





similar



social

culture



Classifications standards



Experiment



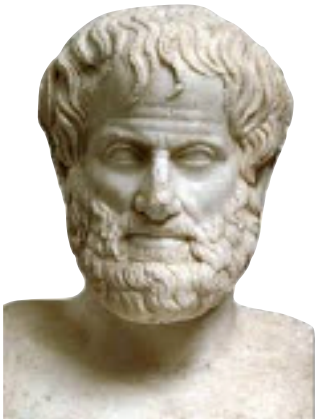
thought styles



fuzzy-mindedness

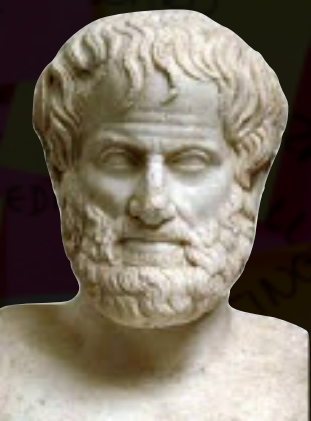


CLASSIFY



HOW AND WHY WE CLASSIFY?

- We don't cut up the world identically, but the chunks we carve out are surprisingly **similar**.
- Many of our classifications are determined by **culture** (e.g., we eat ducks, but not goldfish), there's a **social** dimension to how we classify the world.
- **Classifications** and **standards** are invisible to us, even our personal ones.
 - **Experiment**: walk into a random bathroom and see what happens.
- Certain cultures (**thought styles**) promote rigid boundaries: either/or logic.
- Other cultures promote "fuzzy-mindedness." (e.g., no rigid social hierarchy).



HOW AND WHY WE CLASSIFY?

