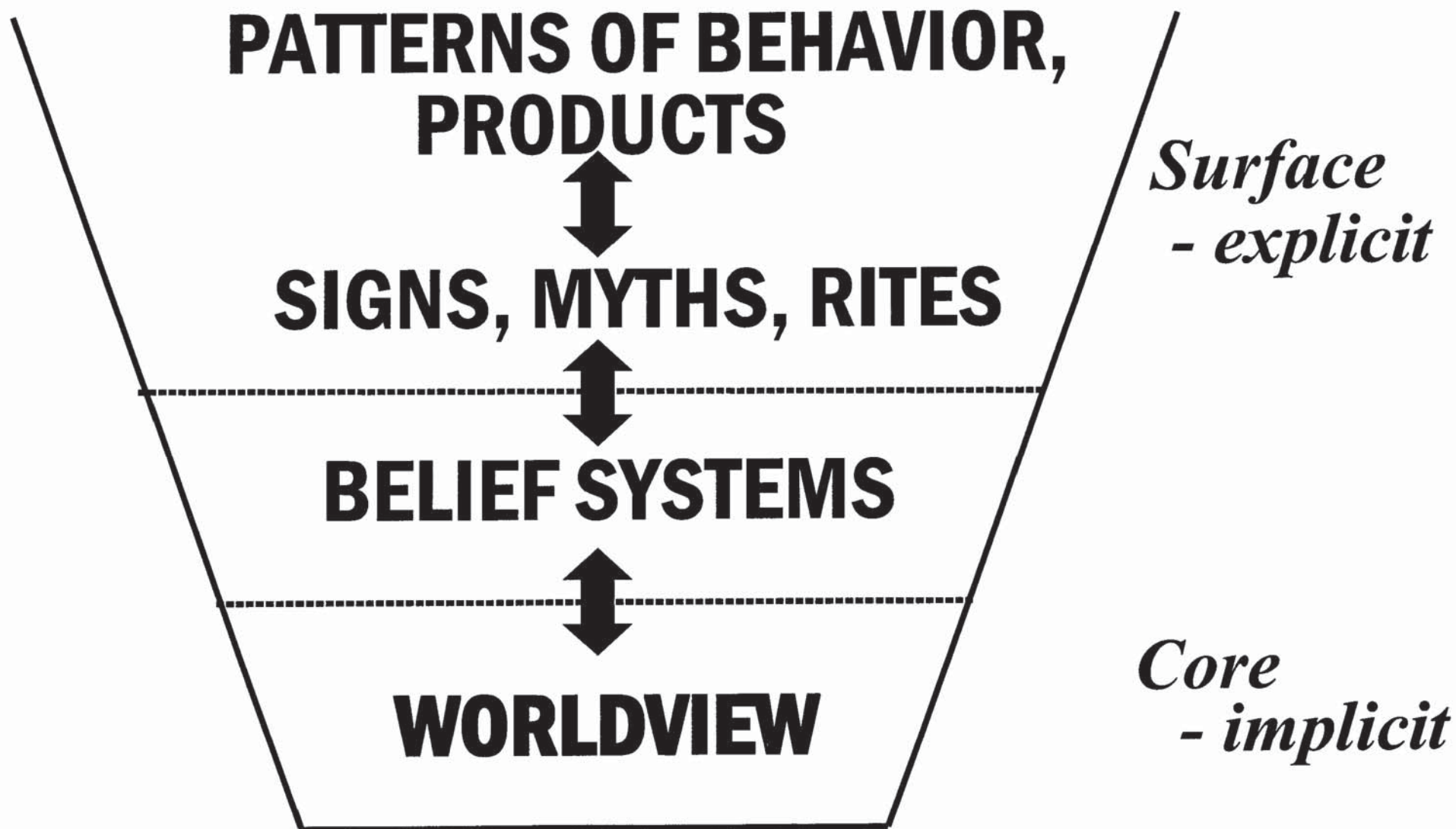
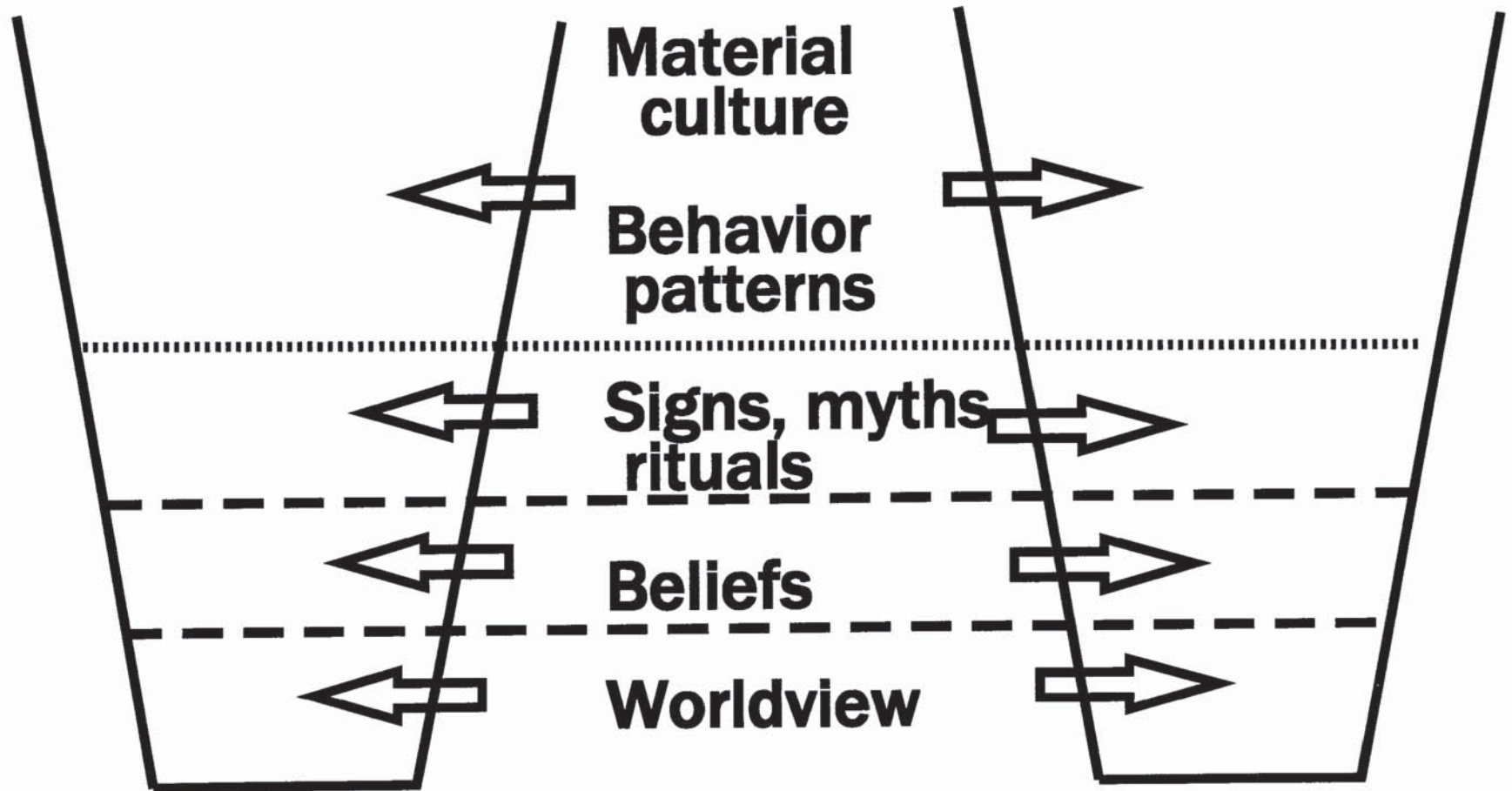


LEVELS OF CULTURE



TRANSFORMING WORLDVIEWS

SURFACE CULTURE



DEEP STRUCTURE

FIGURE 1
LEVELS OF MENTAL CONSTRUCTION

RELATIONSHIP BETWEEN LEVELS

WORLD VIEW

- mediates conflicts between belief syst.
- provides cognitive, affective and moral reinforcement of them.

BELIEF SYSTEMS

- make explicit the basic w.v. assumpt.
- stimulate change in w.v. by mediating experiential inputs.

BEFLIEF SYSTEMS

- determines legitimacy of questions.
- generates conceptual problems.
- constraint role. heuristic role. justificatory role.

THEORIES

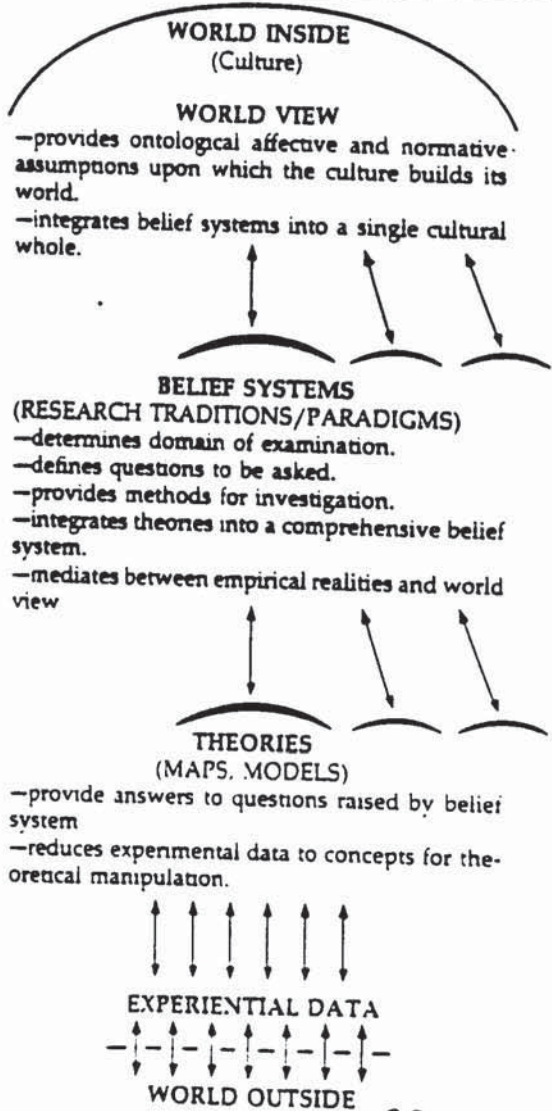
- justify and change belief system.

THEORIES

- select and order expermen- l data in the categories of the :ief system.
- investigates causality.

DATA

- forces new denntions of reality on theories



TYPES OF PROBLEMS

3RD ORDER: ULTIMATE PROBLEMS

- ontological nature of—truth: meaning, reality.
- desirable*: beauty, enjoyment, likes.
- righteousness*: values, morality.

2ND ORDER: CONCEPTUAL PROBLEMS

- internal inconsistencies in world view or belief systems (search for internal rationality)
- external conflicts with other belief systems.
- methodological problems

1ST ORDER: EMPIRICAL PROBLEMS

- test of fit between theories and empirical data