Consumer Archetype Brand Stories:

Theory and Research on Consumers’ Reports of Interactions

with Brands and Experiencing Primal Forces

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Here is my very lengthy and belated trip report from my June trip.

The occasion was my cousin Paige’s 16th birthday. Her mom and I are like sisters and ever since Paige was born we planned to take her to Paris to celebrate this milestone. I have been to Paris many times, but my cousins have not. I am a Canadian and can get by in French. They are Californians and though adept at Spanish, were intimidated to be in a cultural environment they didn’t know. I am so proud of them both. They rose to the occasion and we had a blast!

Getting There
I flew direct from Toronto on Air France and they flew LAX-JFK-CDG on Air France, all without incident. I had arranged for a taxi service to meet us at the airport (I arrived earlier than they did). As is usual in France the meter had been started while they were waiting so the originally quoted fare ended up being substantially higher. I had forgotten about this possibility, which of course resulted in the fare adding up to substantially more than we’d been quoted when I reserved via email.

The Apartment
All I can say is WOW! We rented a 2 bedroom, 1½ bath apartment (two showers), "Merlot" from ParisPerfect http://www.parisperfect.com/ and boy was it ever perfect! Located on avenue de la Bourdonnais at the intersection of rue Rapp and rue St. Dominique in the 7th, we had a full view of the Eiffel from our charming little terrace. The apartment was lovely, with a modern kitchen and baths, very nice furnishings and accessories. The second bedroom was very tiny and I would not recommend it for an adult couple, but for just me it was just fine. My cousins shared the master. The location of this gem was perfect. We were within walking distance to two metro stops (Pont d’Alma or Ecole Militaire) and several buses stopped outside our door. We were walkable to many good bistros, cafes and bakeries and only a few blocks from the wonderful market street Rue Cler.
The apartment manager was a lovely woman, formerly of Arizona, and a welcome basket filled with practical goodies was waiting when we arrived, including a baguette bag for us to keep, a lovely bottle of wine, laundry detergent tabs, some milk, snacks and a wonderful binder filled with practical information as well as lists and descriptions of restaurants and attractions. We will be renting from ParisPerfect again, for sure.

There was only one issue. ParisPerfect quotes their rental rates in U.S. dollars. If you wish to put the rental on a credit card, then the card is actually charged in euros. This worked heavily against us. In future, I would ask to be quoted a rental price in euros to avoid the fluctuation which I was the victim of since I booked the apartment one year prior. Or I would sent them a US money order, especially now since the Canadian dollar is so much stronger against the US dollar than against the euro.

**Getting Around**

I told my cousins to bring with them small 1 1/8" headshots and on Saturday we procured our Cartes Oranges (zones 1-3) and our Museum Passes at our nearest Metro station, in addition to a carnet of 10 single tickets for getting around until the Carte Orange ticket became active on Monday morning.

For those of you who don't speak French, I saw several folks who only spoke English slip a piece of paper through the ticket wicket indicating what they wanted, making their transactions very simple. If memory serves 3 Cartes Orange and 3 Museum Passes plus our carnet of 10 tickets cost 219 euros, or 73 euros each.

I also found out later that kids/students (I think under 18) don't need a Museum pass as they get in free. However, they cannot always access certain exhibitions, so I did not regret that we got Paige a pass.

On previous trips I have comfortably and adeptly used the metro, but on this trip I decided it was time to learn to use the more convenient and much more scenic bus routes which crosses the City of Light. I am so glad I did. We got to see so much more of the neighborhoods, travel with locals and actually found it more convenient to get to the sites we were going to with a bit less walking and a lot less stairs. I bought a Paris Pratique pocket-sized book at a Metro station. This handy guide has detailed maps of each arrondissement, as well as the metro lines, the bus lines, the RER and the SCNF (trains). I'll never be without this again.
The Sites

Six months before our trip, I gave Paige a couple of good guide books on Paris and suggested she let me know what her interests were since after all, this was to be her trip. So with her list, I had prepared a basic itinerary as a guideline but I wanted to also be flexible and spontaneous. We got through about half of what we intended to but we experienced so much more we hadn't planned. We walked 8-10 hours a day and thank goodness for my Puma's (black, not tourist white) or I would have died!

As this was their first trip we had to cover some of the basics. Here, roughly was where we went.

Sites
- The Marais
- Notre Dame
- L'Arc de Triomphe - 248 steps up and 248 steps down...
- Champs Elysee
- Jacquemart Museum
- Louvre Lite
- Musee D'Orsay
- Les Invalides, Napoleon's Tomb and the Napoleon Museum
- Sacre Coeur
- Monmartre
- Rodin Museum
- Pompidou Museum
- Train to Vernon, bike to Giverny with Fat Tire Bike Tours
- http://www.fattirebiketoursparis.com/
- Eiffel Tower

Unforgettable Memories

This trip had so many memories, but here are a few choice highlights:
On our very first night, knowing that the Eiffel Tower light show started at 10:00 p.m., I steered my cousin out onto our tiny terrace to see the glittering spectacle. She was so thrilled and excited and was snapping pictures with her brand-new very expensive digital camera, but did not have the strap around her wrist. Yup, you guessed it, in her excitement, she dropped the camera and we both watched in shock as it bounced off our little marble-topped bistro table, through the ornate iron railing and down the 6 flights to the pavement below. We were stunned. It was not funny, yet we laughed so hard we were crying. I went racing down to the street to get it and as I ran out the door, heard her conversing with the people down below in Spanish! When I opened the door to the street there was an entire Spanish family: grandma, grandpa, mom, dad and a few kids standing waiting for me. The father stretched out his cupped hands which held all of the pieces they were able to recover, including the memory stick and he very solemnly said, "El muerto...". I thanked him and returned upstairs with the remains. Lesson learned...always use the strap!

D-Day Lessons
On our second evening we wanted an easy, simple and inexpensive dinner so we grabbed a table right outside our apartment door at Le Dome, a neighborhood cafe. A few tables over there were four guys of varying ages, clearly American and from their haircuts and build, I guessed military. They asked if we could take their picture and we struck up conversation, only to learn that they were indeed military, guests of the French government, invited to participate in the D-Day commemoration in Normandy because they were from the same battalion that liberated Omaha Beach and they were invited to meet the veterans and represent their battalion today. They were so honored to be there and had been very moved by the ceremonies. A couple of them had never been to Europe and this was their great adventure. They had decided to come to Paris to find the Harley Davidson store so they could buy Harley Paris t-shirts. But alas, it was not meant to be as the store was closed and they had to leave the next morning at the crack of dawn. I told them we'd go get them the shirts and send them to them from California. Needless to say they were thrilled.

We ended up walking to the Bateaux Mouches with them and then along the Seine to the Eiffel, talking about their jobs and their lives as infantry-men. We heard how hard it is on families, that most of them don't care about the politics of the day, or the current administration, that they have a job to do, whether they
agree or not, and that many of the long term benefits outweigh the short term sacrifices. My 16 year old cousin was simply awestruck by then entire evening's events. When we said goodnight and wished them well, Paige turned to us and told us that she had learned so much and that it had been a night she'd never forget. Of course we sought out the Harley store and got them their t-shirts.

**Artist in Residence**

Michael Osman is an American artists living in Paris. He supplements his income by being a tour guide. I found out about him on Fodors. Much has been written there about him...good and bad as well as simply stupid stuff. But my cousin is a budding artist and I thought it might be enjoyable for her to experience some of Paris' best art offerings through the eyes of another artist. So I engaged Michael for two days. His warmth, charm, wit and quirkiness were infectious and by the end of two days we cried when we said goodbye and feel like he's part of our family. He brought insight and intelligence, historical perspective and tailored the itinerary to Paige's interests. Paige will always remember him fondly...after all...he taught her the meaning of allegory.

**Worth a Try**

From the beginning, Paige was a French enthusiast. She asked for a French lesson every day and would then actually use the new words and phrases wherever we went. On several occasions, people commented on how polite she was and it served her well when she was rewarded with additional pain au chocolat or extra dessert treats.

**The Men, the Women, the Children**

Everywhere we went people were charming, engaging and welcoming. We especially noticed how beautiful the women were and their style and flair for dressing, even in the hottest weather. But the men were equally charming and flirtatious. I got my come-uppance when I hastily, and without thinking, commented in English to what I thought was a non-English speaking waiter that he had the most exquisite eyes I'd ever seen and without skipping a beat, he replied to me in French, "Only when I am in your presence!" Swoooon!

**A Manger [French for “a diner”]**

We were determined to eat casually and simply. Breakfasts were at our cafe outside our apartment where for 6 euros we got orange juice, a buttered baguette, a croissant and a cafe creme. Lunches were often on the
run, crepes, salads, sandwiches etc. usually in close proximity to wherever we were sightseeing.

Dinners were always in our neighborhood and came from either the detailed and lengthy list of restaurants we were provided by Paris Perfect, or from information from my various guidebooks. Thanks to so many Fodor's Posters who provided excellent restaurant recommendations, as well as to previous guests of ParisPerfect who left copious notes on their favorite haunts.

A few we enjoyed were Cafe de Mars, La Terrace de 7eme, Bistro du Papa.

After reading a previous Fodorite's trip report, we headed off to find La Cigale, for souffles...La Cigale 4 rue Recamier 75007 in the 7th, in a little alley, hard to find. On our trip to Giverny, we met a young woman from Brisbane, Australia who was traveling on her own and we invited her to join us. Three of us enjoyed delicious and innovative souffles, while Paige had the rack of lamb. We shared two dessert souffles, one chocolate and the other cherry/almond. Yum.

One of our favorite meals was at Relais de L'Entrecote. One of my all time favorites, this is a steakhouse like no other you've ever been to. No menus. No reservations. Cash only. For a very low price you get gorgeous a salad, steak sliced in the best sauce I've ever had, unending hot, crispy frites, wine and dessert. A real neighborhood joint.

The review in Zagat says it like this and I concur, "When ordering from the friendly but no-nonsense servers, rare, medium or well done are the only words you need to know because the reasonably priced beef's the only game in town here. 2 locations. 6th arrondissement, 8th arrondissement...20 bis, rue St-Benoit (St-Germain-des-Prés) Paris 014 5491600, or 15, rue Marbeuf (Franklin D. Roosevelt) Paris 014 9520717."

Shop 'til We Drop

I wanted Paige to get a feel for shopping experiences that she would not have at home (aka...the ubiquitous Mall). We strolled the designer rich (and rich designer) Avenue de la Montaigne, the boutiques of St. Germain, the overwhelming Galeries Lafayette (where I discovered the champagne bar and parked myself to imbibe while my cousins shopped), the trendy stores of the Marais, the markets, the museum shops, an art fair and the bookanistes. She became very adept at scoping out the hundreds of shops that carried teensy,
weensy (size 0) clothes that would set her apart at home, focusing on the trendiest most fun clothing and accessories. Her initial shyness soon evaporated and she would stride into a store issuing the requisite "Bonjour madame/mademoiselle" upon entry and "Merci, bonne journee" upon exiting. One of my favorite experiences was when she asked if we could go into Chanel on Avenue de la Montaigne...just to look around. She politely asked to see the earrings and picked up several of the small, plastic button earrings with the ubiquitous Chanel "C's". When told they were 230 euros, without a beat, and with a polite smile she said, "Thank you, they are a bit more than I was hoping to spend." When we left the shop, she commented on the fact they were just a pair of plastic earrings:)

Monet's Gardens

We went on Fat Tire's day trip to Monet's gardens and house in Giverny, about an hour outside Paris. We took the train with the group and then picked up the bikes at the train station in Vernon, biked to the market to pick up lunch items, had a picnic lunch then biked to the house for the afternoon. It was lovely and I highly recommend it. We were there at peak season and it was mobbed, so I'd suggest it may be more enjoyable in the off season, though the lily ponds may not be in bloom.

This company also has several other tours, including a night tour, a day tour, a tour of Versailles and segue tours...see their website http://www.fattirebiketoursparis.com/. I reserved on line ahead of time.

The End

I could go on and on...but look, I already have. Obviously we had a wonderful time and I know Paige will treasure the memory of this girl's trip for many years to come.
It was the evening of December 20th, three days before I was to depart for Indiana on my annual pilgrimage home. I needed a wheeled garment bag so that I could give my aching back a rest during the long journey. As usual, the week before Christmas turned out to be a frenzy, so I had put off my luggage purchase until the last minute. If I wanted a new garment bag, I had to get it that night. Not wanting to run the gauntlet of holiday-crazed suburb dwellers that were crowding the large shopping mall, I opted to visit a luggage store in a small strip mall near my office. I parked my car and strode for the store entrance, flush with the happy willingness to buy that seems to possess Americans in the busy days before Christmas. I pulled the door open, its bell jingling merrily. At the sound the saleswoman moved from behind the counter to greet me at the front of the store. As my foot crossed the threshold I immediately realized two things:

1. The saleswoman was extremely attractive.
2. My pants were completely unzipped.

To say that this woman was extremely attractive would actually be an understatement. She was gorgeous. She stood 5'7" and had shoulder-length black hair, high cheekbones, and a perfect button nose. Her well-proportioned mouth spoke English with a vaguely European accent, which added to the mystery. Her body was nothing but curves. She was a statue wrapped in a blue ribbed turtleneck sweater and stylish black pants, both garments tight enough to observe the sculptor’s fine craftsmanship from across the room. Her slender legs looked even longer when punctuated by square-toed high-heeled boots, their shiny black leather winking from beneath the hem of her slacks.

To say that my pants were unzipped would likewise be an understatement. In point of fact, they were about to fall off. The button of my jeans had apparently come undone in the car, and the zipper had fallen completely open under the inevitable tug of gravity. The only thing keeping the pants attached to their owner at all was a brown belt, and the 1-inch strip of worn leather did not look like it was up to the task. Not only that, but I happened to be wearing a pair of loose-fitting jeans that day, purchased in a foolish attempt to look with it. (Damn you and your marketing, Tommy Hilfiger!) These pants were almost loose enough to
fall off when they were fastened, and in their current state I feared that they would slip to the ground at the slightest encouragement.

I told this story to a friend who cheekily applauded my bravado, suggesting that approaching such a woman with an open zipper constitutes the sincerest form of honesty. To him let me just say that it's easy to laugh when your pants are well secured. I, on the other hand, was mortified. There's nothing more dreadful than being embarrassed in front of a person you find attractive, and this seemed like the inevitable outcome of my current situation. I was instantly transported back to eighth grade, when my friend Kyle had yanked down my pants in front of a girl that I really liked at the time. I was devastated. I was so embarrassed that I couldn't even look at her after that day. My ears burned for months afterward. Fourteen years later, I shuddered at the memory.

"May I help you?" She asked again. I had apparently missed her original query, lost in thought as I was. I quickly realized that there were only two choices: make my purchase and leave as quickly as possible, or walk out the door and never, ever come back. If I gambled and won, I'd have my luggage and no one would be the wiser. If I lost...well, it would be eighth grade all over again. As I looked at this radiant beauty, her smile lighting up the store, I felt that familiar sickly dread of junior high welling up inside me. The only thing that kept me from bolting was my poor, aching back.

"Yes," I replied, "I'm looking for a wheeled garment bag."

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The saleswoman smiled at me. "We have several excellent models, sir," she replied warmly as she strode with feline grace to a rack of luggage, leaving a trail of perfume and clipped vowels in her wake.

This was going to be harder than I thought. Part of the problem was that Valentine, which I later learned was her name, was an excellent saleswoman. I have never met anyone so knowledgeable about luggage. She knew every manufacturer, she knew every bag and, most devastating to my cause, and she knew where everything was in the store. I'd hoped that if I asked enough questions she might be forced to go in the back room for a minute and leave me alone to put my pants back on. Alas, this was not to be. She moved with the cool assurance of a master, ready to handle any question I threw at her. To make matters worse, I couldn't take my eyes off of her. She was beautiful. She made luggage sales look like the sexiest thing in the world. I watched, mesmerized, as her shapely fingers caressed glistening black nylon. Her silky voice enchanted me
with a siren song of aluminum frame construction and lifetime warranties. My reverie was snapped only by the sensation of my jeans sliding down my legs. I realized that I had to regroup and concentrate if I was going to make it out with my dignity intact. I took a deep breath, cleared my mind, and got to work.

I adopted a two-pronged strategy. The first phase, the Hike, was an attempt to hike the pants up to temporarily prevent them from slipping off of my hips and onto the floor. To execute the Hike, I casually hooked a thumb through one of my belt loops and tugged the waist as high as I could get it. I imagined myself doing this contemplatively, as an aristocrat might pull on his sleeve to signal a bid at an auction.

The second phase of my plan, the cover, was intended to prevent anyone from discovering the hiking activities that were then taking place. I thrust my non-hiking hand into the pocket of my long black coat and casually pulled that side of the coat around me. At the same time I pulled my shoulders into my coat to cover more of my front, as if a chill wind had just blown through the store.

I put my plan into action immediately. The resulting exchange would not have looked out of place in a Charlie Chaplin movie. Although I attempted to make it look natural by switching my hiking and covering hands, I had to adjust so often that my clothing was constantly in motion. I was a blur of blue denim and black wool.

Valentine: Zis bag has many expandable pockets.

Me: Ah. (Left-hand Hike. Right-hand Cover.)

Valentine: Zis makes eet very useful for short trips or long trips.

Me: I see. (Right-hand Hike.)

Valentine: Zis bag also uses rip-stop ballistic nylon and durable polyurezane veels [sic].

Me: (Left-hand Hike.) Polyurethane wheels, huh? (Right-hand Cover. Left-hand Hike.)

That's good. (Right-hand Hike.)

We continued in this manner for several minutes as I tried to focus on the important luggage facts being shot at me, machine gun style, from Valentine's perfect mouth. She gushed over a $300 suit bag made by Travelpro, enumerating its many features while frequently stressing its high-quality American manufacture.
She claimed it was the very best bag in the store, second only to a more expensive Italian bag. I nodded appreciatively, not bothering to work out the math. (I'm telling you, she was good.)

I did not have $700 to spend on Italian luggage, so my choice was pretty clear after about five minutes. I couldn't appear too anxious, though. If I my retreat were too hasty, Valentine might get suspicious and give me the once-over. One well timed glance at my nether regions and I was done for. I was also worried about looking like a cheapskate, even in this time of crisis. I had to examine a few other options and then, after careful consideration, choose the Travelpro not because I couldn’t afford the other bags, which of course I couldn’t, but because I had the Financial Acumen to recognize that it was a great buy.

I poked and prodded at the other bags, rubbing my chin thoughtfully whenever I had a free hand that wasn't busy Hiking or Covering. Valentine helpfully demonstrated every zipper on every bag, and each zzzzzzzzip! ratcheted up my anxiety level. My pants kept slipping. The store, previously empty, was now nearly full, as if a tour bus of luggage-hungry sightseers had just pulled up. The time had come to make my move. I waited for her to finish talking about the quality of American ball bearings and then, with a thoughtful pause, I said, “You know, I think I'm going go ahead and get the Travelpro.” Her face lit up like a child's on Christmas morning.

“Oh, zat is an excellent choice, sir!” she glowed, putting her delicate hand on my arm. The feeling of warmth at her touch was tempered only slightly by the thought of what might happen if she jostled me too forcefully. “Right zis vay sir, and ve'll get you all taken care of.” She pulled my new bag up onto its wheels, thrust the handle at me, and slinked over to the cash register, her pants swishing as she walked.

It was with horror that I realized my next predicament: getting to the counter. My pants were looser than ever, and the motion of walking would surely just speed their escape. My only chance was to walk quickly and use inertia to keep them up. I made it in two fast strides, but I nearly tripped on the way. Safely across the store, I could now lean on the counter to halt the downward progress of my trousers. The trip had frightened me, though; I was clearly losing my concentration. I had to get out of there fast.

Valentine gathered the paperwork needed to ring up my purchase. For some reason, it seemed that everything she needed to complete our transaction was in an extremely low drawer behind the register, which required her to keep bending over suggestively. I tried not to look, but my leaning posture put me in a perfect ogling position. Not wanting to move my legs and risk disaster, I turned my head awkwardly to the right and gazed at a display of backpacks to reassure the others in the store that I wasn't staring. The smirk
on the face of the other store employee told me that I wasn't going a very good job. (Why couldn't he have been my salesman?)

Finally Valentine stood up and began to process my credit card. It was taking forever. I prayed that my credit card wouldn’t be rejected. I began to sweat. Finally the machine spit out a receipt, which Valentine offered to me, smiling. I signed it quickly and turned to go, but she wasn't through. She handed me a passel of items and explained each one at length: my credit card, my receipts, the owner's manual, the warranty card. I patiently waited until she was through and then, with as attractive a smile as I could muster, yanked everything out of her hand. Not even bothering to put my credit card back into my wallet, I turned on my heel and hurried out.

“Zank you sir, and have wonderful holiday!” Her accent played in my ears as I wheeled my trophy out of the store.

I stood on the sidewalk outside. It was 150 feet to the car. My hands would be full during the journey, so I wouldn't be able to make any pants adjustments on the way. If they started to slip at all, they were going straight to the ground. I had a horrible vision of myself standing in the middle of the brightly-lit parking lot with my pants around my ankles, surrounded by Valentine and the people from the tour bus, all of them cackling and pointing. I shuddered. This was it. I performed one final Hike, grabbed the suitcase handle, and made a break for it.

I took long strides, keeping my legs perpendicular to the ground for as long as possible. I looked like a football player high-stepping through a series of tires. I was sure Valentine was watching me; I could feel her cool blue eyes burrowing into my back. The parking lot seemed to get longer with every step I took, like that hallway in “The Shining”.

I reached the car (out of breath!) and frantically pressed the unlock button on my car remote (hurry up hurry up!) until the lights flashed and I heard the metallic snick! of the lock. I tore open the trunk (my God, they're slipping!), threw the suitcase inside (faster, faster!) and tossed in the handful of papers Valentine had given me (no time, just go!). My credit card clattered against the garment bag's wheels.
I slammed the trunk closed (almost there!), whirled around, whipped open the driver's door, and dove for the safety of the cockpit. The darkness was like a tall, cool glass of water. After a long drink I pressed my back against the seat, slid the jeans up to my waist, zipped them up, and fastened the button.

Rapture! I was never so glad to be wearing pants in all my life. Happiness flooded over me. I wanted to sing a song. I wanted to hug someone. I wanted to apologize to Tommy Hilfiger and take back the nasty things I'd said about his questionable parentage. "I was emotional! No hard feelings?"

Most of all, I wanted to go back inside and talk to Valentine. I wanted to tell her about the whole silly situation and explain why I had been acting so strangely. In the end, she'd probably think it was cute. She'd laugh and put her hand on my arm again. She'd find the story charming, like in the movies, and insist on buying me a cup of coffee. But life, as I well know, is not the movies, and I was not about to risk humiliation twice in one evening. I sped out of the parking lot and into the night, my hips snugly ensconced in denim.

EPILOGUE: It turned out that the garment bag was too small, so I couldn't even take it on my trip. I wanted to return it, but I couldn't bring myself to go back. The bag is still sitting in my closet. I haven't worn those jeans since that night, and I haven't been back to the store.
Well I wouldn't wear a fur coat - not a real one anyway - so the title had to reflect that!!

I have discovered a lovely second hand ladies wear shop in Beachamp [sic] Place near Harrods in Knightsbrisge [sic] which has designer wear at vastly reduced prices. I bought a Valentino short leather skirt (and the leather is baby soft, ok I know I said I wouldn't wear fur - so I'm inconsistent!) which would cost £600 new for £110 and it looks really as new - you would never have guessed it's second hand.

Anyway - onto the op - at this lovely shop I spied [English for spied] a beautiful cream coloured cashmere coat - Versace no less for 150 pounds. Sold to the lady slobbering in the corner!

The feel of the cashmere was sooo soft and it was lined with a beautiful silver embossed lining that felt beautiful against the skin and epitomised luxury all the way.

No way would I be able to afford one of these at the real price of nearly £1,000.

The fit of the coat was wonderful and I felt like I was one of those film stars sweeping into the room wearing the most wonderful outfit.

Versace is available at so many stores now, almost always tied up by anti theft devices so this was the first time I had ever been able to try Versace on.

There is a great Versace store at Bicester which does have cheaper prices - worth a look! This coat was less than 6 months old and had been sent in by a lady who gets her clothes for nothing and wears them once or twice and then sends them in for resale.

Having worn Versace I would definitely look to buy something else from their 'stable' as the finish on this coat is the best. It has been hand stitched and reeks of quality.
Proud of my purchase and having just been into Rigby and Pellar for my six month refit of lingerie I started my journey home wanting to show off my purchases.

On speaking to the man of the moment I found he was at home not doing a great deal and, as he was on his own, I thought I could pay him a visit. We agreed I would get a takeaway on the way back.

My mind wandered as I negotiated the motorway and I was so eager to show off my new 'buys' that I cooked up a surprise. I have always wanted to do this and this was the perfect opportunity. I picked up the take away and then pulled into the local garage to use the loo.

It didn't take long to change into the lingerie and on a whim I didn't redress but just put on my coat. Luckily I had been wearing a skirt in any case so had the required stockings to complete the look ;-)

I stuffed my bags with my remaining clothes and left the garage trying not to look too conspicuous! No one, of course, paid any attention to me at all but I really thought they knew what I was up to.

Now the food was getting colder the hotter I became and I really wasn't concentrating too well on my driving. As a precaution (clever girl - I'm learning)I thought I would ring my man to check he was still alone, after all I didn't want to make a fool of myself. Yes he was alone and where was his dinner! Well I thought...I hope to be giving you some food for thought in a few minutes;-)

As I rung off down I caught sight of a blue light behind me......the local constabulary wanted to discuss me using a mobile phone while driving......well they don't have a great deal to do in this rural area!

I duly pulled over and sat in the car having wound the window a little - after all you never know if they're real. They were real and asked me to get out of the car.

Now I don't know if you have ever stolen a frozen chicken by stuffing it up your skirt and trying to walk away casually, but if you have you will be able to visualise how I got out of the car...trying the hardest not to reveal what was ( or wasn't) underneath my coat.
Versace did not let me down. The coat, all encompassing, only using two of the buttons provided kept my chastity covered. This coat has quality and after several dry cleanings because of the colour still looks as good as new!

The problem I had was that the evening was very warm and they asked why I was wearing a coat when it was so hot.

The fear on my face convinced them that I was smuggling drugs or something and their manner was less convivial.

Quick as a flash I told them I was going to a fancy dress vicars and tarts party. [Refers to a party where the theme requires guests to arrive dressed up as either a vicar or a prostitute. It is a very English tradition.]

'Let’s have a look' said the youngest one, who was the one if I had a choice I would have accepted a drink from! I pulled up my coat to show the top of a leg and told them that was all they were getting!

They laughed and we all went our separate ways.....thank goodness.

Five or six minutes later I arrived at my mans house, 'nice coat' he said as I wafted in like a film star, 'did you remember the poppadoms?' [Indian crisp bread served at curry houses in England often as an accompaniment to the main course.]

As I tried to kiss him he shifted me out of the way as the football was on. I resorted to standing in front of the TV and slowly unbuttoning my two buttons......luckily he has a microwave, and only the Nan bread went soft ;-) 

Would I buy Versace again? Best coat I ever bought!
Exhibit D. Consumer Storytelling for a Trip to Paris

Blog: Gayle’s trip with Paige to Paris: “I love Paris...Anytime at All...”

Story gist: Love triangle that shares the protagonist’s love and knowledge of Paris with her younger cousin.

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
<th>?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protagonist experiences an inciting incident?</td>
<td>Y</td>
<td>N</td>
<td>?</td>
</tr>
</tbody>
</table>

Evidence: Paige drops her camera six flights whilst trying to snap the Eiffel tower light show; seeing sites of Paris

| Mundane presentation of self in everyday life of a protagonist is apparent in the story? | Y   | N  | ? |

Evidence: use of travel guide books and maps of Metro subway system

3. Consumption stories matches myth identified for brand?               | Y   | N  | ? |

Evidence: Love appears to be all around with the love of our protagonist for Paris being shared with her cousin Paige. This cements the myth that surrounds Paris as not only the city of lights but as a city of love named after Paris from Greek mythology who abducted Helen of Troy.

4. Protagonist engages in actions to achieve goals?                    | Y   | N  | ? |

Evidence: hires artist as guide; identifies specific museums and restaurants that they visit; “shop ’til we drop”

1. The blog presents a story that informs about conscious and/or unconscious thoughts of the protagonist and other actors?   | Y   | N  | ? |

Evidence: “She [Paige] was so thrilled and excited and was snapping pictures with her brand-new, very expensive, digital camera (light show of Eiffel Tower). One of my favorite experiences was when she asked if we could go into Chanel on Avenue de la Montaigne...just to look around.”
2. The blog presents a story about how personal evolution or change in the life of the protagonist occurs? N ? Y

Evidence: protagonist (Gayle) says that she knows that Paige will treasure the memory of “this girl’s trip for many years to come.”

7. The blog informs how events involving a protagonist occur? N ? Y

Evidence: specific events include “getting there,” accommodation details (“The Apartment”); getting around; sites visited; storytelling uses headings to identify event categories.

8. The blog has a beginning, middle, and ending? N ? Y

Evidence: storyteller writes narrative following a chronological order from “getting there” to “the end”.

9. The blog presents a protagonist in clear-cut situations? N ? Y

Evidence: more than ten clear-cut situations are written into the story including Paige dropping the expensive camera and it breaks into pieces; “laughing so hard we were crying” over the incident.

10. The blog has a protagonist who offers a lesson learned? N ? Y
Evidence: “Obviously we had a wonderful time and I know Paige will treasure the memory of this girl’s trip for many years to come.” Unconscious fulfillment of fairy godmother role by Gayle.

Exhibit E. Consumer Storytelling for Wearing Tommy Hilfiger Jeans

Blog: Scott’s shopping trip wearing loose fitting Tommy Hilfiger jeans: “Unzipped”
Story gist: The protagonist wearing his Tommy Hilfiger jeans to look hip with them falling down and unzipped goes shopping for a wheeled luggage bag when he is served by beautiful women under his difficult circumstances.

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protagonist experiences an inciting incident?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: Scott does not want to be embarrassed in front of a beautiful sales woman (Valentine) and remembers his childhood memories.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mundane presentation of self in everyday life of a protagonist is apparent in the story?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: Vivid description of the different types of luggage as our protagonist shops.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumption stories matches myth identified for brand?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: The jeans were purchased to look “with it”.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protagonist engages in actions to achieve goals?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: He makes sure his jeans do not fall down by “hiking” the pants up whilst buying the wheeled luggage.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The blog presents a story that informs about conscious and/or unconscious thoughts of the protagonist and other actors?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: “She was gorgeous”. “I couldn’t take my eyes off of her.” “She was beautiful”.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The blog presents a story about how personal evolution or change in the life of the protagonist occurs?</td>
<td>N</td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>
Evidence: The protagonist wanted to go back and talk to Valentine but did not want to risk humiliation.

7. The blog informs how events involving a protagonist occur? N ? Y

Evidence: The events are recounted in the story itself and include shopping for luggage, visiting a shop with a beautiful saleslady, finding the jeans are unzipped, purchasing the bag and leaving without losing the Tommy Hilfiger jeans.

8. The blog has a beginning, middle, and ending? N ? Y

Evidence: The story follows a chronology that moves from the initial shopping to an “epilogue”. However, there is the use of a single flashback that evokes childhood memories.

9. The blog presents a protagonist in clear-cut situations? N ? Y

Evidence: The protagonist appears in a storyline in which he has what is a very clear problem with his jeans and endeavours to go about shopping for his luggage without losing his jeans whilst being served by a beautiful saleslady.

10. The blog has a protagonist who offers a lesson learned? N ? Y

Evidence: The lesson is made clear at the end of the story as an “epilogue” whereby the protagonist did not use the bag purchased nor has he worn his jeans or “been back to the store”.

Exhibit F. Consumer Storytelling for Buying and Wearing a Versace Coat

Blog: Purchase of a Versace coat and a drive home: “Long Coat, no knickers...”

Story gist: Purchasing a Versace coat the protagonist behaves in a risqué manner driving to her “man”.

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Protagonist experiences an inciting incident?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: Wearing a Versace coat with just lingerie on whilst being chased by a local police car with two police officers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ Mundane presentation of self in everyday life of a protagonist is apparent in the story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: Description of the store near Harrods and in Bicester as well as the exact price of the clothing being stated.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Consumption stories matches myth identified for brand?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: “… I felt like I was one of those film stars sweeping into the room wearing the most wonderful outfit.”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Protagonist engages in actions to achieve goals?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: In order to get “her man” she wears her coat with only underwear driving home.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ The blog presents a story that informs about conscious and/or unconscious thoughts of the protagonist and other actors?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: When caught by the police whilst driving and using a mobile phone she indicates she is going to a “Vicar and Tarts party”.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ The blog presents a story about how personal evolution or change in the life of the protagonist occurs?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
</tbody>
</table>
Evidence: Once wearing the Versace coat the protagonist is transformed into a siren.

7. The blog informs how events involving a protagonist occur? N  Y

Evidence: The story progresses from the protagonist wearing a Versace coat, being fitted for Rigby & Pellar lingerie, driving home and being with her man.

8. The blog has a beginning, middle, and ending? N  Y

Evidence: The story commences with the protagonist finding a Versace coat at a cheap price and then progresses to being chased by the police and finally gets home.

9. The blog presents a protagonist in clear-cut situations? N  Y

Evidence: It is very evident from the story that the protagonist is the centre of attention in all the major scenes including arriving home when her man is watching television.

10. The blog has a protagonist who offers a lesson learned? N  Y

Evidence: The lesson is clearly spelt out at the conclusion of the story: “Would I buy Versace again? Best coat I ever bought!”
Exhibits G to I

Elaboration of Trip to Paris Blog Communication

17. "I wanted Paige to get a feel for shopping experiences that she would not have at home (aka the ubiquitous mall)."

16. "On our trip to Giverny, we met a young woman from Brisbane, Australia who was traveling on her own and we invited her to join us. Three of us enjoyed delicious and innovative souffles, while Paige had the rack of lamb. We shared two dessert souffles, one chocolate and the other cherry/almond. Yum!"

15. "Michael Osman is an American artist living in Paris. He supplements his income by being a tour guide. I found out about him on Fodor's. So I engaged Michael for two days."

14. "They had decided to come to Paris to find the Harley Davidson store so they could buy Harley Paris t-shirts."

13. "The father stretched out his cupped hands which held all of the pieces they were able to recover, including the memory stick and he very solemnly said, "El muerto..."

12. "Unforgettable Memories. This trip had so many memories, but here are a few choice highlights... On our very first night, knowing that the Eiffel Tower light show started at 10:00 p.m... she [Paige] dropped her camera... down 6 flights... we were stunned... Spanish"

11. "Six months before our trip, I gave Paige a couple of good guide books on Paris and suggested she find out what her interests were since after all, this was to be her trip."

10. "We went on Fat Tire's day trip to Monet's gardens and house at Giverny, about an hour outside Paris..."

9. "I bought a Paris Pratique pocket-sized book at a Metro station. This handy guide has detailed maps of each arrondissement, as well as the metro lines, the bus lines, the RER and the SNCF (trains). I'll never be without this again."

8. "We were walkable to many good bistro, cafes and bakeries and only a few blocks from the wonderful market street Rue Cler."

7. "We had a full view of the Eiffel from our charming little terrace... We were within walking distance to two metro stops (Pont d'Alma or Ecole Militaire)."

6. "All I can say is WOW! We rented a 2 bedroom, 1 1/2 bath apartment (two showers). "Merkur" from ParisPerfect http://www.parisperfect.com and boy was it ever perfect!"

5. "I am a Canadian and get by in French."

4. "The occasion was my cousin Paige's 18th."

3. "Paris"

2. Paige

1. Gayle

"I wanted Paige to get a feel for shopping experiences that she would not have at home (aka the ubiquitous mall)."

"On our trip to Giverny, we met a young woman from Brisbane, Australia who was traveling on her own and we invited her to join us. Three of us enjoyed delicious and innovative souffles, while Paige had the rack of lamb. We shared two dessert souffles, one chocolate and the other cherry/almond. Yum!"

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"The father stretched out his cupped hands which held all of the pieces they were able to recover, including the memory stick and he very solemnly said, "El muerto..."
Elaboration of Unzipped - Tommy Hilfiger Jean Wearer Communication

1. Scott
2. Aching back
3. Wheeled garment bag for Christmas trip home
4. Store
5. Attractive sales women
6. Pants unzipped

7. "Not only that, but I happened to be wearing a pair of baggy-fitting jeans that day, purchased in a foolish attempt to look with it. (Damn you and your marketing, Tommy Hilfiger!) These pants were almost loose enough to fall off when they were fastened, and in their current state I feared that they would slip to the ground at the slightest encouragement."

8. "There’s nothing more dreadful than being embarrassed in front of a person you find attractive, and this seemed like the inevitable outcome of my current situation."

9. "Part of the problem was that Valentine, whom I later learned was her name, was an excellent saleswoman. I have never met anyone so knowledgeable about luggage."

10. "I adopted a two-pronged strategy. The first phase, the Hike..."

11. "Valentine: Zis bag has many expandable pockets. Me: Ah. (Left-hand Hike. Right-hand Cover.) Valentine: Zis makes it very useful for short trips or long trips. Me: I see. (Right-hand Hike.)"

12. "I did not have $700 to spend on Italian luggage, so my choice was pretty clear after about five minutes—choose the Travelpro because I had the Financial Acumen to recognize that it was a great buy."

13. "You know, I think I’m going to go ahead and get the Travelpro. Her face lit up like a child’s on Christmas morning."

14. "It was with honor that I realized my next predicament: getting to the counter. My pants were looser than ever, and the motion of walking would surely just speed their escape."

15. "I reached the car (out of breath)..... slid the jeans up to my waist, zipped them up, and fastened the button. Rapture! I was never so glad to be wearing pants in all my life. Happiness flooded over me. I wanted to sing a song. I wanted to hug someone. I wanted to apologize to Tommy Hilfiger and take back the nasty things I’d said about his questionable parentage. "I was emotional! No hard feelings?"

16. "Most of all, I wanted to go back inside and talk to Valentine. I wanted to tell her about the whole silly situation. But life, as I well know, is not the movies, and I was not about to risk humiliation twice in one evening—my hips snugly ensconced in denim."
Elaboration of Police Buying and Wearing a Versace Coat

1. Police
2. Fur Coat
3. Designer Shop

4. "I have discovered a lovely second-hand ladies wear shop in Banchory Place near Harrods in Knightsbridge which has designer wear at vastly reduced prices."

5. "I bought a Valentino sheep leather skirt (and the leather is baby soft) I know I said I wouldn’t wear fur - so I’m removing it which would cost £100 new for £15 and it really is new, you would never have guessed it’s second hand."

6. "I spent £160 for a beautiful cream coloured cashmere coat - Versace no less for £150!"

7. "The fit of the coat was wonderful and I felt like I was one of those film stars sweeping into the room wearing the most wonderful outfit."

8. "Versace is available at several stores now, almost after I bought the coat so this was the first time I had ever been able to try Versace on."

9. "This coat was less than 6 months old and had been worn by a lady who got her clothes for nothing and wore them once or twice and then would have sold them in her store."

10. "Having worn Versace I would definitely look to buy something else from their "stable" as the finish on this coat is the best. It has been hand-stitched and reeked of quality."

11. "Proud of my purchase and having just been into Rigby and Peller for my six month refit of lingerie I started my journey." 

12. "On speaking to the man of the moment I found he was at home. We agreed I would get a takeaway on the way back."

13. "It didn’t take long to change into the lingerie and on a whim I didn’t bother but put on my coat."

14. "Quick as a flash I told them I was going to a fancy dress party and told them that was all they were getting!"

15. "The police didn’t let me down. The coat, all ensuring only using two of the buttons, passed my integrity test. The coat has quality and after several dry cleanings the colour still looks as good as new."

16. "Versace did not let me down, the coat all ensured and after several dry cleanings because of the Versace still looks as good as new." 

17. "The local tabloids (the police officers) wanted to discuss me using a mobile phone which, driving..."

18. "I arrived at my mate’s house, just coat he said."

19. "I resolved to standing in front of the TV and slowly unbuttoning my two buttons!"

20. "Would I buy Versace again? Best coat I ever bought!"

21. "It didn’t take long to change into the lingerie and on a whim I didn’t bother but just put on my coat."

22. "On speaking to the man of the moment I found he was at home. We agreed I would get a takeaway on the way back."

23. "Proud of my purchase and having just been into Rigby and Peller for my six month refit of lingerie I started my journey."
Appendix II Linguistic Inquiry and Word Count Algorithms

In a LIWC study of US presidential word usage and differences in linguistic styles (Slatcher et al 2007) candidates in the 2004 election used language in very different ways. The algorithms use z-scores and the LIWC linguistic dimensions (abbreviations are self explanatory and relate directly to outputs from the LIWC software):

- Cognitive complexity = zexcl + ztentat + znegate + zdiscrep – zincl

- Depression = zl + zphysical + znegemo – zposemo

- Liar = – zself – zother – zexcl + znegemo or
  Honesty = zself + zother + zexcl - znegemo - zmotion

- Female = zself – zsixltr + z other + znegate – zarticle – zpreps + zcertain + zsocial + zpresent – zspace – zoccup + zhome – zmoney

- Aging = zposemo – zl + zsixl + zcogmech + zexcl + zfutre – zpast – ztime

The HTML code and Java Script for the mash up includes Deki Wiki scripting (highlighted) as well as embedded code for the extraction of feeds from forums, engagement metrics (Postrank), YouTube timeline, Flickr badge and Blinkx videowall. The code varies slightly by brand and dependent on layout of the dashboard. The brand Abercrombie example helps illustrate the compactness of the scripting and provides the framework for reuse across all the brands. The code is printed here to allow cutting and pasting into any page as HTML source and either reproduce the dashboard or specify any brand and variations in automated search terms.

<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta name="generator" content="HTML Tidy for Linux/x86 (vers 11 February 2007), see www.w3.org"/>
<title></title>
</head>
<body>
<h1>A&amp;F Social Dashboard</h1>
<div style="font-family: verdana,arial; width: 730px;">
<p style="font-family: verdana,arial; font-size: 10px; text-align: center;">
<br />
</p>
<iframe scrolling="no"></iframe>
</div>
</body>
</html>
<h3>Google Blog Search (First 25 postings)</h3>{{ feed.list ( "http://blogsearch.google.com/blogsearch_feeds?hl=en&q=(I+feel+Abercrombie+and+Fitch)+-%22Re:%22&ie=utf-8&num=25&output=rss" ) }}</p>

<h3>Best Media Posts (Postrank)</h3>

<table cellpadding="10" width="100%" border="0">
	<tbody>
	<tr><td width="50%" valign="top">
	<p style="background-color: #fff7d3;" font-size="4"
face="Verdana">Youtube</p>
</td>
</tr>
</tbody></table>

<p><span style="font-size: 14px;">Youtube</span></p>

<p>Youtube</p>
<h3><font size="4" face="Verdana"><span style="font-size: 14px; font-weight: normal; line-height: 21px;">{{ feed.table(http://www.aiderss.com/rss/all/youtube.com/rss/tag/abercrombie+fitch.rss", 20) }}</span></font></h3>

<p><font size="4" face="Verdana"><span style="font-size: 14px; font-weight: normal; line-height: 21px;"><iframe scrolling="auto" height="400" frameborder="0" width="265" marginwidth="0" marginheight="0" src="http://www.youtube.com/videos_list?tag=Tommy%20Hilfiger"
name="videos_list"
id="videos_list"></iframe></span></font></p>

</td>

<td width="50%"
valign="top">

<p style="background-color: #ddf0d3;"<font size="4"
Flickr

<h3>YouTube (timeline; Flickr (badge))</h3>

<blockquote>
<p style="margin-left: 48em;">{{ flickr.badge ( "abercrombie and fitch" )

}}<br/></p>
</blockquote>

<div class="dipity_embed" style="width: 600px;">
<iframe height="400"..."}
<h3>Blinkx Videowall</h3>

<embed align="middle"
        height="480"
        width="640"
        pluginspage="http://www.macromedia.com/go/getflashplayer"
        type="application/x-shockwave-flash"
        name="newwall"
        bgcolor="#000000"
        quality="high"
        src="http://www.blinkx.com/w?g_StageWidth=640&amp;g_StageHeight=480&amp;g_ApiServer=www.blinkx.com&amp;g_sImgServer=http://cdn.blinkx.com&amp;g_sApiQuery=%2Fapi3%2Fstart.php%3Faction%3Dquery%26databasematch%3Dmedia%26totalresults%3Dtrue%26text%3Dabercrombie%2Band%2Bfitch%26start%3D1%26maxresults%3D25%26sortby%3Drelevance%26removedredatabases%3DPodcast%26adultlinkwords%3Dtrue%26clientregion%3D02%26characters%3D10000&amp;g_ApiTunnelPath=/f" />

Twitter

("http://twittersearch.flaptor.com/feed?orderBy=timestamp:long:reversed&amp;tz=10&amp;hitsPerPage=20&amp;query=abercrombie+fitch",20)

<p><br /></p><script src="http://trendistic.com/_embed-745/abercrombie-fitch" type="text/javascript"></script><iframe scrolling="no" height="280" frameborder="0" width="745" src="about:blank" marginwidth="0" marginheight="0" name="twist_embed_23925"></iframe><script type="text/javascript"><![CDATA[
var tz = -(new Date()).getTimezoneOffset()/60;

var twistWindowReady = false;

function bindReady(fn){
    // Mozilla, Opera and webkit nightlies currently support this event
    if ( document.addEventListener ) {
        // Use the handy event callback
    }
}}
</script>
document.addEventListener("DOMContentLoaded", function() {

document.removeEventListener("DOMContentLoaded", arguments.callee, false);

twistWindowReady = true;

fn();
}, false);

// If IE event model is used
}
} else if (document.attachEvent)
{

// ensure firing before onload,

// maybe late but safe also for iframes

document.attachEvent("onreadystatechange", function() {

if (document.readyState === "complete") {

document.detachEvent("onreadystatechange", arguments.callee);

twistWindowReady = true;

fn();

}

});

// If IE and not an iframe

// continually check to see if the document is ready

if (document.documentElement.doScroll && window == window.top) (function()
{

if (twistWindowReady) return;

try {

// If IE is used, use the trick by Diego Perini

// http://javascript.nwbox.com/IEContentLoaded/

document.documentElement.doScroll("left");

} catch( error ) {

setTimeout( arguments.callee, 0 );

return;

}

twistWindowReady = true;

// and execute any waiting functions

fn();

});

}

var oldOnload = window.onload;

window.onload=function(){

if(oldOnload != null && typeof(oldOnload) == 'function') {

oldOnload();

}

fn();

}

}

bindReady(function() { window.frames['twist_embed_23925'].location.href = 'http://trendistic.com/_embed\x2D745/abercrombie\x2Dfitch?tz=' + tz; });

//]]>

</script><iframe scrolling="no"
/*<![CDATA[*]/ var tz = -(new Date()).getTimezoneOffset()/60; var twistWindowReady = false; function bindReady(fn){ // Mozilla, Opera and webkit nightlies currently support this event if ( document.addEventListener ) { // Use the handy event callback document.addEventListener( "DOMContentLoaded", function(){ document.removeEventListener( "DOMContentLoaded", arguments.callee, false ); twistWindowReady = true; fn(); }, false ); // If IE event model is used } else if ( document.attachEvent ) { // ensure firing before onload, // maybe late but safe also for iframes document.attachEvent( "onreadystatechange", function(){ if ( document.readyState === "complete" ) { document.detachEvent("onreadystatechange", arguments.callee ); twistWindowReady = true; fn(); } }); // If IE and not an iframe // continually check to see if the document is ready if ( document.documentElement.doScroll && window !== window.top ) (function(){ if ( twistWindowReady ) return; try { // If IE is used, use the trick by Diego Perini // http://javascript.nwbox.com/IEContentLoaded/ document.documentElement.doScroll("left"); } catch( error ) { setTimeout( arguments.callee, 0 ); return; } twistWindowReady = true; // and execute any waiting functions fn(); }()); } var oldOnload = window.onload; window.onload=function() { window.onload=oldOnload; return; } /*]]>*/
if(oldOnload != null && typeof(oldOnload) === 'function') { oldOnload(); } fn(); }

bindReady(function() {
    window.frames['twist_embed_79948'].location.href = 'http://trendistic.com/_embed\x2D745/abercrombie\x2Dfitch?tz=' + tz; }); /* ]]>*

</script>

</body>

</html>
Appendix IV Python Code for RID Psychological Content Analysis

Usage:

uses Colin Martindale English RID dictionary from http://www.provalisresearch.com/download/RID.ZIP

$python rid.py </\ Love\ Paris.txt >output.txt

reads from standard input and writes to standard output

Output includes total words analysed, % words by category

no. of dictionary words

Options:

$ python rid.py -h </\ Love\ Paris.txt >output.html

html output

$ python rid.py -d FILE </\ Love\ Paris.txt >output.txt

replace built-in dictionary with FILE

$ python rid.py -t TITLE </\ Love\ Paris.txt >output.txt

use TITLE as report heading

#Code adapted by Suresh Sood from John Wiseman python code

# http://lemonodor.com/archives/2007/05/the_regressive_imagery_dictionary.html

# The RID assigns scores to primary, secondary and emotional

# process thoughts in brand story

# same code used in NodeBox English Linguistics

# http://nodebox.net/code/index.php/Linguistics

#reuses discrimination tree to look up word categories - this is fast
# Copyright 2007 John Wiseman <jjwiseman@yahoo.com>

# Code is useful to test any dictionary in Wordstat format for RID
# Permission is hereby granted, free of charge, to any person
# obtaining a copy of this software and associated documentation files
# (the "Software"), to deal in the Software without restriction,
# including without limitation the rights to use, copy, modify, merge,
# publish, distribute, sublicense, and/or sell copies of the Software,
# and to permit persons to whom the Software is furnished to do so,
# subject to the following conditions:
#
# The above copyright notice and this permission notice shall be
# included in all copies or substantial portions of the Software.
#
import re
import sys
import StringIO
import getopt

class RegressivelImageryDictionary:

    #

To use:

1. Load a dictionary.
2. Load an exclusion list (optional).
3. Call analyze.
4. Call display_results with the value returned by analyze.

```python
def __init__(self):
    self.category_tree = CategoryRoot()
    self.exclusion_patterns = []
    self.exclusion_pattern = None
    self.pattern_tree = DiscriminationTree('root', None)

def load_dictionary_from_file(self, path):
    rid_in = open(path, "r")
    try:
        self.load_dictionary(rid_in)
    finally:
        rid_in.close()

def load_dictionary_from_string(self, string):
    rid_in = StringIO.StringIO(string)
    self.load_dictionary(rid_in)

def load_dictionary(self, stream):
    primary_category = None
    secondary_category = None
    tertiary_category = None
    for line in stream:
```
num_tabs = count_leading_tabs(line)

# The dictionary is in kind of a weird format.
if num_tabs == 0:
    primary_category = line.strip()
    secondary_category = None
    tertiary_category = None
elif num_tabs == 1:
    secondary_category = line.strip()
    tertiary_category = None
elif num_tabs == 2 and not '(' in line:
    tertiary_category = line.strip()
else:
    # We have a word pattern.
    pattern = line.strip().split(' ')[0].lower()
    category = self.ensure_category(primary_category, secondary_category, tertiary_category)
    category.add_word_pattern(pattern)
    self.pattern_tree.put(pattern, category)

def load_exclusion_list_from_file(self, path):
    exc_in = open(path, "r")
    try:
        self.load_exclusion_list(exc_in)
    finally:
        exc_in.close()
def load_exclusion_list_from_string(self, string):
    exc_in = StringIO.StringIO(string)
    self.load_exclusion_list(exc_in)

def load_exclusion_list(self, stream):
    for line in stream:
        pattern = line.strip().lower()
        pattern = pattern.replace("\*", "\.*")
        self.exclusion_patterns.append(pattern)
    # One megapattern to exclude them all
    self.exclusion_pattern = re.compile('^(' + '|'.join(self.exclusion_patterns) + ')$')

def token_is_excluded(self, token):
    return self.exclusion_pattern.match(token)

def get_category(self, word):
    categories = self.pattern_tree.retrieve(word)
    if categories:
        return categories[0]

def analyze(self, text):
    results = RIDResults()
    def increment_category(category, token):
        if not category in results.category_count:
results.category_count[category] = 0
results.category_words[category] = []
results.category_count[category] += 1
results.category_words[category].append(token)

tokens = tokenize(text)
results.wordcount = len(tokens)
for token in tokens:
    if not self.token_is_excluded(token):
        category = self.get_category(token)
        if category != None:
            increment_category(category, token)

return results

def display_results(self, results):
    # Detailed category breakout
    total_count = 0
    for (category, count) in sorted(results.category_count.items(), key=lambda x: x[1], reverse=True):
        print "%-60s %5s" % (category.full_name(), count)
        print " " + " ".join(results.category_words[category])
        total_count += count

    # Summary for each top-level category
    top_categories = self.category_tree.children.values()
def get_top_category(cat):
    for top_cat in top_categories:
        if cat.isa(top_cat):
            return top_cat
    print "Category %s doesn't exist in %s" % (category, top_categories)

top_category_counts = {}
for top_category in top_categories:
    top_category_counts[top_category] = 0

for category in results.category_count:
    top_category = get_top_category(category)
    if top_category:
        top_category_counts[top_category] += results.category_count[category]

print ""

def percent(x, y):
    if y == 0:
        return 0
    else:
        return (100.0 * x) / y

for top_category in top_categories:
    count = top_category_counts[top_category]
    print "%-20s: %f%%" % (top_category.full_name(), percent(count, total_count))
# Word count

print "\n%d words total" % (results.word_count,)

def display_results_html(self, results, title):
    # Detailed category breakout
    total_count = 0
    print "<html><head>"
    print "<meta http-equiv='content-type' content='text/html; charset=UTF-8'>"
    print """"""""""""""
    print <style type="text/css">
        .word-count { vertical-align: super; font-size: 50%; }
        .twisty { color: blue; font-family: monospace; }
        a.twisty { text-decoration: none; }
    </style>
    """
    print <title>%s</title>"" % (title,)
    print """"""""""""""""""
    print <script>
    var TWISTY_EXPANDED = \' &amp;#9662; \';
    var TWISTY_COLLAPSED = \' &amp;#9656; \';

    function allWordNodes() {

var nodes = document.getElementsByTagName("tr");
var results = new Array();
var numResults = 0;

for (i = 0; i < nodes.length; i++) {
    var node = nodes.item(i);
    if (node.className == 'words') {
        results[numResults] = node;
        numResults++;
    }
}

return results;

function hideAll() {
    allNodes = allWordNodes();
    for (var i = 0; i < allNodes.length; i++) {
        hide(allNodes[i]);
    }
}

function showAll() {
    allNodes = allWordNodes();
    for (var i = 0; i < allNodes.length; i++) {
        show(allNodes[i]);
    }
}
function get_twisty_node(category) {
    var cell = document.getElementById(category + "-cat");
    return cell.childNodes[0];
}

function hide(element) {
    element.style.display = "none";
    var twisty = get_twisty_node(element.id);
    twisty.innerHTML = TWISTY_COLLAPSED;
}

function show(element) {
    element.style.display = "";
    var twisty = get_twisty_node(element.id);
    twisty.innerHTML = TWISTY_EXPANDED;
}

function toggle(cat) {
    var node = document.getElementById(cat)
    if (node.style.display == "none") {
        show(node);
    } else {
        hide(node);
    }
}
hide(node);

print "<h1>%s</h1>" % (title,)
print "<p><a href='javascript:hideAll()'>- collapse all</a> <a href='javascript:showAll()'>+ expand all</a></p>
print "<table width='100%'>"
for (category, count) in sorted(results.category_count.items(), key=lambda x: x[1], reverse=True):
    sys.stdout.write("<tr>")
    sys.stdout.write("<td class='category' id='%s'>%s</td><td width='*' align='right'>%s</td></tr>" % (category.full_name(), count))
print "<tr class='words' id='%s'>" % (category.full_name(), count))
for word in words:
    sys.stdout.write("%s<span class='word-count'>%s</span> " % (word))
print "</td></tr>"

total_count += count

print "</table>"

# Summary for each top-level category

top_categories = self.category_tree.children.values()
def get_top_category(cat):
    for top_cat in top_categories:
        if cat.isa(top_cat):
            return top_cat

print "Category %s doesn't exist in %s" % (category, top_categories)

top_category_counts = {}

for top_category in top_categories:
    top_category_counts[top_category] = 0

for category in results.category_count:
    top_category = get_top_category(category)
    if top_category:
        top_category_counts[top_category] += results.category_count[category]

def percent(x, y):
    if y == 0:
        return 0
else:
    return (100.0 * x) / y

print "<table>"
for top_category in top_categories:
    count = top_category_counts[top_category]
    print "<tr><td>%s</td><td>%f %</td></tr>" % (top_category.full_name(), percent(count, total_count))
print "</table>"

# Word count
print "<p>%d words total</p>" % (results.word_count,)
print "</body></html>"

def ensure_category(self, *args):
    def ensure_cat_aux(category, category_path):
        if len(category_path) == 0 or category_path[0] == None:
            return category
        else:
            cat = category_path.pop(0)
            if not cat in category.children:
                category.children[cat] = Category(cat, category)
            return ensure_cat_aux(category.children[cat], category_path)
    return ensure_cat_aux(self.category_tree, list(args))
class RIDResults:

def __init__(self):
    self.category_count = {}
    self.category_words = {}
    self.word_count = 0

WORD_REGEX = re.compile(r'[\w\W]+')
def tokenize(string):
    tokens = WORD_REGEX.split(string.lower())
    tokens = filter(lambda token: len(token) > 0, tokens)
    return tokens

def count_leading_tabs(string):
    for i, char in enumerate(string):
        if char != '\t':
            return i

class DiscriminationTree:
    """
    This is the discrimination tree we use for mapping words to
    """
categories. The put method is used to insert category nodes in the
tree, associated with some word pattern. The retrieve method finds
the category for a given word, if one exists.

```python
def __init__(self, index, parent):
    self.index = index
    self.parent = parent
    self.leaves = []
    self.interiors = []
    self.is_wildcard = False

def __str__(self):
    return "<DiscriminationTree %s>" % (self.index,)

def child_matching_index(self, index):
    for child in self.interiors:
        if child.index == index:
            return child
    return None

def retrieve(self, path):
    if len(path) == 0 or self.is_wildcard:
        return self.leaves
    else:
        next_index = path[0]
```
next_disc_tree = self.child_matching_index(next_index)

if next_disc_tree == None:
    return
else:
    return next_disc_tree.retrieve(path[1:])

def put(self, path, leaf):
    if len(path) == 0:
        if isinstance(leaf, DiscriminationTree):
            self.interiors.append(leaf)
        else:
            self.leaves.append(leaf)
        return True
    else:
        next_index = path[0]
        if next_index == '*':
            # Got a '*' so this is a wildcard node that will match
            # anything that reaches it.
            self.isWildcard = True
            self.leaves.append(leaf)
        else:
            next_disc_tree = self.child_matching_index(next_index)
            if next_disc_tree == None:
                next_disc_tree = DiscriminationTree(next_index, self)
            self.interiors.append(next_disc_tree)
next_disc_tree.put(path[1:], leaf)

def dump(self, stream=sys.stdout, indent=0):
    stream.write("\n" + ""*indent + str(self))
    for child in self.leaves:
        stream.write("\n" + ((indent + 3) + str(child))
    for child in self.interiors:
        child.dump(stream=stream, indent=indent + 3)

class Category:
    def _init_(self, name, parent):
        self.name = name
        self.parent = parent
        self.children = {}
        self.leaves = []

    def __str__(self):
        return "<Category %s>" % (self.full_name(),)

    def add_word_pattern(self, pattern):
        self.leaves.append(pattern)

    def full_name(self):
        if self.parent == None or isinstance(self.parent, CategoryRoot):
            return self.name + self.full_name(self.parent)
return self.name

else:
    return self.parent.full_name() + "." + self.name

def isa(self, parent):
    return parent == self or (self.parent and self.parent.isa(parent))

class CategoryRoot(Category):
    def __init__(self):
        Category.__init__(self, 'root', None)

    def full_name(self):
        return ""

def uniq_c(words):
    words.sort()
    results = []
    last_word = words[0]
    last_word_count = 1
    for word in words[1:]:
        if word == last_word:
            last_word_count += 1
        else:
results.append((last_word, last_word_count))

last_word = word
last_word_count = 1

results = sorted(results, key=lambda x: x[1], reverse=True)

return results

# This dictionary is from
# http://www.provalisresearch.com/download/rid.ZIP
# for brevity this code listing does not show dictionary words
# just categories and sub categories
# format is Wordstat and ZIP file contains :
# categorization dict and exclusion list (.cat and .exc)

DEFAULT_RID_DICTIONARY = ""

PRIMARY

NEED

ANALITY

ORALITY

SEX

SENSATION

TOUCH

TASTE

ODOR

GENERAL-SENSATION

SOUND
VISION
COLD
HARD
SOFT
DEFENSIVE SYMBOLIZATION
PASSIVITY
VOYAGE
RANDOM MOVEMENT
DIFFUSION
CHAOS
REGRESSIVE COGNITION
UNKNOWN
TIMELESSNESS
CONSCIOUSNESS ALTERATION
BRINK-PASSAGE
NARCISSISM
CONCRETENESS
ICARIAN IMAGERY
ASCEND
DEPTH
DESCENT
FIRE
HEIGHT
WATER
SECONDARY
ABSTRACTION
SOCIAL BEHAVIOR
INSTRUMENTAL BEHAVIOR
RESTRAINT
ORDER
TEMPORAL REFERENCES
MORAL IMPERATIVE

EMOTIONS

POSITIVE AFFECT
ANXIETY
SADNESS
AFFECTION
AGGRESSION
EXPRESSIVE BEHAVIOR
GLORY

DEFAULT_RID_EXCLUSION_LIST = """

class RIDApp:

def usage(self, args):
    print usage: %s [-h [-t TITLE] | -d FILE | -e FILE | --add-dict=FILE | --add-exc=FILE]"" % (args[0],)
    print "%s reads from standard input and writes to standard output." % (args[0],)
    print "options:"
print " -h Generate HTML output."
print " -t TITLE Use TITLE as the report heading."
print " -d FILE Replaces the built-in dictionary with FILE."
print " -e FILE Replaces the built-in exclusion list with FILE."
print " --add-dict=FILE Processes FILE as a category dictionary."
print " --add-exc=FILE Processes FILE as an exclusion list."

def run(self, args):
    rid = RegressiveImageryDictionary()
    load_default_dict = True
    load_default_exc = True
    html_output = False
    title = "RID Analysis"

    try:
        optlist, args = getopt.getopt(sys.argv[1:], 'd:e:ht:',
            ['add-dict=', 'add-exc='])
        for (o, v) in optlist:
            if o == '-d':
                rid.load_dictionary_from_file(v)
                load_default_dict = False
            elif o == '-e':
                rid.load_exclusion_list_from_file(v)
                load_default_exc = False
            elif o == '--add-dict':
                # process add-dict argument
            elif o == '--add-exc':
                # process add-exc argument
rid.load_dictionary_from_file(v)

elif o == '--add-exc':
    rid.load_exclusion_list_from_file(v)

elif o == '-h':
    html_output = True

elif o == '-t':
    title = v

else:
    sys.stderr.write("%s: illegal option %s\n" % (args[0], o))
    self.usage(args)

except getopt.GetoptError, e:
    sys.stderr.write("%s: %s\n" % (args[0], e.msg))
    self.usage(args)
    sys.exit(1)

if load_default_dict:
    rid.load_dictionary_from_string(DEFAULT_RID_DICTIONARY)

if load_default_exc:
    rid.load_exclusion_list_from_string(DEFAULT_RID_EXCLUSION_LIST)

results = rid.analyze(sys.stdin.read())

if html_output:
    rid.display_results_html(results, title)
else:
    rid.display_results(results)
if __name__ == '__main__':

    app = RIDApp()

    app.run(sys.argv)
Appendix V Archetypal Story Pattern Instruments

Table 14 Glossary of Archetypes & Prototypical Source Texts for Instrumentation

<table>
<thead>
<tr>
<th>Glossary Archetype and Short ID</th>
<th>Prototypical Source Texts for Elicitation of Archetype Features and Generation of Archetype Scoring Instruments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA – Caregiver (help others)</td>
<td>Demeter (Hamilton 1942, pp. 53-64)</td>
</tr>
<tr>
<td>CR – Creator (create new)</td>
<td>Zeus the Creator (Hamilton and Moser, 1988, pp 143 -144)</td>
</tr>
<tr>
<td>EX – Explorer (moving)</td>
<td>The Alchemist (Coelho 1993)</td>
</tr>
<tr>
<td>HE –Hero (journey)</td>
<td>The 1st Warrior (Fields 1991)</td>
</tr>
<tr>
<td>IN – Innocent (purity)</td>
<td>Story of Daphne (Hamilton 1942, pp. 119-120)</td>
</tr>
<tr>
<td>JE – Jester (tricks)</td>
<td>Birbal Indian Jester (Otto 2001, pp 112-115)</td>
</tr>
<tr>
<td>LO – Lover (romance)</td>
<td>Eight Brief Tales of Lovers (Hamilton 1942, pp 135-157)</td>
</tr>
<tr>
<td>MA – Magician (alchemy)</td>
<td>Magicians (Eliot 1990 pp 68-71)</td>
</tr>
<tr>
<td>OU – Outlaw (rebel)</td>
<td>Robin Hood (Seal 1996, pg 21)</td>
</tr>
<tr>
<td>RU – Ruler (power and control)</td>
<td>King Midas (Hamilton 1942, pp 411-413)</td>
</tr>
<tr>
<td>SA – Sage (expert and wisdom)</td>
<td>Buddha (Ullman and Reichenberg-Ullman 2001, pp 1-5)</td>
</tr>
<tr>
<td>SH – Shadow (dark)</td>
<td>Shiva the Destroyer (Hemenway 2003, pp 32-37)</td>
</tr>
</tbody>
</table>
Caregiver (CA) - Archetypal Story Pattern Instrument

Blog: __________________________________________________________________________

Title of Blog Entry: __________________________________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Story contain acts of helping friends, relatives or strangers</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Is compassion illustrated</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Does protagonist act as a guide or teacher</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Is the story concerning itself with social issues</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Any acts of generosity?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Protagonist helps solve other people's problems</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Do people being helped heal or grow in some aspect</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Evidence: ____________________________________________________________

8. Others feel safe around the protagonist ? N ? Y
   Evidence: ____________________________________________________________

9. Does the story contain others showing gratitude ? N ? Y
   Evidence: ____________________________________________________________

10. Is someone needing the protagonist ? N ? Y
    Evidence: ____________________________________________________________

11. Does the protagonist champion the underdog ? N ? Y
    Evidence: ____________________________________________________________

12. Is the protagonist taking time out to reflect ? N ? Y
    Evidence: ____________________________________________________________

13. Can we say the protagonist exhibits a co-dependency on others ? N ? Y
    Evidence: ____________________________________________________________
14. Is trust in the protagonist exhibited by others?  
   N  ?  Y

   Evidence: _______________________________________________________

15. Any areas where the story protagonist can be replaced with a nurse?  N  ?  Y

   Evidence: _______________________________________________________

16. Any sign of caring about children?  
   N  ?  Y

   Evidence: _______________________________________________________

### Creator (CR) - Archetypal Story Pattern Instrument

Blog: ________________________________________________________________

Title of Blog Entry: ____________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Is the protagonist creating something new?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Protagonist is using creativity or imagination?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Is the story about overcoming boring or routine work?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Does the protagonist helping others to reignite the passion within?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the protagonist offering friendship?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The story relates to lots of ideas?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. The protagonist is skilful?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<td>---</td>
<td>---</td>
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<td></td>
</tr>
<tr>
<td>8. Does the protagonist have a vivid imagination?</td>
<td>N ? Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. The protagonist follows a predetermined direction?</td>
<td>N ? Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Alignment with stories of other inventors, artists or entrepreneurs?</td>
<td>N ? Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Does the story highlight the protagonist’s aesthetic sense?</td>
<td>N ? Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. The protagonist is critical of herself and others?</td>
<td>N ? Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
14. Is co-creation of artifacts an important aspect of the storyline?  N  ?  Y

Evidence: ________________________________________________________

15. Any areas where the story illustrates following intuition?  N  ?  Y

Evidence: ________________________________________________________

16. Any sign of the protagonist following her dream?  N  ?  Y

Evidence: ________________________________________________________
**Everyman/woman (EV)- Archetypal Story Pattern Instrument**

Blog: ________________________________________________________

Title of Blog Entry: ___________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Protagonist an underdog?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, describe:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Is the protagonist described as an ordinary person?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Does protagonist demonstrate down to earth behavior?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Protagonist likely to be friendly?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any sign of protagonist being a reluctant hero?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The story is not an ordinary everyday occurrence?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Any protagonist action suggesting she is just an average person?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
8. Do the actions of protagonist help others?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

9. Does the protagonist interact with similar people to herself?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

10. By end of story is a good deed by the protagonist obvious?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

11. By finish of story does protagonist remain an average person?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

12. Does protagonist have fear of being a hero?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

13. Is the story about an average person in extraordinary situation?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________

14. Does the protagonist want more in life?  

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>?</th>
<th>Y</th>
</tr>
</thead>
</table>

Evidence: ________________________________________________________________
15. Any areas of story where protagonist deals with similar individuals? N ? Y

Evidence: ____________________________________________________________


Evidence: ____________________________________________________________
Explorer (EX) - Archetypal Story Pattern Instrument

Blog: ________________________________

Title of Blog Entry: ________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

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<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Protagonist constantly moving or wandering?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, describe: _________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Is the protagonist described as an adventurer?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Does protagonist demonstrate the desire for wisdom?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Protagonist likely to uphold the truth?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Any sign of protagonist chasing freedom?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
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<tr>
<td>6. The story contains a desire to fulfil a need?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
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<tr>
<td>7. Any actions of protagonist to look at new ways of doing?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: ________________________________</td>
<td></td>
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<td></td>
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<tr>
<td>Question</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>8. Actions of protagonist represent desire for self sufficiency?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>9. Does the story contain a love of space and openness?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10. At end of story sign of protagonist experience better life?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. By finish of story protagonist become more liberated?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>12. Does protagonist have fear of being trapped or emptiness?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>13. Is a journey part of story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>14. Does the protagonist want a better life?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
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</tr>
</tbody>
</table>
15. Any areas where story shows protagonist helping others?  N  ?  Y

Evidence:  ____________________________________________________________

16. Any sign of protagonist striving to be authentic?  N  ?  Y

Evidence:  ____________________________________________________________
**Hero (HE)- Archetypal Story Pattern Instrument**

Blog: ____________________________________________________________

Title of Blog Entry: ________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Protagonist experiences a call to adventure?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, describe call:</td>
<td></td>
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<tr>
<td>2. Is a mentor present?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
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<td></td>
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<tr>
<td>3. Does protagonist demonstrate great skills?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>4. Iconic representation?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>Evidence:</td>
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<tr>
<td>Any sign of superhuman skills?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<td>Evidence:</td>
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<tr>
<td>The story contains a journey to overcome obstacles?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>Evidence:</td>
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<td>Evidence:</td>
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<tr>
<td>8. Do triumphs over evil exist?</td>
<td>N</td>
<td>Y</td>
<td></td>
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<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>9. Does the story contain the suffering of a great loss?</td>
<td>N</td>
<td>Y</td>
<td></td>
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<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>10. At journey end value brought back to the community?</td>
<td>N</td>
<td>Y</td>
<td></td>
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<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>11. Is completion of story signalled by a happy ending?</td>
<td>N</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>12. Does protagonist achieve marriage or wealth?</td>
<td>N</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>13. Are sacrifices associated with the story?</td>
<td>N</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Does the protagonist achieve self discovery?</td>
<td>N</td>
<td>Y</td>
<td></td>
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<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
15. Any areas where the hero is not successful  ? ?  N  ?  Y

Evidence: __________________________________________________________


Evidence: __________________________________________________________
**Innocent (IN)- Archetypal Story Pattern Instrument**

Blog: ________________________________________________________________

Title of Blog Entry: ___________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the story convey happiness?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Does the protagonist avoid problems?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Is the story inspirational?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Does the story take a simplistic perspective?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5. Is the protagonist a positive thinker?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Protagonist is trustworthy?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Is the story optimistic?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Question</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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</tr>
<tr>
<td>8. Is “nice” a term that connects with the protagonist?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Is perseverance an important aspect of the story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Does the story highlight fairness?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Is the protagonist dependable?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Protagonist is naive?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Does faith have any association with the story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
15. Any areas where story depicts an optimistic protagonist? N  ?  Y

Evidence: ____________________________________________________________

16. Any comments regarding the parents of protagonist?  N  ?  Y

Evidence: ____________________________________________________________
Jester (JE) - Archetypal Story Pattern Instrument

Blog: _________________________________________________________________

Title of Blog Entry: ____________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the story project enjoyment with normal life?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Does the protagonist try to make others laugh?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Is the story narration humorous?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. Does time wasting relate to any aspect of the story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Is the protagonist male?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. The story is written about a specific moment in time?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Are the protagonist’s emotions unclear from reading the story?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
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<tr>
<td>8. Does the protagonist exhibit laziness?</td>
<td></td>
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<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>9. Is perseverance an important aspect of the story?</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Does the story make the reader feel happy?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Protagonist does not empathize with others?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Protagonist is playful?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Does the story focus on making the mundane fun?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>14. Do the protagonist’s clowning around make others comfortable?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
15. Any areas where the Jester uses humour to better oneself? 

N ? Y

Evidence: __________________________________________________________

16. Any sign of using fun to allow protagonist to escape daily life? 

N ? Y

Evidence: __________________________________________________________
**Lover (LO) - Archetypal Story Pattern Instrument**

Blog: ____________________________________________________________

Title of Blog Entry: ________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Signs of love of others, pets, activities or job</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence: ____________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Is love seen as solving all problems?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: _________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence: _________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Does the story encapsulate strong emotions?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: __________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Any sense of beauty in people or objects?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: _________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Protagonist has an interest in romantic stories?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: __________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Are several relationships talked about?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence: _________________________________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Evidence: ________________________________________________________________

Evidence: ________________________________________________________________

10. Absence of functional objects or unattractive people ? ? N ? Y
Evidence: ________________________________________________________________

11. Does the protagonist claim relationships are important ? N ? Y
Evidence: ________________________________________________________________

12. Any signs that the protagonist helps others to feel happy ? N ? Y
Evidence: ________________________________________________________________

13. Protagonist provides guidance to others on being attractive ? N ? Y
Evidence: ________________________________________________________________

14. Protagonist unsatisfied or feels empty when love is not present ? N ? Y
Evidence: ________________________________________________________________
15. Any areas where the story uses seduction to achieve self aims? N ? Y

Evidence: ____________________________________________

16. Any sign of good food, great scenery or well-dressed people? N ? Y

Evidence: ____________________________________________
Magician (MA) - Archetypal Story Pattern Instrument

Title of Blog Entry: ________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does protagonist inspire and communicate transforming vision?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Protagonist has props to help magical powers e.g. robe?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Does the story contain any miracles e.g. rabbit out of hat?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Is the protagonist charismatic?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5. Is the protagonist a catalyst for change?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>6. Story is about a transforming event e.g. misfortune to opportunity?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Protagonist is involved with science?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
8. The story is action orientated?  
N  ?  Y

Evidence: ___________________________________________

9. Protagonist inner thoughts linked to changes in physical world?  
N  ?  Y

Evidence: ___________________________________________

10. The protagonist uses meditation or chanting to improve thinking?  
N  ?  Y

Evidence: ___________________________________________

11. Does the story highlight serendipity and synchronicity?  
N  ?  Y

Evidence: ___________________________________________

12. The story is mysterious?  
N  ?  Y

Evidence: ___________________________________________

13. The protagonist uses intuition?  
N  ?  Y

Evidence: ___________________________________________

14. Spiritual help plays a part in the story?  
N  ?  Y

Evidence: ___________________________________________
15. Any areas where a presentation is made? 

   N  ?  Y

Evidence: ________________________________________________

16. Any sign of a transformation? 

   N  ?  Y

Evidence: ________________________________________________
Outlaw (OU)- Archetypal Story Pattern Instrument

Blog: ________________________________________________________________

Title of Blog Entry: ___________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Signs of rule breaking</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2. Does the story cite acts of disruption to normal life</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Is rebellious behaviour exhibited by protagonist</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Does the story mention bad events</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Symbol associated with the protagonist</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Protagonist appears disenfranchised from society</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7. Is destruction a common theme?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tbody>
</table>
8. A sense of emptiness on reading the story?  N  ?  Y

Evidence: ________________________________________________________________


Evidence: ________________________________________________________________


Evidence: ________________________________________________________________

11. Does the protagonist question her identity?  N  ?  Y

Evidence: ________________________________________________________________

12. Protagonist is grief stricken?  N  ?  Y

Evidence: ________________________________________________________________

13. Protagonist is self destructive?  N  ?  Y

Evidence: ________________________________________________________________
14. Protagonist is caught up in rapid change?  

Evidence: 

15. Areas where story openly illustrates desire for freedom?  

Evidence: 

16. Any sign of the manner of dress symbolizing an outlaw?  

Evidence: 
Blog: ______________________________________________________________________

Title of Blog Entry: ______________________________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Is the protagonist “the boss”?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>2. Does the protagonist exercise control?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>3. Is the story about putting policies/procedures in place?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>4. Does the protagonist use a prop as a source of power?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>5. Is the protagonist a ruler by entitlement?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>6. The story relates to creating order?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>7. Is the protagonist authoritarian?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
</tbody>
</table>
Evidence: __________________________________________________________

8. Does the protagonist resist criticism?  
   N   ?   Y

Evidence: __________________________________________________________

9. Story is about creating successful company/family?  
   N   ?   Y

Evidence: __________________________________________________________

10. Does protagonist enhance her power through appearance?  
    N   ?   Y

Evidence: __________________________________________________________

11. Does the story highlight protagonist taking responsibility?  
    N   ?   Y

Evidence: __________________________________________________________

12. Leadership demonstrated?  
    N   ?   Y

Evidence: __________________________________________________________

13. Protagonist represents collective spirit of those around her?  
    N   ?   Y

15. Is protagonist very decisive? N ? Y

16. Any sign of the desire to keep order? N ? Y
### Sage (SA) - Archetypal Story Pattern Instrument

Blog: ____________________________________________________________

Title of Blog Entry: ______________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the story invoke an old man or women?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, discuss evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2. Does protagonist research and think through her problems?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Reference to academia?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>4. Does the story cover a long range perspective?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>Evidence:</td>
<td></td>
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<tr>
<td>5. Is the protagonist seeking truth?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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<tr>
<td>Evidence:</td>
<td></td>
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<tr>
<td>6. Protagonist has an area of expertise?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
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<tr>
<td>7. Is the story objective?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
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</tbody>
</table>
Evidence: ____________________________________________________________

8. Reading the story a sense of teaching or mentoring?  N  ?  Y

Evidence: ____________________________________________________________

9. Is the protagonist always calm?  N  ?  Y

Evidence: ____________________________________________________________

10. Does the story suggest an ivory tower mentality?  N  ?  Y

Evidence: ____________________________________________________________

11. Advice given?  N  ?  Y

Evidence: ____________________________________________________________

12. Protagonist is foreigner or different culture/age?  N  ?  Y

Evidence: ____________________________________________________________

Evidence: ______________________________________________________________

14. Protagonist plans decisions?  
   N  ?  Y

Evidence: ______________________________________________________________

15. Areas where story involves technology or complexity? N  ?  Y

Evidence: ______________________________________________________________

16. Any sign of people asking protagonist for advice?  N  ?  Y

Evidence: ______________________________________________________________
Title of Blog Entry: _______________________________________________________

Please circle N = No; ? = Not sure; Y = Yes for each item below.

<table>
<thead>
<tr>
<th>Item</th>
<th>No</th>
<th>?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Protagonist causes uneasiness?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>If yes, describe the uneasiness or why others are repelled:</td>
<td></td>
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</tr>
<tr>
<td>2. Is protagonist young sibling, work junior or criminal?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3. Does protagonist demonstrate evil deeds?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. Protagonist likely to break rules?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5. Any sign of disregard for human emotions?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
<td></td>
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<tr>
<td>Evidence:</td>
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<tr>
<td>7. Any actions of the protagonist you would never do?</td>
<td>N</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Evidence:</td>
<td></td>
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</tbody>
</table>
8. Do the actions of protagonist represent personal gain?  N  ?  Y

Evidence: __________________________________________________________________________

9. Does the story contain deceit or telling false stories?  N  ?  Y

Evidence: __________________________________________________________________________

10. By the end of the story any sign of dictatorial control?  N  ?  Y

Evidence: __________________________________________________________________________

11. By the finish of story does the protagonist win at all cost?  N  ?  Y

Evidence: __________________________________________________________________________


Evidence: __________________________________________________________________________

13. Are betrayal of secrets part of the story?  N  ?  Y
Evidence: ________________________________________________


Evidence: ________________________________________________

15. Any areas where story shows refusal to help others in need?  N  ?  Y

Evidence: ________________________________________________

16. Any sign of the protagonist being superficial?  N  ?  Y

Evidence: ________________________________________________
Appendix VI – Archetype 5 State Fuzzy State Scores by Brand

<table>
<thead>
<tr>
<th>ABF (ID no.)</th>
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<th>CR</th>
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<th>IN</th>
<th>IE</th>
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<th>CR</th>
<th>CV</th>
<th>EX</th>
<th>HE</th>
<th>NY</th>
<th>JH</th>
<th>LD</th>
<th>NA</th>
<th>SQ</th>
<th>RU</th>
<th>SA</th>
<th>SH</th>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>260</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>263</td>
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<td>0</td>
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<td>0</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

OLD NAVY STORY ID 251 - 303

PARIS STORY ID 304 - 354
Appendix VII fsQCA Analysis of Archetype Conditions

Currently, fsQCA ((Ragin and Davey 2009) provides one of the only software options for fuzzy set QCA. The user manual (Ragin et al 2008) is a mandatory read for newcomers. Most importantly, fsQCA assumes first row of the spreadsheet contains variable names by columns and data begin in the second row with each case representation a single row. Failure to adhere to these data format rules results in system errors and considerable time spent on diagnosing misleading messages e.g. qca5MFC Application has encountered a problems and needs to close (Windows XP and Vista error) in response to a blank space in dataset “New York” or special characters in “A & F (id no). These situations as well as corrupt or incorrect data result in the software terminating or hanging. Beyond this, the software performs as documented by Ragin and the community of comparative researchers in the social sciences (Compasss 2010).

While the method as enunciated by Ragin is well established in comparative policy research, the usage has been very limited in marketing analysis with a handful of marketing researchers showing the way (Kent 2005 and 2007, Woodside 2010). The main value of fsQCA is two fold. Firstly, uncovering the patterns of archetypal conditions using set-theory and Boolean logic producing the outcome of interest, a consumer archetype brand story. Secondly, seeking a concise Boolean representation of the multiple archetype combinations. Each individual archetype as a causal factor has been identified using a scoring instrument (Appendix IV) and five states fuzzy score. The software package generates three types of solutions complex, parsimonious and intermediate depending upon assumptions about unobserved cases. The research results focus on the complex solution with no simplifying assumptions made such that
reminders are all set to false and no counterfactuals. The fsQCA analyses use three
operations on fuzzy sets. Negation ("~"), logical and (*) and logical or (+).

The full results of fsQCA analyses by configuration of stories by brand:

1.Model: CABS (Abercrombie) =f (ca, je)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 4.000000 consistency cutoff: 0.802548

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~je</td>
<td>0.841837</td>
<td>0.841837</td>
<td>0.837563</td>
</tr>
</tbody>
</table>

solution coverage 0.841837; solution consistency 0.837563

This analysis shows an Abercrombie consumer archetype brand story occurs (CABS) with an absence of Jester archetype. This casual condition accounts for nearly 84% of the conditions. Solution consistency is good.

2.Model: CABS (Old Navy) =f(ca, cr)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 1.000000 consistency cutoff: 0.880952

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~cr</td>
<td>0.875000</td>
<td>0.723958</td>
<td>0.893617</td>
</tr>
<tr>
<td>ca</td>
<td>0.187500</td>
<td>0.036458</td>
<td>1.000000</td>
</tr>
</tbody>
</table>
solution coverage 0.911458 ; solution consistency 0.897436

An Old Navy story requires the following conditions:
absence of creator and presence of caregiver. In terms of solution coverage, the causal conditions account for 91% of outcome values while achieving consistency of 90% in support of the solution term.

3. Model: CABS (Tommy) = f(ca, je, lo)
Algorithm: Quine-McCluskey
---COMPLEX SOLUTION ---
frequency cutoff: 1.000000 consistency cutoff: 0. 846154

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~je</td>
<td>0.852273</td>
<td>0.0852273</td>
<td>0.903614</td>
</tr>
</tbody>
</table>

solution coverage 0.852273 ; solution consistency 0.903614

A Tommy Hilfiger story requires the absence of jester. Alternative pathways to the story are not explored in light of this solution. Coverage and consistency measures are acceptable in accordance with the literature.

4. Model: CABS (Gucci) = f(ca, sa)
Algorithm: Quine-McCluskey
---COMPLEX SOLUTION ---
frequency cutoff: 2.000000 consistency cutoff: 0.858156

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~sa</td>
<td>0.869048</td>
<td>0.869048</td>
<td>0.879518</td>
</tr>
</tbody>
</table>
Absence of sage accounts for nearly 87% of the conditions with acceptable consistency.

5. Model: CABS (LVMH) = f(lo, ca, cr)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>lo*~ca</td>
<td>0.238889</td>
<td>0.127778</td>
<td>1.000000</td>
</tr>
<tr>
<td>~ca*cr</td>
<td>0.183333</td>
<td>0.066667</td>
<td>1.000000</td>
</tr>
<tr>
<td>lo*cr</td>
<td>0.116667</td>
<td>0.011111</td>
<td>1.000000</td>
</tr>
<tr>
<td>~lo<em>ca</em>~cr</td>
<td>0.183333</td>
<td>0.061111</td>
<td>1.000000</td>
</tr>
</tbody>
</table>

This is a poor model in one respect only accounting for 43% of the conditions but the consistency is perfect. The poor model stems from tracking LVMH as an overall brand when this brand name really represents the company and comprises a stable of brands Louis Vuitton and Moet Hennesey to name but two. Not withstanding the issue, the Solution paths or casual combinations for Louis Vuitton are:

lover and absence of caregiver /absence of caregiver and creator /lover and creator/ absence of lover, caregiver and absence of creator.

A far better fitting model is achievable:

Model: CABS (LVMH) = f(lo, ca, cr)
Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 53.000000 consistency cutoff: 0.846890

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~sh</td>
<td>0.983333</td>
<td>0.983333</td>
<td>0.846890</td>
</tr>
</tbody>
</table>

solution coverage 0.983333 ; solution consistency 0.846890

Solution coverage is good with the condition absence of shadow.

6. Model: CABS (Tiffany) = f(ca, sa)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 1.000000 consistency cutoff: 0.850746

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~sa</td>
<td>0.845238</td>
<td>0.642857</td>
<td>0.876543</td>
</tr>
<tr>
<td>ca</td>
<td>0.250000</td>
<td>0.047619</td>
<td>1.000000</td>
</tr>
</tbody>
</table>

solution coverage 0.892857 ; solution consistency 0.882353

Coverage and consistency are good with the causal condition absence of sage.

7. Model: CABS (Versace) = f(sa, ma)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 1.000000 consistency cutoff: 0.849057
Coverage and consistency still suggest a good model for the causal combination:

An absence of magician accounts for nearly 96% of all conditions.

8. Model: CABS (Beijing) = f(ev,lo)
Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 2.000000 consistency cutoff: 0.911765

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~lo</td>
<td>0.827778</td>
<td>0.827778</td>
<td>0.925466</td>
</tr>
</tbody>
</table>

The postulated causal conditions account for over 82% of outcome values. The conditions are: absence of lover and absence of ruler.

9. Model: CABS (New York) = f(lo,sh)
Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 2.000000 consistency cutoff: 0.830986

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~sh</td>
<td>0.980769</td>
<td>0.980769</td>
<td>0.864407</td>
</tr>
</tbody>
</table>

solution coverage 0.980769; solution consistency 0.864407
Solution coverage accounts for nearly all conditions and consistency is within acceptable range suggested by Ragin. The condition is absence of shadow.

10. Model: CABS (Paris) = f(lo, ca, cr)
Algorithm: Quine-McCluskey

---COMPLEX SOLUTION---

Frequency cutoff: 1.000000 consistency cutoff: 0.890909

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~lo</td>
<td>0.750000</td>
<td>0.593750</td>
<td>0.923077</td>
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<td>ca*cr</td>
<td>0.203125</td>
<td>0.046875</td>
<td>1.000000</td>
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</tbody>
</table>

Solution coverage 0.796875; solution consistency 0.927273

Consistency and coverage parameters are within range of a good model with just absence of lover. Conditions are: absence of lover; caregiver and creator.

11. Model: CABS (Sydney) = f(lo, ma, ca)
Algorithm: Quine-McCluskey

---COMPLEX SOLUTION---

Frequency cutoff: 1.000000 consistency cutoff: 0.929825

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ma</td>
<td>0.920455</td>
<td>0.920455</td>
<td>0.952941</td>
</tr>
</tbody>
</table>

Solution coverage 0.920455; solution consistency 0.950617

Coverage accommodates 92% of conditions. The casual pathway is:
Absence of magician.

12. Model: CABS (Tokyo) = f(ca, ev, cr)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 1.000000 consistency cutoff: 1.000000

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~sa</td>
<td>0.838889</td>
<td>0.616667</td>
<td>1.000000</td>
</tr>
<tr>
<td>~lo*~cr</td>
<td>0.238889</td>
<td>0.016667</td>
<td>1.000000</td>
</tr>
</tbody>
</table>

solution coverage 0.855556 ; solution consistency 1.000000

A reasonable level of coverage allows for nearly 86% of conditions with a perfect level of consistency. Causal combinations are: absence of sage; absence of lover and creator

The full results of fsQCA analyses by configuration of stories by categories (fashion, luxury and travel):

13. Model: CABS (fashion) = f(ca, cr, lo, ev)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

frequency cutoff: 1.000000 consistency cutoff: 0.842219

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ev</td>
<td>0.839587</td>
<td>0.140244</td>
<td>0.890547</td>
</tr>
<tr>
<td>~lo</td>
<td>0.778143</td>
<td>0.080206</td>
<td>0.882916</td>
</tr>
<tr>
<td>ca*cr</td>
<td>0.128518</td>
<td>0.009381</td>
<td>0.996364</td>
</tr>
</tbody>
</table>
solution coverage 0.938086 ; solution consistency 0.900901

The model parameters are fine (consistency and coverage) with casual combinations:
Absence of everyperson/absence of lover/caregiver and creator

14. Model: CABS (luxury) = f(lo,sa, ex)
Algorithm: Quine-McCluskey
---COMPLEX SOLUTION ---
frequency cutoff: 1.000000 consistency cutoff: 0.876797

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ex</td>
<td>0.917188</td>
<td>0.250000</td>
<td>0.907264</td>
</tr>
<tr>
<td>~lo*~sa</td>
<td>0.695313</td>
<td>0.028125</td>
<td>0.881188</td>
</tr>
</tbody>
</table>

solution coverage 0.945313; solution consistency 0.909774

Model parameters are acceptable and support casual combinations:
Absence of explorer/absence of lover and absence of sage

15. Model: CABS (travel) = f(lo, sa, ev)
Algorithm: Quine-McCluskey
---COMPLEX SOLUTION ---
frequency cutoff: 2.000000 consistency cutoff: 0.849057

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ev</td>
<td>0.840047</td>
<td>0.137441</td>
<td>0.880745</td>
</tr>
<tr>
<td>~lo</td>
<td>0.768957</td>
<td>0.068720</td>
<td>0.871141</td>
</tr>
<tr>
<td>sa</td>
<td>0.180095</td>
<td>0.016588</td>
<td>1.000000</td>
</tr>
</tbody>
</table>
solution coverage 0.939573; solution consistency 0.892013

Solution is acceptable within range of coverage and consistency parameters (between 0.8 and 0.99; Rihoux and Ragin 2009). The combination is absence of everyperson/absence of lover/sage.

The full results of fsQCA analysis with a configuration of all brand stories.

16. Model: CABS (all) = f(lo, sa, je)

Algorithm: Quine-McCluskey

---COMPLEX SOLUTION ---

<table>
<thead>
<tr>
<th>Solution</th>
<th>Raw Coverage</th>
<th>Unique Coverage</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>~lo<em>~ev</em>~cr</td>
<td>0.839587</td>
<td>0.123827</td>
<td>0.890547</td>
</tr>
<tr>
<td>~lo<em>ca</em>~cr</td>
<td>0.778143</td>
<td>0.059568</td>
<td>0.882916</td>
</tr>
<tr>
<td>~lo<em>ev</em>~ca*cr</td>
<td>0.165103</td>
<td>0.011257</td>
<td>0.997167</td>
</tr>
</tbody>
</table>

solution coverage 0.925422; solution consistency 0.899681

Solution is acceptable and casual combinations are:

Absence of lover, everyperson, creator / absence of lover, caregiver, absence of creator / absence of lover, everyperson, absence of caregiver and creator.

Summarising the results of the fsQCA (table 11) encapsulates the brand archetype linkage. The challenge with taking these fsQCA archetype findings going forwards is the lack of explanatory power associated with even these interim findings.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Archetype (high coverage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abercrombie, Tommy</td>
<td>~je</td>
</tr>
<tr>
<td>Old Navy</td>
<td>~cr</td>
</tr>
<tr>
<td>Gucci, Tiffany, Tokyo</td>
<td>~sa</td>
</tr>
<tr>
<td>LVMH, New York</td>
<td>~sh</td>
</tr>
<tr>
<td>Versace, Sydney</td>
<td>~ma</td>
</tr>
<tr>
<td>Beijing, Paris</td>
<td>~lo</td>
</tr>
<tr>
<td>Fashion</td>
<td>~ev</td>
</tr>
<tr>
<td>Luxury</td>
<td>~ex</td>
</tr>
<tr>
<td>Travel</td>
<td>~ev</td>
</tr>
<tr>
<td>All Categories</td>
<td><del>lo</del>ev~cr</td>
</tr>
</tbody>
</table>

Consistently, across all brands the fsQCA process delivers archetype conditions for a brand story as “the absence of” the relevant archetypes and hence lacks explanatory power which is immediately actionable. For brands with an obvious archetype e.g. Paris and Lover the method delivers “absence of lover” requiring further explanation of emic-etic interpretations if the results are to be assimilated for study.
Appendix VIII Custom Content Dictionary For Archetypes

Usage:

Uses Archetype Directory created by Suresh Sood from ancient text (English Translation)

$s python archetype.py \<I Love Paris.txt >output.txt$
reads from standard input and writes to standard output
Output includes total words analysed, % words by category
no. of dictionary words

Options:

$s python archetype.py -h \<I Love Paris.txt >output.html$
html output
$s python archetype.py -d FILE \<I Love Paris.txt >output.txt$
replace built-in dictionary with FILE
$s python archetype.py -t TITLE \<I Love Paris.txt >output.txt$
use TITLE as report heading

#Code adapted by Suresh Sood from John Wiseman python code
# load archetype dictionary not RID
#reuses discrimination tree to look up word categories - this is fast
# Copyright 2007 John Wiseman <jjwiseman@yahoo.com>
#Code is useful to test any dictionary in Wordstat format
# Permission is hereby granted, free of charge, to any person
# obtaining a copy of this software and associated documentation files
To use:

1. Load a dictionary.
2. Load an exclusion list (optional).
3. Call analyze.
4. Call display_results with the value returned by analyze.

```python
def __init__(self):
    self.category_tree = CategoryRoot()
```
self.exclusion_patterns = []
self.exclusion_pattern = None
self.pattern_tree = DiscriminationTree('root', None)

def load_dictionary_from_file(self, path):
    archetype_in = open(path, "r")
    try:
        self.load_dictionary(arch_in)
    finally:
        archetype_in.close()

def load_dictionary_from_string(self, string):
    archetype_in = StringIO.StringIO(string)
    self.load_dictionary(arch_in)

def load_exclusion_list_from_file(self, path):
    exc_in = open(path, "r")
    try:
        self.load_exclusion_list(exc_in)
    finally:
        exc_in.close()

def load_exclusion_list_from_string(self, string):
    exc_in = StringIO.StringIO(string)
    self.load_exclusion_list(exc_in)
def load_exclusion_list(self, stream):
    for line in stream:
        pattern = line.strip().lower()
        pattern = pattern.replace(".*", ".*")
        self.exclusion_patterns.append(pattern)
    # One megapattern to exclude them all
    self.exclusion_pattern = re.compile('^(' + '|'.join(self.exclusion_patterns) + ')$')

def token_is_excluded(self, token):
    return self.exclusion_pattern.match(token)

def get_category(self, word):
    categories = self.pattern_tree.retrieve(word)
    if categories:
        return categories[0]

def analyze(self, text):
    results = ARCResults()
    def increment_category(category, token):
        if not category in results.category_count:
            results.category_count[category] = 0
            results.category_words[category] = []
        results.category_count[category] += 1
        results.category_words[category].append(token)
tokens = tokenize(text)
results.word_count = len(tokens)

for token in tokens:
    if not self.token_is_excluded(token):
        category = self.get_category(token)
        if category != None:
            increment_category(category, token)

return results

def display_results(self, results):
    # Detailed category breakout
    total_count = 0
    for (category, count) in sorted(results.category_count.items(), key=lambda x: x[1], reverse=True):
        print "%-60s %5s" % (category.full_name(), count)
        print " " + ",".join(results.category_words[category])
        total_count += count

    # Summary for each top-level category
    top_categories = self.category_tree.children.values()
    def get_top_category(cat):
        for top_cat in top_categories:
            if cat.isa(top_cat):
                return top_cat

    for top_cat in top_categories:
        if cat.isa(top_cat):
            return top_cat
print "Category %s doesn't exist in %s" % (category, top_categories)

top_category_counts = {}
for top_category in top_categories:
    top_category_counts[top_category] = 0

for category in results.category_count:
    top_category = get_top_category(category)
    if top_category:
        top_category_counts[top_category] += results.category_count[category]

print ""

def percent(x, y):
    if y == 0:
        return 0
    else:
        return (100.0 * x) / y

for top_category in top_categories:
    count = top_category_counts[top_category]
    print "%-20s: %f%%" % (top_category.full_name(), percent(count, total_count))

# Word count
print "%d words total" % (results.word_count,)
def display_results_html(self, results, title):
    # Detailed category breakout
    total_count = 0
    print "<html><head>"
    print "<meta http-equiv='content-type' content='text/html; charset=UTF-8'>"
    print """"
    <style type="text/css">
    .word-count { vertical-align: super; font-size: 50%; }
    .twisty { color: blue; font-family: monospace; }
    a.twisty { text-decoration: none; }
    </style>
    """
    print <title>%s</title>"" % (title,)
    print """
    <script>
    var TWISTY_EXPANDED = ' ▾';
    var TWISTY_COLLAPSED = ' ▸';
    function allWordNodes() {
        var nodes = document.getElementsByTagName("tr");
        var results = new Array();
        var numResults = 0;
    }
for (i = 0; i < nodes.length; i++) {
    var node = nodes.item(i);
    if (node.className == 'words') {
        results[numResults] = node;
        numResults++;
    }
}

return results;

function hideAll() {
    allNodes = allWordNodes();
    for (var i = 0; i < allNodes.length; i++) {
        hide(allNodes[i]);
    }
}

function showAll() {
    allNodes = allWordNodes();
    for (var i = 0; i < allNodes.length; i++) {
        show(allNodes[i]);
    }
}

function get_twisty_node(category) {
var cell = document.getElementById(category + "-cat");
return cell.childNodes[0];
}

function hide(element) {
    element.style.display = "none";
    var twisty = get_twisty_node(element.id);
    twisty.innerHTML = TWISTY_COLLAPSED;
}

function show(element) {
    element.style.display = ";";
    var twisty = get_twisty_node(element.id);
    twisty.innerHTML = TWISTY_EXPANDED;
}

function toggle(cat) {
    var node = document.getElementById(cat)
    if (node.style.display === "none") {
        show(node);
    } else {
        hide(node);
    }
}
print "<h1>%s</h1>" % (title,)
print "<p><a href=javascript:hideAll()>- collapse all</a> <a href=javascript:showAll()>+ expand all</a></p>
for (category, count) in sorted(results.category_count.items(), key=lambda x: x[1], reverse=True):
    sys.stdout.write("<tr>")
    sys.stdout.write("<td class='category' id='%s'>%s</td>
            %s</tr>" % (category.full_name(), category.full_name() + "-cat"))
    sys.stdout.write("<a class='twisty' href='javascript:toggle('%s')'><span class='twisty'> &#9662; </span></a>" % (category.full_name(),))
    sys.stdout.write("%s</td><td width='*' align='right'>%s</td></tr>" % (category.full_name(), count))
print "<tr class='words' id='%s'><td style='padding-left: 1cm;' colspan='2'>
words = uniq_c(results.category_words[category])
for word in words:
    sys.stdout.write("%s<span class='word-count'>%s</span> " % (word))
print "\n</td></tr>"
total_count += count
print "</table>"
# Summary for each top-level category

top_categories = self.category_tree.children.values()

def get_top_category(cat):
    for top_cat in top_categories:
        if cat.isa(top_cat):
            return top_cat

    print "Category %s doesn't exist in %s" % (category, top_categories)

top_category_counts = {}

for top_category in top_categories:
    top_category_counts[top_category] = 0

for category in results.category_count:
    top_category = get_top_category(category)

    if top_category:
        top_category_counts[top_category] += results.category_count[category]

def percent(x, y):
    if y == 0:
        return 0
    else:
        return (100.0 * x) / y

print "<table>"
for top_category in top_categories:
    count = top_category_counts[top_category]
    print "<tr><td>%s:</td><td>%f %</td></tr>" % (top_category.full_name(), percent(count, total_count))
    print "<table>

# Word count
print "<p>%d words total</p>" % (results.word_count,) 
print "</body></html>"

def ensure_category(self, *args):
    def ensure_cat_aux(category, category_path):
        if len(category_path) == 0 or category_path[0] == None:
            return category
        else:
            cat = category_path.pop(0)
            if not cat in category.children:
                category.children[cat] = Category(cat, category)
            return ensure_cat_aux(category.children[cat], category_path)
    return ensure_cat_aux(self.category_tree, list(args))

WORD_REGEX = re.compile(r'[^a-zA-Z]+')
def tokenize(string):
    tokens = WORD_REGEX.split(string.lower())
tokens = filter(lambda token: len(token) > 0, tokens)
return tokens

def count_leading_tabs(string):
    for i, char in enumerate(string):
        if char != '\t':
            return i

class DiscriminationTree:
    def _init_(self, index, parent):
        self.index = index
        self.parent = parent
        self.leaves = []
        self.interiors = []
        self.is_wildcard = False

def __str__(self):
def child_matching_index(self, index):
    for child in self.interiors:
        if child.index == index:
            return child
    return None

def retrieve(self, path):
    if len(path) == 0 or self.is_wildcard:
        return self.leaves
    else:
        next_index = path[0]
        next_disc_tree = self.child_matching_index(next_index)
        if next_disc_tree is None:
            return
        else:
            return next_disc_tree.retrieve(path[1:])

def put(self, path, leaf):
    if len(path) == 0:
        if isinstance(leaf, DiscriminationTree):
            self.interiors.append(leaf)
        else:
            self.leaves.append(leaf)
return True

else:

    next_index = path[0]
    if next_index == '*':
        # Got a '*' so this is a wildcard node that will match
        # anything that reaches it.
        self.is_wildcard = True
        self.leaves.append(leaf)
    else:

        next_disc_tree = self.child_matching_index(next_index)
        if next_disc_tree == None:
            next_disc_tree = DiscriminationTree(next_index, self)
            self.interiors.append(next_disc_tree)
            next_disc_tree.put(path[1:], leaf)

    def dump(self, stream=sys.stdout, indent=0):
        stream.write("\n" + " "+indent + str(self))
        for child in self.leaves:
            stream.write("\n" + " "+(indent + 3) + str(child))
        for child in self.interiors:
            child.dump(stream=stream, indent=indent + 3)

    class Category:
        def __init__(self, name, parent):
self.name = name
self.parent = parent
self.children = {}
self.leaves = []

def __str__(self):
    return "<Category %s>" % (self.full_name(),)

def add_word_pattern(self, pattern):
    self.leaves.append(pattern)

def full_name(self):
    if self.parent == None or isinstance(self.parent, CategoryRoot):
        return self.name
    else:
        return self.parent.full_name() + ":" + self.name

def isa(self, parent):
    return parent == self or (self.parent and self.parent.isa(parent))

class CategoryRoot(Category):
    def __init__(self):
        Category.__init__(self, 'root', None)
def full_name(self):
    return ""

def uniq_c(words):
    words.sort()
    results = []
    last_word = words[0]
    last_word_count = 1
    for word in words[1:]:
        if word == last_word:
            last_word_count += 1
        else:
            results.append((last_word, last_word_count))
            last_word = word
            last_word_count = 1
    results = sorted(results, key=lambda x: x[1], reverse=True)
    return results

# This Archetype dictionary created by Suresh Sood from Prototypical Stories

DEFAULT_ARCHETYPE_DICTIONARY = ""

ARCHETYPE

CATEGORY
CAREGIVER

CARE* (1)

AID (1)

ATTENTION (1)

TEND* (1)

TUTELAGE (1)

GUARDIANSHIP (1)

PRECAUTION*(1)

UPKEEP (1)

CONCERN*(1)

COMPASSION* (1)

PITY (1)
GENEROUS (1)

GENEROSITY (1)

UNSELFISHNESS (1)

PROTECT* (1)

DEVOT* (1)

VENERAT* (1)

CULT* (1)

SACRIFIC* (1)

FORFEIT* (1)

NURTUR* (1)

FOSTER* (1)

UPBRING* (1)

BREED* (1)
REARING (1)

RAISING (1)

PARENT* (1)

BENEVOLEN* (1)

CHARIT* (1)

KIND* (1)

SYMPATHE* (1)

GOOD-HEART* (1)

OPENHEART* (1)

LARGE-HEART* (1)

FREE-HEART* (1)

KIND* (1)
BENEFICENT (1)

PHILANTHROP* (1)

FRIEND* (1)

ALLY (1)

ACQUAINTANCE (1)

SUPPORT* (1)

PROTAGONIST (1)

CHAMPION (1)

ADMIRE* (1)

BOOSTER (1)

HELP* (1)

AID* (1)

ASSISTAN* (1)
AVAIL (1)

SERV* (1)

SUPPORT* (1)

TRUST* (1)

RELIANCE (1)

FAITH* (1)

CONFIDENCE (1)

CREATOR

BRAINCHILD (1)

INNOVAT* (1)

INVENT* (1)

DESIGN* (1)
CONCEPT* (1)

INITIAT* (1)

FOUND* (1)

CREAT* (1)

INTRODUCT* (1)

ORIGINAT* (1)

INNOVAT* (1)

ARTIST* (1)

AESTHETIC* (1)

ESTHETIC* (1)

IMAGIN* (1)

NON-SOCIAL (1)

DREAM* (1)
AMBITION* (1)

ASPIRATION* (1)

DAYDREAM* (1)

STARGAZE* (1)

NOVELTY (1)

KNICKNACK (1)

FRESH* (1)

REFRESH* (1)

BEAUTY (1)

SMASHER (1)

STUN* (1)

KNOCKOUT (1)
SWEETHEART (1)

BEAUTIFICATION (1)

AESTHETIC* (1)

QUALITY (1)

CALIB* (1)

TIMBRE (1)

TONE (1)

CHARACTER* (1)

MAKER (1)

ALMIGHTY (1)

DIVINE (1)

GOD (1)

GODHEAD (1)
LORD (1)

EVERYMAN or EVERYWOMAN

EVERYMAN (1)

EVERYWOMAN (1)

WORKING-CLASS (1)

BLUE-COLLAR (1)

WAGE-EARN* (1)

PERSON (1)

INDIVIDUAL (1)

SOMEONE (1)

SOMEBODY (1)

MORTAL (1)
SOUL* (1)

UNDERDOG (1)

NEIGHBO* (1)

PERSEVER* (1)

DILIGEN* (1)

ORDER* (1)

ARRANGE* (1)

SET UP (1)

ORDER* (1)

WHOLESALE (1)

CANDID (1)

BLUNT (1)

FORTHRIGHT (1)
FREE-SPOKEN (1)

OUTSPoken (1)

PLAINspoken (1)

STRAIGHT-FROM-THE-SHOULDER (1)

OPEN (1)

HEART-TO-HEART (1)

FATAL* (1)

SELF-DEPRECATING (1)

CYNICAL (1)

MISANTHROPIC* (1)

CAREFUL (1)

THRIFTY (1)
DELIBERATE (1)

MEASURED (1)

HEEDFUL (1)

REALIST* (1)

NATURAL* (1)

DISAPPOINT* (1)

HUMAN* (1)

EXPLORER

EXPLOR* (1)

INDEPENDENT (1)

AUTONOMOUS (1)

FREELANCE (1)

SELF-EMPLOYED (1)
FREE-WILL* (1)

ADVENTUR* (1)

DISCOVER* (1)

UNCOVER* (1)

FIND* (1)

BREAKTHROUGH (1)

FULFILLMENT (1)

FUFLIMENT (1)

SOLITARY (1)

SPIRIT* (1)

PEPPY (1)

ZIPPY (1)
SPUNKY (1)

INDOMITABLE (1)

NEVER-SAY-DIE (1)

UNSUBDUABLE (1)

OBSERVER (1)

COMMENTATOR (1)

BEHOLDER (1)

PERCIPIENT (1)

ENVIRONMENT* (1)

SURROUND* (1)

WANDERER (1)

HERO

HERO* (1)
CHAMPION (1)

FIGHTER (1)

COURAGE* (1)

BRAVE* (1)

IMPULSIVE (1)

HOTHEADED (1)

TEARAWAY (1)

BRAINISH (1)

NOBLE (1)

LORD (1)

STATELY (1)

IMPOSING (1)
NOBLEMAN (1)

WARRIOR (1)

RESCUE* (1)

SAVIOR* (1)

SAVIOUR* (1)

SAVIOR (1)

SAVER (1)

RECOVERER (1)

RECOVERER (1)

CRUSADE* (1)

REFORMER (1)

TASK (1)

UNDERTAKING (1)

PROJECT (1)

CHORE (1)
JOB (1)

ARDUOUS (1)

BACKBREAKING (1)

GRUELING (1)

HARD (1)

HEAVY (1)

LABOURIOUS* (1)

PUNISHING (1)

STRENUOUS (1)

DRAGONSLAYER (1)

STRENGTH (1)

FORCE* (1)
INTENSITY (1)

EFFECTIVENESS (1)

DURABILITY (1)

ENDURING* (1)

INSPIR* (1)

ASPIR* (1)

INNOCENT

INNOCEN* (1)

PURE (1)

VIRGIN* (1)

VIRTUOUS (1)

FAITHFUL (1)

NAIV* (1)
NAIF (1)

PRIMITIVE (1)

UNENLIGHTEN* (1)

UNINSTRUCT* (1)

UNINITIATE* (1)

CHILD* (1)

SIMPL* (1)

DEWY-EYED (1)

WIDE-EYED (1)

ROUND-EYED (1)

HUMBLE (1)

MODEST (1)
LOWLY (1)

TRANQUIL (1)

PLACID (1)

QUIET (1)

SMOOTH (1)

CALM* (1)

SERENE* (1)

UNRUFFLE* (1)

HAPPINESS (1)

FELICITY (1)

ELEMENTARY (1)

UNCOMPLICATED (1)

PARADISE (1)
NIRVANA (1)

SHANGRI-LA (1)

HEAVEN (1)

EDEN (1)

TRADITIONAL* (1)

SAINT* (1)

IDEAL (1)

PARAGON (1)

ANGEL (1)

ENSHRINE (1)

SYMBOL* (1)

RENEWAL (1)
REFIL* (1)

REPLENISH* (1)

REPLACEMENT (1)

RECLAMATION (1)

JESTER

JEST* (1)

FOOL (1)

FUN* (1)

MERRIMENT (1)

AMUSEMENT (1)

AMUSING (1)

ENTERTAINMENT (1)

PLAY* (1)
MISCHIEVOUS (1)

PRANK* (1)

WICKED (1)

COMED* (1)

COMIC* (1)

LAUGH* (1)

IRONIC* (1)

IRONY (1)

MIRTH* (1)

GAY (1)

JOLLY (1)

MERRY (1)
IRRESPONSIBLE* (1)

PRANK* (1)

DELIGHT* (1)

ENJOY* (1)

REVEL (1)

BASK* (1)

RELISH* (1)

LOVER

LOVE* (1)

FAN (1)

BUFF (1)

DEVOT* (1)

INTIMAT* (1)
SEXUAL (1)

INNER (1)

ROMANTIC* (1)

AMOUROUS (1)

QUIXOTIC (1)

ROMANCE (1)

SENSUAL (1)

CARNAL (1)

FLESH* (1)

PASSION* (1)

LOVE (1)

PLEASURE (1)
JOY (1)

DELIGHT* (1)

SEDUC* (1)

PERILOUS (1)

PRECARIOUS (1)

TEMPESTUOUS* (1)

CAPRICIOUS (1)

WARM (1)

PLAYFUL (1)

EROTIC* (1)

PARTNER (1)

MAGICIAN

MAGIC* (1)
WIZARD (1)
CONJURER (1)
ILLUSIONIST (1)
SORCERER (1)
PHYSICIST (1)
VISIONARY (1)
SEER (1)
ALCHEMIST (1)
ALCHEMY (1)
THINGS (1)
TEACHER (1)
INSTRUCTOR (1)
SCIENTIST (1)

PERFORMER (1)

NATUR* (1)

METAMORPHOS* (1)

TRANSFORM* (1)

OUTLAW

OUTLAW* (1)

CRIMINAL* (1)

FELON (1)

CROOK (1)

MALEFACTOR (1)

REBEL* (1)

MAVERICK (1)
INSURGENT (1)

RENEGADE (1)

ICONOCLAST (1)

SURVIVOR (1)

MISFIT (1)

VENGE* (1)

DISRUPT* (1)

INTERRUPTION (1)

BREAK (1)

GAP (1)

DISLOCATION (1)

DISTURBANCE (1)
PERTURBATION (1)

RULE-BREAKER (1)

ANGER* (1)

WRATH (1)

WILD (1)

INJUR* (1)

PROVOK* (1)

STRUGGL* (1)

RULER

RULER (1)

KING (1)

QUEEN (1)

PRIME MINISTER (1)
POWER* (1)
MIGHT* (1)
CONTROL* (1)
MASTERY (1)
COMMAND* (1)
LEAD* (1)
PRESIDE* (1)
BOSS* (1)
CHIEF (1)
HONCHO (1)
FOREMAN (1)
HIRER (1)
JUDGE (1)

EVALUATOR (1)

INFLUENT* (1)

STUBBORN* (1)

OBSTINATE (1)

TYRANN* (1)

OPPRESSIVE* (1)

AUTHORITARIAN (1)

AUTOCRATIC (1)

DICTATORIAL (1)

DESPOTIC (1)

DOMINAN* (1)

ADMINSTRAT* (1)
EXECUTIVE (1)

ARBIT* (1)

UMPIRE (1)

MANAG* (1)

DIRECTOR (1)

COACH (1)

HANDLER (1)

SAGE

SAGE (1)

MENTOR (1)

ENLIGHTEN* (1)

KNOWLEDGE (1)
COGNITION (1)

TRUTH* (1)

UNDERSTANDING (1)

INTELLECT (1)

EXPERT (1)

COUNSEL* (1)

WISDOM (1)

ACUMEN (1)

INSIGHTFULNESS (1)

PRETENTIOUS (1)

SCHOLAR* (1)

PHILOSOPH* (1)

INTELLIGEN* (1)
THINK* (1)

REASON* (1)

MYSTIC* (1)

MYSTERIOUS (1)

PRESTIG* (1)

GUIDE (1)

SHADOW

SHAD* (1)

PHANTOM (1)

VIOLEN* (1)

FIERCE (1)

HAUNT* (1)
STALK* (1)

PRIMITIVE (1)

DARK* (1)

TRAG* (1)

REJECT* (1)

AWKWARD* (1)

DESPERATE* (1)

EMOTION* (1)

IMMORAL* (1)

SAVAGE (1)

NEMESIS (1)
DEFAULT_ARCHETYPE_EXCLUSION_LIST = ""

BEAUT

PROVINC*

MIDDLE-*

DIVERSION*

DIETHYL*

COUNTY*

SHARK*

PRICK*

PASTE*

HANDICAP*
HANDBOOK

GRAPH

FACTORIAL

BUTTERFLY

BLANKET

FASTI

ENERGUMEN

RELIGHT

REVERSE

DISPOSSESS

NEEDLE

EXTREMITY
MENTH*
MENTA*
INFORMAL
ELECTR*
CONSOLIDAT*
SOLUTE
PROVER*
MAY-1
POOLED-1
POOL-1
HEATH*
COALESCE*
COALI*
UNDERGRADUAT*

UNDERC*

FALLAC*

DIVERGEN*

ARIST*

REGU*

REGR*

REGIS*

REGE*

POSITIV*

PLACEN*

PLACEB*
RESTI*

RESTA*

REPOSSESS*

CONTENTS*

CONTENT-.*

HOARY

HOARS

HOARD*

BASKET

AWARD*

TESTIN*

TESTIF*

TESTIMON*
class ARCAp:

def usage(self, args):

    print "usage: %s [-h [-t TITLE] | -d FILE | -e FILE | --add-dict=FILE | --add-exclude=FILE]" % (args[0],)

    print "  %s reads from standard input and writes to standard output." % (args[0],)

    print "options:"

    print "    -h          Generate HTML output."
print " -t TITLE Use TITLE as the report heading."

print " -d FILE Replaces the built-in dictionary with FILE."

print " -e FILE Replaces the built-in exclusion list with FILE."

print " --add-dict=FILE Processes FILE as a category dictionary."

print " --add-exc=FILE Processes FILE as an exclusion list."

def run(self, args):

    arc = ArchetypeDictionary()

    load_default_dict = True

    load_default_exc = True

    html_output = False

    title = "Archetype Analysis"
try:

    optlist, args = getopt.getopt(sys.argv[1:], 'd:e:ht', ['add-dict=', 'add-exc='])

    for (o, v) in optlist:

        if o == '-d':

            arc.load_dictionary_from_file(v)

            load_default_dict = False

        elif o == '-e':

            arc.load_exclusion_list_from_file(v)

            load_default_exc = False

        elif o == '--add-dict':

            arc.load_dictionary_from_file(v)
elif o == 'add-exc':

    arc.load_exclusion_list_from_file(v)

elif o == 'h':

    html_output = True

elif o == 't':

    title = v

else:

    sys.stderr.write("%s: illegal option '%s\n" % (args[0], o))

    self.usage(args)

except getopt.GetoptError, e:

    sys.stderr.write("%s: %s\n" % (args[0], e.msg))
self.usage(args)

sys.exit(1)

if load_default_dict:
    arc.load_dictionary_from_string(DEFAULT_ARC_DICTIONARY)

if load_default_exc:
    arc.load_exclusion_list_from_string(DEFAULT_ARC_EXCLUSION_LIST)

results = arc.analyze(sys.stdin.read())

if html_output:
    arc.display_results_html(results, title)

else:
    arc.display_results(results)
if __name__ == '__main__':

    app = ARCApp()

    app.run(sys.argv)
Appendix IX Archetype Output for Pilot Data Set

I Love Paris – Archetype Analysis

ARCHETYPE: CATEGORY: EVERYMAN/WOMAN 6
  order neighborhoods neighborhood neighbor neighborhood ordering
ARCHETYPE: CATEGORY: INNOCENT 6
  simple simple simply simply children simply
ARCHETYPE: CATEGORY: CREATOR 5
  artist artist artist artist innovative
ARCHETYPE: CATEGORY: SAGE 4
  guide guide guide intelligence
ARCHETYPE: CATEGORY: EXPLORER 3
  environment adventure discovered
ARCHETYPE: CATEGORY: CAREGIVER 3
  care sacrifices friendly
ARCHETYPE: CATEGORY: JESTER 2
  iron fun
ARCHETYPE: CATEGORY: RULER 1
  manager
ARCHETYPE: CATEGORY: LOVER 1
  love
ARCHETYPE: CATEGORY: SHADOW 1
  haunts

ARCHETYPE: 100.000000 %

2617 words total

** words represent matches with dictionary words for each category of archetype.
Long Coat No Knickers - Archetype Analysis

ARCHETYPE:CATEGORY:CREATOR 2
  quality quality
ARCHETYPE:CATEGORY:EXPLORER 1
  discovered
ARCHETYPE:CATEGORY:LOVER 1
  warm

ARCHETYPE : 100.000000 %

1038 words total
Unzipped - Archetype Analysis

ARCHETYPE: CATEGORY: CAREGIVER 19
  car car friend friend help caressed careful helpfully care card card
card card card car car car card parentage

ARCHETYPE: CATEGORY: SHADOW 4
  awkwardly rejected darkness emotional

ARCHETYPE: CATEGORY: CREATOR 3
  beauty quality quality

ARCHETYPE: CATEGORY: MAGICIAN 3
  things natural things

ARCHETYPE: CATEGORY: INNOCENT 2
  child happiness

ARCHETYPE: CATEGORY: JESTER 2
  played player

ARCHETYPE: CATEGORY: EXPLORER 1
  discovering

ARCHETYPE: CATEGORY: EVERYMAN/WOMAN 1
  person

ARCHETYPE: CATEGORY: HERO 1
  task

ARCHETYPE: CATEGORY: SAGE 1
  acumen

ARCHETYPE : 100.000000 %

2564 words total