

OPINIONS

**It is Important to Know the
Contributing Factors**





EXAMINING THE CONTRIBUTING FACTORS



This supplement was created to remind you how important it is to question your own as well as others' opinions. Hopefully it will enable you to search the media with clearer eyes and listen to others' opinions with sharper ears; enabling you to better recognize opinions that are full of complexities, as well as those to be suspicious of that may be based on false information or other adverse influence.

Our opinions reveal much about how we view the world. They have a strong influence on the way we process our thoughts; what we believe, what we find of interest, and how we behave. Opinions reveal what we perceive as true, righteous, and behaviorally worthy. They reflect many preferences, including our sentiments, tastes, and lifestyle, as well as a social or political bent. Thus, opinions have an incredible influence over our life. Douglas Adams, (1952-2001) a famous English author clearly warned us, however, that *"All opinions are not equal. Some are a very great deal more robust, sophisticated, and well supported in logic and argument than others."*

The psychological definition of opinion is simply an outlook, belief, or decision. Yet, there are often details, arguments, and cautions to consider when trying to form our wisest opinion. Applying such scrutiny, no doubt, requires critical thinking. Opinions can affect people's behavior significantly, from being motivated to win an Olympic gold medal, to actions that, sadly, contribute to a deadly Darwin Award.

Many of our existing opinions result from past experiences, values, and outside influences. They are deeply intertwined with our attitude, conscience, and credibility, as well as a number of other moral qualifiers.

It is important to realize that opinions don't necessarily require facts or other evidence, and can also lack a certain degree of conclusiveness. Psychologists tell us that opinions are one of the main ways the mind can be deceptive. Unfortunately, the mind doesn't always have enough information to determine which is the best or worst opinion due to the number of complexities and influences involved. Not understanding the kinds of factors

that contribute to the way we form our opinions can be a major hurdle in attaining our wisest options.

When we study about the contributing factors that impact our opinions, we strengthen our mental discipline and reasoning skills, and are, thus, more equipped to form educated opinions. Such an ambitious study can improve our emotional intelligence, because the quality of our opinions can be a major indicator of our overall well-being.

Please note that the information provided here is not to be considered thorough, yet enough to acknowledge the complexities of opinions and how easily they can be influenced. Below are five questions that will be answered in this supplement.

1. WHAT ARE COMMON OPINION TOPICS?
2. WHAT ARE THE COMPLEXITIES INVOLVED?
3. WHAT PREFERENCES DO OUR OPINIONS REVEAL?
4. WHAT CAUSES DISTORTED OPINIONS?
5. HOW DO WE ARRIVE AT OUR WISEST OPINIONS?

1. WHAT ARE COMMON OPINION TOPICS?

1A. Worldly Opinions

Worldly opinions are those that are shared about large organizations or entities that affect overall humanity. There are different kinds of worldly opinions. One is expert opinions. Research and development spanning many disciplines provides the world with experts who have a comprehensive understanding of specific subjects. These educated and experienced authorities share opinions that shape communities, countries, legalities, health care, the environment, education, as well as other areas of importance. Their expert opinions can often set widespread standards that help us form our own local opinions. Even though such high-level opinions can be impressive, knowledgeable debates or second opinions are important to test and confirm the best option.

Another kind of worldly opinion is public opinions. These opinions are different from expert opinions in that they require collecting survey data that re-

flects an aggregate of individual views, attitudes, and beliefs about a particular topic. Data collected is subjected to serious analysis, rather than expert knowledge, usually reflecting a large number of different perspectives.

However, sometimes the public opinion results can be skewed by people saying what they think others want to hear, rather than what they truly feel, as well as by people sharing misinformation. For this reason, unfortunately, public opinion polling in authoritarian countries is usually considered unreliable. Sometimes too, public opinion is in opposition to what is best and with further analysis, proves healthier options win over public opinion.

Most organizations have a board of directors that discuss and debate opinions to discover new ideas, strategies, and marketing approaches, as well as determining an organization's future direction. A successful and productive board typically has members with di-

-verse areas of expertise that help while sharing opinions.

Those who give public opinions in the United States, whether journalists, experts in their fields, celebrities, or politicians, are rarely subject to restrictive government laws censoring their opinions; yet, their public opinions have a high level of influence and may be based on poor data. Anyone positioning themselves as an authority figure or leveraging credible sources can significantly enhance their persuasive opinion efforts. When someone is perceived as knowledgeable and trustworthy, people are more likely to accept their opinions without further research. Below is a list of different kinds of worldly opinions that contribute much influence in the world.



Worldly Opinion Topics

- ENVIRONMENTAL OPINIONS
- EQUITY/INEQUITY OPINIONS
- ETHICAL OPINIONS
- LEGAL JUDICIAL OPINIONS*
- MEDIA OPINIONS
- MEDICAL OPINIONS
- POLITICAL OPINIONS
- PUBLIC OPINIONS
- RELIGIOUS OPINIONS
- SCIENTIFIC OPINIONS
- STEREOTYPE OPINIONS
- TECHNOLOGICAL OPINIONS



*Legal sub-categories: jury, judge, dissenting opinions, majority opinions, concurring opinions, advisory opinions (Legalities about behavior punishment/reward, etc.)

1B. Personal Opinions

No doubt, many areas of our lives are influenced by opinions. Opinions contribute to countless choices and decisions that direct our behavior each day. Some personal opinions matter more than others, like those that direct our career path, our relationships, or where we live and travel. When forming opinions in our youth, we may not have realized that some of the information shared by adults were opinions, not factually based judgments.

Children and adults prefer close friendships with those who share personal opinions, and may not be especially friendly to those who have opposing

views about certain subjects. Testimonials or endorsements by popular celebrities can sway opinions, too, by letting others know that they have embraced particular ideas or products.

When we ask for *feedback*, it is usually a request for another person's opinion. We can sometimes too readily think that others should share our opinion, even if we have done little investigation to substantiate that our opinion is the wisest, most righteous, or worthy point of view. Differences of opinions, in some cases, can lead to relationship problems, criminal behavior, serious governing issues, and even outright wars.

Personal Opinion Topics

- ACTIONS/INACTIONS
- AESTHETICS
- ANALYTICS/STATISTICS
- APPROPRIATE PUNISHMENT/REWARD
- BEHAVIORAL RISKS/REWARDS
- BELIEFS/DISBELIEFS
- BENEFICIAL/HARMFUL
- COMPLIMENTS/INSULTS
- CONSEQUENCES/BENEFITS
- CONVENIENCES/INCONVENIENCES

- ENTERTAINING/UNINSPIRING
- FAIRNESS/UNFAIRNESS
- FAMILY PROBLEMS/AGREEMENTS
- FAVORITES/LOATHED
- FINANCIAL RISKS/REWARDS
- FREQUENCY/TIMELINESS
- FUN/BORING
- HEALTHY/UNHEALTHY
- HELPFUL/UNHELPFUL
- IDEOLOGIES

As with truth and lies, it is important to base our opinions on the best judgment possible, rather than simply assumptions. Most importantly, do know that some personal opinions can, unknowingly, be downright dangerous! Below is a list of personal opinion topics that provide a glimpse of the many ways opinions shape our lives.

- LIKES/DISLIKES
- PLEASURES/DISPLEASURES
- PRIORITIES/UNIMPORTANT
- PROBLEMS/IMPROVEMENTS
- PROFESSIONALISM/INADEQUACY
- SAFETY ISSUES
- VALUE ISSUES
- WHO, WHAT, WHERE, OR WHY ISSUES
- WORTHY/UNWORTHINESS



2. WHAT ARE THE COMPLEXITIES INVOLVED?

Our opinions reveal how differently we view the world, and as we are often told, we are each supposed to be entitled to our own opinions. Yet, arriving at our wisest judgment about an opinion is not always easy. We often need to identify complex factors that might need to be considered.

When we know complex factors are involved, caution, as well as serious research and analysis are to be expected. Unfortunately, we may not be able to locate all the details that need to be checked. We may not have enough experience to understand how to decipher complicated explanations or time to

sort through a multitude of data. Plus, evidence we accumulate may be interpreted differently from contrasting viewpoints. The Internet may be helpful, but also provides much misinformation.

To complicate matters even further, opinions can be based on facts, but are not considered facts. Adding to these problems, people will often share opinions as though they are facts. Moreover, our beliefs and values can sometimes determine our opinions, and our opinions can sometimes determine our beliefs and values.

Most worldly expert opinions require

a sophisticated education, experience, and time-consuming analysis; yet, experts may still form conflicting opinions. Even opinions based on clinical studies, statistics, and other research data can usually be argued.

Please note that the list below and others in this booklet are not meant to be thorough. The list below is meant to provide enough structure to reveal that many opinions are subject to a number of complexities and influences.



Complexities That Can Be Involved

- ACCOUNTABILITY NOT REQUIRED
- AGE/TIME RELATED WISDOM/BIAS
- ASSUMPTIONS/HYPOTHESIS EASY
- CLUES/EVIDENCE HARD TO DEFINE
- COMPLICATED SUBJECT-MATTER
- COST/TIME NEEDED FOR RESEARCH
- DEEP-ROOTED ILL-THINKING HABITS
- DIFFICULT COMPARISONS
- EMOTIONS SILENCING WISDOM
- ENTANGLED INFLUENCE
- EXTENSIVE EXPERIENCE NEEDED
- EXTENSIVE INVESTIGATION NEEDED
- HELP OR HURT DILEMMA

- INCONCLUSIVENESS
- INTERPRETATION PROBLEMS
- LIES HARD TO FACT-CHECK
- MASSIVE DETAILS INVOLVED
- MASSIVE NUMBER OF INFLUENCES
- MEDIA/GOVERNMENT UNKNOWNNS
- MISJUDGMENTS MADE EASILY
- MULTI-CULTURAL EXPOSURE
- MYSTERIES INVOLVED
- PRECISE EXPERIENCE NEEDED
- PRECISE KNOWLEDGE NEEDED
- PRIORITY CONFLICTS
- RESTRICTIONS TO SEE EVIDENCE

- RISKS/DANGERS HARD TO IDENTIFY
- SOURCES INTENTIONALLY HIDDEN
- SPECULATING ONLY POSSIBLE
- SUBTLE AGENDAS
- SUCCESS/FAILURE HARD TO DEFINE
- SUSPICIOUS APPEARANCES
- SUSPICIOUS CIRCUMSTANCES
- THEORIES HARD TO PROVE/DISPROVE
- TRUST HARD TO CREATE/DISMANTLE
- UNCERTAINTIES
- UNIQUE EXPERIENCE NEEDED
- UNKNOWN FACTORS TO WEIGH
- VAST KNOWLEDGE NEEDED

3. WHAT PREFERENCES DO OUR OPINIONS REVEAL?

Opinion polls that rate people's preferences can determine the success and failures of businesses, government agencies, and political candidates, as well as religious and other non-profit groups. Such polls define our preferences in food, music, movies, books, and many other products and services. Opinion polls on google images even suggest the most popular and least popular opinions!

Our opinions reveal the type of people we will spend time with, the kinds of neighborhood we will live in,

where we will work, and many other significant life preferences.

Opinions are not often black and white, but gray and can arouse strong emotions, such as anger, fear, disinterest, or compassion. Opinions can evoke feelings that are worth expressing and others that are not. They can sometimes reveal our thinking habits; what is worth thought time or worth remembering, discussing, doing, or sharing. We can even acquire such preferences from our genes and family history.

Our opinion preferences can reveal a

shallow, distorted view of most anything or a deeper, educated understanding.

Opinion preferences may reveal wisdom in our choices, errors in our judgments, or even reflect a dangerous view of a subject, situation, or ideal. The list below shares a number of preferences our opinions can reveal.



Preferences our Opinions Reveal

- ACHIEVEMENT INTERESTS
- ADAPTABILITY
- ATTITUDES
- BUSINESSES/PRODUCTS
- BEST/WORST IDEAS
- BIAS/NEUTRALITY
- CAREER CHOICES
- COURAGE/FEARS
- DECENCIES/INDECENCIES
- DESIRED CONVENIENCES
- FEELINGS TO EXPRESS
- FOOD CHOICES
- INSPIRATIONS
- INTERESTS/DISINTERESTS
- LIFESTYLE IDEALS
- LIKES/DISLIKES
- MORALS/LACK OF
- ORGANIZATIONAL SKILLS
- PRIORITIZING SKILLS
- PUBLIC SENTIMENTS
- SELF-INDULGENCE
- STYLE/LACK OF
- SPENDING HABITS
- STRENGTHS/WEAKNESSES
- WILLINGNESS/STUBBORNNESS
- SUCCESSES/FAILURES
- THOUGHTS TO EXPRESS
- TIMELINESS WORTHWHILE
- TRUST/DISTRUST
- WHAT WE'RE FOR/AGAINST
- WHAT/WHO WE VALUE
- WHEN TO START/STOP
- WHO INSPIRES/DISOURAGES
- WHO WE BEFRIEND/IGNORE
- WHO WE IDOLIZE/HATE

4. WHAT CAUSES DISTORTED OPINIONS?

There are numerous quotes about opinion distortions from historically famous people that we can easily find on the Internet. As far back as Aristotle, from around 300 BC, philosophers have discussed the dangers of opinions. Historical documents claim that Aristotle warned *"Some men are just as sure of the truth of their opinions as are others of what they know."* During the 16th Century, Leonardo da Vinci cautioned that *"The greatest deception men suffer is their own opinions."*

In the 21st Century, distorted opinions have exploded into a worldwide problem due to the popularity of social media. Today's psychologists are well aware that opinions, in general, can be quickly formed by the human mind and be given more power than justified. As mentioned earlier, psychologists also tell us that opinions are one of the main ways that the brain makes mistakes.

Clinical psychologist Cortney Warren, PhD reminds us that *"Although everyone is entitled to an opinion, not all opinions are equally valuable. This is precisely why opinions by experts are more valued in court testimony and evaluative reporting. They are more likely to provide opinions based on a high level of knowledge and extensive experience."*

The United Nations acknowledges the right to express our own opinions in their Universal Declaration of Human Rights, which reads: *"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without in-*

terference and to seek, receive and impart information and ideas through any media and regardless of frontiers." Unfortunately, the United Nation's Declaration fails to include a disclaimer or warning to remind everyone to be cautious due to the ease in which we can distort our opinions!

Opinions can be distorted by our own past successes or failures. We may habitually cling to opinions formed during our childhood, accepting immature distorted opinions instead of even obvious sensibility. Such distortions come easily to the mind, as critical thinking is not required to form opinions.

Unfortunately, there is no way to require that we determine our opinions on a sound basis or that they be supported by truthful evidence. So, on our own, we must be extremely cautious and discerning when considering whether or not to accept and share other's opinions. Only with better understanding our gullibility and applying caution can we hope for wise choice opinions.

Our opinions can be influenced by other's conscience, civility, and kindness, or lack thereof. Other people can also influence our opinions through expertise or, unfortunately, through lies or misinformation. We can even wrongfully base our own self-worth on other peoples' opinion of us.

It's important to remember that opinions can purposefully be swayed by advertising, media propaganda, social media, and many other communication methods.

Journalists learn to accentuate certain subjects in the news, intentionally, to keep audience interest. When accompanied with lies or misinformation, a hyper-sensitive audience can be too easily controlled and directed to react wrongfully. Similarly, consumers can be influenced by exaggerated value or lies when companies are trying to sell a product, service, or an idea of interest.

Although usually not verifiable as facts, opinions can still distort facts with lies. Distorted opinions can result when people are fed toxic, dangerous information that they believe instead of research. Gaslighting is one of the methods used to manipulate people. It undermines people's reality by denying them facts or by convincing them to question their own sanity or power to reason.

Sometimes we ask for other's opinions because we respect their point of view, but we may not always agree with their point of view. This can lead us to accepting other's opinions for the sake of friendship, even when we don't agree, or stress friendships when we ignore other's opinions.

Distorted opinions can, not only cause personal problems, but also outright wars! The list on the next page shares several ways that we can distort opinions or others can influence such distortions.



Ways Opinions can be Distorted

(red= others' influence, too)

- **ABSENT-MINDEDNESS**
 - **ADVERTISING LURES**
 - **ALWAYS RIGHT SYNDROME**
 - **ASSUMING TOO EASILY**
 - **ATTITUDE ISSUES**
 - **BRAINWASHING**
 - **AUTOMATIC RESPONSES**
 - **BAD EVIDENCE HIDDEN**
 - **BAD IMPRESSION ONE TIME**
 - **BIGOTRY**
 - **BLIND SIGHTEDNESS**
 - **BOGUS CONSPIRACY THEORIES**
 - **CLUES TOO DIFFICULT TO SEE**
 - **COMPARING WRONG ISSUES**
 - **CONCLUDING PREMATURELY**
 - **CONCLUDING TOO QUICKLY**
 - **CONVENIENCE OVER WISDOM**
 - **CORROBORATION**
 - **COVER-UPS**
 - **DECEIVING INTENTIONALLY**
 - **DENYING STATISTICS**
 - **DESPERATION STRESS**
 - **DOCTORED UP EVIDENCE**
 - **DRUGS/ALCOHOL ISSUES**
 - **EASE FORMING ANY OPINION**
 - **EMBARRASSMENT**
 - **EMOTIONAL GUT REACTION**
 - **EXAGGERATIONS**
 - **EXCUSES**
 - **EXPECTATIONS**
 - **FALSE ADVERTISING**
 - **FALSE DOCTRINES**
 - **FILTERING WRONG WAY**
 - **FINANCIAL COMPLICATIONS**
 - **FIRST IMPRESSIONS**
 - **FLIPPANT REACTIONS**
 - **FRIGHTENING IMPLICATIONS**
 - **FRINGE IDEAS**
 - **FRIVOLOUS FALLACIES**
 - **GOSSIP**
 - **GUESSING**
 - **GULLIBILITY-BUY IN TOO EASILY**
 - **GUT FEELINGS RIGHT/WRONG**
 - **HALLOW ARGUMENTS**
 - **HELP OR HURT DILEMMA**
 - **IDEOLOGICAL GOALS**
 - **HYPOTHETICAL TALES**
 - **IGNORING EVIDENCE**
 - **ILL-FOUNDED HUNCHES**
 - **ILL-PERSUASION-PROPAGANDA**
 - **ILL-SENTIMENTS**
 - **IMAGINATION**
 - **IMPULSIVE TENDENCIES**
 - **INFLEXIBILITIES**
 - **INFORMATION OMITTED/MISSING**
 - **INTIMIDATION**
 - **JUSTIFICATIONS**
 - **LIES-MISINFORMATION**
 - **LITTLE KNOWLEDGE OF TOPIC**
 - **MEDIA/INTERNET MANIPULATION**
 - **MEDIA/INTERNET OUTRIGHT LIES**
 - **MENTAL ISSUES**
 - **MIND-ALTERING TECHNOLOGY**
 - **MISJUDGMENT**
 - **MISLEADING DEFENSES**
 - **MISREPRESENTATION**
 - **MISUNDERSTANDING**
 - **NAIVETY**
 - **NARROW-MINDEDNESS**
 - **NEED TO BE RIGHT ISSUES**
 - **NEGLECT INVESTIGATION**
 - **NO HISTORIC PRECEDENT**
 - **NOT QUALIFYING CREDIBILITY**
 - **NOT QUESTIONING ENOUGH**
 - **OLD BAD/GOOD MEMORIES**
 - **OPINIONS OVERPOWERING FACTS**
 - **OPINIONS RUN WILD**
 - **OVERCONFIDENCE**
 - **PERCEPTIONS**
 - **PLAUSIBLE-SOUNDING DISHONESTY**
 - **POLITICAL MANIPULATION**
 - **POLITICAL OUTRIGHT LIES**
 - **PRACTICE NEEDED**
 - **PREDICTIONS**
 - **PREFERENCES**
 - **PREJUDICE**
 - **PREMATURE DETERMINATION**
 - **PROPHECIES ILL FOUNDED**
 - **PUBLIC SENTIMENTS ILL FOUNDED**
 - **RADICALIZATION**
 - **RATIONALIZATION**
 - **RELIABLE SOURCES GONE BAD**
 - **RIP OFFS**
 - **SCAMS**
 - **SCRUTINY NOT CONSIDERED**
 - **SELF-INDULGENCE**
 - **SELF-INTERESTS TOO IMPORTANT**
 - **SENTIMENTS TOO POWERFUL**
 - **SNEAKY INTENTIONS**
 - **SPECIAL INTEREST INTERFERENCE**
 - **STRATEGIC PLANS TO MISINFORM**
 - **STEREOTYPES**
 - **STUBBORNNESS**
 - **SUPPRESSIONS**
 - **SUSPICIONS**
 - **THINK HELPFUL, YET ISN'T**
 - **TOO LAXED/BUSY TO VERIFY**
 - **TOO TRUSTWORTHY**
 - **UNEDUCATED ABOUT TOPIC**
 - **UNPROVABLE CONTROVERSIES**
 - **UNVERIFIABLE ARGUMENTS**
 - **VAGUE KNOWLEDGE**
 - **WEIGHING TOO FEW FACTORS**
 - **WEIRD COMPARISONS**
 - **WEIRD LIKES/DISLIKES**
 - **WHAT'S WARRANTED**
 - **WHO FRIENDS ASSOCIATE WITH**
 - **WILLPOWER DRAINED**
 - **WISEST NOT ALWAYS EVIDENT**



5. HOW DO WE ARRIVE AT OUR WISEST OPINIONS?

Knowing how to sort through opinion complexities and adverse influences is an important critical thinking skill. As mentioned throughout this supplement, when we have a high level of understanding about these contributing factors, we have a much better chance at arriving at a wiser opinion.

For opinions that involve an area of expertise that is beyond our experience or requires us to understand complicated knowledge, we can only do the best we can with the information we can find in the amount of time we have to do so.

Spending time researching an opinion has to be weighed against other priorities and on the value of the opinion. Not having an opinion can also be challenging, and may not be the wisest option.

In the United States, the Supreme Court is considered the government's best efforts to determine wise legal judgments regarding opinions. One of the criteria for being elected as a Judge or Supreme Court member is supposed

to be the ability to get opinions right. Supreme Court members' experience and educational background is also supposed to provide them with the wisdom to form such important high-level opinions or judgements. Unfortunately, however, even their judgements can be found to be biased, based on misinformation, or too full of complexities to determine wisely.

There are a multitude of opinions that we express or act on habitually each day without questioning whether these opinions are based on our healthiest thinking. Changing an existing opinion often involves a unique experience; a trusted friend questioning our current opinion, a credible resource revealing convincing arguments against our opinion, or learning that the source we were basing our opinion on was sharing misinformation.

To begin improving how we form our opinions, it is helpful to engage in supportive activities. Please take time to carefully review the lists that accompa-

ny each of the five questions noted in this supplement. Your efforts will strengthen your ability to recognize different kinds of opinions and think more cautiously about the complexities and adverse influences that affect your opinions.

Learning material aimed at increasing understanding and improving opinions, or even broader emotional intelligence behooves an eager learner to study enough to internalize the most important information. This effort will pay off in the future, when attempting to apply such knowledge in new opinion choices.

No one can expect an overnight transformation, but still see some noticeable progress. As with other lists, please consider familiarizing yourself with the list on the following page to be better prepared to form wiser opinions.



Ways we Validate the Wisdom of Opinions

(red= others' influence, too)



- ANALOGIES
- ANALYSIS
- **ANOTHER'S EXPLANATION**
- **ANOTHER'S PERSPECTIVE**
- **BAD EXPERIENCE-ANGER**
- CHANGE IN FINANCIAL STATUS
- CLOSER EXAMINATION
- COMING TO ONE'S SENSES
- **COMPARABLE SITUATION**
- COMPARISONS VALID
- CONSCIENCE
- **CONSEQUENCES SUFFER**
- **CONVENIENCES ADDED**
- CREDIBILITY
- **CREDIBILITY LOST/GAINED**
- CRITIQUES
- DEBATE/ARGUMENTS
- DEEP ANALYSIS
- DETAILS BROKEN DOWN
- DIFFERENT VIEWS EXPLAINED
- DISCOVERY TOOLS
- **DREAMS-REVEALING WISDOM**

- EFFECT ON SELF/OTHERS
- **EMBARRASSMENT**
- **EMOTIONAL ADJUSTMENT**
- **ENDANGERMENT-FEAR**
- EVALUATION TECHNIQUES
- EXPERIENCE
- EXPERT ADVICE
- EXPERT APPROVAL/DISAPPROVAL
- EXPERT CORROBORATION
- FACTS UNCOVERED
- FAMOUS WISE QUOTES
- FEEDBACK FROM EXPERTS
- **FINANCIAL CHANGE**
- **GENEROSITY**
- **INCREASED RESPONSIBILITIES**
- INVESTIGATIVE ASSESSMENTS
- **KINDNESS**
- **LOSS-SADNESS**
- MEDIATION
- MORALS/VALUES
- **MORE IN-DEPTH THOUGHT**
- **NEW EXPERIENCE**

- **NEW INFORMATION/EVIDENCE**
- **ONE SMALL SENSITIVE ACT**
- **OVERWHELM**
- PLAUSIBLE AUTHORITY
- **PUBLIC PROTESTS**
- PUBLIC SENTIMENTS
- RESEARCH
- **RESEARCH MORE IN-DEPTH**
- REVIEW
- **SELF-INTEREST**
- SERENDIPITY
- **SERIOUS DEBATE**
- **SHOCK**
- **SPIRITUAL AWAKENING**
- STATISTICS
- UPDATED KNOWLEDGE