

JUDGING

Moralistic Judgments:
Good/Bad & Right/Wrong
Appropriate/Inappropriate
Normal/Abnormal, etc.

BLAMING

Fault-finding

Concept of Wrongness

Fixing/Solving Problems

Deviance Detecting

LABELING

Matrix of “Is” & “Isn’t”
Static Characterizations
Typing & Classifying
Making “Its” Out of Us

OBEYING

Conditioned to Authority

Denying Choice

“Following Orders”

Denying Responsibility

ASSUMING

Analyzing & Diagnosing
Explaining & Interpreting
“Figuring Others Out”
“Jumping to Conclusions”

DESERVING

Deserving Rewards

Deserving Punishment

Behavior Modification

Extrinsic Motivation

COMPARING

Measuring & Testing

Evaluating & Grading

Competing & Opposing

Winners & Losers

BEING RIGHT

Convincing & Persuading

Debating & Arguing

Teaching & Instructing

“Resurrecting in Others”