledge is created by Individuals
- Then refined, tested, and finally
- Shared with others.



6. Bridging the Gap – KnCells

- Contain a single Unit of Knowledge
 - Personal Meaning
 - Shared Meaning
- Knowledge – consists of:
 - Distinctions (Attributes)
 - Connections (Relationships)
 - Organized
 - For specific Purposes
 - Within Multiple Contexts



Back to the Original Problem.

- **A Comprehensive Person Model**
 - 5 Distinct Parts
 - Body – What we bury or incinerate
 - Emotions – Love, Fear, Rage
 - Mind – Strategizer, planner (non-physical)
 - Personal Self – Unique Individual Driving Force
 - Relationships – Persons interacting with others
 - Boundaries – Between and within the Person
 - Personal Dynamic Thresholds



Body (Physical)

- Parts – Bones, Muscles, Organs
- Skills - Subsystems
 - Circulatory, Digestive, Immune
- Control system
 - Electrical signals from brain, over nerves
- Output - Behaviors
 - Eating, Sleeping, Walking
- Needs
 - Food, Oxygen, Rest



Emotions

- Parts – Glands, and Hormones
- Skills - Subsystems
 - Amygdala, Pituitary, Cortex
- Control flow
 - Hormones in blood vessels
- Outputs - Behaviors
 - Love – Attraction, connection to others
 - Fear – Reaction to perceived danger
 - Rage – Boundary protection
- Needs
 - Expression – 2 way



Mind (non-physical)

- Parts – Images, Symbols
- Skills
 - Construct internal map of reality
 - Recall past, & Imagine future
 - Strategic & Operational Planning
- Organization
 - States, Roles, sub-personalities
- Purpose
 - Implement Goals of Self



Personal Self

- Parts – Beliefs, Values
- Primary Skill
 - Decision making
- Organization
 - Goals, to Achieve, and to Avoid
- Output - Choices
 - Based on Values hierarchy
- Needs
 - Personal power, Space, Voice
 - Community



Relationships

- Parts – People, Internal Parts
- Skills
 - Listen, Speak, Appropriate trust
 - Control, Feedback
 - Maintain permeable Boundaries
- Needs
 - Connection
 - Individuality



Dynamic Boundaries

- Connections – Specific in our experiential world
 - 2 Way
 - Control
 - Feedback
 - Connections
 - Absolute - Control
 - Proportional - Influence
 - Broken - No effect
 - Bounded by Thresholds
 - Fixed at a moment in time
 - Variable over Time



Techniques & Tools:

Models:

- 5 Necessary & Sufficient Causes
- Dynamic Person Model

Scales:

- Dynamic Thresholds – Relative Absolutes

Techniques:

- Deliberately Structured Sample Populations
- 122 – Both
- Clean Language, Coherence Therapy, EFT
- Rest of the Meaning

Tools:

- Repgrids
- KnCells
- ThoughtScope™ Personal & Shared Editions
- PsychSimulator, KRG + AHP + Ladders



Influences

- George Kelly
- Buckminster Fuller (Bucky)
- Albert Einstein
- Monty Roberts (The Horse Whisperer)
- Cesar Millan (The Dog Whisperer)
- Christopher Alexander



The Importance of Individuals

Bucky Fuller:

- Trim Tab
- "Something hit me very hard once, thinking about what one little man could do. Think of the Queen Mary, the whole ship goes by and then comes the rudder. And there's a tiny thing at the edge of the rudder called a trim tab. It's a miniature rudder. Just moving the little trim tab builds a low pressure that pulls the rudder around. Takes almost no effort at all. So I said that the little individual can be a trim tab. Society thinks it's going right by you, that it's left you altogether. But if you're doing dynamic things mentally, the fact is that you can just put your foot out like that and the whole big ship of state is going to go. So I said, call me Trim Tab."
- RBF transcript for Barry Farrell for Playboy Interview, Feb 1972



Results...

- Whether you liked or didn't like this presentation, doesn't matter.
- What, if anything, will you do differently
 - **tomorrow morning?**