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<thead>
<tr>
<th>Q</th>
<th>Choice #3</th>
<th>#2B</th>
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<tbody>
<tr>
<td>WHAT'S BEST FOR YOU</td>
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<tr>
<td>I know I have found &quot;the answer&quot; (what to believe, buy, how to behave, the best way to do something, etc.) And I feel obligated to share what I've found with you, so you too can benefit! Please bear with me if it seems my evangelizing, persuading, lobbying, etc. disrespects your beliefs, values, or feelings — I have your interests in mind! (Note: Some see these people as selfless leaders willing to helpfully step up and point the way forward, others see them as dispensers of propaganda who selectively use facts / emotionally charged language to promote a self-serving agenda.)</td>
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<tr>
<th>K</th>
<th>choice #2</th>
<th>#101B</th>
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<tbody>
<tr>
<td>MIND NARROWLY FOCUSED</td>
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<tr>
<td>I'm a bit of an intuitive thinker. I can firmly believe, with complete confidence and trust, in something for which there's little or no evidence, and certainly no proof. I can deny Reality and believe in something if doing so provides hope or useful psychological advantage (example: belief in an afterlife.) I sometimes interpret events / actions of others, and make decisions, based on what I'd like to be true, rather than what is true. I can delude myself. I see it as adopting healthy beliefs which promote my and perhaps my family's or loved ones continued psychological well-being. I am a hopeful optimist!</td>
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<tr>
<th>A</th>
<th>Choice #1</th>
<th>#201B</th>
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<tbody>
<tr>
<td>WISHFUL THINKING</td>
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<tr>
<td>I'm a bit of an intuitive thinker. I can firmly believe, with complete confidence and trust, in some-thing for which there's little or no evidence, and certainly no proof. I can deny Reality and believe in something if doing so provides hope or useful psychological advantage (example: belief in an afterlife.) I sometimes interpret events / actions of others, and make decisions, based on what I'd like to be true, rather than what is true. I can delude myself. I see it as adopting healthy beliefs which promote my and perhaps my family's or loved ones continued psychological well-being. I am a hopeful optimist!</td>
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<tr>
<th>9</th>
<th>Choice #6</th>
<th>#12A</th>
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<tbody>
<tr>
<td>POLYTHEISM, ANIMISM, PAGAN</td>
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<tr>
<td>I believe in the existence of many gods. While not all of these deities are thought to have physical bodies or even be worthy of worship, some certainly are. Like humans, these deities are seen as having their own personality traits, needs, desires, etc, but with additional powers and, in some cases, supernatural attributes. Many of us worship gods associated with particular objects (Sun, Moon, water, etc.) events (birth, death, etc.) or character types (hero, trickster, muse, etc.) Animists talk of gods inhabiting special places. For them nature is alive, with spirits animating both living and non-living things.</td>
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<tr>
<th>10</th>
<th>Choice #5</th>
<th>#8B</th>
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<tbody>
<tr>
<td>BELIEF IN A PERSONAL GOD</td>
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<tr>
<td>I believe, not only did He create me, but that God is concerned with human beings personally. I conceive of Him as a personal being (perhaps a father) with a personality. I value talking with God through introspection / praying. I believe God listens to prayers and watches over us. I believe that, given His personal interest in the world and its people, He will intervene on behalf of worshippers (performing miracles, etc) or to reward / punish. Some conceive of God in terms of forgiveness and love, others in terms of vengeful, judgmental punishment.</td>
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<tr>
<th>J</th>
<th>Choice #4</th>
<th>#2A</th>
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<tbody>
<tr>
<td>THE TRUE BELIEVER</td>
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<tr>
<td>My faith in what I believe is free from doubt. If you'd had my experience, you'd also believe! I understand what it is to be a Believer. I like to think of myself as devoted to a noble cause in the fight for justice or search for Truth. I too can overcome obstacles through courage, persistence, and Shining Purity. I define who I am, magnify my identity, and recognize my enemies through my crusades. (Note: Faith is used here in a broadly defined spiritual context. Critics say true believers have an &quot;excess of certitude&quot; and / or cite their &quot;irrational persistence” in holding &quot;unteachable beliefs.&quot;)</td>
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<tr>
<th>6</th>
<th>Choice #9</th>
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<tbody>
<tr>
<td>VITALISM</td>
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<tr>
<td>I see life as holistically endowed with something special: spirit, soul, life force (Qi in China, Prana in India.) Most religions involve belief in spiritual beings: living things with souls, disembodied spirits, ghosts, angels, that natural objects are conscious (animism) etc. Traditionally the self-awareness called consciousness (home of conscience) is thought to reside in souls. (Note: While disdaining the above, some link life with a creative / organizing principle. They see it as emerging from the collective behavior of a complex system, and as something more than the sum of its parts.)</td>
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<tr>
<th>7</th>
<th>Choice #8</th>
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<tbody>
<tr>
<td>SECULAR HUMANISM</td>
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<tr>
<td>I don't believe in a personal God. Without faith in a divine purpose for human existence or absolute moral code, I aim to put meaning, notions of good and evil, and universal values into my life. While troubled by ignorance and injustice, I accept human imperfections. I value learning. I champion self-realization through reason, and responsible living through brotherhood. Overcoming &quot;the anxiety of nothingness,&quot; in asserting the inherent dignity and worth of all of us, in helping us appreciate our place, I maintain a hopeful, optimistic, outlook on life.</td>
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<tr>
<th>8</th>
<th>Choice #7</th>
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<tbody>
<tr>
<td>MAGIC</td>
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<tr>
<td>Like science and technology, magic seeks to control nature, But instead of attempting to understand, magic enthusiasts celebrate mystery. They seldom try to explain paranormal gifts, spirit communication skills, ability to right wrong relationships, etc that they feel healers/ shamans/ witches / astrologers possess. Some see &quot;magical rites &amp; beliefs&quot; as “expressions of an act of faith in a science yet to be born.” Some are confident scientists will eventually explain things like the healing power of faith—whether in God /gods /drug/placebo or doctor. Others feel many aspects of Reality will always defy understanding.</td>
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### Choice #12  
#### IMAGINATION, CURIOSITY, INTELLECTUAL FREEDOM

I value free inquiry—unconstrained by authority—as the best way for gaining knowledge and perfecting society. I promote maximizing individual liberty of thought, belief, and questioning. Unlike many, I am especially curious. I value the freedom to let my imagination run wild. I’m driven to seek out and explore new territory in pursuing intellectual rewards. I get a thrill out of acquiring new knowledge, making new connections—even out of mustering courage to not conform. I’m especially productive working at the interface of internal imagination and external experience.

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### Choice #14  
#### RELAXED, GENEROUS, LOVING

Metaphorically my mindspace is a pleasant, warm, loving, familiar family home where I am calm and relaxed. Perhaps lack of stress or fears of being unable to cope, makes me more giving/generous. Besides being helpful/ kind, I often give others “the benefit of the doubt.” Given this mindset, I feel lots of love. This I connect with feeling affection such that imperfections are overlooked and that others’—or another’s—happiness, is critical to one’s own. (Note: Many who believe “God is Love” have a similar viewpoint, which some call God-centered.)

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### Choice #16  
#### GOLDEN RULE, VILLAGE ETHIC OF MUTUAL HELP

I see all humans as worthy of special treatment. I believe society would work best if all people obeyed The Golden Rule: that is, treat others as you would want them to treat you. I don’t lie, cheat, steal, discriminate, or arbitrarily restrict, because I don’t want people doing this to me. If I see someone suffering, beyond empathizing/feeling their pain, I give them compassion. If I see someone in need, I practice a “village ethic of mutual help”: I help them because someday I may similarly need help from someone.

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### Choice #18  
#### TAKING CHARGE ➔ VIOLENCE

I can be powerful. I can often get what I want by intimidating and instilling fear, by verbally and/or physically threatening. Since this only succeeds if the threat is believable, I’ve got a reputation associated with verbal abuse and resorting to actual physical violence—even condoning torture. (Note: Some who lack restraint use the old threat system, based on “Give it to me or I’ll hurt you” or “Pay me and I’ll quit bothering you.” A more modern approach is to file/threaten a lawsuit. Of course sometimes abandoning restraint—even going to war—can be justified.)

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### Choice #20  
#### NON-RATIONAL KNOWING

More than most people do, I trust intuition, gut feeling, instinct, and unconscious knowledge—where I respect my brain’s power of pattern-matching. Not discounting dreams and synchronicity to the extent others do, I value the collective unconscious and brief glimpses I’ve had into Reality “with the curtain pulled back.” More holistic than reductionistic, I appreciate what can’t be measured. I find science limiting. I’m a visual thinker, sensitive to environmental cues—sights, sounds, smells, tactile insights—and to feelings! I’m especially alert to signs of danger and am good at detecting deception.
**HEALTHY ORIENTATION**

I like this advice: "You only get one body. How well you care for it—or don't care for it—makes a big difference in the length and quality of your life." (Note: those who value health will need to take care of their body's immediate physical & mental health needs. And educate themselves as to long-term needs based on sound medical science. Good nutrition, exercise, plenty of sleep, etc can lessen both fear of, and likelihood of, illness. Meditating, having friends/ emotional support can help with stress which can cause illness.) All of this is wise from both coping and, with high cost of health care, financial perspectives.

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**BLAMING / SCAPEGOATING**

In my anger over outrage / hurt I've suffered, I may single out a person or group to blame. (Note: scapegoating often involves discriminating by unfairly blaming others for some (real or imagined) offense. It happens at all levels: from sport fans blaming a player for a loss, to parents targeting an unwanted child, to prejudiced people targeting someone whose looks, skin color, or sexual orientation they don't like, to organized groups committing hate crimes, to nation states targeting whole populations for genocide. Some scapegoaters are racists; some are bigots; some are misogynists; some just insecure childish adults.)

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**SERVITUDE—SUDDERING, ENABLING OR ENSLAVING**

It’s abhorrent, but like others, my life is severely constrained. The cause of this powerlessness condition may be quite different: extreme poverty, massive debt, harsh environmental conditions, ignorance, prejudice against us, disability, the authority or greed of some dominating individual who exploits us, kidnapping, dogmatic beliefs, imprisonment, restrictions of authoritarian government, etc. (Note: none choose this for themselves; an enabling many—perhaps including you?—indirectly choose it for others; an enslaving few directly choose it for others.)

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**EGALITARIAN PROGRESSIVE**

This title names the social justice path valuing equality my worldview is built on. I believe all humans should have the same rights, opportunity / privileges. Where their goals are consistent with this belief, I support collective struggles against centralized power that seek to reform church, state, political, and economic institutions. I generally don’t like discrimination/ exclusion. I support 1) social movements that are hierarchy attenuating (not enhancing) – feminism and affirmative action are examples, and 2) empowering the powerless.
**J** Choice #30  #21A

**POPULISM**

“The People—Yes!” sums up my trust in peoples collective wisdom, resourcefulness, and ability to overcome defeats and cynicism. I have faith that as long as they are united, after a struggle, they’ll triumph over forces wanting to fool them with misinformation, divide them with prejudice, dominate workplaces, and wrest power from communities seeking to control their own affairs. I recognize their hard work and promote their continuing education. We need inclusive institutions that serve people, not extractive ones. Like Jefferson, I see the common people as “the most honest and safe depository of the public interests.”

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**Q** Choice #29  #31

**EDUCATION FOR DEMOCRACY**

I like the feedback that well-educated citizens provide elected officials in a democracy with their votes. I don’t think this will work without them, as they’re, as Jefferson put it, “ultimate guardians of their own liberty.” So… free K—12 state supported education for all should promote 1) skills to make valued workers, and lifelong learners / critical thinkers, 2) people skills / community values, 3) understanding of technologically and ethically complex issues they may one day vote on, and 4) their ability to ultimately select good leaders.

---

**K** Choice #28  #103B

**CELEBRATING TEAM ACCOMPLISHMENTS**

I am a team player. I love being part of co-operative efforts. I like “win-win” outcomes and think there’s enough glory to go around. I suspect that my self-esteem benefits from the community groups I belong to, and to a “sense of belonging”. I value a social philosophy / belief system that emphasizes the interdependence of every human being and promotes co-operation over competition. I’d say I’m more spiritual / value connectedness,” than egotistical. Where applicable, more often I’ll say “we” than “I”, or refer to “us” instead of “me.”

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**5** Choice #36  #37B

**GLOBAL CITIZEN**

I do not primarily identify with any particular nationality, religious or ethnic group. I think of myself first as a global citizen, and try to be knowledgeable of people, customs and culture in regions of the world beyond where I live. In ethical decision-making considerations involving “people” and “place,” I identify all human beings with the former, and planet Earth with the latter. No one is excluded from my ethical concerns tent—everyone is inside, all are family. (Note: global citizens seek to think / behave / vote based on protecting our planetary home and the well being of all its inhabitants.)

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**6** Choice #35  #49A

**SOCIAL WELFARE STATISM**

I believe in reining in corporate power and concentrating economic controls / planning in the hands of a highly centralized government (statism). I prefer government that: 1) takes responsibility to ensure that everyone is looked out for by providing extensive social services; 2) assures environmental quality, workplace safety / societal stability through appropriate regulations; 3) maximizes spending to promote peaceful social harmony, and minimizes military spending. (Note: while social welfare states heavily tax private property, they don’t challenge its sanctity as socialism does.)

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**7** Choice #34  #48B

**LIKING CO-OPERATION-BASED COMMUNITIES**

I prefer cooperation to competition, since the latter can bring out the worst in people. I prefer locally controlled economic arrangements involving a mixture of cooperative, employee-owned, and private businesses. I like community-based voluntary, democratic organizations in which people join hands in promoting community, common good, and local self-reliance. I dislike big, authoritarian, centralized; I like face to face barter, recognizing experiential value, and distinguishing goods from commodities.
### Choice #39 #50B
**LEFT ANARCHIST**

My brand of libertarianism abolishes the state altogether, and abandons or vastly reduces private property rights. It values egalitarianism — empowering the powerless — and order. It replaces government with free associations. Co-ops and communes would be key units in this ideal way to organize society I imagine. (Note: Left anarchism comes in different forms. One is collectivist anarchism where means of production are collectively owned and managed by producers themselves with labor-based compensation; another emphasizes need-based distribution.)

### Choice #38 #49B
**IDEALISTIC SOCIALISM**

I’m idealistic — some say deluded. I can imagine ethical, honest altruistic people conspiring to infiltrate key institutions, manipulate events and shape outcomes. They believe in a centrally planned economic system with the state controls of means of production / distribution designed to meet human needs. Common good, not private profit / growing wealth, is valued. If true, I would not find this conspiracy all that disturbing! (Note: socialists can be democrats, authoritarians, even communists who want property held in common. All see labor as the chief source of wealth, deplore its exploitation, and link this to injustice and poverty.)

### Choice #37 #48A
**PRIVACY**

I value privately asserting personal autonomy, perhaps flaunting societal norms, and secluding myself — hiding behind walls, hiding information about myself from the scrutiny of others or their technology-based tools / databases. I seek to avoid disturbance (serenity compromise), embarrassment (confidentiality compromise), injury (security compromise) and / or bodily integrity compromise by others (including corporations seeking profit or governments failing to respect my body.) I see the extent I’m able to do this depends on socioeconomic factors and my relative power / powerlessness.

### Choice #42 #44B
**HANDS OFF MY BODY**

I think the most basic human right is having control of what you do to your own body. So I say to narrow -minded moralists, lawmakers, etc. seeking to restrict this right: “Hands off my body!” Steps a young woman takes to insure that her body does not give birth to an unwanted child are her business, not yours. Steps a sick suffering man takes to end his life with dignity are his business, not yours. (Note: from an ecological viewpoint we see “Some things have to die for others to live,” and that “Our crowded planet needs fewer people, not more.” Many value quality, not quantity, of life.)

### Choice #41 #104B
**RESPECT FOR NATURE**

I believe humans are part of nature, not its rulers. I think animals and nature also have rights—even legal ones. People should cherish, revere, and stand in awe of natural beauty, not despoil it or threaten integrity of ecosystems. This interconnected unity should be valued without regard to usefulness to people. Feeling you belong to nature can come from living in wilderness, working the soil, and indigenous religion. Natural pantheists identify God with a self-organizing, ever evolving, perhaps self aware universe. Pantheists don’t recognize a Personal God, but typically equate God with the sum of all existence.

### Choice #40 #204B
**LIMITS AND ETHICS**

I support common sense regulations that protect people and the environment. I support limiting freedom of speech to prohibit speech that is clearly hateful / hurtful to society—including knowingly spreading false information. Rather than acting as I please, I know I must respect the bigger whole I’m part of—whether it’s family, village, ecosystem, etc. —and limit my impacts based on ethical, scientific, and other considerations. I believe we live on a small planet and increasingly our collective actions threaten our planetary home. Going elsewhere in space to live is a fantasy: If we ruin Earth, we have no viable Plan B.

### Choice #45 #26B
**MORE IS BETTER MENTALITY / ABUNDANCE**

I prefer experiences / things that are richer, bigger, louder, longer, faster, stronger, with more features etc. It’s human nature to seek status and prefer winning over losing; being associated with powerful things—whether they be machines, houses, cars, human body parts etc—rather than feeling small, weak, and powerless. I like having the freedom to generally have more! (Note: With “prosperity theology” or “abundant life” some connect this with religion / New Age thinking. Critics point to traditional religious vows of poverty / asceticism, and “live simply so that others may simply live.”)

### Choice #44 #23A
**SUSTAINABILITY**

Unrestrained growth threatens Earth’s biosphere. We need sustainable development: meeting present needs without compromising the future. Each generation should leave the next at least as much wealth per capita as it inherited, where wealth includes both manmade and natural capital. Economies should be based on people and environment friendly technologies, renewable energy use, and resource recycling. Their health should be gauged by indicators of sustainability and well-being. We need to move beyond thinking “all growth is good!”

### Choice #43 #4
**SPREADING DISINFORMATION / TACTICAL DECEPTION**

I’m an imperfect human being, so I will occasionally lie. Given my ambition and desire to “win,” I will spread false information if that’s what it takes. Is this evil or sinful? I don’t know, but I do know that long ago my ancestors lived in a “kill or be killed” world! “What if everyone values the truth so little?” you ask. I’d say we’re living in that world today and many of us are doing fine. (Note: knowingly spreading lies, computer viruses, deceit, etc. is something honest people typically don’t do. If this hurts innocent people and is done for hateful reasons, most would say it’s evil.)
### INSTRUCTIONS FOR ONE OR TWO PEOPLE

Each card contains two themes, one on each side. For each of the 52 cards, pick the theme you’re most comfortable with that best represents your worldview. Make three piles sorting as follows:

1. **#1 cards where you have a strong preference for one of the two themes**
2. **#2 cards where you have a definite (but not as strong) preference**
3. **#3 cards which are not applicable or where you have no preference**

Always place the theme you prefer up. The # of cards in each pile must be as follows: #1: 20; #2: 20; #3: 12

* if you can, go online to The “Choices We Make” web page before starting!

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### MORE / RESOURCES

Making Card Choices Tip: Make them based on the actual person you are, not the idealized person you’d like to be! Keep in mind: “Talk is cheap, deeds are what matters” & “Don’t lie to yourself”

At the “Choices We Make” web page [www.projectworldview.org/choices.htm](http://www.projectworldview.org/choices.htm), you can read about / print / use online:

1. **“Background” explaining card suits, (diamonds, hearts, clubs, spades) meta themes (aces & kings), RH card #s, etc.**
2. A “Getting Started” sheet including how to make a card pack from The Kit
3. Info on paired themes a click away; self tests with over 1100 questions total
4. Scorecard
5. Computer analysis programs / details
6. Choices behind generic worldviews
7. Educational and entertaining games

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### WORK, PLAY, PAY AS YOU GO

I need work to do, someone to love, and something to look forward to, to be happy. I avoid going into debt to buy what I don’t really need since in the long run this will maximize fun, freedom, and choices, and minimize guilt, worry about bills, and interest charges. Pay as you go also means giving back to society — ideally with meaningful, socially engaging work — not mortgaging your future with risky bets, and not incurring ecological debt by leaving future generations with a mess to fix, and yourself with guilt. (Note: the young should foster relationships with those able to help them get started; the old should help others do this.)

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### ETHICAL GLOBALIZATION

I welcome affluent nations / multinational corporations extending power and influence over developing nations, and believe everyone benefits. The big rich entities benefit from new markets for products, resource extraction, etc; poor regions from economic development and exposure to values / lifestyle / culture of the affluent world — which I view as superior to those they supplant. I view favorably the nation building that sometimes accompanies military interventions, and may even accept territorial expansion of the more developed at the expense of less developed world.

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### CREATIVE EXPRESSION

I see life as playground, where I express creativity, not prison where I struggle to survive. As living space designer—or as chef—I go beyond shelter or taste: I bring taste / form / function together in pleasing ways. As writer/artist/designer / composer, my creations come to life when creative thinking, passive observing, listening — and sometimes emotionally painful experience— ends, and active describing / storytelling / sharing begins. Seems suffering brings out my best art: imposing artificial structure on transient chaos — presented not in isolation but as part of an interconnected fabric that touches the divine!

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### PACIFISM / NON-VIOLENCE

I think of pacifists as 1) opposed to using guns, war, violence to settle disputes and 2) preferring use of non-violent means to fight evil — rather than vengeance, capital punishment, etc — and I call myself one with some hesitancy! While I see fighting violence with more violence as both morally wrong / contradictory, and don’t believe good can come out of evil, I worry that if evil is not punished, not countered with strong action, then more evil will result. (Note: avoiding war through diplomacy, something pacifists applaud, is the ultimate attitudinal fix.)

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### ATTITUDINAL FIX

In confronting big problems or minor human inconvenience / irritation, I look to changing attitudes / behavior with education, drawing on existing social institutions. Defusing anxiety / mistrust conflict brings is a good first step (humor can help!) I trust in people coming together and cooperating; in their willingness to learn from each other — sharing worldviews, articulating values and goals. This can resolve conflicts and find non-technology or human labor / soft technology based “win,win” imaginative solutions. (Note: critics say this democratic, transparent process may be too time-consuming to tackle big urgent problems.)

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### THE SMALL PRODUCER

I’m not happy just buying what others—like big corporations — provide. I like expressing who I am through what I make with my hands and small tools. Whether producing food, shelter, clothing, arts & crafts, etc — for my use or others— I’m happiest doing this type of work — although earning a living this way is challenging! If I can’t have both, I value function more than pleasing form. I like societies based on families working land as small producers. They have great incentive to protect it / maintain its productivity out of self-interest, etc. (Note: many have no choice: they must produce to survive.)

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### BIG BUSINESS PUSHES GLOBAL LIMITS

I value market-based pricing and corporations’ profit motive. Their resource extractive (fossil fuels, mining, etc) endeavors should speed up as growth demands. Their government partners should push “top down” approaches to meet big challenges: climate change and need for new infrastructure / cybersecurity and “brittle” infrastructure. As we run into resource / carrying capacity limits, we need ambitious (fusion, geoenengineering, space-based solar power, asteroid mining, etc), capital and energy intensive, high tech solutions.