



## “Campaign 2020”: A Gravesian Levels of Existence (GLOE) Analysis

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**Abstract:** This paper is a 12-month content analysis of Twitter posts issued from the campaigns of four candidates for U.S. President in the 2020 general election. The tweets were pre-coded based on eight pools of keywords identified in the “Levels of Existence” framework built by Dr. Claire W. Graves in his research on the “Emergent Cyclical, Double-Helix Model of Adult Biopsychosocial Systems.” An automated, real-time monitor logged the frequency of words in the pools, and rated tweets based on the prominence of the individual pools. Findings from this exploratory study show that Dr. Graves’ worldview descriptions tracked very much (in the timeframe of this study) as he had described them in the 1970s.

**Keywords:** presidential campaign speech, levels of human existence, Clare W. Graves, Twitter, political deadlock, systems theory

### 1. INTRODUCTION

Articulating a unique theory of human behavior, Graves et al. [1] described levels of human existence in an open system theory of values. In the writings, Graves described human adaptation to increasing complexity as a cycle of looping phases propelled forward by opposing poles of egocentric (me) and sociocentric (we) interests. He called this the “Emergent Cyclical Double Helix Model of Adult Biopsychosocial Systems” (p. vii). According to Graves, this evolutionary arc... the trajectory of humanity’s common response to complexity... resembles other naturally occurring logarithmic patterns such as the arms of spiral galaxies, the contours of genomic structure, or the golden spiral. In other words, an unfolding, emergent, oscillating, spiraling process, ever forward through increasingly complex stages. Graves proposed these stages were adaptive responses to dynamic life conditions. As human experience grows more complex, we bring order to chaos through adaptive, novel thinking and behavior to cope. For this study, keywords associated with eight Gravesian levels of existence (GLOE) were loaded into a real-time monitor watching the Twitter streams of four declared candidates for U.S. President in the 2020 General Election.

This paper describes methodology, tools, and subjects; provides an overview of results; highlights patterns and correlations found in the data; and offers concluding commentary on the resulting GLOE worldview vicissitudes revealed by the study. From there, we consider some of the study’s limitations and potential for future investigation.

### 2. GLOE OVERVIEW

Graves characterized human adaptation to increasing complexity as a cycle of looping phases propelled forward by opposing poles of egocentric and sociocentric interests. Graves called his framework the Emergent Cyclical Double Helix Model of Adult Biopsychosocial Systems, a framework based on nearly two decades of data gathering and analysis. Graves recognized similar patterns of change processes between the species writ large (pre-historic to present), in the development of social groups (provincial to holistic), and individual human development (infant to adult). The phenomena of cyclical dynamics in psychosocial behavior were recognized by Bertrand Russell in the *History of Western Philosophy* [2], where he notes communities swing on a pendulum away from the opposing dangers of anarchy and totalitarianism. And the phenomena of emergent

behavior as the result of interacting systems is seen in Eastern philosophy as well. As illustrated by Morrison and Oxford University Press, in *Nietzsche, and Buddhism: A Study in Nihilism and Ironic Affinities* [3], the Buddhist doctrine of Dependent Co-arising is described as a state of reality were interdependent processes of change and choice, doer and deed, person and community are mutually causative.

Failing health cut Dr. Graves' effort short. But the torch was passed to a couple dedicated protégé. Don Beck and Christopher Cowan [4] used Graves' ideas for the foundation of their book *Spiral Dynamics: Mastering Values, Leadership and Change*. Cowan and Beck carried the torch, further refining the Gravesian levels of existence, organizing them into color-coded adaptive strategies called 'Value MEMEs (vMEME)' (p. 4-6). Their framework is called Spiral Dynamics and through multimedia publication, seminars, and corporate management retreats they have touched millions of lives. For more on Graves' original ideas, methods, and discussion, find his original papers in *The Never-Ending Quest* [1].

## 2.1. Justification

Earth's cultural kaleidoscope (7+ billion humans) lacks a reliable means by which to reconcile word games practiced by natives of diverse background. The connective power of the Internet brings people of potentially incompatible worldview a mere discussion post away. And this connective power combined with ever more efficient linguistic and translation tools brings individuals together like never before. Graves [5] believed a schema of isolable units acting in one-way causality was insufficient. He was rather adamant that we think in terms of mutually interacting systems. His thoughts concerning systems theory recognized cultural collectives are greater than the sum of parts, that GLOEs are emergent entities. And though Dr. Graves was not able to see his theoretical framework to maturity and publication, his nearly two decades of data gathering and analysis rendered an idea brilliant in simplicity, consistent with psychological, biological, and mathematical ideas such as Maslow's Hierarchy of Needs, Natural Selection, and Chaos Theory.

Through this exploratory content analysis, we set out to discover keys for releasing political deadlocks. We chose to monitor the Twitter streams of four 2020 U.S. Presidential campaigns. And through the lens of the GLOE framework, we offer a unique connection between campaign content and intent through Twitter's 280-character echo-chamber.

According to McDonald [6], Graves optimistically believed humanity was headed to a new age of enlightenment... perhaps equal in significance with that of the 17th and 18th centuries. Others, however, consider this enlightenment indefinitely stalled [7]. Acting on the adage “sunlight is the best disinfectant,” we believe an automated tool, leveraging large-language models and artificial intelligence can accessibly illuminate, in real-time, worldview characteristics of political communication. In this age of participatory media and post-monopolistic citizen-journalism, we set out to find accessible keys to the seemingly irreconcilable divide of contemporary politics. And whether the future is seen through optimistic or pessimistic lenses... whether you see a coming age of enlightenment, or backward-looking age of perpetual tribalism... we believe Graves' ideas are uniquely suited to the task of rhetorical bridge-building.

## 2.2. Political Campaign Speech in 280-Character Tweets?

Why yes... Karlsson and Åström [8] predicted social media would lead to genuine change in the form of political communication as well as the distribution of power by escaping control of existing elites and, "...through decreasing the costs of communication, organization, and participation, empower new groups in society" (p. 306). So, in the run-up to the 2016 and 2020 campaigns, Donald J. Trump used Twitter to end-run traditional and alternative media allowing him to get ahead of the formerly dominant 4th Estate, taking his case directly and unfiltered to the court of public opinion [9]. And through repeated dissemination of his rhetorical vision (via Twitter) Trump called attention away from a myriad of potentially damaging allegations under investigation. With tens of millions following his account, this was a powerful addition to his political communication toolbox [10]. Wells et al. [11] observed Mr. Trump deployed repeated and relentless 'tweetstorms' encouraging supporters to chain his narratives out.

In the timeframe of this study, social media (in general) Twitter (especially) had become the digital stand-in for town-square campaigning. And ready accessibility for anyone with a smartphone increased by orders of magnitude the number of individuals participating or just listening. According to Gottfried et al. [12], social media users were exposed to more cross-cutting information than they were in other settings despite algorithmic or user-based filtration. Whether this increased exposure is proven correlational or even causal as predicted by Karlsson and Åström [8], Gorenc [13] observed social media and computational propaganda had a strong impact on the 2016 election and its result, including the increased polarization of society rendering adverse effects on and implications for democratic processes.

Kahne and Bowyer [14] observed participation in online networks correlated with, "...increased exposure to discussion about public affairs among those with whom one has weak ties (e.g., coworkers and acquaintances)" (p. 475), and this, in turn, predicts increased civic behavior. And all of this is confounded by the addition of 'bot farms' into the mix. Bots are commissioned to represent the interests/goals of particular social power centers. Miljković et al. [15] stated bots spread boiler-plate posts or comments that grossly undermine the principle of truth. According to Maddalena [16], these battles waged in the Twittersphere signal a passage from an indexical to an iconic era in political communication. Stier et al. [17] noted Twitter was a target-rich environment for political campaigns, elites, and influencers. Parmelee [18] noted journalists prefer Twitter for news reporting over social platforms such as Facebook, primarily used for private purposes. According to Eady et al. [19], technology can no longer be seen as a producer of new communication channels. Instead, an element actively affecting relational modalities and so also perceptions and representations of reality.

In general, social media, specifically Twitter was essential to this study's chosen candidates' campaigns, serving as a primary communication platform. Twitter was used by campaign lieutenants and candidates themselves to communicate with supporters, the electorate, media, and wider world. And much has been made of Mr. Trump's Twitter feed... for example, while different analyses claim that his Twitter and social media activity was spontaneous and lacking in strategy [20], a stylistic analysis of his Twitter presence from 2009 to 2018, including the campaign period, clearly shows a serious and highly efficient strategy behind it. According to Clarke & Grieve [21], the style of tweets constantly adapted to the communicative goals of Trump and his team.

### **2.3. GLOEs for Bridging Worldview Gaps...?**

Graves, when describing aspects of the MONOLITH loop (see Fig. #1), spoke of the righteous man [1]. A description that seems to fit what has become a fixture in the Trumpian rhetorical community. Graves describes a rock-ribbed adherence of worldviews espoused by their chosen 'authorities.' Rigid, uncompromising, these 'righteous' individuals, "don't take a bite from the porkchop offered by authority," they, "...swallow the whole hog" (p. 293). They accept the beliefs, pronouncements, and protestations of their authority figure. They do so to the extent that when the authority figure changes the rules to disallow dissent, they become a belligerent voice of derision. Gleefully yelling, "Tear them apart! Let them have it! Shut them up!" (p. 293).

On the other side of the US 'Culture War' we find a high prominence of folks inhabiting a primarily GREEN worldview. Herein lies a major locus of contention. While the above-described MONOLITHers dig heels and set face like flint in a conflict they perceive as existential, the other side is, according to Graves, also rigid and uncompromising. Graves & Lee [22] observed, when encountering a gathering of the GREENs, "You must do what everyone else does or you upset them" (p. 94). Beck and Cowan [4] agree. They note that, at the extremes, the unforgiving liberalism of 'political correctness' (GREEN) is just as stringent and rigid as MONOLITH's 'discrimination,' just as judgmental and self-righteous from the left instead of the right. Narrow GREEN excludes those who choose not to join the community, whatever the unifying principle might be. You do not have to look further than the headlines to see evidence of this collective insistence on conformity and the resulting backlash. Terms like 'woke' and 'cancel culture' bear this out.

Castells [23] discussed the impact of technological and social changes on human development, drawing on Graves' work to suggest that higher levels of development were necessary for individuals to thrive in the networked society. We agree and have chosen to study the political campaign rhetoric disseminated within a specific on-line social network (Twitter) in an effort to glean the GLOEs

reflected in the threads. In order to identify themes and patterns, we culled select GLOE keywords from tweets posted by the candidates as well as those of two outspoken ideological gadflies. As seen in the wake of events surrounding the ‘Summer of Racial Reckoning’ and the certification of 2020’s election results, base voters on the right and the left have swallowed the whole hog of their authorities’ beliefs, pronouncements, and protestations. And though there are plenty of active participants in the ongoing political conversation, countless others lurk around them getting a sense of what others think and feel about the topics at hand [24]; [25].

According to Kreiss and McGregor [26], Polarization means many different things in a sprawling research literature, but broadly it concerns how far apart people are from one another along a number of different dimensions—including their policy and moral views and feelings toward members of the other party and social groups.

We believe the tracking of these direct utterances via Twitter gleaned over time from ideological combatants of the left and the right can bring the truth into sharper relief and this, we believe, is reason enough to measure this cacophonous light through the prism of Dr. Grave’s emergent worldview framework. It is our aim to hold our chosen candidates’ on-line campaign messages up to the lens of the GLOEs, tracking those divides in real time through some of the most disruptive events to happen in the U.S. since the civil rights upheavals of the 1960s. If an engine such as the one we have cobbled together semi-manually can be automated and made available in real-time, where folks can see they are not so different after all, perhaps we can affect at least the hope of healing seemingly irreconcilable fractures and truly make our Democratic Republic Great... again.

Kreiss and McGregor [26] share many of the concerns, but believe polarization is not the primary problem in the U.S.. Instead, they believe white supremacy and the associated racial inequalities in law enforcement, education, polling access, healthcare, and access to capital should receive equal attention in public policy and private sector reform.

#### 2.4. Gravesian Epoch #1

The Gravesian framework, to non-experts, may appear to resemble Maslow’s Hierarchy of Needs [27], but it differs in many significant ways. For example, Maslow’s is a closed system with the ultimate state of human maturity being “self-actualization.” In the Gravesian framework, each stage of evolution can contain individuals who have reached Maslow’s ultimate state. Instead of an ideal fixed condition, according to Krumm & Parstorfer [28], Graves believed human development featured additional existential states, each with unique variations of Maslowian self-actualization. For the purpose of this discussion, it is important to recognize the distinction. Where Maslow’s framework has an “ultimate end state,” or top-level in a hierarchy, the Gravesian framework is a never-ending progression featuring recognizable phases of stasis, dissonance, and change. Epoch #1 in Graves’ ongoing emergent framework reached its peak in the closing decades of the 20th century. As we progress into the second decade of the 21<sup>st</sup> Century, the first two stages of Epoch #2 have begun to take shape... they are briefly described in the WIZARD and FEDERATION loops (see loop descriptions in appendix A):



Fig1. Graphical illustration of the GLOE spiral, epochs #1 and #2



### 3. DATA/METHODS

#### 3.1. Medium (Twitter)

Twitter is a minimalist social networking platform on which users post and interact in 280-character messages called ‘tweets.’ Unregistered users can see the content of any publicly available tweet, but only registered users can post, like, or forward (retweet) with the service. Twitter is a some-to-many microblogging platform, with most tweets written by a small minority of users. Up until the suspension of Donald Trump’s account on January 8, 2021, he had accumulated nearly 80 million followers. Joe Biden’s list of followers was significantly smaller, reaching around five million in May of 2020. And even though, according to Twitter officers, a good 5% of Mr. Trump’s 80 million were automated propaganda channels, or bots, it still leaves tens of millions of actual followers, and this made Twitter an ideal disseminator of Trump’s campaign rhetoric.

#### 3.2. Subjects (2020 U.S. Presidential Candidates)

In the timeframe of this study, Twitter was recognized as an important digital stand-in for town square campaigning. Features such as accessibility of publicly viewable data rendered Twitter a natural choice for this analysis, and leveraging this accessibility, we were able to collect data from 2020 presidential election candidates, two from each party. Donald Trump (@realDonaldTrump), Joe Walsh (@WalshFreedom), Joe Biden (@JoeBiden), and Bernie Sanders (@BernieSanders). While Bernie Sanders and Joe Walsh ultimately dropped from the race, we continued monitoring their accounts to provide comparison as outspoken gadflies. While other former candidates would provide a deeper perspective, we decided to include a minimal number to help identify shifting bias in GLOE messaging. The data was collected using TAGS sheets, Twitter-archiving Google Sheets [29]. The TAGS sheets allow automation and customization of the data collected from Twitter.

#### 3.3. Coding GLOEs (keyword pools)

According to White and Marsh [30], an effective coding strategy needs to be multi-level multi-dimensional, with exhaustive aspects of the construct represented, and mutually exclusive. The strategy should be clearly defined, easy-to-follow, and should come with easy-to-follow examples. To serve this purpose, our keyword pools were taken directly from Graves’ work in *The Never-Ending Quest* and *Levels of Human Existence*, as well as Don Beck and Christopher Cowan’s derivative works (see Appendix B). Each tweet was automatically scored by Tableau for frequency of use among words in the pools. Through Tableau, a visual analytics platform [31], much of the coding for this analysis was automated. We chose Tableau as it is free for academic use and provides easy access for combining multiple data files into a sole source for analysis. The tabulated results were exported to Microsoft Excel, a customizable platform for creating visual representations of the data.

The keywords were programmed into Tableau so that each instance of a keyword appeared within the text of a tweet. The ‘score’ would increase by one for the GLOE pool in which the keyword was located. This varies from traditional sentiment analysis which scores as positive, neutral, or negative for the entirety of each tweet (or post). By scoring this way, and looking at the scores over periods of time, it allows for the inclusion of all GLOE keywords, and treats the 280-character pieces of text (tweets) collectively as an entire body of text over time. If tweets were limited to one pool – such as identifying each tweet and assigning to a single pool – the ‘minority GLOE’ that may also exist within the tweet would be effectively ignored. This would, in the researchers’ opinion, possibly exclude important GLOE-shift markers during major events.

Another major factor of sentiment analysis is that the target of interest is the sender of the communication. In other words, was the *sender* of the message intending for the message to be positive, neutral, or negative. Assuming the nature of political messaging is to target the receiver, our analysis focused on creating a consistency mix, or profile, of the candidates’ messaging – indirectly identifying the collective worldview or GLOEs of the target of the message – or the receiver (in this case the popular voters). The researchers did not come across another study that used GLOEs and lexicon-based analysis for comparison or validation of this study – a possible weakness but also uniqueness of this study.

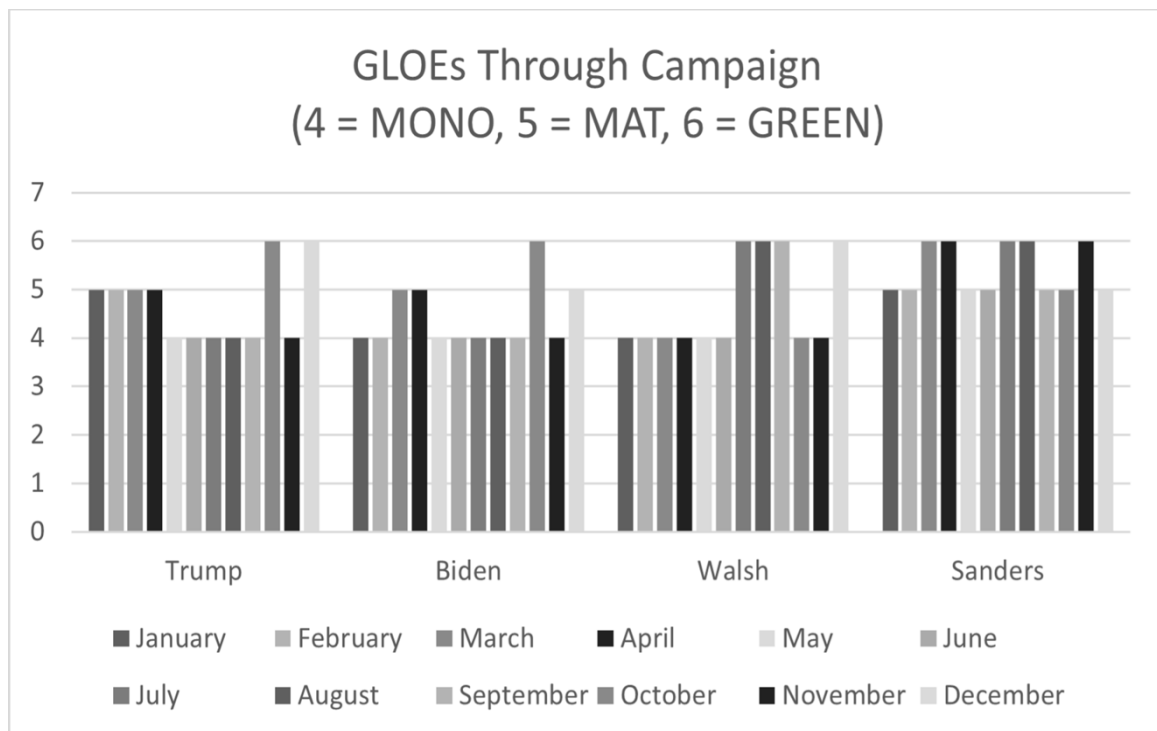
4. RESULTS (OVERVIEW, TABLES & CHARTS)

The results in this section were organized by major news events and candidates. Changes in linear trends based on GLOEs were calculated and viewed. This view is then used to determine whether a candidate ‘changed course’ with their campaign’s messaging in relation to the four major news events.

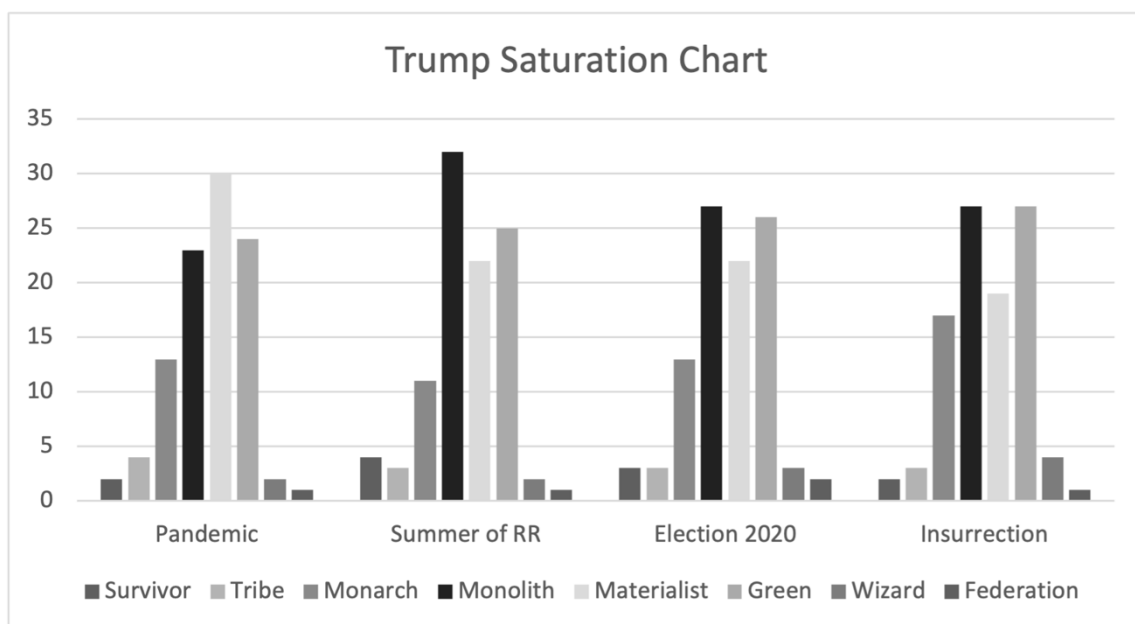
- The pandemic beginning (pre-announcement and after), January 2020 – April 2020.
- The summer of racial reckoning (George Floyd and other events), May 2020 to August 2020.
- The 2020 election (election ramp-up to vote), September 2020 – November 2020.
- The election dispute and insurrection (after the vote and to the insurrection), November 2020 – January 2021.

The prominent GLOEs seen in the results of this study are briefly defined below. For more, please see Appendix A.

- **MONOLITH:** In this saintly, self-denial existence where adherence to rules and norms is a price humans must pay for the good of all, or everlasting life. For the peace they seek, the price is self-denial and asceticism to the point of no ultimate pleasure in the here-and-now.
- **MATERIALIST:** Strives to conquer the world by learning its secrets. To develop and leverage optimism, objectivity, and scientific methods for the provision of material outcomes for human satisfaction in the here and now.
- **GREEN:** Is concerned with belonging and acceptance, with not being rejected, with mindfulness of the inner-self and the inner worlds of others so that human harmony can come to be. With self in relation to the universe.



**Table1.** Highlights the three dominant GLOEs found in all four candidate Twitter streams...MONOLITH (sociocentric), MATERIALIST (egocentric), and GREEN (sociocentric)



**Table2.** Candidate Trump’s GLOE numbers

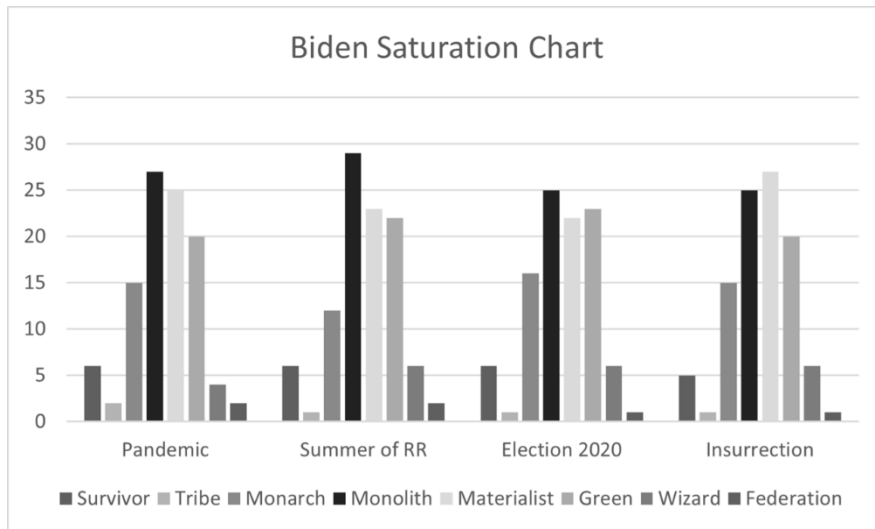
In Table #2 we see Mr. Trump’s Twitter-based campaign messaging portrayed a GLOE mix of MONOLITH / GREEN / MATERIALIST through the dates of January 8, 2020-January 8, 2021. However, at the beginning of this period the messaging was a mix of GREEN / MATERIALIST / MONOLITH. This indicates, based on Dr. Graves’ description of the MONOLITH loop, a shift into egocentric messaging toward the end of the period.

When examining data for pandemic-era GLOE prominence, observe the rapid increase in MATERIALIST-based tweets between the periods of February and March 2020. This is important as the pandemic’s beginning can arguably be set (in the US) within that timeframe. The increase of Mr. Trump’s MATERIALIST messaging through the beginning of the pandemic reflects a shift to topics involving availability of consumer goods at the time. Please note, for this analysis, only the pandemic beginning is considered even though it (the pandemic) persisted beyond the evaluation window. At the same time, Mr. Trump’s MONOLITH messaging also increased then quickly declined in the following month, April 2020. This highlighting the shift from sociocentric to egocentric messaging in Mr. Trump’s Tweets.

Mr. Trump’s messaging in the summer of racial reckoning showed the most notable shift in GLOE prominence among the four time periods examined in this study. Previously, the GREEN / MONOLITH combination was in decline while MATERIALIST alone rose to prominence. Once the Summer of Racial Reckoning began with the death of George Floyd, we observed a major shift in Donald Trump’s GLOE messaging from MATERIALIST to MONOLITH / GREEN. Eventually, GREEN faded, and MONOLITH became the dominant GLOE of this timeframe. The implications of pivoting to a sociocentric MONOLITH messaging are interesting considering the racially divisive events of summer 2020.

As election 2020 approached, after the summer of racial reckoning, Mr. Trump’s MONOLITH messaging began to give way to GREEN, albeit subtly. Reasons for the shift do not appear obvious but moving from MONOLITH to GREEN could dial down the political-divisive temperature. That said, the most notable shift from MONOLITH to GREEN, in Mr. Trump’s feed, occurs between October and November 2020 (as a comparison ratio) the period where most voting occurs.

After the election in November 2020, numerically, there was a decrease in the *saturation* of MATERIALIST-based messaging. In other categories the saturation increases. This is combined with a continuous MONOLITH / GREEN prominence. This suggests that during this period, Mr. Trump’s tweets contained more sociocentric language leading up to the Insurrection and impending Twitter ban.



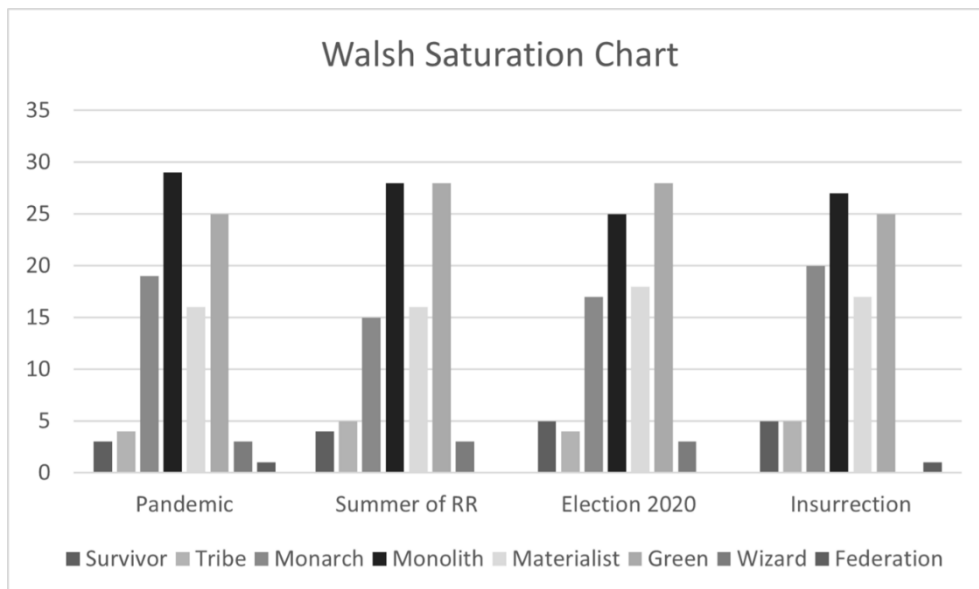
**Table3.** Candidate Biden’s numbers

In Table #3 we see Candidate Biden utilized an overall messaging mix of MONOLITH / MATERIALIST / GREEN. In fact, approximately 72% of Mr. Biden’s messaging consisted of these types during the period of the study. While these three GLOEs were considerably close in overall volume, WIZARD and FEDERATION (combined) totaled only 6% of Biden’s overall messaging.

Mr. Biden started the pandemic with strong MONOLITH-based language. However, as the pandemic progressed, this GLOE mix shifted towards a MATERIALIST flavor. This shift begins in March and continues through the end of the Pandemic portion of the study.

During the summer of racial reckoning, Mr. Biden’s messaging settled into a consistent MATERIALIST / MONOLITH mix. This from a previous MONOLITH loss combined with a MATERIALIST gain. The MATERIALIST / MONOLITH mix remained steady through August 2021. At the end of the summer of racial reckoning, Mr. Biden’s messaging took a strong turn towards a MONOLITH view, this causing an overall slight increase with MONOLITH and a slight decrease of MATERIALIST language. Following the summer of racial reckoning, in the 2020 election, Mr. Biden’s GLOE mix continued with a strong MONOLITH bend. However, over the course of the election months, this GLOE weakened while MONARCH language increased.

Finally, during the insurrection, Mr. Biden’s GLOE mix slightly shifted toward MATERIALIST language. While there is a weakening of GREEN, most of the other GLOEs remained consistent with levels seen in the 2020 election timeframe.



**Table4.** Candidate Walsh’s numbers



In the timeframe of this study, Candidate Walsh projected primarily MONOLITH and GREEN language (see Table #4). It is important to note that this combination reveals a strong sociocentric feature of his consistently prolific Twitter feed. During the pandemic phase of the study, Mr. Walsh started and finished the phase with primarily MONOLITH-based tweets. However, once the pandemic appeared on mainstream radars, Mr. Walsh’s tweets began to exhibit strong increases in MATERIALIST and GREEN language; yet, not strong enough to overcome the MONOLITH predominance. In the summer of racial reckoning, while maintaining a strong MONOLITH bend, Mr. Walsh did decrease the MONARCH undertones while also increasing GREEN-centric language. This signifies a possible shift from egocentric to sociocentric, but this sociocentric positioning fades in the 2020 election phase as egocentric MONARCH and MATERIALIST gain while MONOLITH loses. Finally, the insurrection brings a shift down the spiral from MATERIALIST / GREEN to MONARCH / MONOLITH.

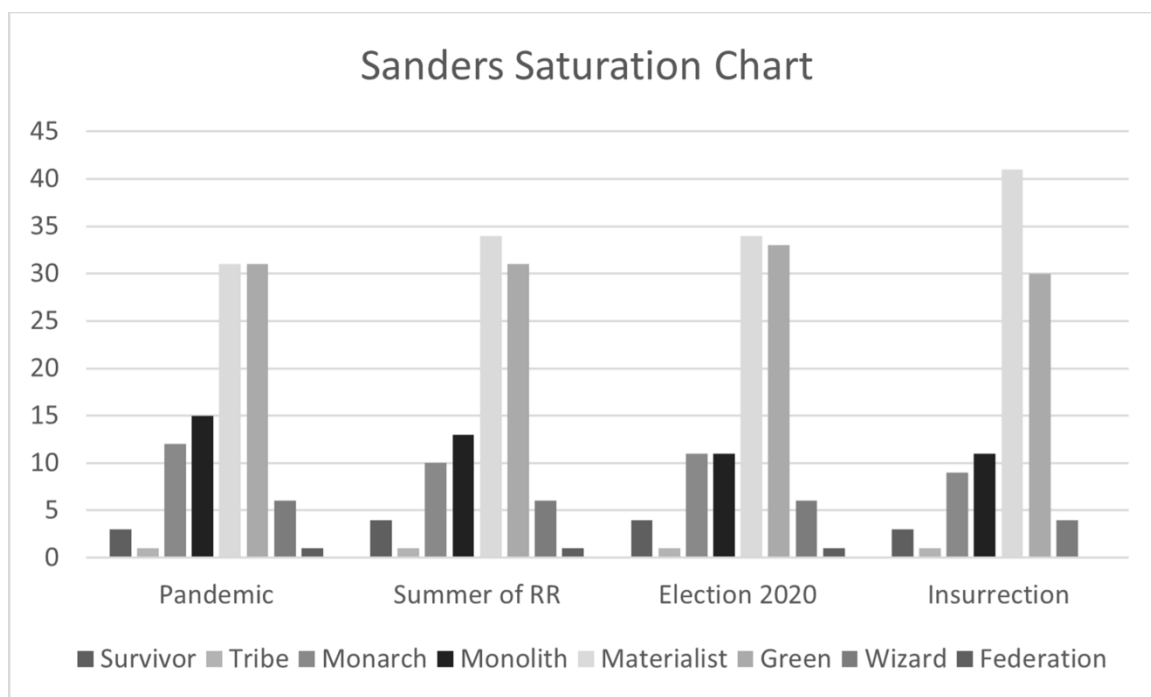
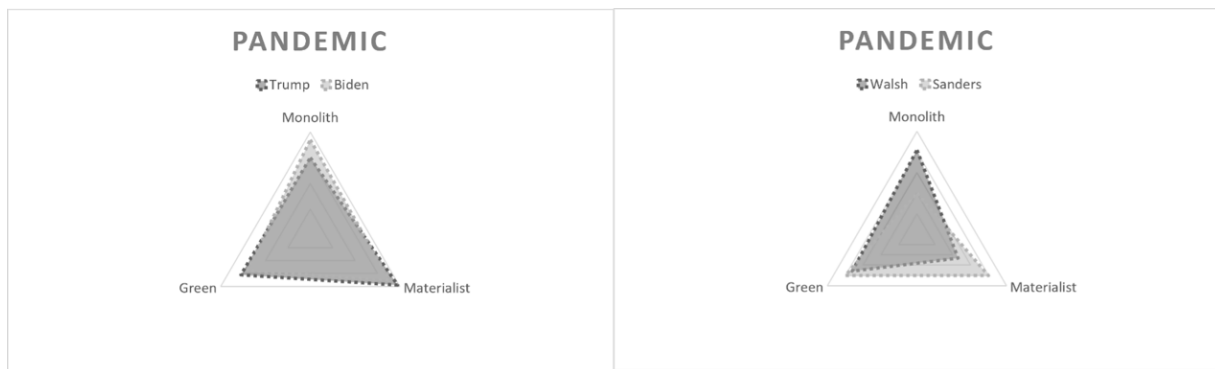


Table5. Candidate Sanders’ numbers

In the timeframe of this study, Candidate Sanders (Table #5) portrayed a consistent GLOE mix until the insurrection. Mr. Sanders’ overall mix was largely MATERIALIST / GREEN – the two most common among all four candidates. During the pandemic phase, Mr. Sanders’ GLOEs started leaning towards MATERIALIST, but quickly, and slightly, shifted to a GREEN profile as the pandemic came to dominate the public’s concern. However, this GLOE mix shifted back to MATERIALIST language towards the end of the pandemic phase. Interestingly, during the summer of racial reckoning, Mr. Sanders’ GLOE mix once again slightly shifted to GREEN, and then back to a more MATERIALIST view toward the end of that phase. This happened again during the 2020 election phase, however, with a weaker shift than that of the previous two phases. Perhaps Mr. Sanders’ most notable shift happened during the study’s final phase, the insurrection, where GREEN took a back seat to a strong increase in MATERIALIST language.

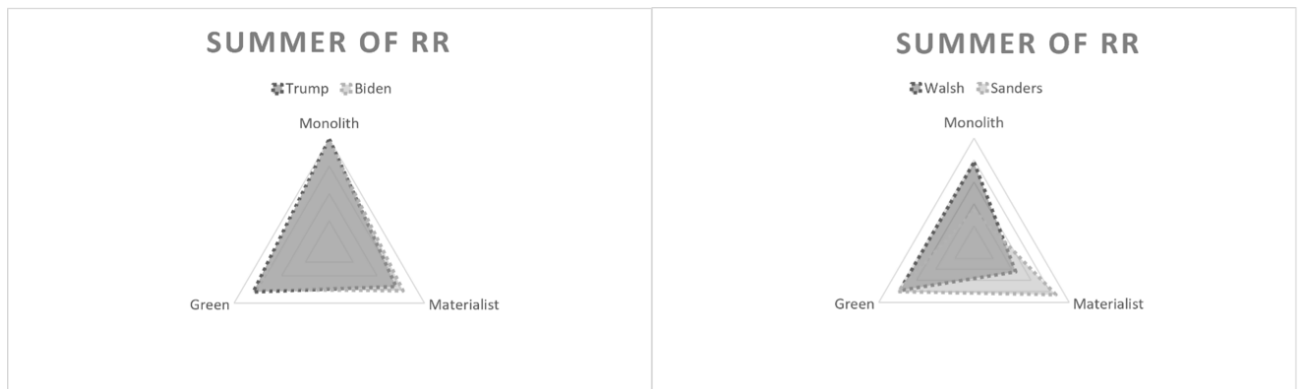
#### 4.1. In Comparison

An interesting feature of this study is the view of four candidates in comparison to one another. How the Right-leaning candidates (Donald Trump and Joe Walsh) and Left-leaning candidates (Joe Biden and Bernie Sanders) compared to each other. Since this study was divided into four phases, we also investigated how the GLOE mixes compared and shifted in each phase.



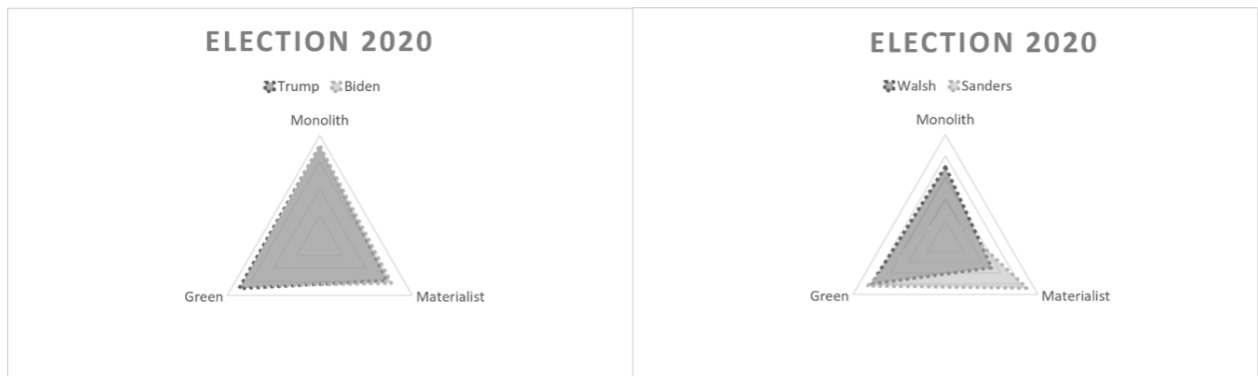
**Fig2.** *The pandemic period (January 2020 – April 2020)*

In the pandemic phase (see Fig. #2), candidates with the most similar GLOE mixes were Donald Trump and Joe Biden, while Biden had a slightly stronger MONOLITH mix as compared to Trump. Fellow Republican, Walsh’s GLOE mix was significantly different from Mr. Trump’s with less egocentric MATERIALIST and more sociocentric GREEN and MONOLITH in prominence. Candidate Sanders, on the other hand, had a vastly different profile from the others with a strong mix of top GLOE Epoch #1 categories.



**Fig3.** *Summer of racial reckoning period (May 2020 to August 2020)*

The summer of racial reckoning (see Fig. #3) brought about some significant shifts in GLOE positioning among the candidates. In this phase, you can see three candidates, Trump, Biden, and Walsh reduce their MATERIALIST view in favor of a sociocentric approach by increasing GREEN and MONOLITH language. In this phase, Trump and Biden are the most similar candidates again with almost identical GLOE mixes. Mr. Sanders took an opposite approach and decreased the MONOLITH language making room for more MATERIALIST tweets.



**Fig4.** *2020 election period (September 2020 – November 2020)*

In Fig. #4 The 2020 election phase shows both Trump and Walsh shifting from MONOLITH to GREEN. The same shift also occurs with Biden and to a lesser extent with Sanders. Sanders also continues to show gains in the MATERIALIST realm during this phase.

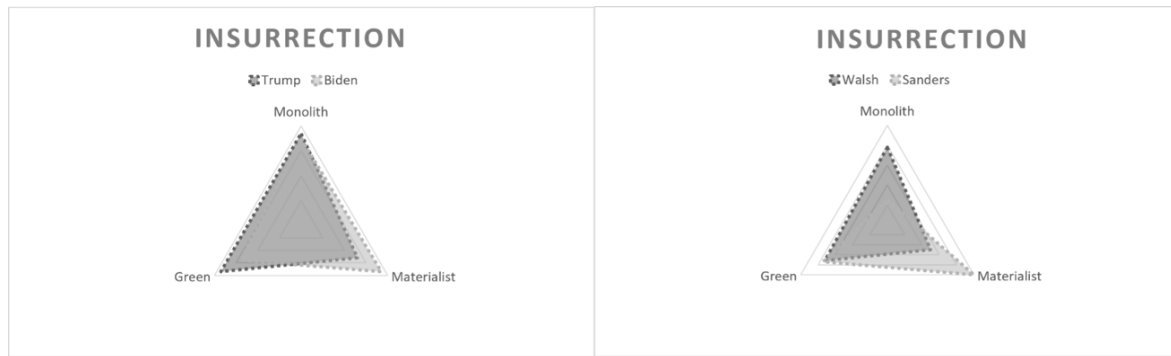


Fig5. *Insurrection period (November 2020 – January 2021)*

Fig. #5 shows comparisons in the final phase of this study, there is a ‘matching’ shift in GLOE mixes between Candidates Trump and Walsh, where the two candidates display similar GLOE mixes. At the same time, candidates Biden and Sanders show significant gains in MATERIALIST language.

## 5. DISCUSSION

The study reveals some interesting findings. Most noteworthy are the top three GLOEs found in all four candidates’ Twitter feeds. As described by Dr. Graves in the 1970s, traces of all GLOEs can be found among the multiple millions influenced by contemporary culture. But, as seen in Dr. Graves’ research, most born in the later 20<sup>th</sup> and early 21<sup>st</sup> centuries would harbor MONOLITH, MATERIALIST, and GREEN worldviews in primacy. And so it is with messages issued by the campaigns of the four chosen candidates in the 2020 US Presidential election.

Beck, et al. [32] outlined the different ways political interaction is seen through the different GLOE lenses. As earlier mentioned, the hottest fronts of the U.S. culture war are waged at the MONOLITH and GREEN levels. Though both sides warn of an anti-democratic authoritarian streak in the other, the truth is they are both guilty. MONOLITH believes in, “Justice and fairness for all the right people who follow the rules and traditions,” and GREEN believes, “Everybody shares equally on making consensus decisions to take care of ‘the people’” (p. 143).

When considering the different GLOEs by candidates and by one of the four news events in the study (Figs #2-5), the situation arises where you do not know if you are dealing with a chicken or egg phenomenon. In other words, do the candidates’ tweets reflect sincere expressions of worldview, or are they carefully crafted messages, designed by campaign staffers, perhaps with the help of artificial intelligence, to reflect or influence native sentiments of the target audience. If the latter, one could argue this novel form of mass communication could prove useful for confirming or even influencing the collective view of target audiences. In the case of Mr. Trump’s base voters, this hypothesis could be easy to investigate.

As an example, the combined GLOE mix of all four candidates over the entirety of the year result in a near perfect mix of 35% MONOLITH, 35% GREEN, and 30% MATERIALIST, suggesting a collective mix of 70% sociocentric and 30% egocentric worldviews.

Next, grouping by Left vs. Right prominence with the candidates, it is interesting to note how left-leaning candidates trend more egocentric (MATERIALIST) while right-leaning candidates trend more sociocentric (MONOLITH / GREEN). When the events of this study are factored in, the GLOE shifts appear even more deliberate.

In the beginning of the pandemic phase (Fig. #2), as part of this study, the MATERIALIST GLOE was strong for all candidates except Walsh. Scarcity of consumer goods and household supplies was a concern for many, in turn creating a need for calming messages from the major candidates. Did this reassurance cause a shift to MATERIALIST language in the tweets at the beginning of the pandemic? The answer is beyond the scope of this study, but rather to show that GLOE shifts *did occur* in the wake of major events such as civil unrest and the global pandemic.

An egocentric MATERIALIST shift could be expected during a global pandemic, but could the shift reflected in three of the four candidates’ Twitter feeds be simple coincidence? As well, it would not be unreasonable to expect a shift towards more sociocentric sentiment, at best, TRIBAL at worse, could

occur. And since front-line combatants of the U.S. culture war (MONOLITH and GREEN) were on full display in the summer of racial reckoning (Fig #3), the shift seems natural. And this line of thinking held true for the major candidates, Donald Trump, and Joe Biden, while ideological gadflies (Joe Walsh and Bernie Sanders) moved in different directions. Walsh to GREEN and Sanders to MATERIALIST.

The next and final events in the study, the 2020 election (Fig. #4) and insurrection (Fig. #5) moved quickly with a month-long overlap in our accounting, November 2020. The election was being finalized and events leading up to the actual insurrection occurred at the very end of the study. As these two events progressed, the right-leaning candidates moved towards the overall model of 35/35/30 (MONOLITH / GREEN / MATERIALIST) and the left-leaning candidates gradually drifted toward the MATERIALIST GLOE.

## **6. CONCLUSIONS**

Kreiss and McGregor (2021) echoed scholars such as Lilliana Mason tracing the roots of political polarization to human psychology. We agree and have chosen the framework of psychology researcher Graves to create a “snapshot” of psychosocial language displayed in the political speech campaigns in the 2020 U.S. Presidential election. Mason goes on to cite, “...changes in the two political parties during the post–Civil Rights period, especially their ‘sorting’ along the lines of things such as race, religion, geography, and class” (Wired 2021). The authors further state people maintain fewer ties with those in the opposing party with social underpinnings of the parties growing ever different as, ironically, ever expanding majorities hold common policy views on a range of issues.

Graves, Beck, and Cowen share a concern regarding the social volatility of humans harboring diverse worldview in an age where military conflict between nuclear powers is unthinkable. As we advance into the second decade of the 21<sup>st</sup> century, more and more will join the ranks of natives harboring GLOEs of Epoch #2. Lone WIZARDS and the collective-minded FEDERATION natives will, hopefully, come to move humanity beyond our dangerous technological adolescence. And though we did not see these trends reflected in the findings of this study, we hope readers will take up the challenge of the ‘Spiral Wizard’ and help others to see and appreciate the power of a paradigm more fitting of Epoch #2 thinking. Constantly monitoring the whole while simultaneously tinkering with the parts, with clarity and savvy awareness. Monitoring the full GLOE spectrum is especially important in times of large-scale turbulence and change, such as those experienced within the timeframe of this study... and beyond. With GLOE transparency, we have a chance to find the limits of the political right’s push for absolute freedom and the left’s push for social justice. Perhaps, with transparency and empathy, we can reconcile the presently unreconcilable ... end the culture wars, move forward, and avert a self-inflicted societal collapse.

## **7. LIMITATIONS OF THE PRESENT STUDY**

As tweets flagged in the study must be considered part of each candidates’ campaign messaging strategy, it is difficult to gauge true GLOE profiles of the candidates, themselves. It is impossible to know which messages are spontaneous, genuine expressions of living, breathing individuals, and boiler plate offerings designed to rally support for the political aspirations of candidates. With that in mind, another consideration would be, specifically, who is crafting and posting the messages? The candidates, top aides, or campaign interns? After all, one only needs a username and password to participate. Another limitation (or is it an asset?) is the fact that each message is restricted to 280 characters. Some would say this forces an economy of expression. A stark contrast with the lengthy, strategic rhetoric of days before electronic media. As well, there is an enormous disparity among candidates and their respective social media audiences. Joe Biden’s eventual five million Twitter followers were dwarfed by Mr. Trump’s 80 million (minus an estimated 5% for bot accounts), but campaign high (and low) points were amplified in mainstream media as well as the social feeds of journalists and other influencers providing a much wider dissemination than actual “follower” numbers would infer.

## **8. IDEAS FOR FUTURE INVESTIGATION**

In the timeframe of this study, a relentless flow of beliefs, pronouncements, and protestations were issued by the four chosen candidates. Noteworthy patterns, continuity, consistency, and pivots were discussed. Whether the use of Twitter for campaign messaging turns a new page for political

communication or fades as an aberration, continued careful analysis is warranted. Perhaps artificial intelligence can be leveraged to monitor worldview temperature of the entirety of the Twitterverse, in real time. Displayed on real-time information billboards and websites much like financial market indices are now. With currently available data analytics technology, this is not out of the realm of possibility. Markets *are* important, but the fate of humanity hangs on the wisdom of leaders in multiple nuclear-armed nation states increasingly exposed to one another in these social media echo chambers. Imagine a “political rhetoric” ticker under TV news program’s lower-third chyron... “weather updates” for political communication.

As Twitter was a publicly traded company during the timeframe of this study and has since ventured into the unknown through privatization; future studies could likely incorporate multiple data sources into their analyses, and perhaps utilize keywords/lists from other theoretical frameworks dependent on the context of the communication. While this study was limited to a U.S. election period and a particular lexiconic filter, the authors envision similar types of variations in analytical processes, innovations, explorations, and findings.

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## APPENDIX A

### Gravesian Levels of (human) Existence (GLOE):

**SURVIVOR**: On this level, according to Dr. Graves, human beings seek the immediate satisfaction of basic physical needs first and foremost. Humans operate, essentially, as pure reactive organisms living through the medium of primary instinct. The genuine SURVIVOR has critical need-based concepts of time/space and no idea of cause and/or effect. Awareness excludes self and is limited to the presence of physiological tension when present, and relief when needs are met [1].

**TRIBE**: At this level, humans seek stability in mysterious but vigorously defended ways of life. Bands of individuals, recently emerging from hand-to-mouth existence now have tightly knit social circles. For early humans, tribal existence lacks broad perspective, deep thought, or general purpose. Members believe their ways are, “...inherent in the nature of things” [1].

**MONARCH**: This is an egocentric stage, rugged, naked, assertive individualism in prominence. This level can be considered somewhat “Machiavellian.” From history, there are accounts of those, “...able to gain their freedom from survival problems.” Not only did they surge almost uncontrollably forward into a new way of being, but they also dragged after them, “...tribal members unable to free themselves of the burden of stagnating tribalistic existence” [1].

**MONOLITH**: In this saintly, self-denial existence, MONOLITH natives develop ways of life-based on suffering the pangs of present reality to either serve collective interests or prove worthy of a favorable afterlife. This saintly, self-denial form of existence can be seen as compensation for MONARCH’s previous struggle with, “...unbridled lusts and a threatening universe.” Here, MONOLITH perceives that “...certain rules are prescribed for each class of men and that these rules

describe the proper way each class is to behave.” The rules are a price humans pay for the good of all, or everlasting life. For the peace they seek, the price is self-denial and asceticism to the point of no ultimate pleasure in the here-and-now [1].

**MATERIALIST**: According to Dr. Graves, MATERIALIST strives to conquer the world by learning its secrets rather than through raw, naked force as seen with the MONARCH level. MATERIALIST tarries long enough to “...develop and utilize objectivistic, positivistic scientific methods to provide the material ends for satisfactory human existence in the here and now.” However, once assured of material satisfaction, MATERIALIST finds a new spiritual void of which to confront. MATERIALIST often achieves mastery of the objective physical world but falls short of subjective, humanistic values” [1].

**GREEN**: At this sociocentric level, humans become concerned with the relation of self to others. GREEN is concerned with, “...belonging, with being accepted, with not being rejected, with knowing the inner side of self and other selves so human harmony can come to be.” When this is achieved, there is more concern with community bonds than self. GREEN is concerned with, “...self in relation to life and the whole, the total universe” [1].

**WIZARD**: Humankind, on the cusp of the second Gravesian epoch, “...where so many political and cultural dissenters stand today, is at the threshold of being human.” We are, now, for the first time, truly maturing as human beings. Humans are no longer, “...just another of nature’s species.” We are, in our ethical and general behavior, approaching this threshold, “...the line between animalism and humanism” [1].

**FEDERATION**: Once humans come to second stage of Gravesian Epoch #2 (FEDERATION), they are driven onto an experientialist level of existence by “...the winds of transparent knowledge, faith, and surging waves of confidence.” The knowledge and competence acquired at FEDERATION levels evoke an understanding of “collective” concern moving humankind toward awakening and emergent holistic awareness. When WIZARD’s independent tinkering gives way to collective FEDERATION, “...there will be no bowing to suffering, no vassalage, no peonage.” There will be no shame in behavior because all will behave as fully mature human beings. There will be no blame shifting, no segregation, depredation, or degradation in behavior as commonly seen in the six stages of Epoch #1. Humans will drive forth on subsequent crests of mature humanness rather than the swirling turbulence of human adolescence [1].

## APPENDIX B

### GLOE Keyword Pools:

**SURVIVOR (subsistence level - water, food, shelter, sex)**: hunger, thirst, fear, safety, life, pain, sensory, automatic, survivalist, sustenance, wilderness, outback, fear, instinct, habit, innate, nomad

**TRIBE (stability level - mysterious, strongly defended)**: ritual, blood, relationship, uncertainty, enchantment, circular, mysterious, reassurance, curse, myth, ghost, ghoul, beasts, chieftain, omen, rune, spell, nest, chief, rites, passage, season, cycle, custom, clan, spirit, magic, ancestor, spell, hex, amulet, mystical, animistic, folk, remedy, superstition, royal, shaman, counsel

**MONARCH (Machiavellian level - rugged self-assertive individualistic)**: hero, deeds, conquest, respect, strength, impulsive, elite, mafia, fire, emotion, royal, jungle, threats, predator, freedom, warlord, discovery, command, hedonist, conquest, conquer, aggression, frontier, villain, soldier, fortune, Hun, biker, rockstar, power, independence, empire, wild, feudal, barbarism, barbarian, nature, dragon, slayer, shakedown, protection, racket, turf, power, individual, exploit, dominate, kith, kin, remorseless, macho, swagger, danger

**MONOLITH (saintly martyr level - deprivational, monk-like)**: tradition, sacrifice, service, loyalty, higher power, saint, bible, cathedral, Vedas, Koran, Bible, heaven, hell, truth, hierarchical, absolution, right, righteous, righteousness, ordained, doctrine, meaning, direction, purpose, predetermined, literature, monotheism, theism, manifest, destiny, eternal, absolute, guilt, law, regulation, propriety, character, chivalry, honor, charity, fundamentalist, patriotism, nationalism, morality, hard-line, holy, obedience, authority, order, plebe, duty, honor, country, god, transcendence, conviction, certainty, religion, heritage, nation, oath, defense, sacred, principles, freedom, salute,

monument, evangelist, preacher, hellfire, brimstone, puritan, strict, truth, jihad, crusade, zealot, rigidity, puritanical, flag, pledge, discipline, sacred, devotion

**MATERIALIST (pragmatic level - objectivistic, scientific, achievist):** success, achievement, affluence, expansionist, pluralism, challenge, improvement, multiplicity, marketplace, strategic, wealth, status, abundance, change, advancement, thinking, possessions, alliance, machine, eminence, rational, chess, partners, corporate, perks, steel, furnace, manipulate, optimism, self-reliant, technology, prosper, good-life, here, now, secular, elegance, sophistication, entrepreneur, winner, loser, growth, work, play, game, risk, profit, prosperity, best, money, monetary, business, competition, markets, ambition, promotion, compulsiveness, economics, mobility, individualism, greed, loss, executive, account, fashion, dogma, prestige

**GREEN (sociocentric level: - concerned with relationship between self and others):** people, activist, responsiveness, commune, beauty, relativistic, enlightenment, reconciliation, process, development, liberation, PETA, forest, consciousness, team-player, Greenpeace, feelings, caring, responsibility, civil-liberties, community, humanism, consensus, spirituality, authenticity, protest, diversity, correctness, politics, organic, knowledge, college, geopolitical, belonging, understanding, peace, harmony, love, humanity, rights, demonstration, egalitarian, consensual, justice, sensitivity, cause

**WIZARD (integral level - first loop of Epoch #2):** competence, functionality, quality, being, complexity, interconnections, flexible, operation, open-system, kaleidoscope, sustainable, learn, explore, solar, wind, geothermal, functionality, meritocracy, interdependent, systems-theory, flow, chaos-theory, spontaneity, functional, candor, habitat, interrelatedness, systemic, interactive, commitment, adaptation, change, emergence, equality, bonding, metaphysics, dynamics, big-picture, connection, simplify, ecological

**FEDERATION (holistic level – second loop of Epoch #2):** global, holistic, expansive, extensible, integrated-system, hive-mind, swarm-system, pattern, intuitive, cooperative, spiral, Gaia, noosphere, morphic-field, ecological, universalist, energy, existence, cosmos, collective, macro, music of the spheres, simplify, ecological.

APPENDIX C: SUMMARY TABLES

Trump Summary Table								
Month of Created At	Survivor	Tribe	Monarch	Monolith	Materialist	Green	Wizard	Federation
<b>Pandemic</b>								
January 2020	18	33	137	182	193	240	12	6
February 2020	15	44	103	202	206	208	22	11
March 2020	34	37	109	284	360	220	33	11
April 2020	22	36	108	162	324	181	15	10
Pandemic Subtotal	89	153	457	830	1,083	849	82	38
Percentage	2%	4%	13%	23%	30%	24%	2%	1%
<b>Summer of RR</b>								
May 2020	24	46	111	294	218	254	14	7
June 2020	63	41	167	468	283	336	40	6
July 2020	54	28	107	283	187	233	18	9
August 2020	33	30	82	309	217	218	26	12
Summer of RR Subtotal	164	145	467	1,344	905	1,040	98	34
Percentage	4%	3%	11%	32%	22%	25%	2%	1%
Shift	⇒ 1%	⇒ -1%	⇒ -2%	⇒ 9%	⇒ -9%	⇒ 1%	⇒ 0%	⇒ 0%
<b>Election 2020</b>								
September 2020	42	39	141	403	260	328	35	19
October 2020	40	38	132	262	263	266	31	28
November 2020	20	22	104	151	121	172	26	16
Election 2020 Subtotal	102	99	377	806	634	766	92	63
Percentage	3%	3%	13%	27%	22%	26%	3%	2%
Shift	⇒ 0%	⇒ 0%	⇒ 2%	⇒ -5%	⇒ 0%	⇒ 1%	⇒ 1%	⇒ 1%
<b>Insurrection</b>								
*November 2020	20	22	104	151	121	172	26	16
December 2020	6	11	97	170	108	133	26	0
January 2021	2	2	16	30	15	41	2	0
Insurrection Subtotal	28	35	217	351	242	346	54	16
Percentage	2%	3%	17%	27%	19%	27%	4%	1%
Shift	⇒ -1%	⇒ -1%	⇒ 4%	⇒ 0%	⇒ -3%	⇒ 1%	⇒ 1%	⇒ -1%
<b>Grand Total</b>								
	383	410	1,404	3,180	2,743	2,829	300	135
Percentage	3%	4%	12%	28%	24%	25%	3%	1%

\*Repeated row.

“Campaign 2020”: A Gravesian Levels of Existence (GLOE) Analysis

Biden Summary Table								
Month of Created At	Survivor	Tribe	Monarch	Monolith	Materialist	Green	Wizard	Federation
<b>Pandemic</b>								
January 2020	10	6	53	72	67	55	9	2
February 2020	31	6	51	124	71	72	17	5
March 2020	21	9	48	115	121	88	20	7
April 2020	24	6	67	86	114	77	16	11
Pandemic Subtotal	86	27	219	397	373	292	62	25
Percentage	6%	2%	15%	27%	25%	20%	4%	2%
<b>Summer of RR</b>								
May 2020	26	7	53	96	97	79	16	8
June 2020	18	1	50	107	80	83	35	10
July 2020	6	0	31	100	90	66	22	6
August 2020	44	8	51	157	91	123	26	3
Summer of RR Subtotal	94	16	185	460	368	351	99	27
Percentage	6%	1%	12%	29%	23%	22%	6%	2%
Shift	⇒ 0%	⇒ -1%	↓ -3%	↑ 2%	↓ -3%	↑ 2%	↑ 2%	⇒ 0%
<b>Election 2020</b>								
September 2020	24	3	75	166	122	140	28	5
October 2020	38	5	89	121	118	127	36	12
November 2020	26	5	76	103	99	85	24	3
Election 2020 Subtotal	88	13	240	390	339	352	88	20
Percentage	6%	1%	16%	25%	22%	23%	6%	1%
Shift	⇒ 0%	⇒ 0%	↑ 4%	↓ -3%	⇒ 0%	⇒ 1%	↓ 0%	⇒ 0%
<b>Insurrection</b>								
*November 2020	26	5	76	103	99	85	24	3
December 2020	12	1	21	64	88	51	17	1
January 2021	2	1	16	21	17	17	2	0
Insurrection Subtotal	40	7	113	188	202	153	43	4
Percentage	5%	1%	15%	25%	27%	20%	6%	1%
Shift	↓ 0%	↓ 0%	↓ -1%	↑ 0%	↑ 5%	↓ -3%	↓ 0%	↓ -1%
Grand Total	282	58	681	1,332	1,173	1,063	268	73
Percentage	6%	1%	14%	27%	24%	22%	5%	1%

\*Repeated row.

Walsh Summary Table								
Month of Created At	Survivor	Tribe	Monarch	Monolith	Materialist	Green	Wizard	Federation
<b>Pandemic</b>								
January 2020	33	26	171	269	66	172	29	3
February 2020	23	40	279	428	118	202	32	3
March 2020	50	69	225	338	271	420	45	11
April 2020	33	61	216	309	264	336	35	6
Pandemic Subtotal	139	196	891	1,344	719	1,130	141	23
Percentage	3%	4%	19%	29%	16%	25%	3%	1%
<b>Summer of RR</b>								
May 2020	51	72	236	415	231	413	37	4
June 2020	57	86	240	482	265	534	49	8
July 2020	42	57	217	327	234	327	46	9
August 2020	91	72	223	485	260	420	48	6
Summer of RR Subtotal	241	287	916	1,709	990	1,694	180	27
Percentage	4%	5%	15%	28%	16%	28%	3%	0%
Shift	↑ 1%	↑ 0%	↓ -4%	⇒ -1%	↑ 1%	↑ 3%	⇒ 0%	⇒ 0%
<b>Election 2020</b>								
September 2020	60	62	260	327	268	392	46	3
October 2020	57	54	230	328	271	448	44	11
November 2020	77	61	248	383	220	329	42	6
Election 2020 Subtotal	194	177	738	1,038	759	1,169	132	20
Percentage	5%	4%	17%	25%	18%	28%	3%	0%
Shift	↑ 1%	⇒ -1%	↑ 2%	↓ -4%	↑ 2%	⇒ 0%	↑ 0%	↑ 0%
<b>Insurrection</b>								
*November 2020	77	61	248	383	220	329	42	6
December 2020	47	63	232	298	236	313	40	7
January 2021	14	30	116	121	65	115	13	3
Insurrection Subtotal	138	154	596	802	521	757	13	16
Percentage	5%	5%	20%	27%	17%	25%	0%	1%
Shift	⇒ 0%	↑ 1%	↑ 2%	↑ 2%	⇒ -1%	↓ -2%	↓ -3%	⇒ 0%
Grand Total	636	763	2,893	4,510	2,769	4,421	508	80
Percentage	4%	5%	17%	27%	17%	27%	3%	0%

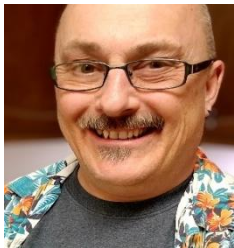
\*Repeated row.



Sanders Summary Table								
Month of Created At	Survivor	Tribe	Monarch	Monolith	Materialist	Green	Wizard	Federation
<b>Pandemic</b>								
January 2020	28	11	91	110	229	218	49	12
February 2020	13	7	133	164	308	341	51	14
March 2020	32	7	91	113	254	254	57	8
April 2020	11	2	16	40	99	67	8	3
Pandemic Subtotal	84	27	331	427	890	878	165	35
Percentage	3%	1%	12%	15%	31%	31%	6%	1%
<b>Summer of RR</b>								
May 2020	17	2	26	32	95	81	12	2
June 2020	8	7	29	34	86	128	27	5
July 2020	9	1	25	40	106	78	17	5
August 2020	19	3	52	63	160	130	22	6
Summer of RR Subtotal	53	13	132	169	447	417	78	18
Percentage	4%	1%	10%	13%	34%	31%	6%	1%
Shift	↗	↔	↘	↘	↗	↗	↔	↔
<b>Election 2020</b>								
September 2020	16	0	63	32	142	119	26	6
October 2020	19	8	36	56	146	165	27	2
November 2020	4	3	14	25	66	66	9	1
Election 2020 Subtotal	39	11	113	113	354	350	62	9
Percentage	4%	1%	11%	11%	34%	33%	6%	1%
Shift	↗	↔	↗	↘	↗	↗	↔	↘
<b>Insurrection</b>								
*November 2020	4	3	14	25	66	66	9	1
December 2020	6	2	14	11	68	37	6	0
January 2021	0	0	5	3	9	2	1	0
Insurrection Subtotal	10	5	33	39	143	105	13	1
Percentage	3%	1%	9%	11%	41%	30%	4%	0%
Shift	↘	↘	↘	↗	↗	↘	↘	↘
Grand Total	182	53	595	723	1,768	1,684	312	62
Percentage	3%	1%	11%	13%	33%	31%	6%	1%

\*Repeated row.

**AUTHORS’ BIOGRAPHY**



**Ron Rohlf**, began his career in the first waves of mainstream internet adoption (mid-1990s). He jumped onto the "Media Convergence" tsunami and never looked back choosing *Learning Style Preferences Among Early Internet Adopters* for his graduate-school research focus. In the late 1990s, Mr. Rohlf served as Assistant Professor of Fort Hays State University’s (FHSU) Department of Information Networking and Telecommunications (INT) serving in the "Media Studies" and the "Computer Networking & Telecommunications" emphases. Post y2k, Mr. Rohlf served as Information Technology (IT) manager

for a Western Region Architecture & Engineering firm. From there, returned to academe in 2010 with a mission to assist the transition of his alma mater's Radio, TV, and Newspaper silos into a contemporary converged "Digital Media Production & Journalism" program.



**Dr. Schartz**, received a BBA in Computer Information Systems in 2002. Upon receiving his MBA, went to work in the Fort Hays State University (FHSU) Computer Information Systems (CIS) department, accepting an international position in management, he began teaching courses through FHSU's various China partnerships. From there, Dr. Schartz moved to FHSU's Management Information Systems (MIS) program teaching courses locally and virtually for FHSU's BBA, MBA, and Informatics degree programs. Dr. Schartz holds a Ph.D. from Kansas State University in Educational Computing, Design, and Online Learning, and a bridge in MIS through Northcentral University.

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