



Advanced analytic learning...

...centered on the truth

# *The greenFields Model*

**AOAI**

**Ed. 2**





## *The greenFields Model*

The analysis of analysis subject matter is very broad in scope. With the many combinations of parameters of interest, in order to gain traction for discussion, the Greenfields model provides a number of simplifying representations, allowing depth of study and yet coverage of the broader concerns. The taxonomy of the greenFields Model is as set out below.

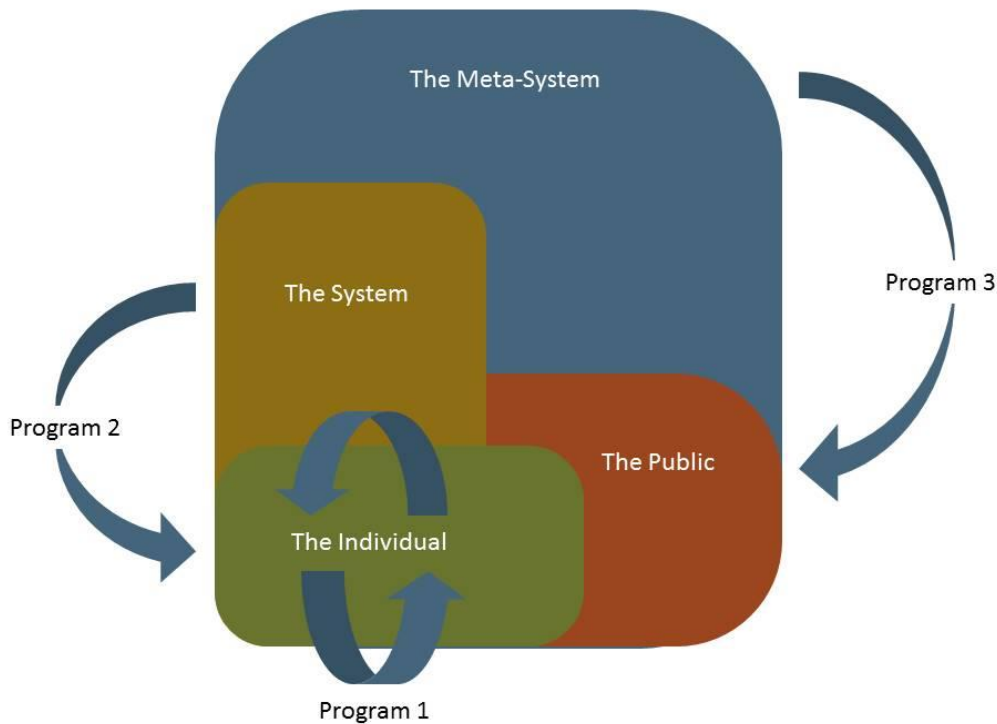
1. The Players and the three Programs
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  4. Critical Thinking
  5. Hypothesis Testing
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  8. Elegance and Simplicity
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### 1. The Players and the three Programs

The greenFields Model taxonomy reduced analyses to three programs, each with an introductory context and each with eight modules of familiar practice. The Analysis of Analysis is initiated from first principles and is expanded to encompass analytic questions of key significance today. To build this context, three parties are proposed as the key participants in our view of analyses: “The Individual”, “The System” and the “Meta System”.

## Continuum Fracture Points

The three program perspectives are the individual, the system and the meta system.



### 1.1 The Individual

This perspective considers the “individual” analyst conducting analyses, confronting cognitive issues in implementation of scientific methodology. In this perspective, one could say integrity in analysis is internally determinate – just the analyst and the procedures. The focus is on the pluralism created by adherence to tactical procedure and the individual behaviours that determine integrity in these analyses.

### 1.2 The System

This perspective considers the professional analyst working for or representing a corporate group or “system” which has larger objectives for the analysis beyond pure integrity in method. Here, the analyst is to balance needs of the profession with needs

of the system. The focus is on the pluralism created by ethical responsibility to the profession and ethical responsibility to the system.

### 1.3 The Meta System

This perspective considers the world authorities providing society with analyses that further objectives of those authorities. In this perspective, “The meta system”, the analysis of analysis provides a basis for determine fact vs. fiction in analytic representations that are influencing world decisions. The focus in on the pluralism created by the various interests within the meta system and society’s propensity for interest and ability to separate fact from fiction.

## 2. Eight modules

The analyses are established based on the “reasoning”, the “certainty”, the “rationality”, the “dependency” and the “entity” as follows:

### Reasoning

Reasoning means: whether the analysis is deductive, inductive or abductive.

Terminology here includes:

- Deductive Reasoning means: “Specific examples are derived from general propositions” (Wikipedia),
- Inductive Reasoning means: “a kind of reasoning that constructs or reevaluates general propositions that are derived from specific examples” (Wikipedia),
- Strong Induction means: depending on higher inductive reasoning,
- Weak Induction means: depending on lower inductive reasoning,
- Abductive Reasoning: “is a form of logical inference that goes from observation to a hypothesis that accounts for the reliable data (observation) and seeks to explain relevant evidence” (Wikipedia),
- Strong Abduction means: depending on higher abductive reasoning,
- Weak Abduction means: depending on lower abductive reasoning.



## Conjecture

Conjecture in analysis is considered as either “verifiable” or “rationalized”.

## Rationality

Rationality in analysis is considered as either “empiric”, “quasi-empiric” or “normative”.

## Dependency

Dependency in analysis considers whether the subject of study is separate from, or joined with, the analysis.

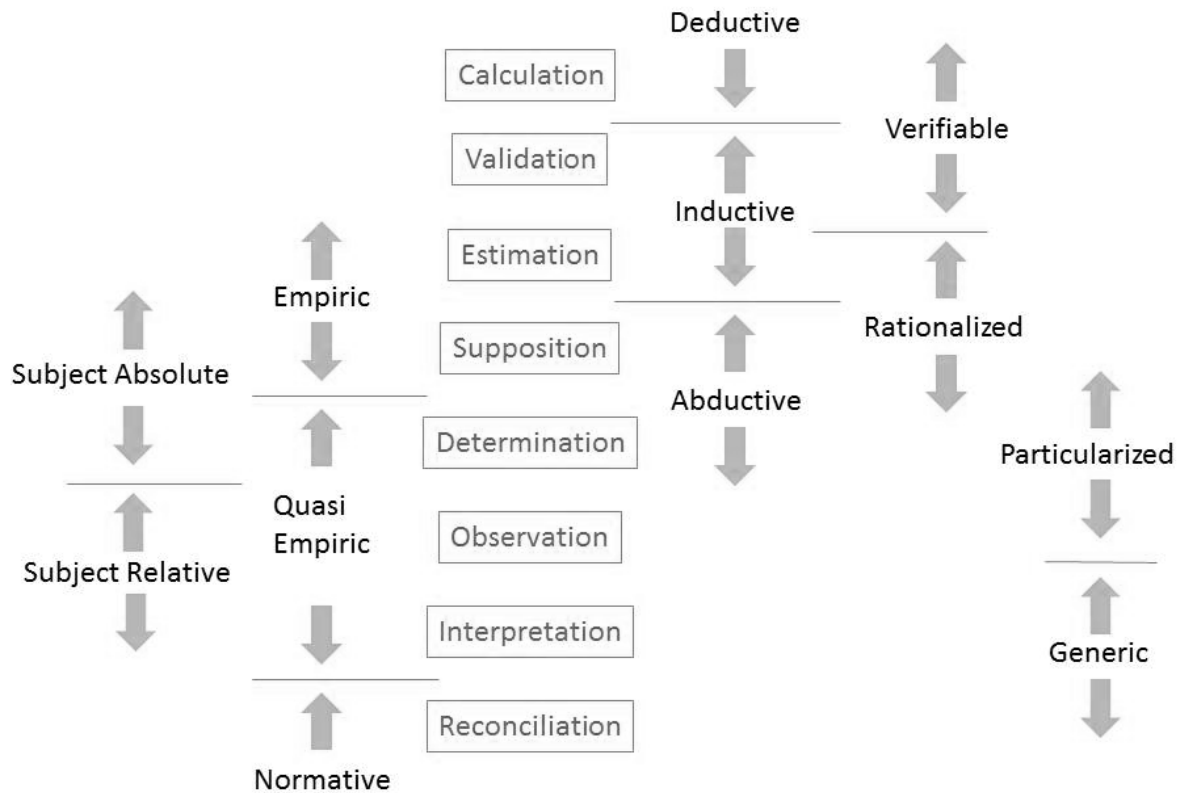
## Entity

Entity in analysis considers whether the analysis pertains to a particularized subject or is generic in nature.

The foregoing distinctions define the eight archetypes that underpin each of the eight modules as illustrated in the following graphic.

Reasoning	Certainty	Rationality	Dependency	Entity	Example	Archetype	Module
Deductive	Verifiable	Empiric	Separate	Particularized	Accounting	Calculation	M1-ACA
Inductive	Verifiable	Empiric	Separate	Particularized	Science	Validation	M2-AVA
Inductive	Rationalized	Empiric	Separate	Particularized	Statistics	Estimation	M3-AEA
Abductive	Rationalized	Empiric	Separate	Particularized	Engineering	Supposition	M4-ASA
Abductive	Rationalized	Quasi-empiric	Separate	Particularized	Law	Determination	M5-ADA
Abductive	Rationalized	Quasi-empiric	Joined	Particularized	Medicine	Observation	M6-AOA
Abductive	Rationalized	Quasi-empiric	Joined	Generic	Journalism	Interpretation	M7-AIA
Abductive	Rationalized	Normative	Joined	Generic	Facilitation	Reconciliation	M8-ARA





In summary, the Modules are:

The modules of the greenFields model are defined by the combinations of the above parameters as detailed below.

M1: ACA -the Analytic Calculation Archetype.

ACA is a deductive, verifiable, empiric, several, particularized archetype. The ACA is an analytic archetype that establishes truth in a hypothesis through “deductive reasoning.”

M2: AVA -the Analytic Validation Archetype.

AVA is an inductive, verifiable, empiric, several, particularized archetype. The AVA is an analytic archetype that establishes truth in a hypothesis through verifiable “inductive reasoning.”

M3: AEA -the Analytic Estimation Archetype.

AEA is an inductive, rationalized, empiric, several, particularized archetype. The AEA is an analytic archetype that establishes truth in a hypothesis through certainty that is approximate.

M4: ASA -the Analytic Supposition Archetype.

ASA is an abductive, rationalized, empiric, several, particularized archetype. The ASA is an analytic archetype that establishes truth in a hypothesis through abductive reasoning.

M5: ADA - the Analytic Determination Archetype.

ADA is an abductive, rationalized, quasi-empiric, several, particularized archetype. The ADA is an analytic archetype that establishes truth in a hypothesis through the rationality of partial empiricism.

M6: AOA -the Analytic Observation Archetype.

AOA is an abductive, rationalized, quasi-empiric, joined, particularized archetype. The AOA is an analytic archetype that establishes truth in a hypothesis that has a subject-relative dependency.

M7: AIA -the Analytic Interpretation Archetype.

AIA is an abductive, rationalized, quasi-empiric, joined, generic archetype. The AIA is an analytic archetype that establishes truth in a hypothesis that is a group-based entity.

M8: ARA -the Analytic Reconciliation Archetype.

The ARA is an analytic archetype that establishes truth in a hypothesis that is normative. ARA is an abductive, rationalized, normative, separate, generic archetype.

### 3. Five Sections

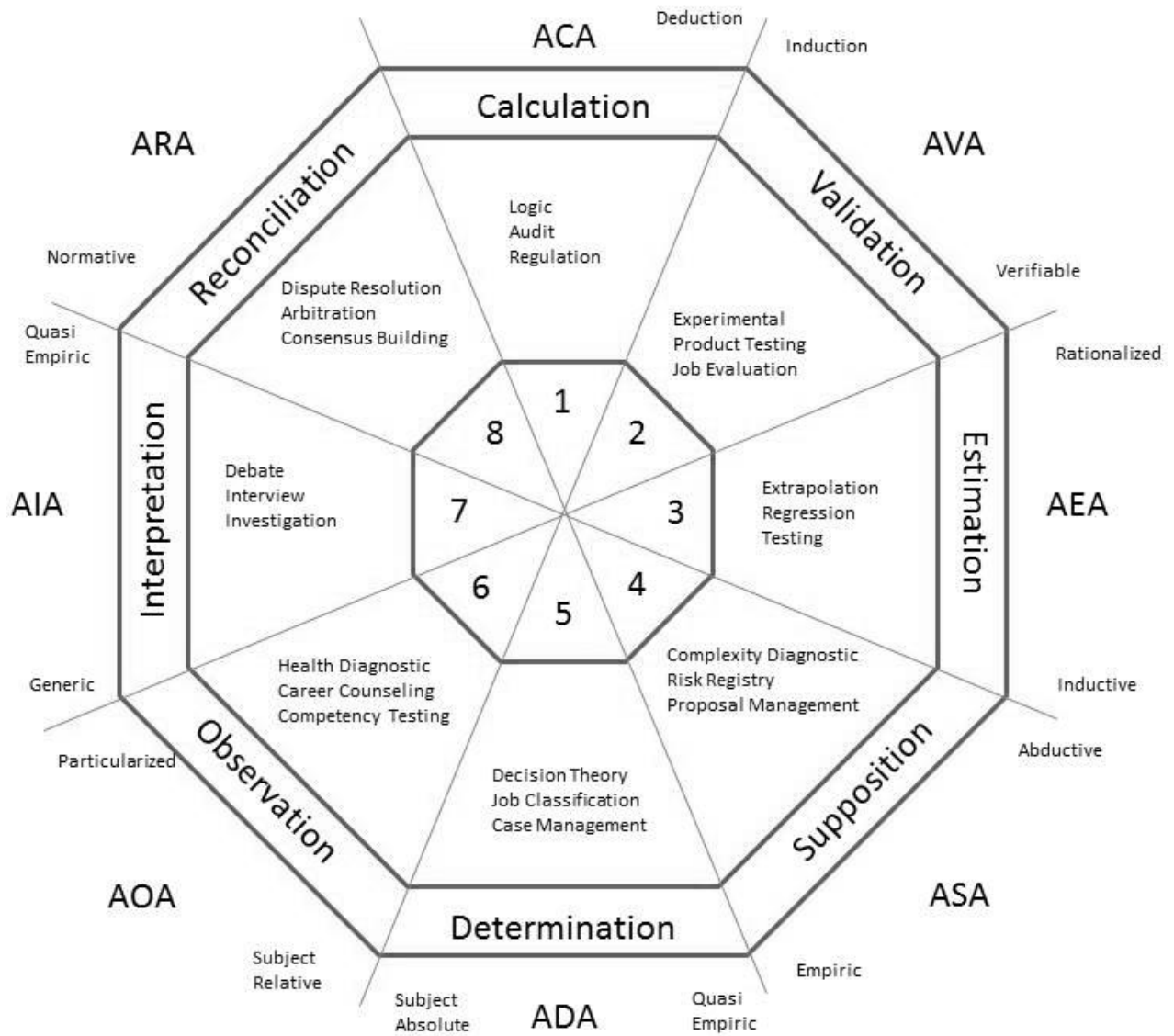
#### Five Sections in Each Module

Within each of the Modules there are five sections: S1: The Approach to Analysis, S2: The Human Factors, S3: Analysis of Analysis, S4: Case Studies, and S5: References.

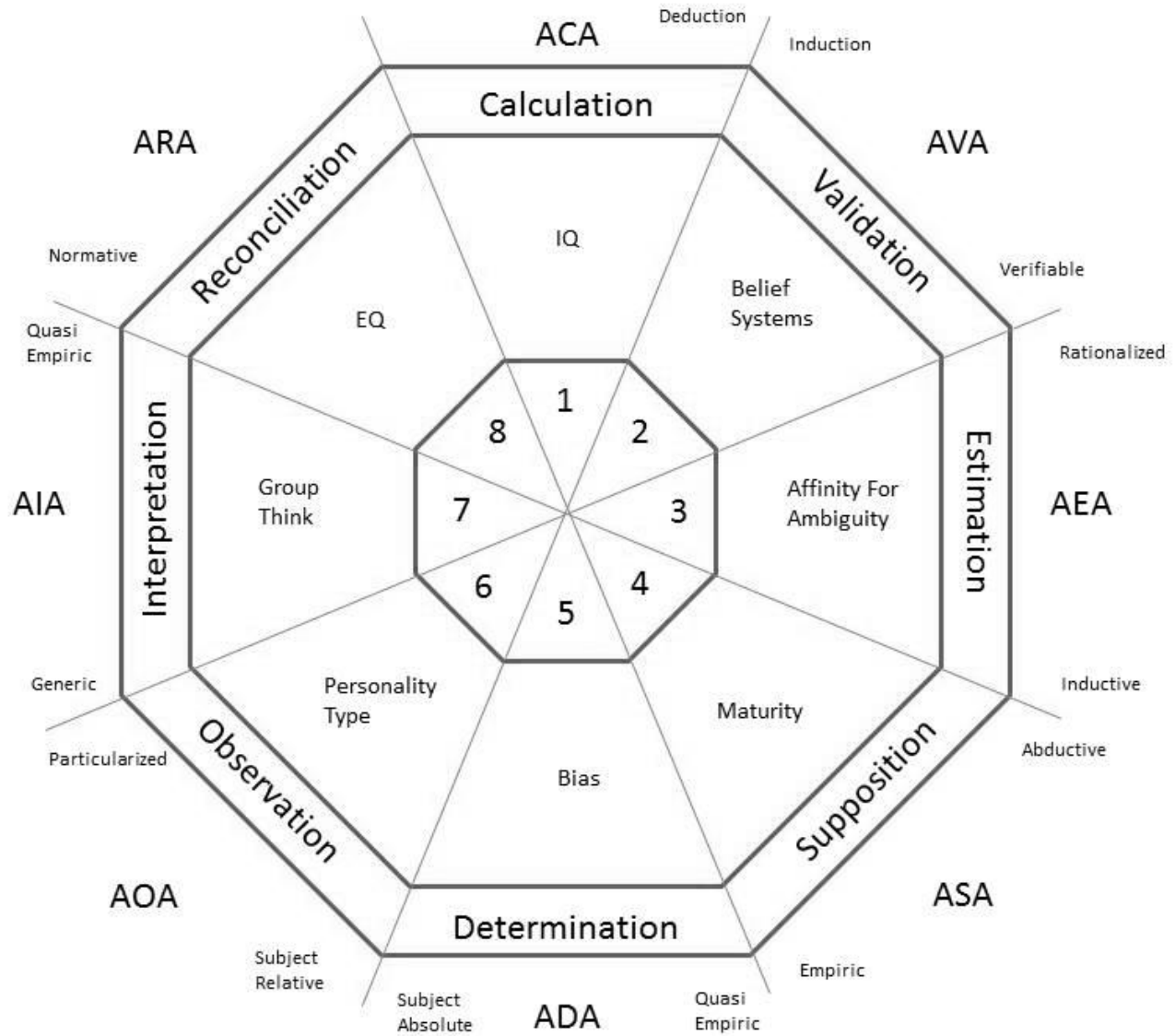
1. The Approach to Analysis – this approach varies by Program. Program 1 provides the generally accepted a tactical methodology. Program 2 provides the generally accepted ethical framework. Program 3, being a subject area less well explored publicly, suggests a moral framework.
2. The Human Factors – the Human factors vary by Program. Program 1 considers the analyst and the individual within. Program 2 considers the human system – the corporate environment. Program 3 considers the world order architects.
3. Analysis of Analysis – address the approach to measurement. Program 1 being a tactical audit, Program 2 being a broader balanced score card framework, and Program 3 dealing with modeling and assessment of the probability of gaming.
4. Case Studies – provide examples of real life scenarios where integrity in analysis has been an issue.
5. References – provide recommended further study material.

### 4. Assignment of Subject matter

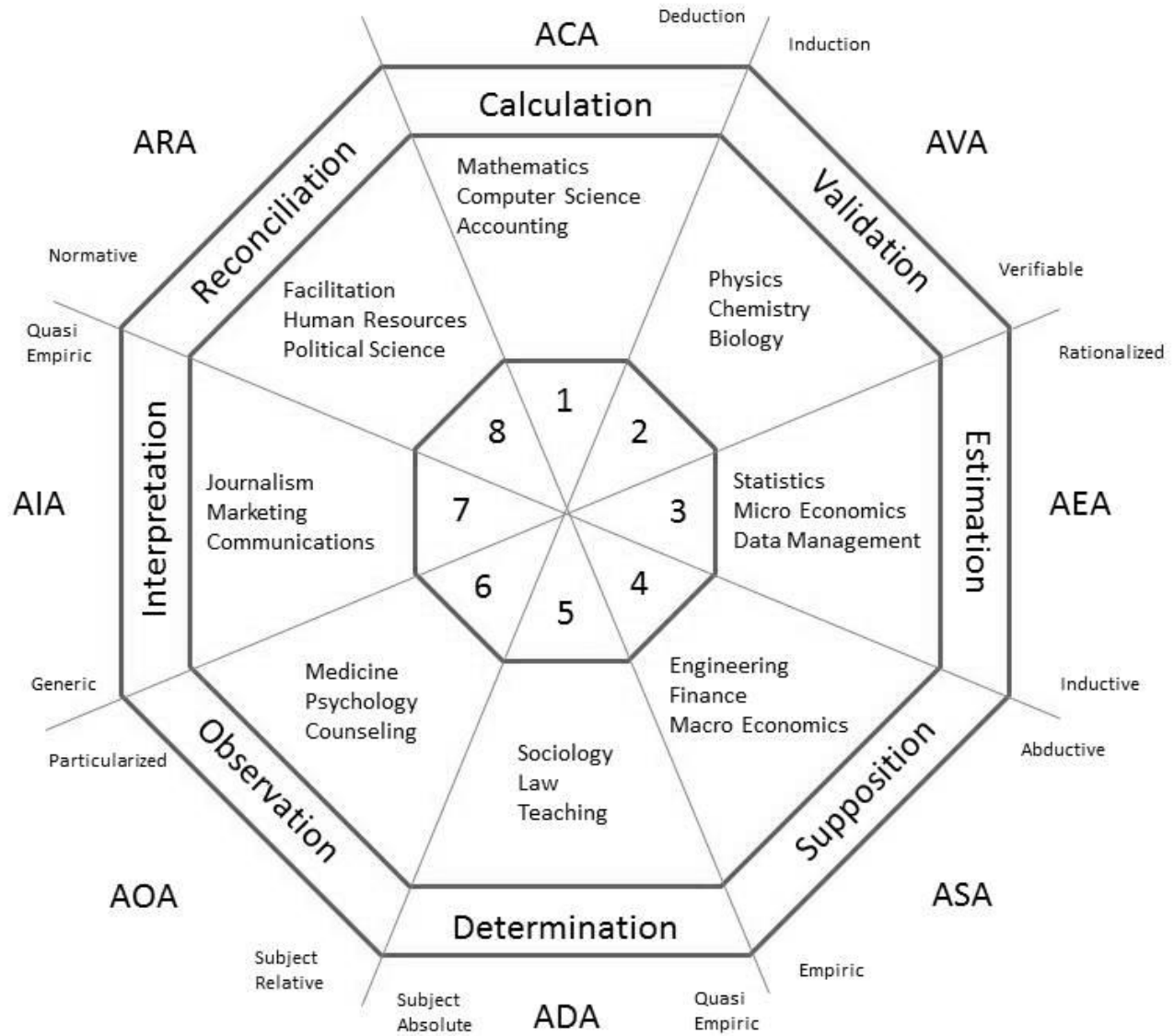
Program 1: Analytic Disciplines



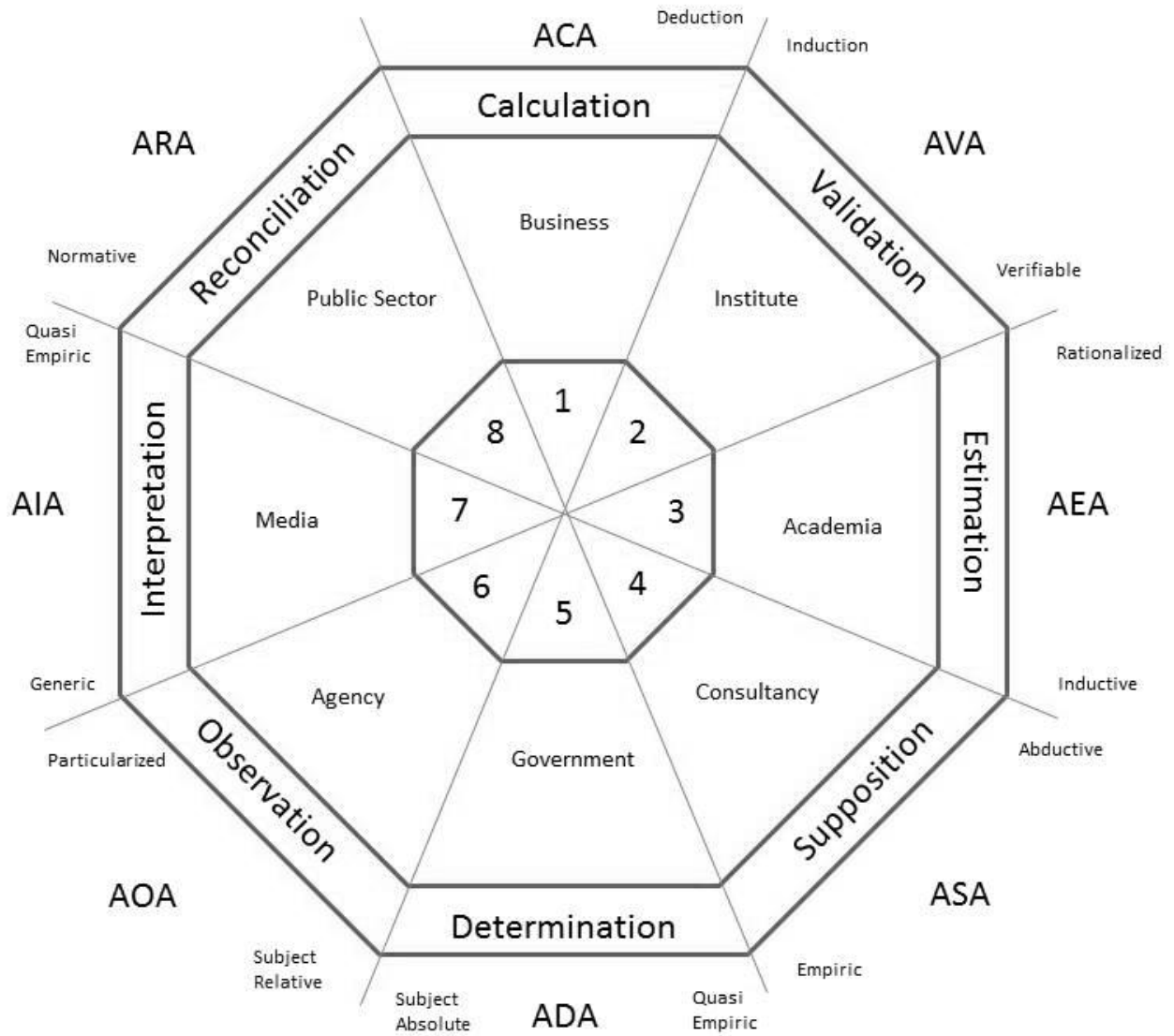
Program 1: Assignment of Human Factors



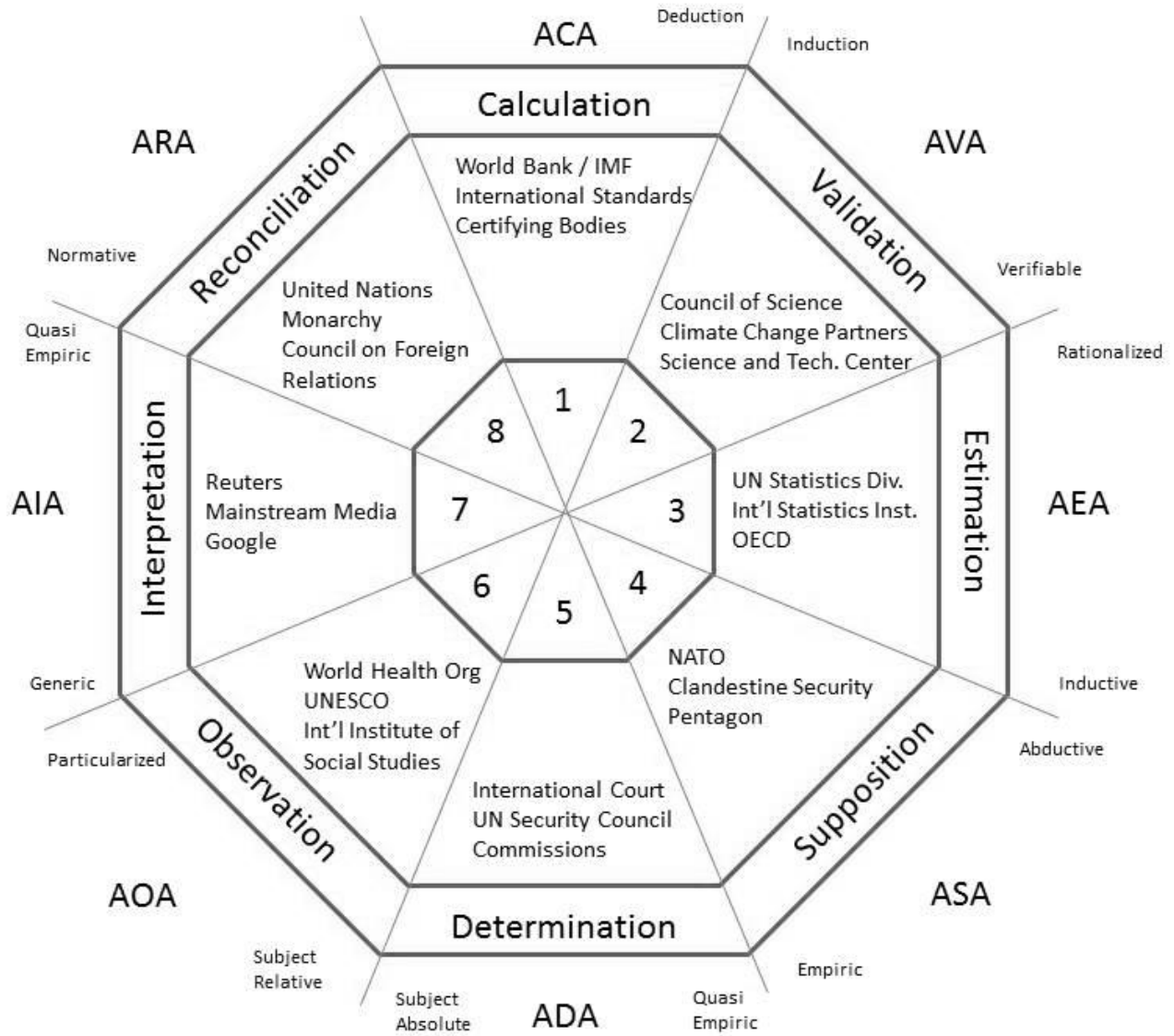
Program 2: Analytic Disciplines



Program 2: Assignment of Human Factors

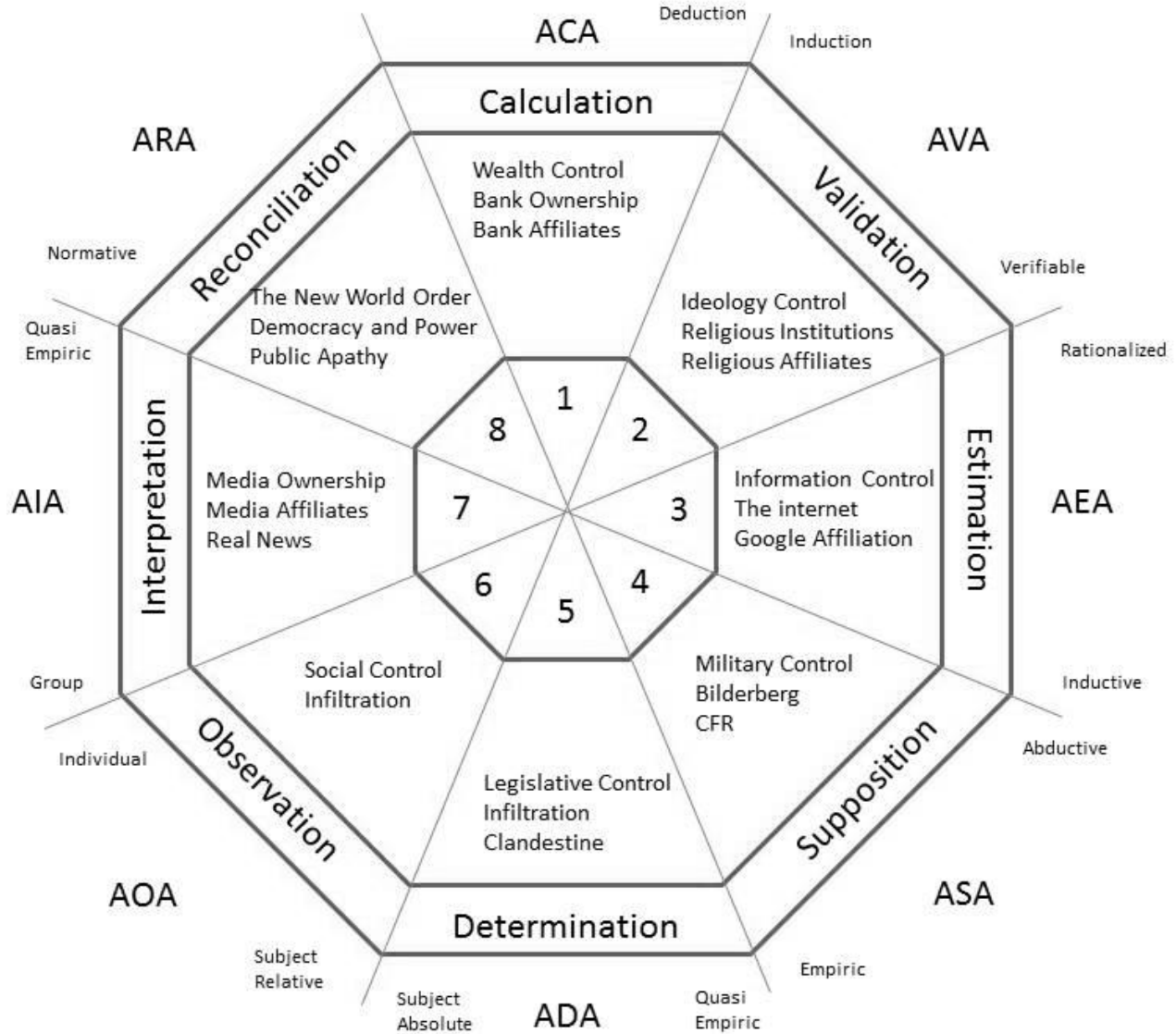


Program 3: Analytic Disciplines





Program 3: Assignment of Human Factors



## 5. Special Considerations for Program 3

Whilst Program's 1 and 2 are largely based on norms-in-practice - a "well trodden path" for society, Program 3 is a "mindscaping" that is less well established. Hence, expanded discussion is provided herein on how science-based analysis can be brought to bear in separating fact from fiction in the analytics relating to major conspiracy theories.

### 5.1 Introduction To Program 3

*"Eternal vigilance is the price of liberty"*

- Thomas Jefferson

Vigilance is a patriotic duty where one is fortunate enough to live in a democracy. It thus follows that keeping an open mind to the notion of conspiracy theories.

The various renditions of the truth surrounding world shaping events leads to intensive debate and often little in the way of conclusive agreement. Program 3 provides an analytic framework for assessing what are commonly referred to as "conspiracy theories."

### 5.2 Are There Conspiracies?

We know from our history that the forging of the international map has been through the clash between power structures competing for pre-eminence.

The conspiratorial thinking considers the world events as "a grand chess board" (ref. Zibigniew Brzezinski). Mr. Brzezinski has been a major architect for the New World Order and US foreign policy for many decades.

Without attributing fact to any of this, the top 15 conspiracies indicated by Liberty Voice (<http://guardianlv.com/2014/03/the-worlds-top-15-conspiracy-theories-of-all-time/>) are:

1. Jesus and Mary Magdalene,
2. The JFK assassination,
3. 9/11,
4. Roswell,
5. The Moon landing,
6. The New World Order,
7. The death of Princess Diana,
8. The AIDS virus,

9. The Shroud of Turin,
10. The Holocaust,
11. Global Warming,
12. Digital television and subliminal advertising,
13. Vaccination and autism,
14. Who really wrote the plays of Shakespeare?,
15. Life on Mars and the Annunaki.

### 5.3 Engineering Public Opinion

The assertion in conspiracy theories is that there is a difference between the official narrative, the “cover story”, and a backing reality. With this, the official story is thought to be part of the conspiracy, a narrative designed to engineer public opinion to favour an ulterior motive to those developing the official narrative. As part of the conspiracy theory is the allegation that the evidentiary record is susceptible to tampering and thus does not provide a sufficient basis for proving or disproving the theory.

The various hypotheses, the official story, the various conspiracy theories all appear to be well thought through by respected analysts and yet they often lead to differing conclusions.

In viewing geopolitics, the mainstream media tends to focus on the countries’ leaders, their personalities, as it to suggest that these people have control over the domestic and foreign policy of their nation. Together, through viewing editorial columns, interviews, talk shows, the notion that the character of the recognized leader bears out on foreign policy is reinforced in our minds.

If, in your analysis of geopolitics, you find yourself debating the character of the leadership, then you likely adhere to the first protocol and thereby, as a matter of adherence to societal orthodoxy, you won’t look beyond and thereby will not see beyond.

If this hypothesis is correct, then we and our mainstream media are on the right path.

There are many analysts that are recognized as being world renowned experts that simply live in the first protocol and reinforce their beliefs through intensive analysis of world events viewed only through the lens of the first protocol. Debate reduces to good

guy – bad guy simplicity. Controversial world-shaping events are viewed as random acts.

If however, as those who subscribe to higher protocols suggest, there is a systemic external determinacy to countries' domestic and foreign policy, the main stream media would be, not only off base, but distracting analytic thinking away from the true causation.

Further to the point held by the higher protocol-ers, the mainstream media is shaped by a number of influences. It must cater to the need of the general public for reasonable simplicity, it must remain within allocated time segments, it must pander to the business interests of its ownership and their commercial interests, it must maintain a tone of allegiance and patriotism etc. These non-analytic constraints on discussion pose a series of filters on reality. Unfettered by these filters, freedom of analysis on the internet (rightly or wrongly) provides a more open diversity of alternative realities for the analyst to consider.

For those limiting their perspective to the first protocol, they must rationalize how the major power wielding organizations on the planet never appear on the news – as if to consider them as either non-existent or of no consequence. Terminology suggested herein for Program 3 is largely off limits in mainstream debate.

World governance has always been a “forging” process by competing elements – democracy vs. hegemony by others. What makes us think the forging has finished?

Those advocating a systemic causation by these powerful groups hold the burden of proof according to the principles of Occam's razor.

In an attempt to establish common analysis, AOAI suggests the following:

- stick to analytics and don't unnaturally curb debate based on belief systems,
- don't believe everything you hear,
- consider the perspectives of others – the merits and detractors to their position – before discounting that perspective,
- don't feel compelled to reduce your thinking to a single version of truth – assess the range of possibilities based on probability,
- when invoking an analysis of geopolitics, declare which protocol you are using, For example, the mainstream media perspective operates within, and is limited to, Protocol 1,

- reflect back through history to consider the role conspiracy has played in the evolution of societal governance to where it is today and the significance of current events to thus unfolding plan.

Sound analytic practice suggests erring on the side of open thinking and broad considerations. Sound analytics does entail subscribing to them. Sound analytics does entail not being afraid to look.

#### 5.4 Critical Thinking

*“Critical thinking is that mode of thinking - about any subject, content, or problem - in which the thinker improves the quality of his or her thinking by skillfully taking charge of the structures inherent in thinking and imposing intellectual standards upon them.”*

*- The Critical Thinking Community*

#### 5.5 Hypothesis Testing

In Statistical parlance, the official narrative is a “null hypothesis: - a statistical hypothesis to be tested and accepted or rejected in favor of an alternative; specifically: the hypothesis that an observed difference (as between the means of two samples) is due to chance alone and not due to a systematic cause” (ref. Webster’s).

A conspiracy theory is the alternative hypothesis, asserting a greater systemic pattern of cause and effect in world events

“Procedure for deciding if a null hypothesis should be accepted or rejected in favor of an alternate hypothesis. A statistic is computed from a survey or test result and is analyzed to determine if it falls within a preset acceptance region. If it does, the null hypothesis is accepted otherwise rejected.” (ref – Business Dictionary.com)

1. Formulate the null hypothesis (results are pure chance)
2. Formula the alternative hypothesis (results are systematic)
3. Identify the test statistic used to assess
4. Compute the P-Value
5. Compare the accepted significance (alpha) value to the P-Value.

## 5.6 Physics

Review the official narrative in regard to science – i.e. establish whether the official hypothesis is consistent with science or contrary to science.

*“Once you eliminate the impossible, whatever remains, no matter how improbable, must be the truth.”*

*- Sir Arthur Conan Doyle*

Obviously a theory that is not consistent with science leaves you with the prospect of reinventing science to suit the hypothesis or leaving science where it is and looking past the hypothesis. Put simply, a theory that violates science cannot then invoke science as the rationale for its conclusions. For example, the official narrative in 9/11 demolition of Building 7 or the JFK assassination magic bullet theory both violate the basic principles of physics.

## 5.7 Who Believes What?

*“Scientists announced today they have discovered a cure for apathy. However, they claim no one has shown the slightest interest in it.”*

*- George Carlin*

By and large society appears to advocate the official story. This is a protocol to which the mainstream media adheres. Here, conspiracy is dismissed as either not existing or not relevant to world affairs.

Evidence is “all the means by which any alleged matter of fact, the truth of which is submitted to investigation, is established or disproved”. (ref. Blacks Law Dictionary). In this context, the means of analysis are truncated based on belief, contrary to science.

Direct evidence is the proof and testimony that directly go to an issue at hand. (ref. Black’s Law Dictionary). Hence, Protocol 1 limits inquiry to the direct evidence and does not appear to extend the analysis to circumstantial considerations.

For the alternative media, where there is no adherence to the mainstream media's protocol, there is the prospect that the analyst may connect the dots to form a contrary narrative that is not the truth and again various perspectives in this more open thinking advance differing conclusions.

Given the conspiracy theorists' assertions that the direct evidentiary record may have been compromised as part of the conspiracy, attempting to refute this point requires analyses based on indirect or circumstantial evidence.

Circumstantial is "evidence which inferentially proves the principal fact by establishing a condition of surrounding and limiting circumstances, whose existence is a premise from which the existence of the principal fact may be concluded by necessary laws of reasoning." (ref. Black's Law Dictionary).

As a matter of basic logic, one cannot use Protocol 1 arguments to prove or disprove perspectives beyond that protocol.

It is suggested that the behaviour of alternative media is also limited in its behavioural protocols depending on how large a conspiracy they advocate. Thus alternative media is available in a variety of perspectives based on the limitations of Protocols 2 through 4.

Similarly, arguments of a lower protocol cannot be used to disprove arguments of a higher protocol.

### 5.8 Elegance and Simplicity

"Occam's Razor, also called law of economy or law of parsimony, principle stated by the Scholastic philosopher William of Ockham (1285–1347/49) that pluralitas non est ponenda sine necessitate, "plurality should not be posited without necessity." The principle gives precedence to simplicity: of two competing theories that full cover the situation, the simpler explanation of an entity is to be preferred. The principle is also expressed as "Entities are not to be multiplied beyond necessity." (ref. Encyclopedia Britannica)

## 5.9 Bayes' Theorem

Bayes' theorem is an important when considering whether it is reasonable to assume events that appear to coordinate in achieving a patterned outcome are random or the product of a systemic causation.

Bayes' theorem is "a theorem about conditional probabilities: the probability that an event A occurs given that another event B has already occurred is equal to the probability that the event B occurs given that A has already occurred multiplied by the probability of occurrence of event A and divided by the probability of occurrence of event B" (ref – Merriam Webster).

For example, the notion promoted in the Main-stream Media that the JFK assassination was by a lone gunman named Oswald and the RFK assassination was by a lone gunman named Sir Han Sir Han, while both contribute to ensuring the Kennedy's are not in power.

As further events are added to a pattern that support the hypothesis that external powers are conspiring to ensure Kennedy's are not in the White House, reasonable in the conjecture that these are random acts diminishes exponentially. Though applying Bayesian logic here does not prove the point, it provided a fair guide for the question, is it reasonable to pursue the conspiracy theory? As a further example on the Kennedy theme, there is conjecture by some that Chappaquiddick the death of John Kennedy Junior are potentially further acts accepted by the mainstream media as being random that contribute to a pattern supporting the conspiratorial hypothesis. This does not prove conspiracy but it would appear to be analytically prudent to raise the question and test the hypothesis.

## 5.10 The Behavioural Analytic Protocols

Protocol refers to the self-imposed limits of societal inquiry. The tendency for members of society to draw boundaries around inquiry – to artificially set a ceiling based on comfort and feelings of faith, allegiance or respect. For those setting the boundaries, this is a patriotic duty where others thinking outside this box are shunned as heretics or "conspiracy theorists". "System justification theory (SJT) is a scientific theory within



social psychology that proposes people have a motivation to defend and bolster the status quo, that is, to see it as good, legitimate, and desirable.

According to system justification theory, people not only want to hold favorable attitudes about themselves (ego-justification) and their own groups (group-justification), but they also want to hold favorable attitudes about the overarching social order (system-justification). A consequence of this tendency is that existing social, economic, and political arrangements tend to be preferred, and alternatives to the status quo are disparaged.

Satisfies three distinct human needs:

1. Epistemic: needs for consistency, certainty, and meaning.
2. Existential: needs to manage threat and distress.
3. Relational: needs to coordinate social relationships and achieve shared reality with others.”

(ref - e-Study Guide for: Social Psychology by Saul Kassin),

“Groupthink occurs when individuals in a group fail to express their doubts about the group's dynamic, direction or decisions because of a desire to maintain consensus or conformity. Thus the group may be on a headlong rush to error or disaster and no-one speaks up because they don't want to rock the boat.”

(ref. Rational Wiki)

The alleged source of the conspiracy varies with analyses conducted. However, it is suggested they can be grouped into four general categories of speculation.

Protocol 1 asserts that officials are free thinking and exercise their conscience in conducting themselves. Here, the official narrative is deemed to be correct. Faith precludes scientific inquiry beyond this horizon.

Protocol 2 asserts a conspiracy by “big business” entities that have unduly infiltrated official office and have implemented the official narrative as a cover to engineer public opinion.

Protocol 3 asserts a higher level conspiracy by elite families and world bankers that have implemented the official narrative as a cover to engineer public opinion. Faith precludes scientific inquiry beyond the “big business” perspective.

Protocol 4 asserts the highest level conspiracy, by the international guilds – major religious organizations and their affiliated secret societies that are implementing the New World Order and have implemented the official narrative as a cover to engineer public opinion.

#### 5.11 Protection of Protocol

These categories of perspective are protected by the analyst as they are heavily vested in the belief system – as if to suggest alternative perspectives are an affront to their belief system and are therefore too disturbing. Here, analysts will be inclined to protect their perspective whether or not it is analytically sound. The very term “conspiracy theorist” is often used as a weapon of ridicule, suggesting the advocate of a conspiracy hypothesis, merely by thinking outside the box, is not of sound mind, is unpatriotic, is breaking with the group’s tradition and is thereby heretical.

Without declaring such a theory as valid or not, Program 3 provides an analytic framework for assessing whether review of direct evidence is warranted beyond the limits of the official narrative.

#### 5.12 Application of The greenFields Model

For Program 3, the greenFields model follows the procedure:

1. Select a theory for analysis,
2. Review the official narrative in regard to science – i.e. establish whether the official hypothesis is consistent with science or contrary to science.
3. Identify four hypotheses that align with the protocols observed by society.
4. Identify “the powers that be”, the alleged perpetrators for each of the three conspiratorial Protocols and identify what they have at stake in the action,
5. Identify patterns of benefit:
  1. Across the disciplines of the modules of Program 3, and
  2. Through history,
6. Review elegance and simplicity (Occam’s Razor),

7. Apply the principles of Bayes' theorem to assess the probability that a consistent pattern of benefit (cui bono) would apply to the same alleged proponent as a matter of random variation - to note, this is a qualitative assessment, not quantitative - the intent is to provide a framework to guide discussions, not to render a definitive answer,

Where there is a high Bayesian correlation, society has a reasonable science-based expectation for inquiry further into direct evidence to seek substantiation for the official story.

Where there is low Bayesian correlation, the burden of proof is left with the theorist.

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## 6. About Learning

Through expanded input from interested analytic practitioners, it is hoped that the material herein can be improved and adapted toward establishing an Institute – “The Analysis of Analysis Institute”. As such, this website is merely a door opener to the subject matter.

Program 1 provides students and analytic practitioners with the cross section of procedural due diligence that has been honed through time for the various analytic disciplines. It provides a forum for cross pollinating amongst the eight modules selected coupled with the natural human tendencies in analysis – i.e. behaviours innate to humans that may contribute to less-than-objective analytics.

Program 2 provides an awareness that corporate objectives, by nature, may conflict with the fundamental of ethical standards. The very reason ethics is established through professional institutions is in recognition of this natural behaviour. Students and analytic professionals can review the broad cross section of professional codes and various system environments that are common place in society and that may contribute to less than professional analytics.

Program 3 provides an awareness of competing theories on international affairs, once that focuses attention on scientific inquiry over the current limitations of behavioural expectations (protocols). Students and interested members of society can review the breadth of the eight modules to discern patterns in power structure advancement, benefit accumulation (e.g. wealth) and interests that compete with the democracy we feel we have.

The learning objectives are as set out in the table below.

### The greenFields Model

Intro to Program 1	Intro to Program 2	Intro to Program 3
<p>Learning Objective:</p> <p>At the completion of P1 participants will be able to identify generally accepted procedures for integrity in analysis and will gain sensitivity to the personal behaviours that challenge this objectivity.</p>	<p>Learning Objective:</p> <p>At the completion of P2 participants will be able to identify the ethics of integrity in analysis and will gain sensitivity to the corporate pressures that challenge this integrity.</p>	<p>Learning Objective:</p> <p>At the completion of P3 participants will be able to identify sources of globally-based analyses that are part of a larger agenda.</p>
<p>Baseline Reference</p> <ul style="list-style-type: none"> <li>-Truth</li> <li>-Meaning</li> <li>-Rationality</li> <li>-Objectivity</li> </ul>	<p>Baseline Reference</p> <ul style="list-style-type: none"> <li>-Duty to Profession</li> <li>-The Professional Analyst</li> <li>-Duty to Society</li> <li>-Duty to Stakeholders</li> </ul>	<p>Baseline Reference</p> <ul style="list-style-type: none"> <li>-Global Power Brokers</li> <li>-Principles of Operation</li> <li>-Societal acceptance</li> </ul>
<p>Pluralism:</p> <p>Objective Analysis and The Individual Within</p>	<p>Pluralism:</p> <p>Ethical Analysis and System Thinking</p>	<p>Pluralism:</p> <p>Moral Analysis and Meta-system Gaming</p>

A certification program could be considered – certification to Program 1, 2 or 3. Successful candidates would be granted the status (for example) “Analytic Professional”.



## *The greenFields Model*

### Taxonomy

#### Program 1: The Individual and the Human Within

This first program in the three part series deals with the personal mindset of the analyst, striving to achieve objectivity while confronting the foibles of natural competing interests.

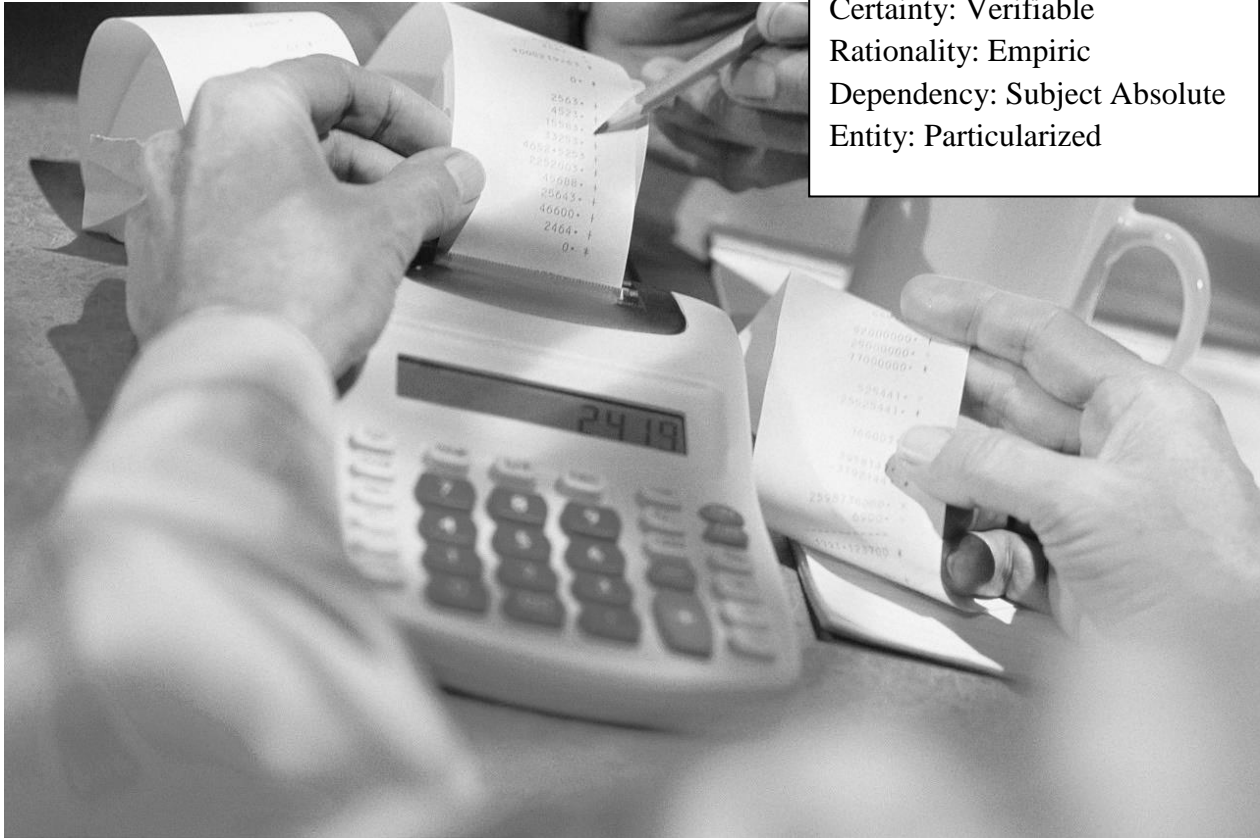
The second program will deal with the professional analyst, striving to achieve ethical analysis while confronting competing behaviours that are natural to the corporate environment. The third program will deal with the societal outlook on world affairs, striving to achieve a greater understanding by considering behaviours that are natural to major world power structures.

- Module 1: ACA – the Analytic Calculation Archetype
- Module 2: AVA – the Analytic Validation Archetype
- Module 3: AEA – the Analytic Estimation Archetype
- Module 4: ASA – the Analytic Supposition Archetype
- Module 5: ADA – the Analytic Determination Archetype
- Module 6: AOA – the Analytic Observation Archetype
- Module 7: AIA – the Analytic Interpretation Archetype
- Module 8: ARA – the Analytic Reconciliation Archetype

# P1M1 – ACA

## Analytic Calculation Archetype

Reasoning: Deductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Objective Calculation & The Individual
S1 Method	Fundamentals of Logic Objective Audit Procedure Production Regulation Technique
S2 Human Factors	The Intelligence Quotient (IQ) Rationality The Non Sequitur Fallacy
S3 Analysis of Analysis	The Tactical Audit
S4 Case Studies	1. President Wilson, Edward Mendel House & Jekyll Island 2. VHS and Beta Max 3. The Edsel

4. Windows Vista
5. Challenger Launch
6. Love and Accounting
7. Conspiracy Theory and con bias
8. The Rockefeller Institute
9. Rothschild's Banking
10. City of London

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S5      References

Objective Analysis

Constructing a Logical Argument:

<http://www.virtualschool.edu/mon/SocialConstruction/Logic.html>

Logic In Argumentative Writing:

<https://owl.english.purdue.edu/owl/owlprint/659/>

Bayesian Logic:

<http://whatis.techtarget.com/definition/Bayesian-logic>

Human Side - IQ

History of Intelligence Testing

<http://psychology.about.com/od/psychologicaltesting/a/int-history.htm>



# P1M2 - AVA

## Analytic Validation Archetype

Reasoning: Inductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Objective Validation & The Individual
S1 Method	Objective Experimental Procedure Objective Product Testing Procedure Objective Job Evaluation Procedure
S2 Human Factors	Belief Systems Religion and Ideology Faith vs. Science Dogma
S3 Analysis of Analysis	Tactical Audit

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S4	Case Studies	<ol style="list-style-type: none"><li>1. Piltdown Man Hoax</li><li>2. Time Travel</li><li>3. String Theory</li><li>4. The Foer Effect</li><li>5. Spiritual Truth</li><li>6. Life After Death</li><li>7. Shrodinger's Cat</li><li>8. Jan Henrick Schon, Bell</li><li>9. The Sokal Affair</li><li>10. Carbon Dating and Creationism</li></ol>
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S5	References	<p><u>Objective Analysis</u> Scientific Method: <a href="http://physics.ucr.edu/~wudka/Physics7/Notes_www/node6.html">http://physics.ucr.edu/~wudka/Physics7/Notes_www/node6.html</a> Six Steps of the Scientific Method: <a href="http://go.hrw.com/resources/go_sc/hst/HZ1PE735.PDF">http://go.hrw.com/resources/go_sc/hst/HZ1PE735.PDF</a> The Experimental Method: <a href="https://www.colby.edu/biology/BI17x/expt_method.html">https://www.colby.edu/biology/BI17x/expt_method.html</a> <u>Human Side - Belief Systems</u> What are Belief Systems: <a href="http://www.vub.ac.be/CLEA/FOS/cfp/what-are-belief-systems.pdf">http://www.vub.ac.be/CLEA/FOS/cfp/what-are-belief-systems.pdf</a></p>
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# P1M3 – AEA

## Analytic Estimation Archetype

Reasoning: Inductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Objective Estimation & The Individual
S1 Method	Objective Extrapolation Procedure Objective Regression Analysis Objective Testing Procedure
S2 Human Factors	Affinity for Ambiguity Sufficiency Accuracy Objectivity of the Terms of Reference
S3 Analysis of Analysis	Tactical Audit
S4 Case Studies	1. Casinos and Return on Investment 2. Let's Make a Deal

3. Madoff Ponzi Scheme
4. Lottery Numbers 123
5. Bicycle Helmets are bad
6. Ben Johnson Doping
7. Which Hospital
8. Perform. Meas. Image
9. Car Stats – best in class
10. The Product Survey

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S5    References

Objective Analysis

Fundamentals of Probability, Statistics, Experiments and Data:

[https://en.wikiversity.org/wiki/Fundamentals\\_of\\_Probability, Statistics, Experiments and Data](https://en.wikiversity.org/wiki/Fundamentals_of_Probability,_Statistics,_Experiments_and_Data)

An Introduction to Regression Analysis:

[http://www.law.uchicago.edu/files/files/20.Sykes\\_.Regression.pdf](http://www.law.uchicago.edu/files/files/20.Sykes_.Regression.pdf)

Forecasting Methods and Statistics:

[http://johngalt.com/galt\\_university/learning-resources/forecasting-methods-statistics/](http://johngalt.com/galt_university/learning-resources/forecasting-methods-statistics/)

Human Side - Affinity for Ambiguity

Tolerating Ambiguity

<http://knowinnovation.com/2013/04/tolerating-ambiguity/>

# P1M4 - ASA

Analytic Supposition Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



**Section**

**Objective Estimation & The Individual**

S1 Method

Complexity Diagnostic Procedure:  
 Risk Registry  
 Objective Proposal Management

S2	Human Factors	Maturity Curve Dynamic Baseline Model Learning Curve Short Term vs. Long Term responsibility Band Wagon Effect Undue Simplification
S3	Analysis of Analysis	Tactical Audit
S4	Case Studies	<ol style="list-style-type: none"> <li>1. The Chunnel</li> <li>2. Montreal Olympics 76</li> <li>3. The Quebec Bridge</li> <li>4. F35</li> <li>5. Apollo and the JFK dream</li> <li>6. PEI Link</li> <li>7. The Walmart Formula</li> <li>8. The Chip</li> <li>9. The Kurske</li> <li>10. Pipelines and First Nations</li> </ol>
S5	References	<u>Objective Analysis</u> Dynamic Baseline Model: <a href="http://www.pmi.org/learning/dynamic-baseline-model-pm-1998">http://www.pmi.org/learning/dynamic-baseline-model-pm-1998</a> A Five Step Risk Management Model: <a href="http://www.jiscinfonet.ac.uk/infokits/risk-management/five-step-model/">http://www.jiscinfonet.ac.uk/infokits/risk-management/five-step-model/</a> Proposal Management Process: <a href="http://www.slideshare.net/anandsubramaniam/proposal-management-process-2755455">http://www.slideshare.net/anandsubramaniam/proposal-management-process-2755455</a> <u>Human Side - Maturity</u> Kerzner PM Maturity Assessment: <a href="http://www.iil.com/kpm3/">http://www.iil.com/kpm3/</a>

# P1M5 - ADA

## Analytic Determination Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Objective Determination & The Individual
S1 Method	Decision Theory Job Classification Procedure Case Management Procedure
S2 Human Factors	Bias Pressure to Conform Vested Interest
S3 Analysis of Analysis	Tactical Audit

- 
- S4 Case Studies
1. Marilyn Monroe
  2. OJ Simpson
  3. Judge Appointments
  4. Princess Diana
  5. Hugo Chavez
  6. Tim Bowers, Barry Jennings
  7. Maher Arar
  8. Roselli, Nicoletti and Giancana
  9. Rubi and Oswald
  10. Monsanto Litigations

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- S5 References
- Objective Analysis  
Decision Theory: A Brief Introduction:  
<http://people.kth.se/~soh/decisiontheory.pdf>  
Methods of Pairwise Comparison:  
<https://www.math.ku.edu/~jmartin/courses/math105-F11/Lectures/chapter1-part4.pdf>  
Tools for Decision Analysis:  
<http://home.ubalt.edu/ntsbarsh/business-stat/opre/partIX.htm>  
Human Side - Bias  
Avoiding Psychological Bias:  
<https://www.mindtools.com/pages/article/avoiding-psychological-bias.htm>



# P1M6 – AOA

## Analytic Observation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Particularized



Section	Objective Observation & The Individual
S1 Method	Health Diagnostic Procedure Career Counselling Procedure Competency Testing
S2 Human Factors	Personality Types Empathy
S3 Analysis of Analysis	Tactical Audit
S4 Case Studies	1. Cigarettes are good 2. Don't hesitate, medicate 3. Flu Shot? 4. Food Labeling 5. Thalidomide

6. H1N1
7. Stem Cell Research
8. Olympic Drug Testing
9. Legalization of Marijuana
10. Definition – what is a cold

S5    References

Objective Analysis

The Process of Diagnosis:

[http://medicine.ucsf.edu/education/resed/articles/jama6\\_the\\_process.pdf](http://medicine.ucsf.edu/education/resed/articles/jama6_the_process.pdf)

Medical Procedures:

[http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Medical\\_procedures?open](http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Medical_procedures?open)

Diagnosis:

<http://www.britannica.com/topic/diagnosis>

Human Side - Personality Type

Personality Type Explained:

<http://www.humanmetrics.com/personality/type>

# P1M7 - AIA

## Analytic Interpretation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Generic



Section	Objective Interpretation & The Individual
S1 Method	Objective Debate Procedure Objective Interview Technique Objective Investigation Procedure
S2 Human Factors	Group Think Forms of Power
S3 Analysis of Analysis	Tactical Audit

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S4	Case Studies	<ol style="list-style-type: none"><li>1. Printing Press</li><li>2. The Internet</li><li>3. Volume &amp; Sound bites</li><li>4. Bohr &amp; Einstein</li><li>5. Abortion</li><li>6. Euthanasia debate</li><li>7. Kennedy Nixon debate</li><li>8. Control of the Internet</li><li>9. Same Sex Marriage</li><li>10. Pravda and the Mainstream Media</li></ol>
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S5	References	<p><u>Objective Analysis</u> Guidelines for Conducting a Debate: <a href="http://www2.maxwell.syr.edu/plegal/crit3/a5.html">http://www2.maxwell.syr.edu/plegal/crit3/a5.html</a></p> <p>Rules of Debate: <a href="http://www.parl.gc.ca/About/House/compendium/web-content/c_d_rulesdebate-e.htm">http://www.parl.gc.ca/About/House/compendium/web-content/c_d_rulesdebate-e.htm</a></p> <p><u>Human Side - Group Think</u> What is Group Think? <a href="http://www.psysr.org/about/pubs_resources/groupthink%20overview.htm">http://www.psysr.org/about/pubs_resources/groupthink%20overview.htm</a></p>
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# P1M8 - ARA

## Analytic Reconciliation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Normative  
 Dependency: Subject Relative  
 Entity: Generic



Section	Objective Reconciliation & The Individual
S1 Method	Objective Dispute Resolution Procedure Arbitration Procedure Consensus Building Procedure
S2 Human Factors	The Emotional Quotient (EQ)
S3 Analysis of Analysis	Tactical Audit
S4 Case Studies	1. Jones Town 2. The Davidian Complex 3. Hari Krishna

4. Pearl Harbour
5. Westborough Baptist Church
6. Senate Scandal
7. No Fly List and Political Dissent
8. The Glass Ceiling
9. Mayor Juliani
10. Election Machines 2000

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S5      References

Objective Analysis  
Dispute Resolution Procedure:  
<http://www.goarch.org/archdiocese/documents/pdf/disputeresolution.pdf>  
The Role of the Facilitator:  
<http://www.virginia.edu/processsimplification/resources/Facilitator.pdf>  
Mediation and Arbitration:  
[http://www.fresnomediator.com/The\\_Process.html](http://www.fresnomediator.com/The_Process.html)  
Human Side - EQ  
What is Emotional Intelligence:  
<http://psychcentral.com/lib/what-is-emotional-intelligence-eq/>



# Terminology

## A

Accuracy  
Addition Rule  
Ad Hominem  
Ad Misericordiam  
Ad populum  
Ad Verecundias  
Advocacy  
Aesthetics  
Alternative Hypothesis  
Alternative Justification  
Altruism  
Analytic Hierarchy Process  
Analytic Logic  
Analogical Reasoning  
Apathy  
A-priori  
Arbitration  
Assertion  
Attribute  
Audit  
Audit Trail  
A Priori

## B

Background  
Balance of Probability  
Balanced Score Card  
Baseline Control  
Bayes' Theorem  
Belief Systems  
Bench Marking  
Benevolence  
Beyond Any Doubt  
Beyond Reasonable Doubt  
Bias  
Binding Arbitration  
Bona Fides  
Bounded Rationality  
Brain Storming



## Build To Budget

### C

CAAP

Calculation

Candid

Cartesian

Categorical Data

Causal Relationships

Causation

Central Limit Theorem

Certainty

Change Control

Change Control Board

Chaos Theory

Chi Squared Goodness of Fit

Chi Squared Test of Association

Chi Squared

Homogeneity

Circular Argument

Circumvention

Classical Project Management

Classify

Closed System

Closure Anxiety

Cluster Sampling

Coefficient of Variation

Coevolution

Cognitive Bias

Cognitive Dissonance

Coherence Theory

Collateral Interest

Comparative Advantage

Complacency

Complexity Theory

Complicity

Consensus Theory

Conditional Argument

Conditional Probability

Conductionary Evidence

Confidence Interval

Confidence Limits

Consequentialism

Constructivism

Consultation



Contention  
Contingency Budget  
Contingency Theory  
Continuous Risk Management  
Contradiction  
Correlation Coefficient  
Correspondence Theory  
Cost Benefit Analysis  
Credible  
Criterion  
Critical Path  
Critical Thinking  
Cross Examination

## D

Decision Theory  
Decision Tree  
Deductive Reasoning  
Defensible  
Delphi Method  
Dependent Variable  
Detailed Complexity  
Determinism  
Discrete Data  
Disinformation  
Dispersion  
Disputes Resolution  
Due Diligence

## E

Ego  
Empathy  
Empiricism  
Empirical Truth  
Epistemology  
Epicureanism  
Equity  
Estimate  
Ethicality  
Ethos  
Euler Diagram  
Evade  
Evaluation  
Evidence



Existentialism  
Experience  
Extension  
Extrapolation  
Extra topicality

## F

Fallacy  
Facilitation  
Falsifiability  
Feasible  
Flip / Turnaround  
Foreground  
Fraud  
Frequency Table  
Fuzzy Logic

## G

Gamblers Fallacy  
Gap Analysis  
Generic Argument  
Geometric Distribution  
Greenfields Model  
Group Think  
Guilt by Association

## H

Hasty Generalization  
Hedonism  
Heuristics  
Hierarchical Model  
Histogram  
Hoyle's Fallacy  
Hypothesis  
Hypothesis Test

## I

Idealism  
Ideology  
IIA  
Impartiality



Independent Events  
Independent Samples  
Independent Variable  
Inductive Reasoning  
Inference  
Inherency  
Innate  
Investigation  
Investigative Patterns  
Inquiry  
Interpolation

## L

Law of Total Probability  
Least Squares  
Legitimate  
Logic  
Logical Fallacy  
Logistic

## M

Management  
Management Controllership  
Management Reserve Budget  
Marketing  
Materialism  
Mean  
Meaning  
Median  
Mediation  
Meta  
Metaphysics  
Meta System  
Methods Rationality  
Mode  
Model  
Moderator  
Moral Philosophy  
Moral Psychology  
Motive  
Multiplication Rule  
Mutually Exclusive

## N

Necessary  
News  
Nihilism  
Non Sequitur  
Normal Distribution  
Normative  
Normative Truth  
Null Hypothesis

## O

Objective Inquiry  
Objectives Rationality  
Objective Truth  
Observation  
On Balance  
Ontology  
Organizational Behaviour  
Outcomes  
Overconfidence  
Over Targeting

## P

Pairwise Comparison  
Paradox  
Parameter  
Parametric  
Parsimony  
Personality Types (Myers Briggs)  
Phenomena  
Phenomenology  
Philosophy  
Physics  
Plausible  
Pluralism  
Posit  
Positivism  
Posteriori  
Post hoc  
Practical  
Pragmatism  
Precision  
Prediction



Pre-emptive Argument  
Premise  
Prima Facie  
Principles  
Process Orientation  
Probable  
Probability  
Probabilistic Reasoning  
Probity  
Procedure  
Proponent  
Proposition  
Prospect Theory  
Protocol  
Prudence  
Pseudo

## Q

Qualitative Data  
Quantitative Data

## R

Random Sampling  
Range  
Rationale  
Rationalism  
Rationality  
Realism  
Reasoning  
Deductive  
Inductive  
Rebuttal  
Reductionism  
Refutation  
Regression  
Reinforcing loop  
Relativism  
Relational  
Replication  
Resolution  
Risk  
Risk Aversion  
Risk Avoidance  
Risk Management Practice



Risk Mitigation  
Risk Registry  
Risk Response  
Risk Retention  
Risk Transfer  
Rules Based

## S

Sample  
Sand Bagging  
Satisficing Strategy  
Scatter Plot  
Science  
Scientific Method  
Self-Actualization  
Sensing  
Sensitivity Analysis  
Sincere  
Social Contract  
Squirreling  
Standard Deviation  
Standard of Proof  
Static Framework  
Statistics  
Stoicism  
Strategic  
Strong Induction  
Structuralism  
Subjective Truth  
Subterfuge  
Sufficient  
SWOT Analysis  
Syllogism  
Synthetic Logic  
System

## T

Tactic  
Tactical  
Tactical Projects  
Tautology  
Theocracy  
Theory X  
Theory Y



Traditional Thinking  
Transparency  
Truism  
Truth  
Type I Error  
Type II Error

## U

Uniform Distribution  
Utopianism  
Utilitarianism  
Utility

## V

Values  
Variance  
Verification  
Virtuosity

## W

Weak Induction





## *The greenFields Model*

### Taxonomy

#### Program 2: The Profession and the Corporation

*“The motivations for applied research and development activities are usually explicit; the goal is to solve a particular problem or to make practical a particular product or service. Much of this work is done (and funded) by businesses with a clear duty to their owners to maximize profits.”*

*- Lawrence Hunter*

This second program in the three part series deals with the professional analyst, striving to achieve ethical analysis while confronting competing behaviours that are natural to the corporate environment. It is an extension to the first program which considered the personal mindset of the analyst.

The third program will deal with the societal outlook on world affairs, striving to achieve a greater understanding by considering behaviours that are natural to major world power structures.

- Module 1: ACA – the Analytic Calculation Archetype
- Module 2: AVA – the Analytic Validation Archetype
- Module 3: AEA – the Analytic Estimation Archetype
- Module 4: ASA – the Analytic Supposition Archetype
- Module 5: ADA – the Analytic Determination Archetype
- Module 6: AOA – the Analytic Observation Archetype
- Module 7: AIA – the Analytic Interpretation Archetype
- Module 8: ARA – the Analytic Reconciliation Archetype

# P2M1 - ACA

## Analytic Calculation Archetype

Reasoning: Deductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Ethical Calculation & The System
S1 Strategy	Ethics in Mathematics Ethics in Computer Science Ethics in Accounting
S2 System Factors	Business Objectives Business Mission and Vision Obligations to Stakeholders
S3 Analysis of Analysis	Balanced Score Card
S4 Case Studies	1. Pinto 2. Titanic 3. 1929 Crash

4. Printing Greenbacks
5. Enron
6. Motorola Peak Revenue
7. Lehman Brothers
8. 2008 Banker Bailout
9. Prescott Bush and Hitler
10. War and the Petrodollar

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S5 References

Ethical Analysis

Administrator Code of Conduct:

[http://www.markit.com/Content/Documents/Products/Regulations/MKT\\_Admin\\_Code\\_of\\_Conduct.pdf](http://www.markit.com/Content/Documents/Products/Regulations/MKT_Admin_Code_of_Conduct.pdf)

Association of Computing Machinery:

<https://www.acm.org/about/code-of-ethics>

American Mathematical Society: <http://www.ams.org/about-us/governance/policy-statements/sec-ethics>

Human Side – Business

Aims and Objectives of a Business:

<http://beta.tutor2u.net/business/reference/aims-and-objectives-of-a-business>

# P2M2 - AVA

## Analytic Validation Archetype

Reasoning: Inductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Ethical Validation & The System
S1 Strategy	Ethics in Physics Ethics in Chemistry Ethics in Biology
S2 System Factors	Objectives of an institute Institute Mission and Vision Obligations to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

- 
- S4 Case Studies
1. Stem Cell Research
  2. Galileo & The Heretics
  3. The Magic Bullet
  4. Fission & Fusion
  5. IPCC Research Fraud
  6. NIST & Building 7
  7. Energy Equations 9/11
  8. Darsee & Bruening
  9. The Big Bang
  10. Forty Days and Forty Nights

- 
- S5 References
- Ethical Analysis  
National Institute of Environmental Health Sciences:  
<https://www.niehs.nih.gov/research/resources/bioethics/whatis/>  
American Geophysical Union:  
<http://ethics.agu.org/files/2013/03/Scientific-Integrity-and-Professional-Ethics.pdf>  
UNESCO:  
<http://www.unesco.org/most/ethical.htm>  
Human Side – Institute  
NIST – the Mysterious Collapse of WTC Seven:  
<http://www.globalresearch.ca/the-mysterious-collapse-of-wtc-seven/15201>

# P2M3 - AEA

## Analytic Estimation Archetype



Reasoning: Inductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized

Section	Ethical Estimation & The System
S1 Strategy	Ethics in Statistics Ethics in Micro Economics Ethics in Data Management
S2 System Factors	Objectives of Academia Academia Mission and Vision Obligations to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

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S4 Case Studies

1. Climate Gate
2. Election 2000 Machines
3. Subprime Mortgage
4. Unemployment Stats
5. Economic Forecast Stats
6. Indexing Cost of Living
7. Patriot Missile Statistics
8. Making a Hockey Stick
9. Hiroshima, Nagasaki
10. Political Poling

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S5 References

Ethical Analysis

Central Bureau of Statistics:

<http://www.cbs.gov.il/code-ethic.pdf>

American Statistical Association:

<http://www.med.nyu.edu/sites/default/files/ctsi2/ASAEthicalGuidelinesforStatisticalPractice.pdf>

The International Statistics Institute:

<http://www.isi-web.org/special-topics/professional-ethics>

Human Side – Academia

An Aspiring Scientist's Frustration with Modern Day Academia: A Resignation:

<http://crypto.junod.info/2013/09/09/an-aspiring-scientists-frustration-with-modern-day-academia-a-resignation/>



# P2M4 - ASA

Analytic Supposition Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Ethical Supposition & The System
S1 Strategy	Ethics in Engineering Ethics in Finance Ethics in Macro Economics
S2 System Factors	Objectives of a Consultancy Mission and Vision Obligations to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

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S4	Case Studies	<ol style="list-style-type: none"><li>1. Challenger Disaster</li><li>2. Militant Outsourcing</li><li>3. Why IT Projects Fail</li><li>4. Scrapping the Avro Arrow</li><li>5. The Quebec Bridge</li><li>6. Tacoma Narrows Bridge</li><li>7. IMF vs. BOT</li><li>8. The Sinking Airport</li><li>9. Apollo 8</li><li>10. Building Fire Standards</li></ol>
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S5	References	<p><u>Ethical Analysis</u> Professional Engineers Ontario: <a href="http://peo.on.ca/index.php?ci_id=1815&amp;la_id=1">http://peo.on.ca/index.php?ci_id=1815&amp;la_id=1</a> International Symposium on Ethics in Engineering, Science and Technology: <a href="http://sites.ieee.org/ethics-conference/">http://sites.ieee.org/ethics-conference/</a> International Federation of Consulting Engineers: <a href="http://fidic.org/about-fidic/fidic-policies/fidic-code-ethics">http://fidic.org/about-fidic/fidic-policies/fidic-code-ethics</a> <u>Human Side – Consultancy</u> The Seven Basic Problems of Traditional Consulting: <a href="http://www.di-squad.com/toolshed/six_problems_of_traditional_consulting.html">http://www.di-squad.com/toolshed/six_problems_of_traditional_consulting.html</a></p>
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# P2M5 - ADA

Analytic Determination Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



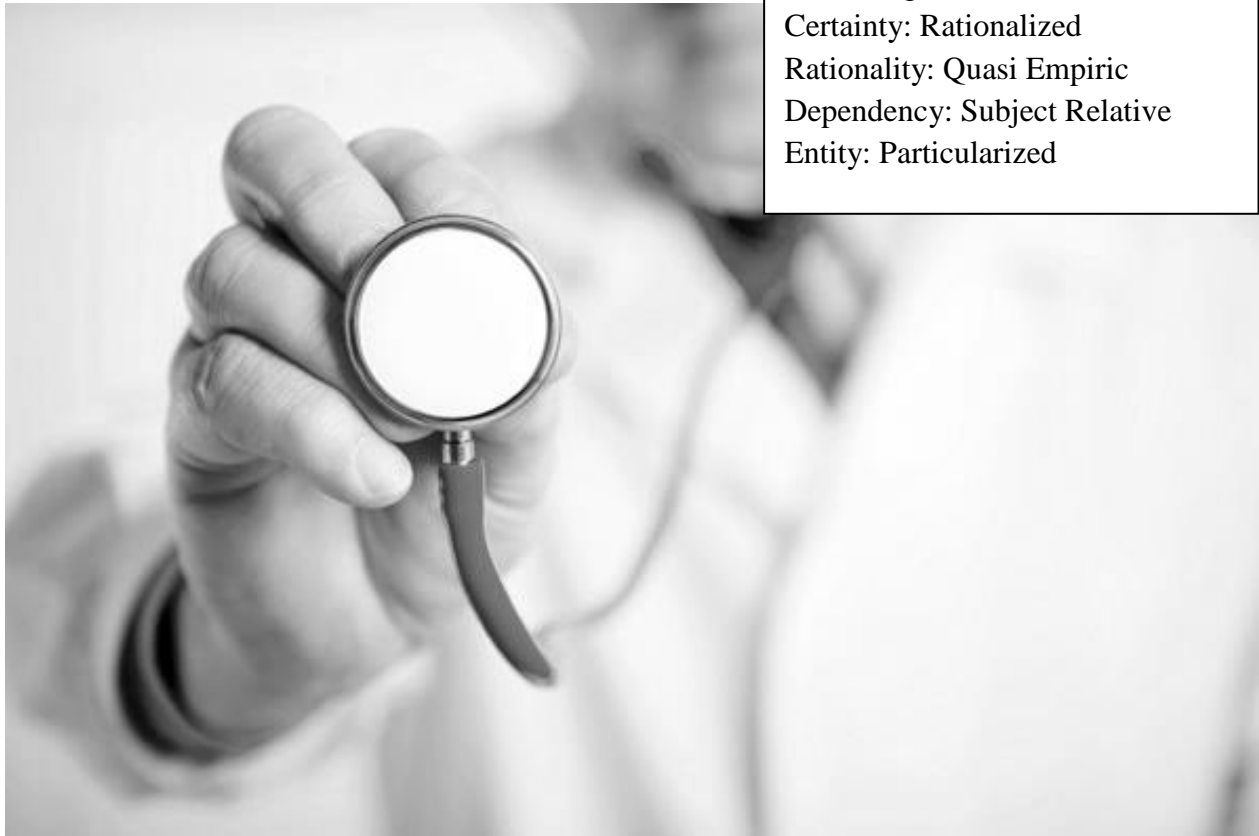
Section	Ethical Determination & The System
S1 Strategy	Ethics in Sociology Ethics in Law Ethics in Teaching
S2 System Factors	Objectives of Government Mission and Vision Obligation to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

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- S4 Case Studies
1. Watergate
  2. Enron
  3. Benghazi
  4. April Gollop
  5. RFK Assassination Inquiry
  6. JFK Junior Crash
  7. Roe vs. Wade
  8. Legalized Torture
  9. Rendition
  10. Guan To Nomo

- 
- S5 References
- Ethical Analysis  
The Canadian Bar Association:  
[www.cba.org/CBA/activities/pdf/codeofconduct.pdf](http://www.cba.org/CBA/activities/pdf/codeofconduct.pdf)  
Legal Information Institute  
[https://www.law.cornell.edu/ethics/ny/code/NY\\_CODE.HTM](https://www.law.cornell.edu/ethics/ny/code/NY_CODE.HTM)  
American Society of International Law:  
<http://www.asil.org/blogs/ethical-issues-international-law-practice>  
Human Side  
When Laws Become too Complex:  
<https://www.gov.uk/government/publications/when-laws-become-too-complex/when-laws-become-too-complex>  
Why is our Current Process for Creating Laws Defective?  
<http://www.qualityoflaws.com/legislative-process-details/problem-definition.aspx>

# P2M6 – AOA

## Analytic Observation Archetype



Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Particularized

Section	Ethical Observation & The System
S1 Strategy	Ethics in Medicine Ethics in Psychology Ethics in Counseling
S2 System Factors	Objectives of an Agency Agency Mission and Vision Obligation to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

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S4	Case Studies	<ol style="list-style-type: none"><li>1. AIDs &amp; Monkeys</li><li>2. Immunization Testing</li><li>3. Depression</li><li>4. Alzheimer's</li><li>5. Medicare Coverage</li><li>6. Fertility Support</li><li>7. Obama Care</li><li>8. Doctor Assisted Suicide</li><li>9. Fluoride Levels</li><li>10. Natural Medicine</li></ol>
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S5	References	<p><u>Ethical Analysis</u> Canadian Medical Association: <a href="http://policybase.cma.ca/dbtw-wpd/PolicyPDF/PD04-06.pdf">http://policybase.cma.ca/dbtw-wpd/PolicyPDF/PD04-06.pdf</a> American Medical Association: <a href="http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/principles-medical-ethics.page">http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/principles-medical-ethics.page</a> British Medical Association: <a href="http://bma.org.uk/ethics">http://bma.org.uk/ethics</a> <u>Human Side - Government</u></p>
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# P2M7 - AIA

## Analytic Interpretation Archetype



Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Generic

Section	Ethical Interpretation & The System
S1 Strategy	Ethics in Journalism Ethics in Marketing Ethics in Communications
S2 System Factors	Objectives of the Media Media Mission and Vision Obligations to Stakeholders
S3 Analysis of Analysis	Balanced Score Card

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S4 Case Studies

1. Incubator Babies
2. Popular Mechanics and 9/11
3. National Geographic's and 9/11
4. Kennedy 50th Ann. Special
5. Watergate Press
6. The Missing Words
7. Council on Foreign Relations
8. Jane Stanwick
9. House Select Committee vs. the Press
10. Your History Book

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S5 References

Ethical Analysis

Society of professional Journalists:

<http://www.spj.org/ethicscode.asp>

Canadian Association of Journalists:

<http://www.caj.ca/ethics-guidelines/>

Media Entertainment & Arts Alliance:

<http://www.alliance.org.au/code-of-ethics.html>

Human Side - Media

Control of the Media:

<http://www.businessinsider.com/these-6-corporations-control-90-of-the-media-in-america-2012-6>



# P2M8 - ARA

## Analytic Reconciliation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Normative  
 Dependency: Subject Relative  
 Entity: Generic



Section		Ethical Reconciliation & The System
S1	Strategy	Ethics in Facilitation Ethics in Human Resource Management Ethics in Political Science
S2	System Factors	Objectives of the Public Sector Public Sector Mission and Vision Obligation to Stakeholders
S3	Analysis of Analysis	Strategic Balanced Score Card

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S4	Case Studies	<ol style="list-style-type: none"><li>1. Anthrax Attacks</li><li>2. Bush, Bush &amp; Bush</li><li>3. John Lennon</li><li>4. Nelson Mandela</li><li>5. Presidents &amp; Secret Societies</li><li>6. Green Hilton Agreement</li><li>7. Regan Deregulation</li><li>8. Managing for the Public vs. Managing the Public</li><li>9. John Foster Dulles</li><li>10. Muammar Gadhafi</li></ol>
S5	References	<p><u>Ethical Analysis</u> International Association of Facilitators: <a href="https://www.iaf-world.org/site/professional/iaf-code-of-ethics">https://www.iaf-world.org/site/professional/iaf-code-of-ethics</a> Treasury Board of Canada Secretariat: <a href="http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=25049">http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=25049</a> <u>Human Side - Public Sector</u> Improving Public Sector Efficiency: Challenges and Opportunities <a href="http://www.oecd.org/gov/budgeting/43412680.pdf">http://www.oecd.org/gov/budgeting/43412680.pdf</a> Skills and Skills Shortages: <a href="http://www.workplaceskills.ca/uploads/media/4mytczsgx.pdf">http://www.workplaceskills.ca/uploads/media/4mytczsgx.pdf</a></p>

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## Terminology

### A

Ability to Correct  
Ability to Predict  
Accuracy of Estimate  
Apathy

### C

Celestine Prophecy  
Circular Argument  
Co-evolutionary  
Complexity  
Complexity Level  
Complexity Matching  
Confidence Interval  
Conflict of Interest  
Conjecture  
Constructive Simplification  
Continuous Risk Management  
Credibility  
Critical Success Factors

### D

Deferred Awareness  
Deferred Disclosure  
Detailed Complexity  
Determinacy  
-External  
-Internal  
Dynamic Baseline Model  
Dynamic Complexity

### E

Earned Value  
Ethics  
-Applied



- Evolutionary
- Machine

Meta

- Military
- Normative
- Public Service
- Relational

Evolutionary

## F

Fair Systems  
Fairness  
Feasible  
Fitness for Purpose  
Forthright Disclosure

## G

Gating  
Governance  
Group Think

## H

Hedging  
Honest Broker

## I

Impact Analysis  
Institutionalism  
Integrity  
Interception

## L

Line Environment  
Loyalty

## M

Marquis of Queensbury Rules  
Matching



Management Reserve  
Mismatching  
Misrepresentation  
Mission Statement  
Moral Compass  
Moral Philosophy  
Moral Psychology

## N

Network Projects

## O

Objectives Rationality  
Open System  
Over targeting

## P

Plausible Deniability  
Power  
Coercive  
Reward  
Legitimate  
Referent  
Expert  
Precision of Estimate  
Prima Fascia  
Principles Rationality  
Project Champion  
Project Charter  
Protocol  
Prudence  
Pull Projects  
Push Projects

## Q

Quantum

## R



Reductionism  
Reverse Fit

## S

Strategic Projects  
Strategy  
Systems  
Systems Development Methodology

## T

Tactical Projects  
Taylorism  
Transparency

## U

Ulterior Motive Uncertainty Under Targeting Undue Influence

## *The greenFields Model*

### Taxonomy

#### Program 3: Society and World Order

This third program in the three part series will deal with the societal outlook on world affairs, striving to achieve a greater understanding by considering behaviours that are natural to major world power structures. The analytic framework of the greenFields model recommends a scientific basis for assessing probability of truth or untruth in the official story vs. conspiracy debate.

It is an extension to the first program which considered the personal mindset of the analyst and the second program that deals with the professional analyst, striving to achieve ethical analysis while confronting competing behaviours that are natural to the corporate environment.

- Module 1: ACA – the Analytic Calculation Archetype
- Module 2: AVA – the Analytic Validation Archetype
- Module 3: AEA – the Analytic Estimation Archetype
- Module 4: ASA – the Analytic Supposition Archetype
- Module 5: ADA – the Analytic Determination Archetype
- Module 6: AOA – the Analytic Observation Archetype
- Module 7: AIA – the Analytic Interpretation Archetype
- Module 8: ARA – the Analytic Reconciliation Archetype



# P3M1 - ACA

## Analytic Calculation Archetype



Reasoning: Deductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized

Section	Moral Calculation & The Meta-System
S1 Principles	Morality in World Bank / International Monetary Fund Morality in International Standards Morality in International Certification
S2 Meta-System Factors	Wealth Control Apparatus Bank Ownership Bank Affiliates
S3 Analysis of Analysis	Protocols Probability of Gaming
S4 Case Studies	1. Federal Reserve 2. Bank of London & the Vatican 3. 2008 Banker Bailout

4. 1929
5. IRS Funding
6. Quantitative Easing & Tapering
7. Haliburton, Carlisle
8. Leviathan Oil Fields
9. The yuan and the IMF
10. The Amero

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S5    References

Moral Analysis

International Monetary Fund:

<https://www.imf.org/external/about/ourwork.htm>

The World Bank:

<http://www.worldbank.org/en/about>

Human Side – Wealth

Waterloo to Wall Street and Everything In Between:

<http://www.rense.com/general81/3juu.htm>

Secrets of the Federal Reserve:

[http://www.whale.to/b/m\\_ch\\_1.html](http://www.whale.to/b/m_ch_1.html)

Treaty of 1213:

<http://www.truthcontrol.com/articles/treaty-1213-beginning-lie>

Privatization of the City of London:

<https://jhaines6.wordpress.com/2011/06/02/how-the-city-of-london-controls-world-power/>

# P3M2 - AVA

Analytic Validation Archetype

Reasoning: Inductive  
 Certainty: Verifiable  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Moral Validation & The Meta-System
S1 Principles	Morality in The Council of Science Morality in Climate Change Partners Morality in Science and Technology Center
S2 Meta-System	Ideology Control Religious Institutions

Factors	Religious Affiliates
S3	Analysis of Analysis
	Protocols Probability of Gaming
S4	Case Studies
	1. Hitchens & Hitchens 2. Bohr and Einstein 3. String Theory 4. Epperson vs. Arkansas 5. HAARP Science 6. Al Gore's The Inconvenient Truth 7. H1N1 8. AIDS 9. Agenda 21 10. Apollo Program
S5	References
	<u>Moral Analysis</u> UNESCO: <a href="http://www.unesco.org/new/en/education/about-us/how-we-work/mission/">http://www.unesco.org/new/en/education/about-us/how-we-work/mission/</a> <u>Human Side</u> Climate Gate: Union of Concerned Scientists: <a href="http://www.ucsusa.org/global_warming/solutions/fight-misinformation/debunking-misinformation-stolen-em-climategate.html#.Vf3iYPIVhBc">http://www.ucsusa.org/global_warming/solutions/fight-misinformation/debunking-misinformation-stolen-em-climategate.html#.Vf3iYPIVhBc</a> Expert Explains the Flu Vaccine Deception and the Swine Flu Hoax: <a href="http://articles.mercola.com/sites/articles/archive/2010/01/05/an-expert-explains-the-flu-vaccine-deception-and-the-swine-flu-hoax.aspx">http://articles.mercola.com/sites/articles/archive/2010/01/05/an-expert-explains-the-flu-vaccine-deception-and-the-swine-flu-hoax.aspx</a>

# P3M3 – AEA

Analytic Estimation Archetype

Reasoning: Inductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section		Moral Estimation & The Meta System
S1	Principles	Morality in the UN Statistics Division Morality in the International Statistics Institute Morality in the OECD
S2	Meta-System Factors	Information Control The Internet Google Affiliation
S3	Analysis of Analysis	Protocols Probability of Gaming

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S4	Case Studies	<ol style="list-style-type: none"><li>1. Subprime Mortgages</li><li>2. Oil Deposits &amp; Prices</li><li>3. FEMA &amp; The US Dollar</li><li>4. Controlled Opposition</li><li>5. Surveillance Data</li><li>6. Vote Splitting</li><li>7. Market Volatility and the International Reserve</li><li>8. Casualties and Losses</li><li>9. Scud Missiles</li><li>10. Offense numbers</li></ol>
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S5	References	<p><u>Moral Analysis</u> OECD 50th anniversary Vision Statement: <a href="http://www.oecd.org/mcm/48064973.pdf">http://www.oecd.org/mcm/48064973.pdf</a> <u>Human Side – information Control</u> Seeing the Internet as an Information Weapon: <a href="http://www.npr.org/templates/story/story.php?storyId=130052701">http://www.npr.org/templates/story/story.php?storyId=130052701</a> Government Control of the Internet: <a href="http://www.slaw.ca/2013/01/16/government-control-of-the-internet/">http://www.slaw.ca/2013/01/16/government-control-of-the-internet/</a></p>
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# P3M4 - ASA

Analytic Supposition Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Moral Supposition & The Meta System
S1 Principles	Morality in NATO Morality in Clandestine Security Morality in the Pentagon
S2 Meta-System Factors	Military Control Apparatus The Bilderberg Group The Council on Foreign Relations

S3	Analysis of Analysis	Protocols Probability of Gaming
S4	Case Studies	<ol style="list-style-type: none"> <li>1. WW1 and 2</li> <li>2. PNAC, Patriot Act &amp; 9/11</li> <li>3. Gulf of Tokin &amp; Vietnam</li> <li>4. Africa Recalibration</li> <li>5. Dissolution of the Soviet Union</li> <li>6. Vietnam</li> <li>7. Syria Pipelines</li> <li>8. The Temple Mount</li> <li>9. Funding in Africa</li> <li>10. F-35</li> </ol>
S5	References	<u>Moral Analysis</u> NATO Operations and Missions: <a href="http://www.nato.int/cps/en/natohq/topics_52060.htm">http://www.nato.int/cps/en/natohq/topics_52060.htm</a> <u>Human Side – Shadow Government</u> The Petrodollar Wars: The Iraq Petrodollar Connection: <a href="http://ftmdaily.com/preparing-for-the-collapse-of-the-petrodollar-system-part-3/">http://ftmdaily.com/preparing-for-the-collapse-of-the-petrodollar-system-part-3/</a> Project for the New American Century: <a href="http://www.informationclearinghouse.info/pdf/RebuildingAmericasDefenses.pdf">http://www.informationclearinghouse.info/pdf/RebuildingAmericasDefenses.pdf</a> Gwynne Dyer-2003 Year-End: <a href="http://gwynnedyer.com/2003/2003-year-ender/">http://gwynnedyer.com/2003/2003-year-ender/</a>



# P3M5 - ADA

Analytic Determination Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Absolute  
 Entity: Particularized



Section	Moral Determination & The Meta System
S1 Principles	Morality in the International Court Morality in the UN Security Council Morality in Investigative Commissions
S2 Meta-System Factors	Legislative Control Apparatus: Infiltration Clandestine operations

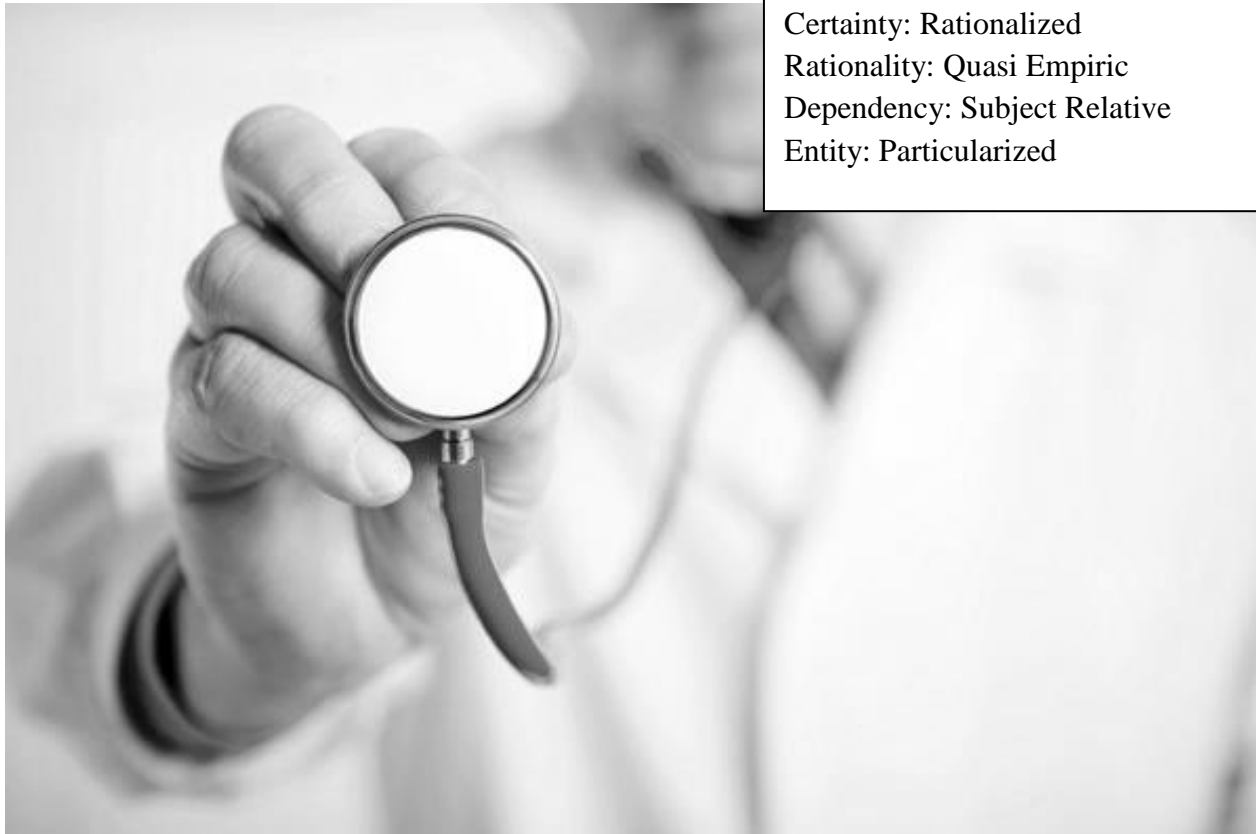
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S3	Analysis of Analysis	Protocols Probability of Gaming
S4	Case Studies	1. Nuremburg Trials 2. The Warren Commission & House Select Committee 3. The 9/11 Commission 4. The Toronto Hearings 5. The Roberts Commission 6. Bay of Pigs, 7. Cuban Missile Crisis 8. Iran Contra 9. Benghazi 10. C20 Toronto
S5	References	<u>Moral Analysis</u> UN Security Council: <a href="http://www.un.org/en/sc/">http://www.un.org/en/sc/</a> <u>Human Side</u> Architects and Engineers for 9/11 Truth: <a href="http://www.ae911truth.org/">http://www.ae911truth.org/</a> The Warren Commission –a Brilliant Deception: <a href="http://assassinationofjfk.net/the-warren-commission-a-brilliant-deception/">http://assassinationofjfk.net/the-warren-commission-a-brilliant-deception/</a>

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# P3M6 – AOA

## Analytic Observation Archetype



Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Particularized

Section	Moral Observation & The Meta System
S1 Principles	Morality in the World Health Organization Morality in UNESCO Morality in the International Institute of Social Studies
S2 Meta-System Factors	Social Control Apparatus Infiltration
S3 Analysis of Analysis	Protocols Probability of Gaming
S4 Case Studies	1. The Inconvenient Truth 2. GMO's 3. Agenda 21

4. Carbon Tax
5. H1N1
6. Doctors Without Borders
7. Genetically Modified Foods
8. Obama Care
9. UN No Fly Restrictions
10. Quarantine Powers and Authorities

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S5 References

Moral Analysis

UNESCO:

[http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SHS/pdf/Soc\\_Sci\\_Code.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SHS/pdf/Soc_Sci_Code.pdf)

Human Side

Leaning between conspiracy and hegemony: OECD, UNESCO, and the tower of PISA:

<https://www.bctf.ca/uploadedFiles/Public/SocialJustice/Issues/Globalization/KuehnArticle2004.pdf>

Environment Education from a Postcolonial Perspective:

<http://www.curriculumtheoryproject.ca/wp-content/uploads/2009/11/katygalvinthesis.pdf>

# P3M7 - AIA

## Analytic Interpretation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Quasi Empiric  
 Dependency: Subject Relative  
 Entity: Generic



Section	Moral Interpretation & The Meta-System
S1 Principles	Morality in Reuters Morality in the Mainstream Media Morality in Google
S2 Meta-System Factors	Mainstream Media ownership Mainstream Media affiliates The Real News Network
S3 Analysis of Analysis	Protocols

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Probability of Gaming

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- |    |              |  |
|----|--------------|--|
| S4 | Case Studies | <ol style="list-style-type: none"><li>1. Media Ownership</li><li>2. Alternative Media Phenomenon</li><li>3. Benghazi</li><li>4. James Files Interview</li><li>5. Syria Chemical Weapons</li><li>6. Bibo and C51</li><li>7. Editorial Licence</li><li>8. Chechnya</li><li>9. Axis of Evil</li><li>10. Putin</li></ol> |
|----|--------------|--|

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- |    |            |  |
|----|------------|--|
| S5 | References | <p><u>Moral Analysis</u></p> <p>Thomson Reuters:<br/><a href="http://thomsonreuters.com/en/about-us.html">http://thomsonreuters.com/en/about-us.html</a></p> <p><u>Human Side</u></p> <p>Corbett Report:<br/><a href="https://www.corbettreport.com/">https://www.corbettreport.com/</a></p> <p>The Real News Network:<br/><a href="http://therealnews.com/t2/?gclid=CPOyx4-UhMgCFQ-IaQodiBoEjA">http://therealnews.com/t2/?gclid=CPOyx4-UhMgCFQ-IaQodiBoEjA</a></p> |
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# P3M8 - ARA

## Analytic Reconciliation Archetype

Reasoning: Abductive  
 Certainty: Rationalized  
 Rationality: Normative  
 Dependency: Subject Relative  
 Entity: Generic



Section	Moral Reconciliation & The Meta-System
S1 Principles	Morality in the United Nations Morality in the Monarchy Morality in the Council on Foreign Relations
S2 Meta-System Factors	The New World Order Democracy and Power Public Apathy
S3 Analysis of Analysis	Protocols Probability of Gaming

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S4	Case Studies	<ol style="list-style-type: none"><li>1. The Club of Rome</li><li>2. Operation Northwoods</li><li>3. Gulf of Tonkin</li><li>4. USS Liberty</li><li>5. NWO</li><li>6. European Union</li><li>7. American Union</li><li>8. African Union</li><li>9. Council on Foreign Relations</li><li>10. Barry Soetoro</li></ol>
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S5	References	<p><u>Moral Analysis</u></p> <p>The Universal Declaration of Human Rights: <a href="http://www.un.org/en/documents/udhr/">http://www.un.org/en/documents/udhr/</a></p> <p>The Council on Foreign Relations: <a href="http://www.cfr.org/about/mission.html">http://www.cfr.org/about/mission.html</a></p> <p><u>Human Side – Shadow Government</u></p> <p>History of the United Nations: <a href="http://www.bilderberg.org/roundtable/emhist.html">http://www.bilderberg.org/roundtable/emhist.html</a></p> <p>Three World Wars: <a href="http://www.threeworldwars.com/new-world-order.htm">http://www.threeworldwars.com/new-world-order.htm</a></p> <p>The Empire of the City: <a href="https://nicklasarthur.wordpress.com/2013/08/08/the-empire-of-the-city/">https://nicklasarthur.wordpress.com/2013/08/08/the-empire-of-the-city/</a></p>
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## Terminology

### A

Action Reaction Solution  
Affiliation  
Allegiance  
Autocracy

### B

Backing Story  
Balfour Declaration  
Bank of England (History of)  
Bank Of International Settlements (History of)  
Bating  
Bayes' Theorem  
Bilderberg Group (History of)

### C

Catholic Church (History of)  
Chatham House (History of)  
Clandestine  
Club of Rome (History of)  
Committee of Three Hundred (History of)  
Constitution  
Co-opting  
Council on Foreign Relations (History of)  
Cover Story  
Covert  
Critical Thinking  
Cui Bono

### D

Democracy  
Dogma



## E

Equilibrium  
Empire of the City (History of)

## F

Fair System  
False Flag  
Federal Reserve (History of)  
Free Trade (History of)

## G

Gaming System  
Globalization  
Economic  
Political  
Cultural  
Ecological  
Ideological

## H

Heresy

## I

Illuminati (History of)  
Infiltration  
Instigation  
Interception  
International Monetary Fund (History of)

## J

Jesuits (History of)

## L

League of Nations (History)  
Liberty

## M

Machiavelli  
Masons (History of)  
Media Ownership  
Miranda Rights

## N

Narrative  
News Story  
New World Order (history of)

## O

Occam 's razor  
Oligarchy  
Orthodoxy

## P

Patterning  
Petro Dollar  
Political Philosophy  
Posse Comitatus  
Propaganda

## Q

Quantum

## R

Rhetoric

## S

Scam  
Separation of Power  
Subterfuge  
Surrogate

## T



Theocracy  
Treaty of 1213  
Trend  
Trilateral Commission (History of)

## U

Ulterior Motive  
United Nations (history of)

## V

Values  
Values Rationality  
Vatican City (History of)

## W

(History of)  
listory of)