Scanning & Implications Analysis using Values Forms

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What are Values Forms?

Values ❯ Beck & Cowan's Spiral Dynamics
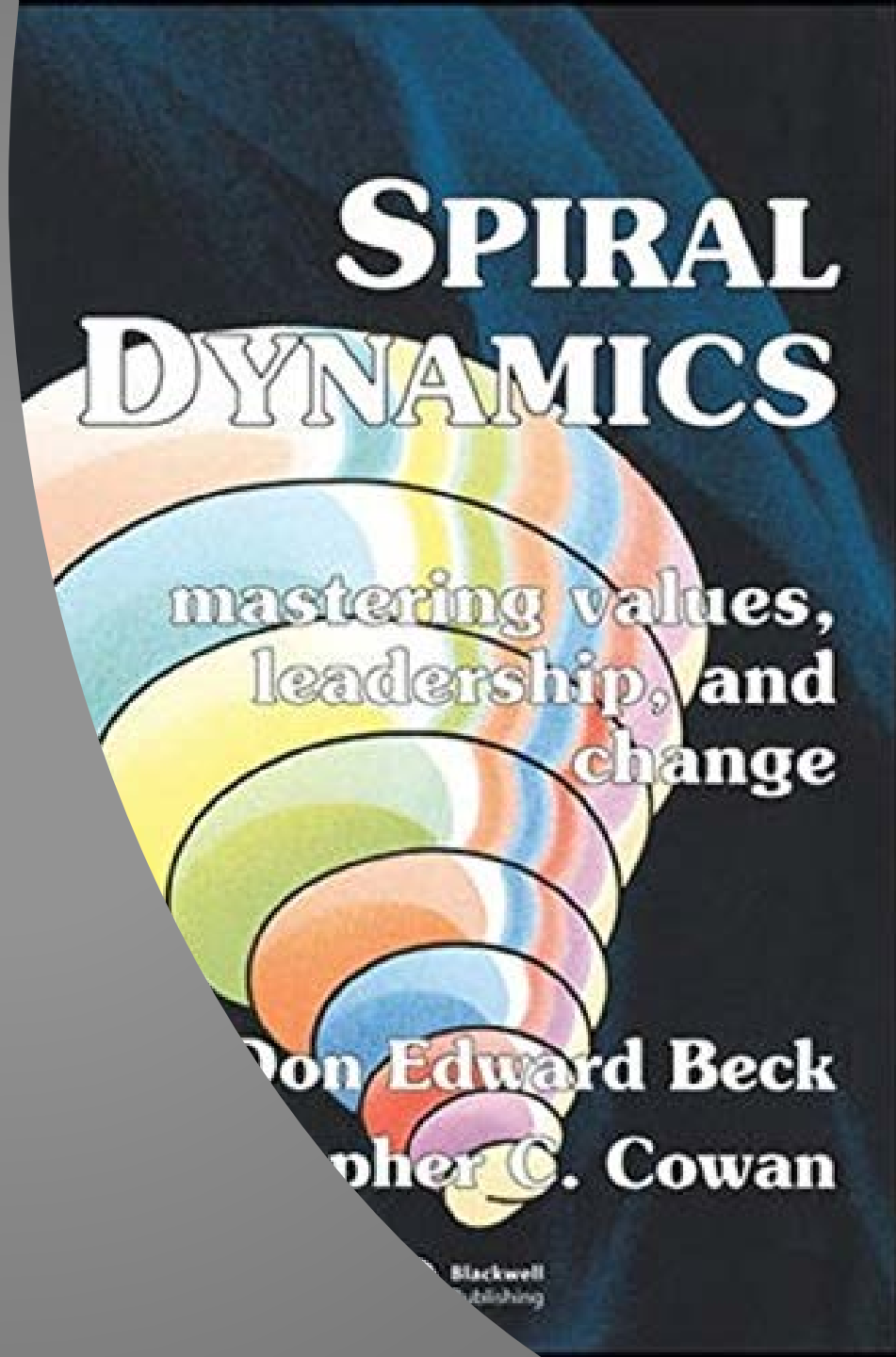*based on Grave's Emergent Cyclical Levels of Existence theory (ECLET)*

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Forms ❯ Ronfeldt's TIMN Social Evolution Framework

Spiral Dynamics

• Spiral Dynamics (SD) is human values emergent development model based on the research of Dr. Clare W. Graves

• SD was further developed over several decades by Don Beck & Christopher Cowan

• SD is a "bio-psycho-social systems" framework which models socio-cultural evolution & evolving values sets, or vMemes, of mature individuals

• 8 primary values sets: Beige, Purple, Red, Blue, Orange, Green, Yellow, and Turquoise

Spiral Dynamics Values Sets – First Tier

Believes it is the pinnacle of values. Seeks to supersede earlier values & resist new values

vMeme (Values Set)	Gravesian Level of Existence	Structures & Processes	Focus & Values Theme
Beige SurvivalSense *Emerged over 100,000 years ago*	**A-N Automatic**	**Loose band...** Su... processes	**Focus on Self:** ... perative, ...ological
Purple KinSpirits *Emerged about 40,000 years ago*	**B-O Tri...**	... Clan...	**Focus on Others:** ...acrifice one's desires to ...way of one's elders, for survival of clan*
Red PowerG... *Emerged about 10,000 years ago*		...ons, Empires ...ploitive processes	**Focus on Self:** *To express self, but to hell with others lest one suffer unbearable shame. Control, or be controlled.*

Spiral Dynamics As MARVEL CHARACTERS

Beige SurvivalSense

THE HULK
"HULK SMASH!"

Purple KinSpirits

THE GUARDIANS OF THE GALAXY

Red PowerGods

THE RED SKULL

Spiral Dynamics Values Sets – First Tier (cont.)

Believes it is the pinnacle of values. Seeks to supersede earlier values & resist new values

Blue TruthForce

CAPTAIN AMERICA

Orange StriveDrive

TONY STARK/IRON MAN
Or
BLACK WIDOW

Green HumanBond

GROOT
"We are Groot"

Spiral Dynamics As MARVEL CHARACTERS

2nd Tier – Encompases all the previous values

Yellow FlexFlow

THE VISION
Or
DOCTOR STRANGE

Turquoise
GlobalView

WAKANDA

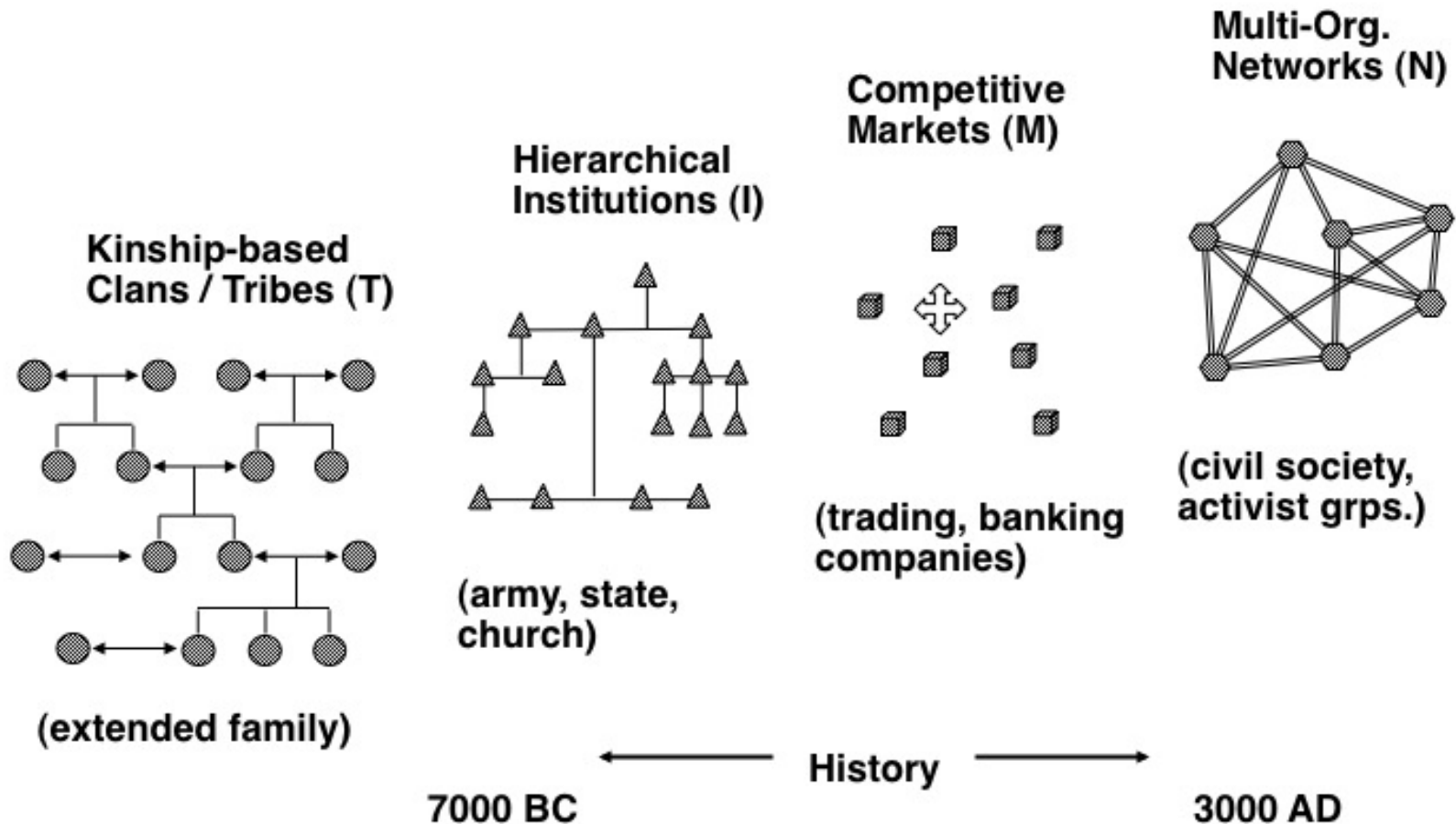# David Ronfeldt & TIMN Social Organization Forms

- Senior political scientist in International Studies Group at RAND for 30+ years (retired)

- Focused on anti-terrorism & predicted new networked forms of terrorism

- Other significant work included:
  - Noosphere & Noospolitics applications to International Relations
  - TIMN Social Organization Forms framework
  - STA:C (space-time-action cognitions) framework

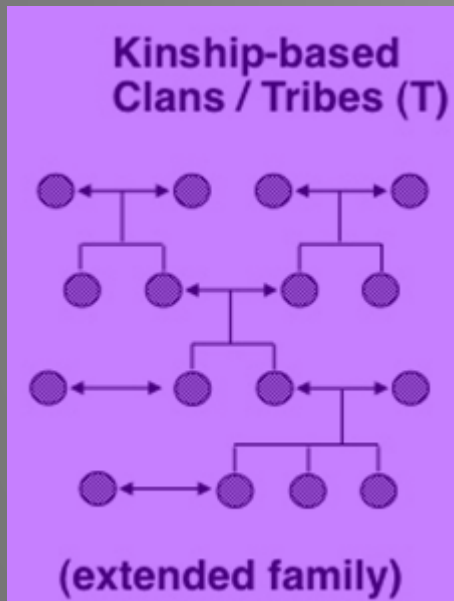# David Ronfeldt's TIMN Social Organization Forms

David Ronfeldt's TIMN Social Organization Forms

The Four TIMN Forms Compared: Each Grows for Different Reasons

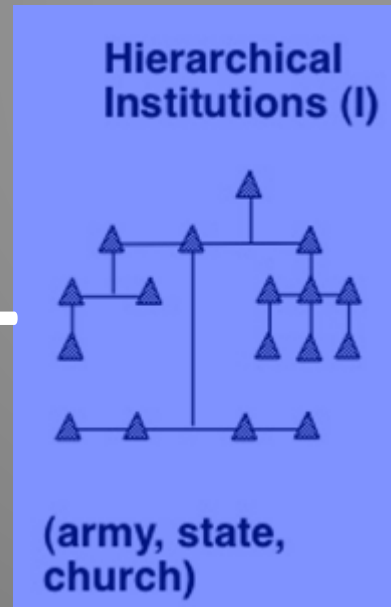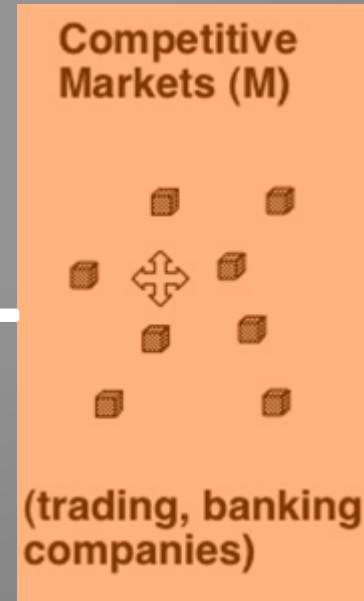|	TRIBES	INSTITUTIONS	MARKETS	NETWORKS
ERA OF RISE	Neolithic	agrarian	industrial	post-industrial
STRUCTURE	kinship	hierarchy	atomized	web-like
STRENGTH	belonging	power, authority	trade, invest.	social equity?
KEY VALUE	solidarity	order	freedom	justice
KEY REALM	family/culture	state, army	economy	civil society?
KEY PRODUCT	shared "gifts"?	public goods	private gds.	collective gds.?
WEAKNESS	administration	econ. transaction	social equity	info. overload?
DARK /SIDE	nepotism	corruption, abuse	exploitation	deception?
INFO. TECH.	early language	writing, printing	teleg., telephony	Internet
BODY ANALOG	skin / look	skeletal system	circulatory sys.	sensory sys.

Spiral Dynamics + TIMN = Values Forms

Individualist Values	Beige Instinctive	Red Egocentric	Orange Achievist (M)	Yellow Systemic
Collectivist Values	Purple Clannish (T)	Blue Authoritarian (I)	Green Communitarian (N)	Turquoise Holistic

Kinship-based Clans / Tribes (T) (extended family)

+

Hierarchical Institutions (I) (army, state, church)

+

Competitive Markets (M) (trading, banking companies)

+

Multi-Org. Networks (N) (civil society, activist grps.)
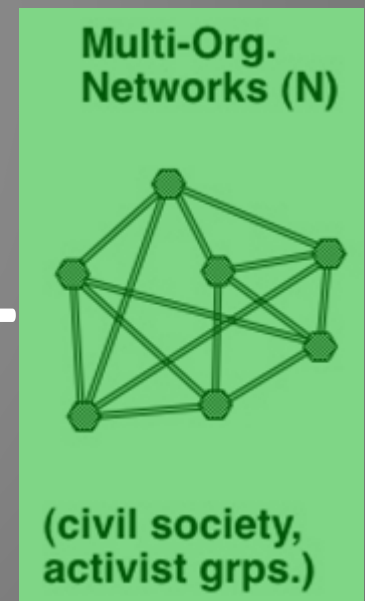
SD & TIMN – Social Organization by Values

Spiral Dynamics vMeme	Organization Form	Mode	Structure	Form Examples
Beige Instinctive	Bands	Reactive	Individuals	Derelicts, Transients, Senile Elderly
Purple Clannish	**Tribes (T)**	**Cyclical**	**Kinships**	**Villages, Cliques, Fans, Factions**
Red Egocentric	Dominions	Unstable	Loyalties (Pecking Orders)	Gangs, Athletic Teams, Cults, Personality-driven Businesses, Regimes, Empires
Blue Authoritarian	**Institutions (I)**	**Stable**	**Hierarchies (Pyramidal)**	**Towns, K-12 Schools, Strict Religions, Courts, Bureaucracies, Militaries, Police, Hereditary Monarchies**
Orange Achievist	**Markets (M)**	**Competitive**	**Exchanges (Ladders)**	**Cities, Universities, Businesses, Industries, Exchanges, Chambers of Commerce, Scientific Organizations, Democratic Republics**
Green Communitarian	**Networks (N)**	**Egalitarian**	**Interconnections (Nodal)**	**Online Communities, NGOs, Social Democracies, Activist Groups, Benefit Corporations**
Yellow – Systemic	Systems of Systems	Interactive	Integrations	DAOs, Autonomous Deodands (self-owning resources), Trustless-Networks
Turquoise - Holistic	Ecologies (Macro-organisms)	Equilibrium	Holarchies	Global Village, Noosphere, Thalient Ecologies

Dominant Values Forms

Spiral Dynamics vMeme	Organization Form	Mode	Structure	Form Examples
Purple Clannish	Tribes (T)	Cyclical	Kinships	Villages, Cliques, Fans, Factions, Extended Families
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Stable Social Organization Forms

T - *Tribes*

T+I - *Institutions*

T+I+M - *Markets*

T+I+M+N - Networks

Stable Forms Emergence Pattern

T → T+I

T+I → T+I+M

T+I+M → T+I+M+N

Preferred Worldview

T → Mystical

T+I → Traditional

T+I+M → Modern

T+I+M+N → Postmodern

Values Forms & Social Change

Forms…
- Early signals present since ancient times
- Forms emerge within context of previous forms. They *DISPLACE, not REPLACE.*
- Forms emerge in a context set of values.
  - *T→ **Clannish***
  - *T+I→ Clannish + **Authoritarian***
  - *T+I+M → Clannish + Authoritarian + **Achievist***
  - *T+I+M+N→ Clannish + Authoritarian + Achievist + **Communitarian***
- Forms emerge with new ideals & new capabilities, allowing people to do more as form develops

Values Forms & Social Change (cont.)
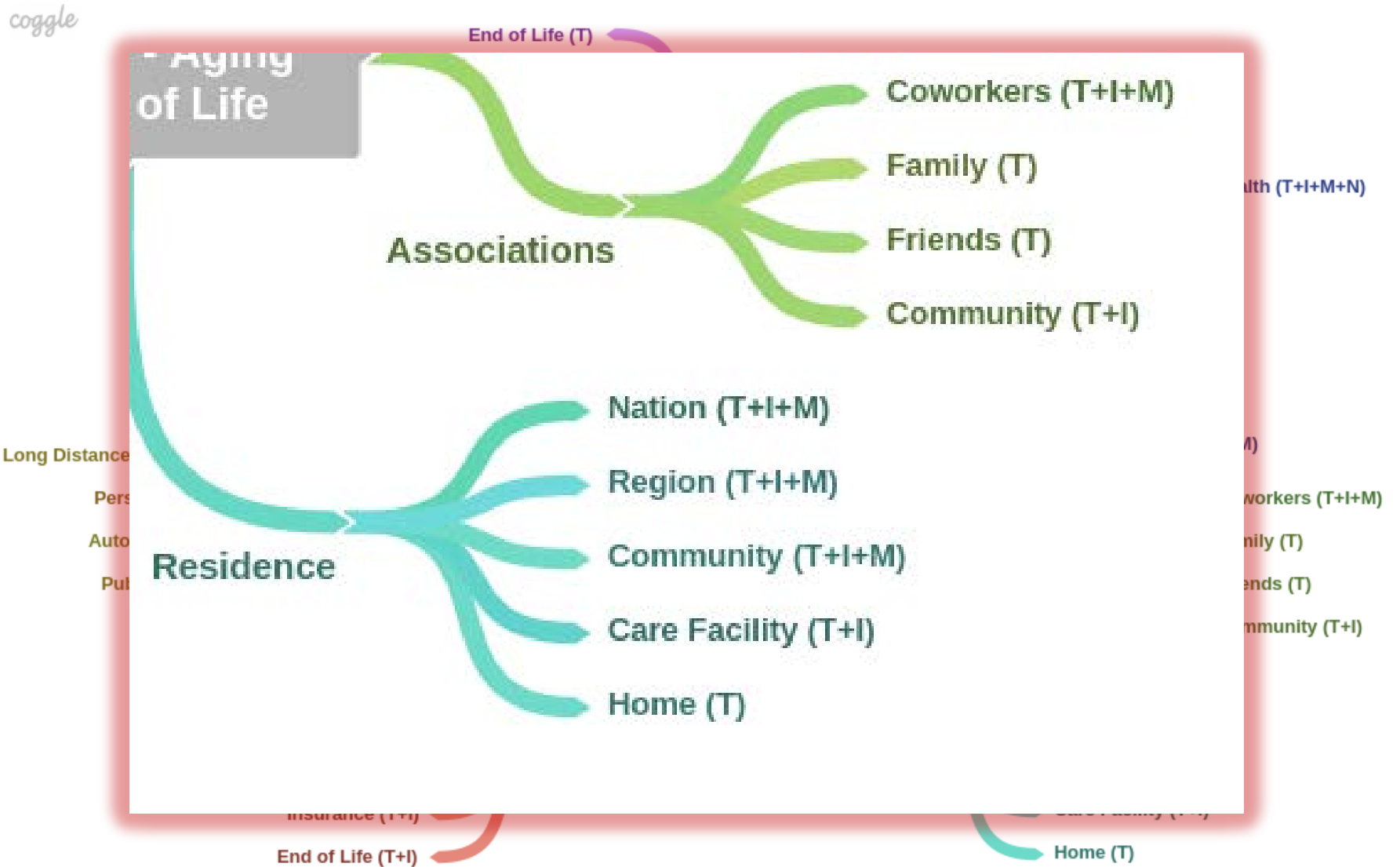
Forms...

- Emerge in an information tech context:
  - *T - Glyphs/Language*
  - *T+I - Writing/Printing*
  - *T+I+M - Radio/Telephone/Analog Media*
  - *T+I+M+N - Internet/Cellphone/Digital Media*
- Want to expand "spaces" of influence or control
- Want to foster a worldview. *(Mystical, Traditional, etc.)*
- Are ethically neutral ("bright" & "dark" sides)
- Represent a distinctive system of Beliefs, Structures, & Dynamics of how society SHOULD operate

- Are JUDGEMENTAL & biased about social organization: who gets what, why, and how.
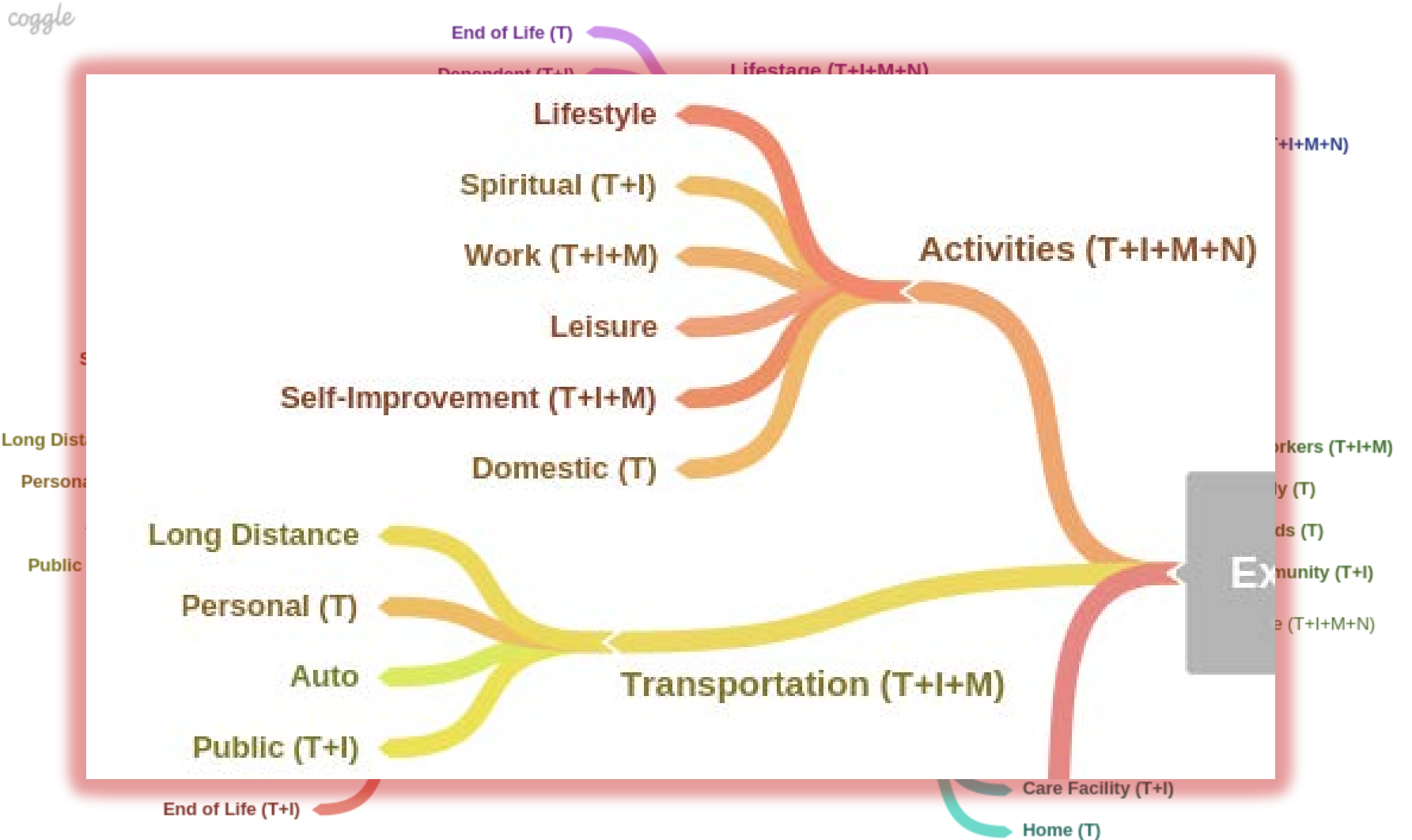
Foresight with Values Forms

Uses:

- Assess & Map domain elements in terms of Values & Forms (values system assessment)

- Add standard TIMN labeling to Domain Map branches, or create dedicated TIMN branch ala STEEP

- Tag emerging changes with associated forms elements (+T, +I, +M, +N)

- Assess influence of emerging changes on social organizations based on tags (+T on T+I orgs, +M on T+I+M+N orgs, etc.)

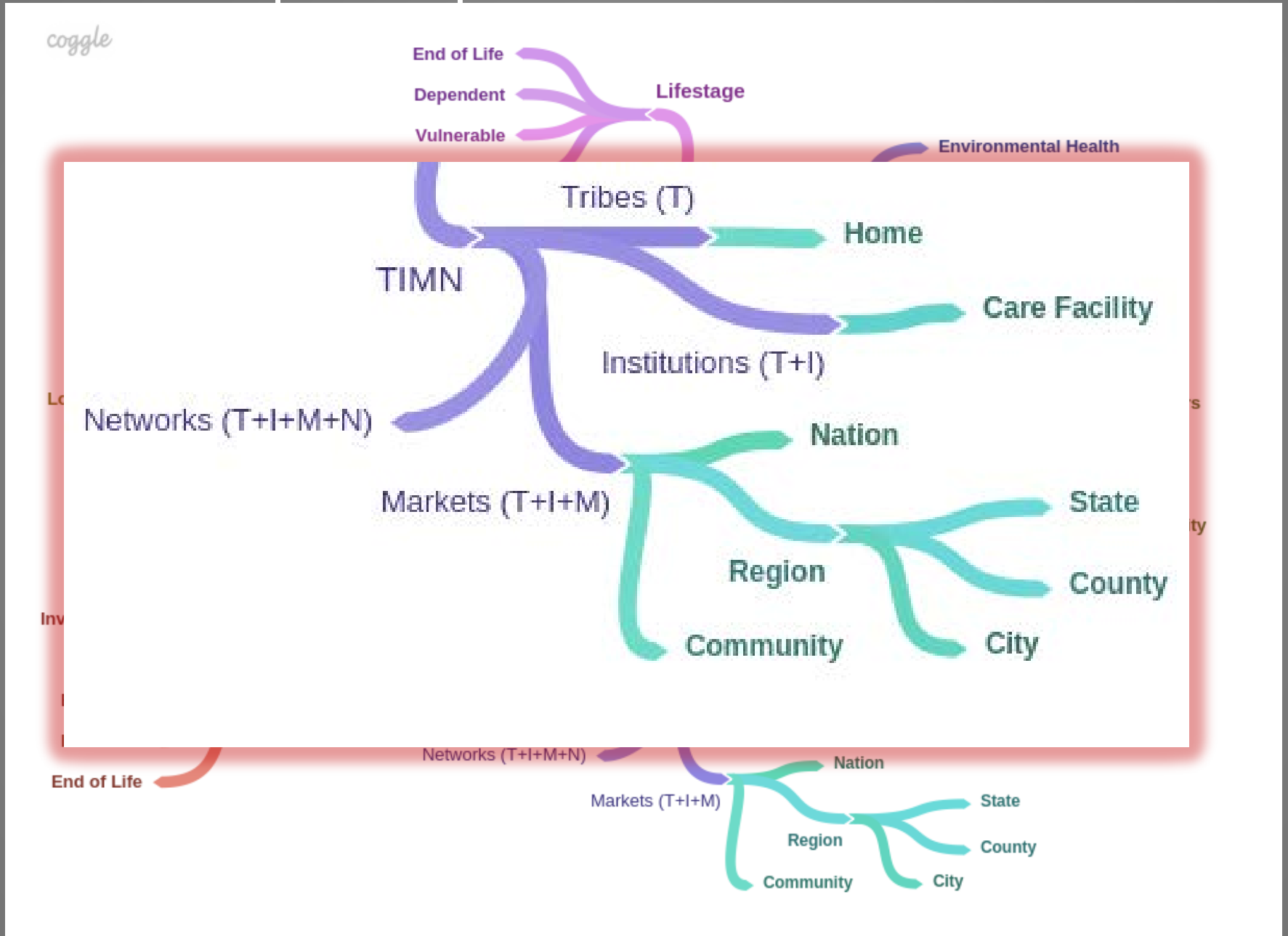# Domain Map Example – Branch Labels (less verbose)

Tagging Scan Hits

Scan hits can be tagged with both Values forms and changing values-related elements:
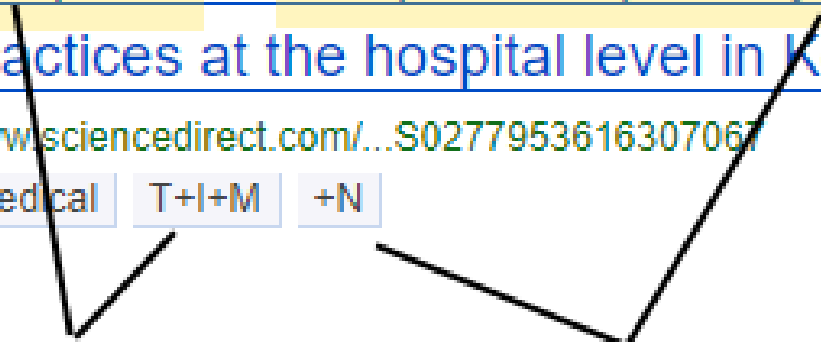
Implications Analysis of Values Forms

- *Tagging indicates influence of changes on values & forms*

- *Forms want to promote themselves & their values*

- *Each form reacts differently to changing elements (+T, +I, +M, +N)*

- *Social organizations have different proportion of composite elements (strong +T, weak +I, etc.)*

- *Emergence indicates general influence of changing elements: +I suppresses T values, +M reinforces M values in T+I+M, etc.*

- *Reactions are based on proportions of elements within an organization, and must be subjectively analysed for full implications*

Values Forms Influence Matrix

	+T	+I	+M	+N
T	T-amplifies	T-dampens	T-reacts	T-reacts
T+I	T-amplifies I-dampens	T-dampens I-amplifies	T-reacts I-dampens	T-reacts I-reacts
T+I+M	T-amplifies I-dampens M-reacts	T-dampens I-amplifies M-reacts	T-reacts I-dampens M-amplifies	T-reacts I-reacts M-dampens
T+I+M+N	T-amplifies I-dampens M-reacts N-reacts	T-dampens I-amplifies M-reacts N-reacts	T-reacts I-dampens M-amplifies N-reacts	T-reacts I-reacts M-dampens N-amplifies

Values Forms – Change Influence Example

Article - "Why Sinclair's promos were journalism ethics train wreck"

Summary: Sinclair Broadcast Group policies is hurting local journalism ethics & value to local communities

Values forms:
- Local Journalism – **T+I (Traditional)** – Article emphasized the truth/order function of local journalism
- Local Communities – **T+I+M (Modern)** – "downmarket" cities & towns. Assumed Modern, but with strong T+I tendencies

Change:
+M - policy changes favoring "must-run" national segments over local news

Primary Impacts:
Local Journalism = (+M, T+I) = Weaken T+I (Traditional)
Local Communities = (+M, T+I+M) = Weaken T+I (Traditional) , Strengthen T+I+M (Modern)

Values Forms – Change Influence Example (cont.)

Influence:

On Local Journalism (+M, T+I) =

	+M
T+I	T-reacts I-dampens

Result
- Tribal values of local journalism **react** based on "Us vs. Them" tribal identity
- **Dampens** local journalism & associated Truth/Order Traditional values.

On Local Communities (+M, T+I+M) =

	+M
T+I+M	T-reacts I-dampens M-amplifies

Result
- Tribal values **react** based on "Us vs. Them" tribal identities within community
- **Dampens** Truth/Order Traditional values & Institutions in community
- **Amplifies** Modern Achievist values & institutions in the community

Values Forms – Change Influence Example (cont.)

Impact on Local Journalism values & forms
- Reduces the attention on local norms, culture and worldviews in favor of homogenized regional/national news
- Loss of more ethically driven"truth & order" journalists
- Increase in less ethically driven "get ahead" achievist newscasters

Impact on Local Communities values & forms
- Increases tribal partisanship around new homogenized message
- Weakens local traditionalist institutions & decreases trust within the community
- Strengthens competitive/achievist organizations & values within the community, particularly those which resonate with the new homogenized message

Net Impact: Local Communities becomes less informed about local issues & events, trust less, become more tribally partisan, and adopt homogenized values across a wider geographical area

Values Forms – Next Steps

- Formally list types of values reactions for each Values Form based on change element influence

- Extend Values Forms past TIMN cardinal forms:
  - Investigate possible +S "Systems of Systems " element & T+I+M+N+S form based on SD Yellow (Integral)
  - Investigate possible +E "Ecologies" element & T+I+M+N+S+E form based on SD Turquoise (Holistic)
  - Investigate if T+I+M+N+S (Systems) or T+I+M+N+S+E (Ecologies) are stable values forms.
  - Work on revised notation, since "+" forms notation gets awkward after Ronfeldt's original 4 characters

QUESTIONS?

References & Links

David Ronfeldt, 1996, "TRIBES, INSTITUTIONS, MARKETS, NETWORKS: A Framework About Societal Evolution", sourced from https://www.rand.org/content/dam/rand/pubs/papers/2005/P7967.pdf

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Don Beck & Christopher C. Cowan, 2006, "SPIRAL DYNAMICS: Mastering Values, Leadership, and Change", Blackwell Publishing

Clare W. Graves, 1974, "Human Nature Prepares for a Momentous Leap", The Futurist, pp. 72-87, retrieved from http://www.clarewgraves.com/articles_content/1974_Futurist/1974_Futurist.html

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Spiral Dynamics Values Sets – First Tier

Believes it is the pinnacle of values. Seeks to supersede earlier values & resist new values

ᵛMeme (Values Set)	Gravesian Level of Existence	Structures & Processes	Focus & Values Theme
Beige SurvivalSense *Emerged over 100,000 years ago*	**A-N** **Automatic**	**Loose bands** **Survivalistic processes**	**Focus on Self:** ***To satisfy imperative, periodic physiological needs***
Purple KinSpirits *Emerged about 40,000 years ago*	**B-O** **Tribalistic**	**Families, Clans, Tribes** **Cyclical processes**	**Focus on Others:** ***To sacrifice one's desires to way of one's elders, for survival of clan***
Red PowerGods *Emerged about 10,000 years ago*	**C-P** **Egocentric**	**Dominions, Empires** **Exploitive processes**	**Focus on Self:** ***To express self, but to hell with others lest one suffer unbearable shame. Control, or be controlled.***

Spiral Dynamics Values Sets – First Tier (cont.)

Believes it is the pinnacle of values. Seeks to supersede earlier values & resist new values

ᵛMeme (Values Set)	Gravesian Level of Existence	Structures & Processes	Focus & Values Theme
Blue TruthForce *Emerged about 6,000 years ago*	**D-Q Moralistic**	**Pyramidal Hierarchies** **Authoritarian, absolutist processes**	**Focus on Others:** *To sacrifice self now to receive reward later. Only one Right Way.*
Orange StriveDrive *Emerged about 700 years ago*	**E-R Materialistic**	**Delegative & Competitive Organizations** **Strategic, multiplistic processes**	**Focus on Self:** *To express self for desires, without bringing the wrath of others.*
Green HumanBond *Emerged about 140 years ago*	**F-S Personalistic**	**Networked Relationships** **Consensus processes**	**Focus on Others:** *To sacrifice now, for All to get now*

Spiral Dynamics Values Sets – Second Tier

Understands other values & sees them as necessary parts of the whole.

ᵛMeme (Values Set)	Gravesian Level of Existence	Structures & Processes	Focus & Values Theme
Yellow FlexFlow *Emerged about 80 years ago*	**G-T** **Cognitive**	**Interactive Systems** **Integrative, Systemic processes**	**Focus on Self, and Others:** *To express self for what self desires, in a manner that will benefit all*
Turquoise GlobalView *Emerged about 60 years ago*	**H-U** **Experiential**	**Global Holarchies** **Flowing, Ecological processes**	**Focus on Others, and Nature** *To accept dichotomies of existence. Experience the communion of living.*

David Ronfeldt's TIMN Forms Compared

	TRIBES	INSTITUTIONS	MARKETS	NETWORKS
ERA OF RISE	Neolithic	agrarian	industrial	post-industrial
KEY PURPOSE	identity, belong.	power, authority	trade, investment	social equity?
KEY EFFECT	solidarity	sovereignty	competition	collaboration?
KEY PRODUCT	shared "gifts"?	public goods	private goods	collective goods?
MOTIVATION	family endurance	higher authority	self-interest	grp. empowerm't
STRENGTH	kinship, culture	state, army, corp.	commerce	civil society?
WEAKNESS	administration	econ. transactions	social equity	info. overload?
DARK SIDE	nepotism	corruption/abuse	exploitation	deception?
STRUCTURE	kinship	hierarchy	exchange	association
—SPACE ORIENT.	segmental	vertical	atomized	flat, web-like
—TIME ORIENT.	cyclic (myth)	past (tradition)	present (demand)	future (needs?)
—ACTION ORIENT.	solidarity	command/control	exchange/trade	consult./coord.?
INTERNAL TIES	tightly coupled	<------------>	<------------>	loosely coupled
EXTERNAL BOUNDS	solid, closed	<------------>	<------------>	fluid, open
PHILOSOPHERS	Khaldun	Hobbes	Smith	Teilhard
DESIGN ANALOGY	labyrinths, circles	pyramids	billiard balls	geodesic domes
BODY ANALOGY	skin/look	skeletal system	circulatory sys.	sensory sys.
INFO. TECH. NEEDS	early language	writing, printing	telephony, radio	fax, Internet, PDA