

NARRATIVE OUTLINE OF THE SDT FRAMEWORK © CONSTRUCTS

RED (C/P) – is the egocentric memetic worldview often marked by perceptions that “Life is a jungle” where there exist the “haves and have-nots” (p. 215). One looks to avoid shame and to defend one’s reputation and respect even if it requires deadly force to do so. It is impulsive and often remorseless, as consequences for one’s action may or may not come to fruition. The locus of control is internal and individualistic.

BLUE (D/Q) – is the purposeful memetic worldview marked by traditionalism: a need to bring order and stability to a disorderly situation. It tends toward self-sacrifice and the enforcement of divine principles, holding that people are assigned to their specific place in life. It holds to a belief in a divine truth or moral absolute. More extreme aspects of this meme would require dogmatic obedience while employing paternalistic attempts to bring order to chaos. Rules are to be followed and are non-negotiable. The locus of control is external and collectivist in nature.

ORANGE (E/R) – is the strategic memetic worldview marked by autonomy and independence in order to seek material gain. This worldview construct searches for the “best solutions,” which are often located through science and technological applications. Competition is a prevailing meme aspect within this construct, as is winning. This memetic worldview is cautious not to arouse the suspicions and disfavor of other authorities, holding logic and reasonable certainty for success above a power impulsive. The locus of control is internal and individualistic in nature.

GREEN (F/S) – is the relativistic memetic worldview marked by exploration of the personal inner-self in conjunction with the inner-self of others. There is a prioritizing of community, unity, and harmony, as a promotion of shared societal resources for the benefit of all is valued. Notions of greed and dogmatic authoritarianism are rejected, as decision-making based upon consensus is promoted. Togetherness, harmony, and acceptance serve to replace the previous stage’s scientific logic. Interpretive reality makes space for the metaphysical and one’s feelings as analysis tools. The locus of control is external and collectivist in nature.

YELLOW (G/T) – is the systemic memetic worldview marked by functionality, competence, flexibility, and spontaneity that allows for creative thought. There is an imperative to restore order to the chaotic. Independence and autonomy of “being” is sought within the bounds of what is reasonable. This worldview produces a more tempered individualism and better results will always default to the better plan without allegiances to a likely temporal leadership. This meme is described as the “Flex-Flow perspective” (Beck & Cowan, 2006, p. 277). It recognizes the layered dynamics of both the nature of human beings and societies. It is the worldview most likely to recognize things as possessing a “both/and” nature and not be bound to a simplistic “either/or” perspective. The locus of control is internal and individualistic in nature.

Brown, L. R. (2016) adapted in part from Beck & Cowan, (2006).