




Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name

Short summary of the persona

In the early 14th century, Franciscan missionary Friar Odoric brought to Europe the story of an enormous carriage that carried an image of the Hindu god Vishnu

In Marvel Comics there is a supervillain named Juggernaut that possesses seemingly infinite strength and invincibility.

That story was likely an exaggeration or misinterpretation of actual events, but it spread throughout Europe.

This, of course, is not what happened. We spent most of the 20th century as a middling global player at best, with occasional augmentations in our geopolitical stature here and there but never a truly pivotal or indispensable actor in the international arena.

The American dream promises freedom and equality. The ideals of the American dream are motivating, including the freedom to be in charge of one's own life.

For closely related theories in sociology, see collective behavior.

the brain attempts to simulate the responses that would occur if these situations actually happened.

Postures, movements, nonverbal and verbal behavior - all can be observed. Watching people, seeing their behaviors, looking at their performance, is interesting for many reasons.

the result of something called a "mental workplace," a neural network that coordinates activity across multiple regions of the brain.