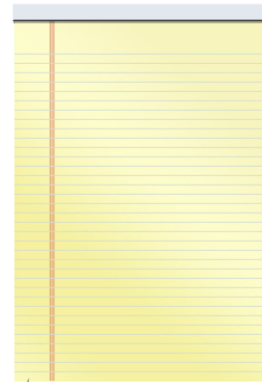


DERIVING "LAYERS" OF MEANING FROM A SOCIAL SITUATION

1 Observation Question Matrix

	Space	Object	Act	Activity	Event	Time	Actor	Goal	Feeling
Space									
Object									
Act									
Activity									
Event									
Time									
Actor									
Goal									
Feeling									

2 Verbatim Observations (Revealing Cultural "Terms")



3 Inferring Semantic Relationships Between Cultural "Terms"

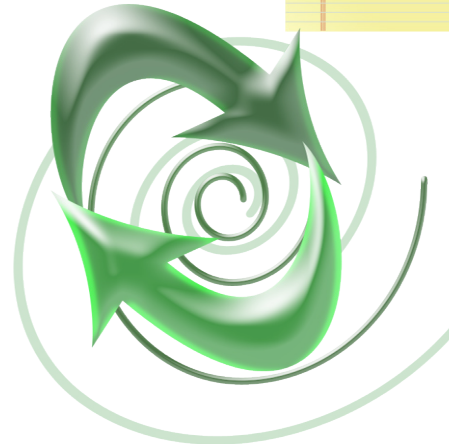
- X is a **KIND** of Y
- X is a **PLACE** in Y
- X is a **PART** of Y
- X is a **RESULT** of Y
- X is a **REASON FOR DOING** Y
- X is a **PLACE FOR DOING** Y
- X is **USED FOR** Y
- X is a **WAY TO** Y
- X is a **STEP IN** Y
- X is an **ATTRIBUTE OF** Y

8 Documenting Actionable Themes of "Truth"

"A manager's visit is either very good or very bad"

"Beauty is the greatest good for 'beautiful' people"

"Art and faith are related, if one looks for both"



4 Discovering Basic Meanings Between Cultural "Terms"

Cover Term (noun or verb)
(Semantic Relationship)
Included Term 1 (noun or verb)
Included Term 2 (noun or verb)
...
Included Term X (noun or verb)

7 Discovering Inter-Term Patterns

	ATTRIBUTES OF CONTRAST (for COVER TERMS)			
	Attribute 1	Attribute 2	...	Attribute X
COVER TERM 1				
COVER TERM 2				
...				
COVER TERM X				

6 Discovering Intra-Term Patterns

	ATTRIBUTES OF CONTRAST (for INCLUDED TERMS)			
	Attribute 1	Attribute 2	...	Attribute X
INCLUDED TERM 1				
INCLUDED TERM 2				
...				
INCLUDED TERM X				

5 Fitting Term Sequences

