

Contemporary Dude Theory



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CONTEMPORARY DUDE THEORY

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The Godfather of Dudes

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The Godfather of Dudes



Don't Hate Dudes: an Introduction

This is a great moment in history. We are now embarking on an important step in the progression of human knowledge: the establishment of a rigorous and precise Dude Theory. Dude Theory can be practiced by anyone with the proper background and training in Dude Science, whatever their personal attitudes towards dudes may be. Scientifically speaking, Dude Theory is inherently value-neutral, and should be objective and therefore without bias or predisposition either in favor of, or opposed to, dudes.

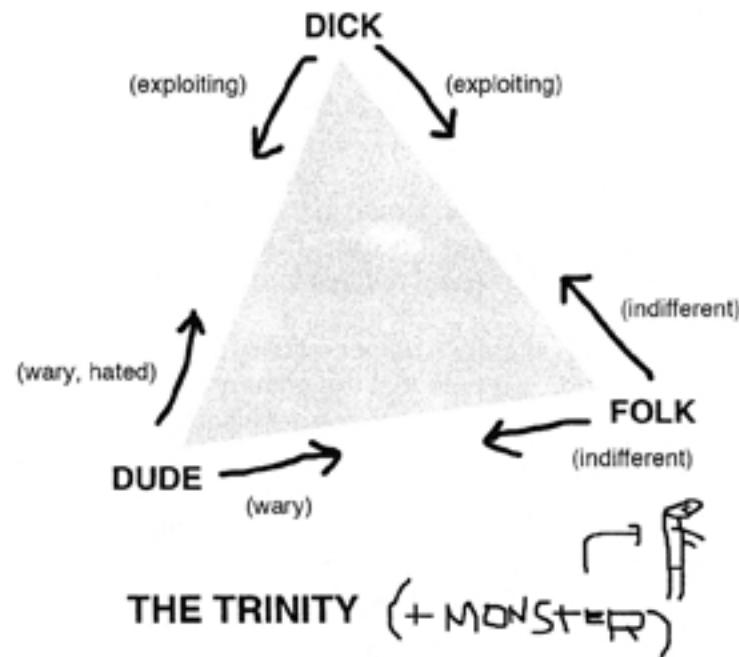
At the same time, we assert that humor must be an important part of any fully rigorous science. And fun may be made of dudes. It is even potentially possible that a Critical Dude Theory could be undertaken, whose purpose was to identify the underlying structures of dude societies for the purposes of undermining and ultimately destroying them.

But, as founders of this branch of human learning, let us make our personal feelings be known: we do not hate dudes. We like dudes. Of all of the four established classes of humans that are herein identified, dudes are probably our favorites (though we have great respect for, and love of, folks, as well). Our painstaking research in the development of the process of cataloging dude types, values and networks, far from belittling dudes, only demonstrates our commitment to, and appreciation of, dude-hood.

Moreover, we consider ourselves to be dudes. Perhaps it is this fact that so distinguishes Dude Theory from the outmoded sciences that Dude Theory has replaced, such as anthropology and sociology. These old-fashioned theories tended to impose an artificial set of preconceptions, distinctions, and contrived categorical separations between the subjects and objects of their study, with anthropology presenting itself as a group of cultured, civilized, developed, intellectual, scientific minds studying the "primitives," and sociology presenting itself as the cool, critical, perceptive way of magically stepping outside of culture in order to objectively identify its power structures. We make no such claims. We are no different from, and certainly no better than, the dudes whom we discuss. We are the dudes we're talking about. (This being said, we're not into that whole po-mo self-referential navel-gazing thing, either. This isn't just about us.) Dude Theory makes no claim to redeem its participants from being dudes, through the magic of intellection.

Dude Theory is not just a new theory – it is a revolution in theory itself. Just as mind must now be understood as profoundly embodied, so must theory come to recognize its complete Dudosity.

That having been said, although the founders of Dude Theory are themselves dudes, we would welcome, as a great and important supplement to our research, Dude Theory from a non-dude perspective. We are keenly interested in folk perspectives on dudes, and although we dread the input of dicks, we recognize that it is necessary for the development of our science. (Nonetheless, we must ask: by participating in dude theorizing, are such humans not becoming somewhat dudish?)



So let us state for the record our great and heartfelt love of dudes. "Dude" is an honorific in our vocabulary. It is a sign of respect and admiration when we refer to a person as "a real dude," not unlike the term "a real Mensch." We aspire to be real dudes, and for us, Dude Theory is part of becoming a real dude. Dude theory teaches us new techniques to maximize dudehood. For, in our opinion, folks, dicks, and monsters, whatever their relative worth, all necessarily run counter to the spirit of democracy. It is only through the establishment of very strong and supportive Dude Structures that fully-fledged democracy is possible, not to mention such far-flung hopes such as anarchy, socialism, or total dudetopia.

WHO IS A DUDE? or The 21st Century Dude

You have an idea about what a Dude is, but probably your archetype is what we term the 20th Century Dude - somewhere in between the purity of Jeff Lebowski and the corrupt "bro". Perhaps the nature of the Dude changes anew with every Century - a dandified gentleman in the 18th becomes an inexperienced cowboy in the 19th. But the times are changing, and we are here to present and explore the 21st Century Dude.²

Looking at the internet's democratically arranged wiktionary in January 2011³, we note that the primary definition of Dude is "a man" - but clicking over to the definition of its plural, we see "any group of people, regardless of gender." Without putting too much stock in wiktionary (after all, they also define dude as "a stranger", whereas we say "a familiar or known person"), the drop of gender is interesting to note, as it nods to our assertion that Dude is a gender-free identifier.



We understand this is a controversial stance, and more will be said about dudes and gender, at length. We are specifically working to disabuse terminology of outdated segregations, and acknowledge an essential characteristic of the Dude to be a person compelled by individual nature. Though the shape of inborn genitalia was once assumed to suggest a template for one's personality, we are now in an era of cultural override, which celebrates the capacity for infinite variation. At any rate, it would do us good to revisit those historic definitions of Dudes, and note that they refer to men-who-are-not-quite-men. How did this become translated into the 20th Century sense of a hyper-masculine Dude (bro)?

Though there have always been Dudes, there is currently a glut of them. A majority of college students will dabble in some form of dude lifestyle (some colleges seem to promote this; see Dude Training), and widespread internet use among children provides the fertile ground from whence dudes spring. These examples align Dudes with youth and verily, a dude of any age is likely to have some youthful aspect. But lifetime Dudes exist, and with greater cultural prominence and relevance than ever before.⁴

CLASS STRUCTURE

Whether you like it or not, Dudes are emerging as the new, self-determined Class in 21st C. America. Following are definitions of four major class strata, based less on the traditional economic standard and more on lifestyle/value systems.⁶ In no order:

FOLKS – Primary self-awareness is as members of a Group; a Folk sees itself as a piece within a whole. The Group is religious, ethnic, or regional, into which the Folk has been born. The Group offers a pre-determined set of values that a Folk has more or less accepted as a lifestyle template.

DICKS – This is the active scalar of corporate, political, or social ladders, for the express goal of dominance. The values and goals of this person are socially imposed (e.g. more is better), yet glorify the imperial individual. This is the common but essentially conflicted life template of the Dick.

The group is named after the common slang for male genitalia, implicating the overwhelmingly masculine content and character of almost all power structures of recorded civilization.

DUDES – Place greatest importance on individuals. Prefer to develop Individual Characteristics (either imposed/manufactured or discovered/inherent), through creative involvement with Culture, as information/object/commodity and/or social community. This has its positive aspects, such as creativity and innovation, and its negative aspects, such as social alienation, empty novelty, universal irony, cynicism, and dead-end nihilism.

These three classes form a kind of “trinity.” The Dude emerges from a national cultural struggle between the dominant Folk and Dick class identities, which are naturally polarized, much as the traditional masculine father and feminine mother. The identity qualities of Dick and Folk are so predominant in our historical social landscape that we suggest all dudes lean one way or the other, and evidently tend to congregate with the like subsets. There are also:

MONSTERS – Monsters don't fit into any of the three above categories. There are many types of Monsters, but all have a personal fixation that tends to incessantly draw the majority of a human's energy and focus. Monsterism is generally identified as an extreme version of a personality type - a personal quirk blown up into untenable proportions. [see below: Monster Types]

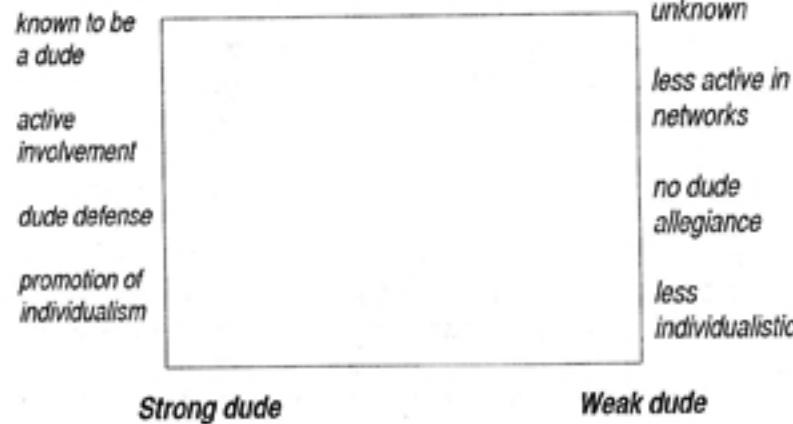
An individual is never 100% Dude or Folk or Dick or Monster, but possesses and demonstrates qualities of each as he moves within different aspects of his life: self-development/cultural involvement (dude), inherited social relationships (folk), arenas of wage-earning (dick), and obsessions (monster). However, every person will display a primary alignment with one of these classes, basically to whichever one it gives the most energy and effort. This is referred to as a “strong” association. A person may change their class alignment within their lifetime.

DUDES and FOLK: The first step towards Dudism

Often, dudes have to define themselves against a folk upbringing, reassessing the values that have been passed down to them from their families, schools, churches, corporate environments, and so on.⁶ Folk-structures tend to promote conformity, which is not bad in itself. It is through elaborate folk structures that great traditions have been passed down, often in a non-hierarchical, organic way, and these traditions provide us with the cultural, symbolic "raw materials," so to speak, which we dudes may rearrange as artists to produce our own dude-selves.

The strong influence of Folk upbringing compels Dudes to participate in Groups where individuals share a valued quality, activity or aspect of identity. There are innumerable examples of these subculture activities, from burlesque theater to knitting circles to community-supported agriculture to guerrilla bike-riding. Over a dude's lifetime, a single group may come to express such dominance in its life that the dude may revert to a kind of faux-folk. The fine line between a Dude and a faux-folk is how able and willing that person is to continue interacting with Dudes and dude culture not associated with its favored group.

There are a couple of reasons for the fall into faux-folk. A dude might come into a Group before he has formed a substantial chunk of his own value system. The Group feels familiar and the ideas and attitudes he finds therein are more developed extensions of his own inklings. The dude might then personally espouse a kind of allegiance to and emulation of the Group that is Folk in character. In another case, a strong dude might be moved by social injustice to band together with other similarly oriented dudes in a Group that addresses and combats the perceived injustice. If the Group's fellow members and goals take prominence in the dude's life to the exclusion of others, then she, too, is moving from a Dude to a Faux-Folk lifestyle.⁷



Dudes tending toward Faux-Folkism:

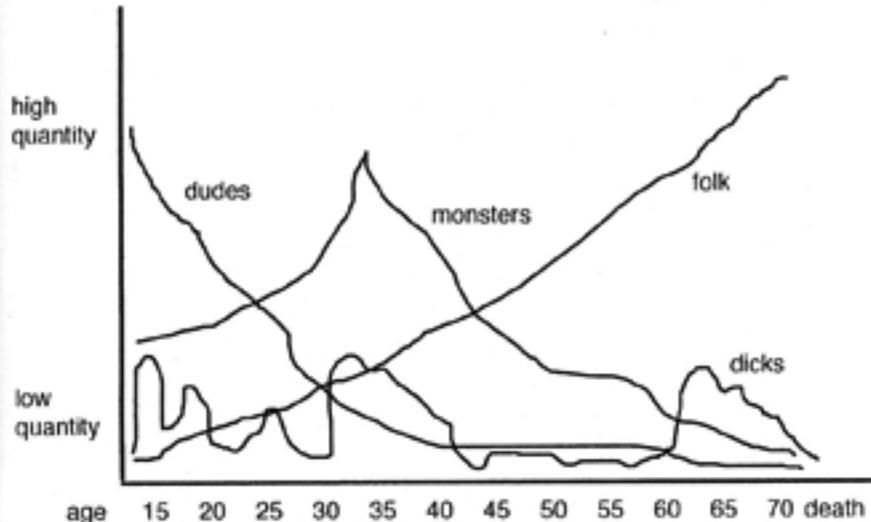
CONVENTION HALL SOCIALITE

This is a Dude whose primary social group tends to gather in conventions – comics, anachronism societies, and furries are all representative of this social type. The individual bent of this dude is so contrary to the bent of general society that like types can only be found in the darkest, dustiest corridors of the culture, and said types are not likely to bump into flesh-and-blood like-minded fellows without the help of these large-scale encounter events. The internet widens these corridors, making them a lot less dusty, if only a little less dark.

NP-ARMY or BEIGE RACE

This type does not stand out in a crowd – she and he present themselves with an utterly sober comportment and fashion (often bespectacled). They tend to primarily value refined knowledge, or the air of education, which tends to remove them from passionate expression and urges to debauchery. Also called “enunciators”, these are avid subscribers to NPR and pack the house at a Spalding Grey concert, emitting muffled clouds of knowing laughter at his most oblique references.

Beyond Faux-Folk lies the hallowed realm of Babymaking, responsible for the transformation of dudes into Next Generation Folk, often unintentionally! Many a young, partnered Dude has had to abandon the full-time dude lifestyle for some combination of Dick and Folk (economic and familial) existence, faithfully if decreasingly retaining contact with some friend(s) or preoccupation from fondly regarded Dude years.



Dude/Folk hybrids

Some Dude Types require mass affirmation, primarily involving association with many like-minded Dudes, and in this way can be viewed as Dude/Folk hybrids. See: Jam Bands and their Tourists (also Tour Hag), Proto-Hippies (especially Community Living Co-ops), Farmsters, Sports Dudes, and Academics. Queen Bees, Motivated Hipsters, Grandmothers and Network Hubs promote a sort of Dude/Folk hybridism from the top down, as their efforts encourage diversified Dudes to act in Groups. In a negative fashion, we could understand the Holier-Than-Thou to be a form of Dude/Folk Hybrid, as this type erects a firm value system that is used to judge and exclude the differently-minded.

The Dude of the Future

Sure, Babymaking often replaces a parent's Dude values for more traditional/practical ones ... but what if it does not? Dude Network is gaining ground and can actually provide support for the (often single) Dude Parent, who is now, more than ever, able to impart dude values *directly into its progeny*. What will these future Dudes be like? We can't wait to see!

The Handydude

Primarily the member of some Folk Group, this person is heartily endorsed by the Dude community for his perpetual earnest willingness to help out his neighbors. Sure, the Handydude may be primarily acting from a Folkish impulse, but the implication of that assumption has heavy Dude overtones, and unintentionally promotes positive qualities of Dudism.

DUDES and DICKS

We can generally say that Dicks and Dudes have oppositely-oriented value systems; indeed they are often enemies. But because the Dick Structure so firmly entrenches our world, and because Dudes operate on all different levels of self- and social awareness, we can witness a wide variety of interminglements between Dude and Dick phenomena: in hybrid personas, in gentle refusal or rabidly reactionary stances, and in Dude's subtle or not-so-subtle co-option of Dick-type structures and techniques of power manifestation.*

DUDES AGAINST DICKS (Dick Resistance Front)

So Dicks want to tell you what to do (and to do things that benefit Dicks), but Dudes want to figure out what to do for themselves, more or less. That firm quality of Dudism - the higher aspiration of training individuality - is aware of this scenario as a problem. Dicks are already in power, and they aren't sharing. Why give Dicks more power? A great sector of Dude Society has been developed in the pursuit of solutions to this problem, and the solution is often the promotion of and participation in an increasingly Dude-centric economy.

Perhaps the initial burr causing Dudes' huge anti-dick distrust is a core resentment of co-option and portrayal of "coolness" (in consumer culture) by Dicks. This is not to say that Dudes are synonymous with "coolness", nor is it the express quest of a Dude to be cool. [see "Awesomeness" in Dude Values] But if we postulate that an essential quality of "cool" is a disregard of authority in favor of individual values, we can see where a strong Dude might project Cool. Thus, Dude Types are frequently, if inadvertently, portrayed by Dicks in the service of selling products, towards the Dick Profit Motive. This is a serious compromise to the integrity of all Dudes, by implication. They're ripping us off, man!*

On the other hand, Dicks work to spread the phenomenon of Dudeness globally. Like a Dude virus! There is an appeal to Dude values, and since that is the source material from which Dicks create their advertising campaigns, that is the seed that takes root. Though the Dicks really only want to convert all under an Empire, the gospel of Dude (Duderonomy?) and its promise of individuality reaches into every second and third world enclave.

DICK RESISTANCE FRONT (DRF) TYPES

CONSPIRA-SEER

This Dude basically sees the hand of the Dick in everything. It's a kind of behind-the-scenes vision that can really get out of control. To a certain extent, it is reasonable to attempt to understand the driving forces behind things, but if your Conspira-seer is using speculative judgments mixed with paranoid assumption, things can get pretty outrageous. This obsession with hyper-Dickness may be a thin disguise for a personal strong Dick association - who better to understand the ways of a Dick? The dude inside the Conspira-seer is thus ruefully aware of Dick Techniques, and has probably used that kind of brusque skill to divorce himself from many social niceties and responsibilities, without actually allowing himself to profit in Dick fashion (though he can tell you how he could).

THE PROTO-HIPPIE or PATRIOT

The Proto-Hippie is enamored of the same goals and values that entranced the common Hippie (1960's). However, contemporary awareness of the generational arc of the original Hippies lends the Proto-Hippies a less naïve approach to the vast idealism of their values. They have seen the essential wisdom of love- and Nature-based ideologies easily co-opted and insidiously distorted by savvy media empires and dick conglomerates. In order to perpetuate these ideologies without hypocrisy, they must develop a wily style of survival.

The core and shared values of Hippie-types have an Emersonian heritage. It is a historically American desire to reject the accepted power structure and forge ahead with a will to self-discovery and resourceful independence.

FARMSTERS / FOODSTERS

(see Productive Dudes, Next Wavers): Subverting the traditional Dick Culture of Economic Survival is a trend in Dude Ambition, especially for Next Wavers. Forward thinking and socially-minded, these Dudes have applied their efforts toward securing their own survival solutions, especially FOOD and FARMING. Of course, a Dude can resourcefully utilize the take-home personal perks of their Food Service Job, and any Dabbler can handle a backyard garden, but the Foodster has a true lifestyle commitment to this Activity. Here are a few noted ways Dude Culture relates to FOOD:

- CSA
- DIY bakery
- Pizza Speakeasy
- Community Garden - especially altruistic Art World trend in inner-cities
- Backyard Chickens
- WOOFing

NEXT WAVERS

A ideological manifestation of a Proto-Hippie(?), these Dudes are interested or invested in social change, human evolution and/or a general sense of progress. They are self-aware inheritors of the New Age. This can be lousy (sanctimonious post-irony) or totally awesome (post-ironic integrity).

TRASH ROYALTY

The dude who gets everything necessary for survival out of the trash or secondhand, and is quite proud of this fact. The more commonly known "Freegan" subsists through similar principles of consumption, but acts on the opposite end of the Quality spectrum from Trash Royalty; so, a Freegan consumes anything rightfully found, but TR will throw out the unopened crappy beers at the end of the party. There is a sense that this person lives in a kind of bourgeois-y opulence, with all needs and, potentially, luxuries satisfied. Trash Royalty attitudes touch upon the values of Holier-Than-Thous and Disciples of Awesomeness, but tend to be more acquisition-focused. Trash picking may be elevated to the level of obsession.

DUDE/DICK HYBRIDS

As a numbers game, the Dicks' portrayal of coolness (in the service of sales pitch) often works in their favor, to varying degrees. I mean, don't get me wrong, the Dicks are so entrenched that they literally write the rules of the game, so of course they are "winning" in a big way. Indeed, we can observe many humans who have learned about Dudism primarily through a Dick lens, and if that human does not dig any deeper, we then note a Weak Dude/Dick Hybrid.

WEAK DUDE/DICK HYBRIDS

The self-dubbed **Rock Star** is the guy who sidesteps his or her own mediocrity by being aggressively enthusiastic about the objects of "his" or "her" taste. In this way, it places itself at the pinnacle of some externally defined cultural pyramid, experiencing at least the illusion of power dominance. See Dude Training for origins of Rock Stars. Probably just a Dick after all.

SPORTS DUDES are dudes heavily involved in watching and participating in various sports (duh), but generally they can move away from dudism the deeper they get into their obsession (like any other). This movement might seem to be Folkish, but is in fact technically Dickish, as Sports itself is an originally Dickish pastime. The obsessive quality would normally indicate a straight line towards monsterism, but because there is a deep sub-language of sports in dick and folk culture, the monsterism can be thus masked.¹⁰

Douchebag or Tool (perhaps Douche Nozzle): This is a person truly on the cusp between Dick and Dude - fervently embracing a Venn Slice between these two categories. It is instinctual to be repulsed by these types.

The Weak Dude/Dick hybrid announces itself most physically in the **Sausage Party**, a common gathering of self-identified "bros" (may include a small content of girlfriend (fuck accessory) or otherwise tamed vagina). Sausage parties are celebrations of shared maleness that stand as islands of relief from wild vaginas that naturally compromise and question the evident power of the dick. Sausage parties often focus on a shared hobby or consumable, such as sports, music, comic books, tai chi or booze. Explicit competition or mastery of the subject recreates a familiar and reassuring power structure to place himself within the sausage grouping. The more True Dude version of the Sausage Party exists, consisting of a group of Guys. Guys, of course, include women as well as men. This Gang of Guys may in fact occur when Stronger Uterine Dudes begin to infiltrate a junior sausage party - no tamed v's here.



tamed vagina



wild vagina

STRONG DUDE/DICK HYBRID: The Tube Dude

In general, we understand that the term Dick again conjures up Men, and certainly that is not the whole truth. A more reasonable and equitable term might be Tube, as "tube" refers to the generally shared form of any gender's genitalia and further refers to the creative power endemic in any human.

A **Tube Dude** is a dude bent on rewriting the rules towards its own ends, and it works with the template for "power" that has been largely stamped by Dicks. Tube Dudes share with Dicks a strong will to make an imprint upon the world around them. Tube Dudes are not uncommon in the Dude community, and they use a range of Dick techniques. Often a goal or main component of the Tube Dude project is some physical structure or location - the fostering of a Dude Empire.

The Dude Empire is most skillfully (and dudishly) manifest in a physical space fostered in the promotion of the chosen endeavor. This space should be open to the public in some fashion, so that there is a range of benefit within the community - basically people can participate in the field/work and/or receive the benefit of the work. There is not a whole lot of profit happening here; the concern is either cultural or social. Success is rather measured in quality of productions and/or popularity of the effort. The Empire is gotten through the Tube Dude we call Emperor, who is a single person more or less owning or controlling the space. (An Empire can also be gotten by a group of motivated dudes, see Dude Values.)

Emperor - This Dude is a master (sometimes hopeful master?) in her dude field; includes the ownership or control of a physical space (Empire) fostered in the promotion of the chosen field/work. The Empire is probably not the sole source of income for the Emperor. She is out in public - people generally know who this Dude is, and she is in contact with many people regarding the state and functions of the Empire. However, the Emperor may not be accessible in the way of your average Dude, therefore there is less shooting of shit and unscheduled hanging out.

Some Dudes affect aspirations toward an Empire, but if it is intended to exist for more explicitly personal gain, it cannot be regarded a Dude Empire. In this scenario, the Dude (or perhaps team of Busy Married Dudes) is not Emperor but **Employer**, inasmuch as this type of large scale project involves his Dude Network, using friendly Dudes as the necessary manpower. A participating "employee" Dude's Dudosity is totally indulged by this loose style of Employment (not too demanding, writes his own hours, decent wage with no taxes, little perks like lunch and coffee etc, and basically a hang-out style atmosphere) and the long-term benefit of having invested, upwardly mobile friends (should they choose to remain Dudes).

Often a real Tube project needs the manpower of willing helpers to be successful. A motivated, large scale project foisted by a Tube Dude on her Dude Economy or general society can go either way on the Dick-Dude spectrum, depending on the extent to which she is allegiant to Dude Values. A measure of the relative Dudosity of any Tube project can be gleaned from observing: how much is "fairness" towards helpers employed in the endeavor (for this is a value often glaringly absent in Profit Motive)? Other assessments could be made through observations of Fun, Gratitude, &c. We mention this not to be judgmental of Dude Efforts but as a useful, cautionary tale. If you are a Dude or considering a Dude lifestyle, you may be enlisted in the service of a Tube's project, and it is good to know what to look out for!

Motivated Hipster

The "Motivated Hipster"¹¹ is a more productive version of the Dabbler, actually promoting and elevating the development of its projects. The Motivated Hipster succeeds in achieving relative cultural power through ruthless pursuit, most notably engaging others towards its end *without returning the favor*.

MONGER

The Monger (aka, The Professional) is active and networks within her field, but is primarily involved with the creation of a product, often creative and unique. The creative product is not a group effort, because the primary motive is economic profit. The Monger is oddly comfortable with marketing to fellow Dudes; this may be explained by a family to support or house payments. Mongers began as Dudes (and may or may not care to preserve that strong association), and are thus able to use insider dude consumer information to their benefit, targeting and increasing large audiences through various uses of the Dude Network.
(see Productive Dudes, Internet)

The BULLSHIT ACTIVIST

Not to be confused with the Holier-Than-Thou (see Dude's Dudes), this dude/dick has unlimited compassion for their cause (Socialism, Veganism, etc) countered by very limited compassion for partners, families, or other dudes. This theoretical compassion (rarely tested) masks essentially straight up dick or monster behavior.

DICK/FOLK HYBRIDS

- * DADS
- * BRAND LOYALISTS

MONSTERS

In addition to Dudes, Dicks, and Folks, there is a fourth class of humans, known as "Monsters." This word is etymologically linked with the Latin *monstrare*, the root of the word "demonstrate," which means "to point out or show." When Linnaeus classified animals and plants, there were some creatures that did not easily fit into any categories (like the platypus) and had to be demonstrated separately: monsters.

Monsters are often outgrowths of other categories, people that have gone "too far" in a particular direction (generally the direction of their obsession) and are no longer dudes (or folk, or dicks, etc.). This is a phenomenon known as "monsterism."

MONSTER TYPES

FIENDS: Severe addicts of potentially dangerous drugs, such as methamphetamine, heroin, and crack. Not every addict is a fiend - some are still dudes - but addiction sadly can cause people to lose their dude-hood. Fiends often became involved in these drugs through dudish activities, either by hanging out with dudes who were using these drugs recreationally, or out of a deep personal striving, searching for the ultimate Fountain of Dudehood, which would magically replenish their dude fluid. But unfortunately, these people often end up losing all of their dudishness and turn into empty shells, bereft of all dude fluid.

ZOMBIES: Addicts of extremely dangerous (but mostly socially acceptable) drugs, like alcohol, television, facebook, and Scientology. Zombies resemble fiends in their emptiness and lack of dude fluid, but did not get into their addiction in an attempt at dudehood, but because of the horribly addictive and mind-destroying properties of



of these drugs, and because of the fact that these drugs are allowed and indeed strongly encouraged by the L.S.S. (larger social structure). This is evidence that, like an actual Zombie, this Monster does have Dude Fluid, but it had atrophied and hardened from this kind of self-abuse.¹²

GHOULS: Ghouls resemble Zombies and Fiends in superficial ways, but there is no discernible drug that has sapped their dude fluid. They simply waste away to nothing for no clear reason. The undeniable existence of Ghouls is one of the profound and sad mysteries of dude science.¹³

VAMPIRE: This person thrives off the energy of Dude Groups, encouraging the group's existence without adding their own productive motivation. This Monster is suspected of leeching energy (or Dude Fluid) from the group. Potential Folk Monster.

Monsters discussed elsewhere in Dude Theory are:

ASSHOLES: The Dude Monsterism

COLLECTORS see Chris Ware¹⁴

SPORTS DUDES

MONGERS

TOUR HAG

VAMPIRE

BLOB

DUDE TYPES

DUDE TYPES

In discussing Dudes, it is sensible that we speak of those qualities that make each individual outstanding. There are many types of Dudes and as many interior levels of subtlety and specificity as one is willing to consider. It is not our intention to imply that any Dude can be boxed into a single stereotype.¹⁵ We may observe a group of people with similar dress and posturing and understand "them" to be a single type of Dude; and we may also consider the traits of an individual and discover other, more personal Dude Archetypes in that person's inclinations and projections.

PERSONAL STYLE / VIBRATIONAL STUDIES

These types are not solely endemic to dudes, but refer to more broad characterizations of personality types that appear deviant in society. Because Dudes are generally more tolerant of deviance, they tend to pop up with frequency in the Network.

THE CREEP

The Creep is remarkably versatile and can be found in the company of a variety of Dudes and Folks. The Creep is aware of social norms and mores, but has made a wholly individual discovery: social rules are inessential. Perhaps this discovery arises from the internal acknowledgement of deviant predilections. The Creep has no intention of relinquishing its predilections, but has a sense that they should be secret from the world-at-large. In this way, the Creep gains a heightened sense of self-as-outsider.

The Creep can be social or non-social in activity, but always has a guarded sense of its own attitudes in relation to those of others. This gives the Creep a certain sidelong glance as it scans individuals, attempting to discern how much of its bent it can safely reveal. Conversationally, it is given to silent pauses and deflective techniques. When unleavened by social jocularity, these irregular qualities give rise to the uneasy reaction that many associate with the Creep.

There are many types of outsiders to social medians, but it is the Creep who is most covertly aware of its outsider status. Perhaps there are two kinds of Creeps – those brought up in an environment that directly denied some crucial predilection, and those whose predilection is deviance itself.

The irregular pacing of the Creep can be quite charming, depending on one's degree of attachment to social norms. The Creep is so named for its furtive qualities, preferring stealth and shadows, where its activities will not attract attention.

The Creep is a Trauma Victim that refuses to be defined by that Trauma, though it is always an active battle. To uncover the Trauma of the Creep is the most rewarding relationship you can forge with him.

THE JERK

The Jerk is so named for a disruptive social sensibility. The Jerk is a master of timing, quick with interjection – unconscious blurs or well-aimed jabs that tend to offend. The Jerk's jerkiness can be subtle or overt. All Jerks have a heightened association with agitation, or "jerking."¹⁶ You might say that a jerk has an excessive amount of dudeness - that is, an excessive amount of self-definition. Something can be defined if it can be clearly distinguished from something else, and so jerks focus on defining themselves against other people.¹⁷

The motivation of the Jerk is variable, lying somewhere between nobility and asshole-ism. On the noble end of the spectrum, the Jerk performs a valuable social role, perhaps stemming from some sort of Jerk Code. For example, when social conventions and unspoken rules are allowing some kind of horrible shit to happen, a jerk will be the first person to open its mouth and say something. On a lesser scale, the jerk simply prevents social niceties from slipping into bland mistruths. Thusly the jerk may come to possess a sense of righteousness (the accuracy of the righteousness being dependant upon the accuracy of the "truth" the Jerk perceives and imposes).

On the other end, the Jerk is motivated by a titillation – the demonstration of its own power to yank a body from whatever indulgent inertia the jerk perceives it engaging. Sometimes, however, jerks may be so jerky that they cannot and do not perform any kind of positive social role. Such people are known as assholes. They will be argumentative and bullying just for the sake of being an asshole. In this case, there is less of an allegiance to the Jerk Code of truth telling. An asshole can be such an asshole that they end up destroying relationships that are important to their own well-being, and ultimately destroy themselves. This is the Dude Monsterism.¹⁸

Certainly an objective consideration of the Jerk can value it as palette cleanser. However, motivated Jerks are rarely warmly received. A repeat victim will be unable to feel comfortable in the presence of a Jerk, anticipating a variety of ridicule. The motivated Jerks enjoy this deference, as it bows to their power, and can incorporate it into a kind of personalized abuse.

Other Jerks are more impish, playing liberally with a sense of obfuscation and surprise, more misleading than mocking. The classic Tricksters are, perhaps, real Jerks.

Jerks are related to VOCAL OPINIONISTS or CONTRARIANS.

THE CHARMER

The Charmer yields a combination of sparkling essence and unintentional attractiveness in a manner most find quite flirtatious. This is a naturally powerful personality, effectively opposite of the antagonism of the jerk. In dudes we often experience it in abbreviated encounters, as many Charmers utilize a distancing technique of awkwardness, which of course compounds the effect with a layer of intrigue. The Charmer as dude must learn to positively channel its large charge towards some engrossing project, lest it risk the consequences of casually attracting the greedy Monsters lurking within fellow Dudes.

THE UNLUCKY DUDE shares with the Conspira-seer a certainty that the universe is against him. Indeed, it very much appears that way, as this Dude is constantly, sadly relating another trial in his life. On the surface level, his trials are trivial and actually humorous, but make no mistake, his problems go all the way down, and gain a deep and tragic weirdness as they go. In penis-bearers, this type could possibly be the result of grappling with a Dude-like self-thwart over the reality of his unfortunately large penis.

*Victim

THE SPOOK

The Spook might provoke a similar effect to that of the Creep, as you feel kind of uneasy in its presence. It may seem distant until you gain familiarity; then it will evoke an implied intimacy through a somewhat sly manner, communicating best in small groupings during dark hours. Hanging out with the Spook will eventually come around to urban exploration (possibly tagging), ghost and conspiracy stories, tarot readings and other circus activities.

The Living Nerve

This person is personally uncomfortable and provokes a chain reaction of discomfort in others. Does not operate well in large groups, and has a hard time understanding others' points of view. Achieves Dudeness through one-on-one interactions and through the internet, which encourages indirect interaction and indulgence in obsessions.

DUDE'S DUDES

These are basically next level Dudes, the kind of dudes that are allowed to come out of a fully functioning dude sector of society, born fully of dude values. We could call them Guys. These Guys are somewhat relatively temporary manifestations of an individual dude - habitual ways of being that might fade with age or motivation. But indeed there is no rulebook - undoubtedly there are Old Dudes who have made their own success using these templates as an arc of development. Failure in the endeavor will result in a Monsterism. (All Dick Resistance Front Dudes are Dude's Dudes.)

DANCING GRANDMA

In much the same way that the presence of a frog indicates a healthy ecosystem, a Dancing Grandma in your community suggests you Dudes are doing something right! Noticed at high energy outdoor music festival - people stare, then smile, but DG in jogging clothes does not alter her hustle.

The HANDYMAN

The dude who happily volunteers his time, tools, truck etc for physical work, many times for free. This seems like a very Dude-like way of comporting oneself, but there may also be a nearly creepy sense that they are accumulating favors. Occasionally this Dude can get too assertive with display of skills, as if to ward off the effects of (potentially) lazy friends.

DABBING DUDES

A product of the times, the Dabbling Dude takes active interest in a variety of issues and events. The Dabbler has a wide, if biased, lens on contemporary society and involves itself in varying degrees with self-education, socio-political activism, adopting creative skills, and/or having fun with Friends. Dabblers likely have a backlog of their own Projects, some of which very nearly resemble ambitions, but are generally thwarted from being so by the sheer number of competing projects. Dabblers are definitely available to pitch in when the project of a Motivated Dude needs extra manpower, but are also awesome at just hanging out. Lurking beneath the lifestyle may be a kind of victimhood - an insecurity that this inability to focus on a single cause is not ideal. Is the insecure Dabbler guiltily responding to outdated norms, and the failure to live up to the example of motivated friends? Or is the path of human self-development necessarily reliant on the exercise of such focus?

Sometimes this dude achieves success not by narrowing her field, but by rather turning her enterprise into a cult of personality. This may be the most natural evolution of the Dabbler, if she is up for the relentless self-promotion involved. However, this is a fine line - if this Dude succeeds at flushing the economic self-sabotage that may be at her core (and reinforced by association with Dick Resistance Front), then she is an ideal candidate for moving into Dick realms.

FIXIES

This Dude rides a Fixed Gear Bicycle. It is an odd choice. What is the point of riding a Fixed Gear Bicycle? Hipsters [please see Authenticity and Fashion under Dude Values] are often the Dudes making this choice, so we must take the qualities of the Hipster into account, including a great love of "irony" behind its overtly incongruous stylistic choices.

The Fixed Gear Bicycle suggests a stubbornness - an exhibit or announcement that this Fixie isn't going to participate in social norms. But of course the FGB is becoming a norm or trend of its own ... and it is exactly this inconsistency or shallow commitment to irony that draws so much Hipster Hate. For example, the FGB is a stylistically retro choice, smacking of the classic or old fashioned, hearkening back to an industrious America and a hard working ethic that doesn't need things to be too easy. But when the FGB is accessorized with credit cards, fancy cell phones, insipid music hording devices and wireless coffee shops, Dudes might gotta roll their eyes.¹⁹

TOUR HAG (Monster/Dude Hybrid)

This is the basic devolution of the classic Hippie, manifesting through the currently intense culture of Jam/Reggae bands and their devoted Tourists. A straight arrow into Monsterdom, he has no value in a local Dude Network, for he has been on tour too long. Lives off the band, participates in a parking lot economy. Wide age range, and the drug lifestyle ages appearance 30+ years. Like gypsies, but bad. Disease carriers. Gauge their lives off the shows they have seen. If you do not patronize these events, you may never have to interact with one - but considering all main touring jam bands and their innumerable offshoots, we must admit the popularity of the type.

The QUEEN BEE

Generally the alpha female in any dude hive, known for "throwin it around," and pushing an aggressive sexuality in any available dude grouping. This person can definitely be counted on to shake things up in terms of the truly cool and truly awkward (see cool vs. awkward chart), by unnerving the normally cool and/or drawing in the normally awkward. The queen bee can also be an organizing force in a dude group, getting things done less attractive dudes can't get away with. Can veer towards dick/tube territory if the power becomes too apparent to the queen bee and it goes to her head, pushing too many dubious projects in a vain attempt at proving she's more than just a hot dude. There are rare instances of a male version of this.

HOLIER-THAN-THOU

Like the contrarian, this person acts by reaction, but to different ends. The Holier-Than-Thou operates from an overriding sense that the decisions they have made are far and away morally better than anyone else's and that, because of this, they are oddly exempt from normal societal rules, like a Creep but more righteous. This type is perhaps best described from this field description, taken from a first-hand account of a Proto-Hippie gone awry:

"She's this social rebel sort, young and infuriated about ... capitalism? Pretty political, pretty dirty, would never hold a job or buy a car or anything like that, tends to scoot around the country on hitched rides and maybe train hopping, living in group situations, always dumpster diving or working on a bike or a compost pile... do you know this sort of person? I really don't mind them, very spark-y and maybe kind of corny but hey, I don't really like capitalist system either ... But the problem with this Dude is she is so totally into her own system that she can only really deal with people that are also on that level. We went to a bar and she was like a fucking dud. Some older gentleman starts chatting with us and she just shuts down and becomes the most miserable jackass, probably mulling over sexism, etc. Finally, the last time we saw her, she confessed that she was just on a "higher spiritual plane" than most people, and when you got right down to it, she COULDNT communicate with others, because of this lofty plane. Hm. So socialist, and so elitist. I guess these freewheeling types are in a weird position... they don't want to be sucking at the teat of society, but if EVERYONE drove around in their jerry-rigged vehicle, there wouldn't be enough French fry grease fuel to go around."²⁰

RATTLER

A Dude that aggressively uses their appearance to warn you that they are not very nice. Could be a natural Charmer who has had many unfortunate experiences attracting Monsters. It possesses this contrast: social distaste combined with a compulsive need to be present and distinctive in the Dude Network. Body augmentation and/or glowering when in public. Unfortunately, many people nowadays are attracted to such dark displays, and inevitably the sensational display of warning backfires by attracting fawning attention, which it wants but does not want. Everyone is uncomfortable.

GALAPAGANS

Obverse Hipsters, in the other Beat tradition of refusing accumulated information for direct experience. For example - does not purchase recorded music, but will go to music shows put on by friends and local bands. May forcefully abstain from electronic social networking while maintaining personal connections. On an even more personal level, may obtusely withdraw from all but select Dude Groupings that involve trusted friends, avoiding any personally corrupting and dramatically destructive types of melees (folk tendency). Definitely Contrarian and possibly a Jerk, this conservative type emerges after a quick glance around the universe of information, contemporary consumer options, and warped human interaction leaves her feeling overwhelmed.

THE VOCAL OPINIONIST

The Vocal Opinionists vary between intelligent, thoughtful humans and the Blowhards of yesteryear. They contrast with contrarians by possessing actual love for the object of their opinions, and are thus less prone to the jerking action of having "opinions for opinions' sake". However, the weight they place on the things they love (a particular band or sports team, for example) can end up paradoxically pushing others away from these things. This may be a desirable effect, preserving this dude's singularity (Dude Currency). In a related fashion, the Vocal Opinionist can also develop a taste for the obscure and the niche, declaiming anything remotely popular; this high ground has dick character, mostly populated by cowards who assert the superiority of the unknown.

THE CONTRARIAN

Acting from a folk awareness, the contrarian moves with the Dude Group by moving away from it. In some this is merely an argumentative stance, in others, a reflexive way of life. The contrarian may be honestly but unconsciously motivated by a will to balance or perhaps by a habitual revulsion to popular opinion. In another way, this person could concentrate so hard on being different from other people that they simply oppose whomever they are talking to. In this monsterification, there is no clear "self" anymore, just an opposition to others, as the warped process of self-definition causes the person to be less defined.

The career contrarian (dick tendencies) can skillfully assess the self-image of another dude, for the purpose of embodying the opposite impression; in this way, she immediately establishes herself as an individual noteworthy or unsettling in the other dude's landscape (high currency).

OLD DUDE can refer to a single, aged Dude famously endemic to the local Network ("That Dancing Santa sure is an Old Dude") Have caution when approaching! You may be dealing with a Vampire.

PARTY TERRORIST

These dudes have a real will towards disruption, this tendency forcefully evident in gatherings of friend-groups (like parties). The PT's urge is deliberately obtuse and irrepressible. The urge may be chronically present, even in the daily preoccupations of the PT, or may be the temporary infection of an otherwise-identified Dude - perhaps ingested physical intoxicant or maybe just a sensitive individual's aggressively contrarian response to a group's charge. The PT is driven to counter the manifesting group whim with outrageously squelching acts. Irritating. The Party Terrorist implicates himself. This is a blurry ground between a Dude and a Fiend. May be the active opposite of a Creep.

Related to the Party Terrorist is the **Sad Bomb**, which is hopefully rare and exceptionally ungracious. The wielder of the Sad Bomb makes his personal trauma unavoidably evident to the gathered group, resulting in a general pall and dampening of spirits, awkward silence and repellent of potential fun.²¹ In the Jersey Shore Universe, a similar effect is gotten by the Grenade.

THE ACADEMIC

Can exist on both the student and teacher ends of the spectrum. The Academic remains firmly ensconced in its own universe where decisions take on life-or-death proportions, but outside of the academic world the stakes are almost imperceptibly small. Academia would seem to be the ideal home away from home for most Dudes, but your individual endeavors are almost always enveloped in a tide of resentment mostly based on ramped up ideas of prestige. The average academic may have at one time exhibited dude-like behavior but since the artificial world took hold, you would barely know what we're talking about, let alone bother to read this booklet. The academic, identified in its earliest stages, can follow a common pattern of slowly discarding their dudes for both the dick attempts at forging a career in academia, and folk responsibilities at home.

SKEPTICS

Somewhat opposed to the Next Waver, and less imaginative than the Conspira-seer, the Skeptic is ruthless in the use of reason to debunk speculative theories of possibility. If the Skeptic comes from a sincere will to prevent crimes of disillusion, it can be a gentle force. But it can become habitually opposed to just about everything that does not provide proof of its existence, which is problematic (speaking as a Next Waver). If this Skeptic has a podcast, it has moved into Monsterdom.

THE CURATOR

Almost a hipster crossed with an academic on speed, the Curator takes his cultural consumption so seriously that there is no room for error, in obscurity, density and pure impeccability, with room for guilty pleasures if only claimed as such (something they have clearly evolved above), or enjoyed in a purely academic nature. Very much into the idea of prestige, this dude may have everything else in their life in some sort of balance, but in many cases the curator can easily cross over into dick territory, and will happily use and/or mock those who doesn't "get" their arcana so as to advance in their hoped-for careers in being actual curators or delusional librarians. A glance at a dude's bookshelf can help you identify the type, though these may be the only names you will recognize:

CURATOR'S BOOKSHELF (AKA LIBRARY OF THE DAMNED)

- Finnegan's Wake by James Joyce
- Infinite Jest by David Foster Wallace
- Gravity's Rainbow by Thomas Pynchon
- Any No-Wave vinyl (The Contortions, Teenage Jesus and the Jerks, etc)
- 1970's German Krautrock (Can, Faust, Kraftwerk (maybe), Cluster...)
- Berlin Alezanderplatz DVD set
- Last Year at Marienbad, directed by Alain Resnais
- Andre Tarkovsky
- Heidegger's Being and Time
- Derrida's Of Grammatology
- Brian Chippendale's Ninja
- Jimbo in Purgatory by Gary Panter
- Arcades Project by Walter Benjamin

THE DUDE NETWORK

DUDE CORRESPONDENCE

The observation of Dude Correspondence is the actual genesis of our dude theorizing. Most dudes that have traveled beyond their home town or city have had this experience, the experience of Dude Correspondence.

Have you ever gone travelling and seen a dude (A2) that reminds you of an exact dude (A1) you know back home? And then seen someone else, call her Dude B2, that corresponds to yet another local dude (Dude B1)? Or perhaps you are speaking to an Exterior Dude (see below), describing someone you know, and the Exterior dude is all - "Oh yeah, we have that Dude here". Then enters the sneaking suspicion that *there are only so many Dudes*.

Dude Correspondence Table

	<i>cities (e.g.)</i>	Rochester	Baltimore	Durham
	<i>dude types</i>			
[A]		[A1] <-->	[A2] <-->	[A3]
[B]		[B1] <-->	[B2] <-->	[B3]
[C]		[C1] <-->	[C2] <-->	[C3]
[D]		[D1] <-->	[D2] <-->	[D3]

DUDES IN SPACE

INTERIOR and EXTERIOR Dudes

From the perspective of a Local Dude (basically calls one place home) - Interior Dudes are geographically local and share our everyday life. Exterior Dudes are non-local; either a former Interior Dude or a seemingly Real Dude²² met during travel, worth forming a consciously sustained bond. Most Dudes will eagerly travel, and lifestyles of every variety have been crafted to accommodate occasional or longer stays in multiple locations. There is no template, though the majority of dudes are to some high percentage Local Dudes.

Local dudes with an entrenched Network get to enjoy Neighborhoodism, basically the case where, as you go about your daily life, you are constantly running into dudes. Of course this has its ups and downs, but is generally an awesome advantage. Pinnacles: Your pizza delivery guy is your dude. Your mailman is your dude.

The TRANSIENT DUDE

Clearly, a key to successful dude networking is settling into a place to explore the groups and subgroups within a city's particular dude network. The dude that moves around from city to city for various reasons impedes this, and research has shown that, with age as a factor, repeated moving does not enhance a dude's ability to work into dude networks; if anything, one's dude sniffing abilities increase but a given group is likely to become more closed and territorial as they grow older, with more folk tendencies.

The Transient Dude is thus in danger of pursuing external dude qualities to the detriment of internal dude development. (The reverse of this is the Entrenched Dude: all interior, no exterior, which can also happen with Dude marriages.)

Also note the **Dude of Eternal Return**, who keeps on leaving the hometown and keeps on coming back. This Dude may already be challenging the local network with an implied attitude that the hometown is "not good enough". This situation may be exacerbated by **The Field Reporter** - one who constantly references the (more) glamorous locales she is familiar with. We can have sympathy for the limits of her ability to contribute, but the trait (if primary) is generally unwelcome in the network.²³

This said, initial relocation from one's formative homestead is a crucial step in Dude Training. This is the American heritage. Often, a local Dude Network will contain a good handful of the **GEOGRAPHIC REPRESENTATIVE** - These Dudes have been strongly shaped by a non-local region and possess a natural novelty (Dude Currency) for any Dude hive. Accents will get you far.

A notable corollary to this phenomenon is a Dude whose style naturally emulates a non-local Dude hive, especially if the Dude keeps threatening to re-locate to that area.
[see: Austin, Portland, Madison, Athens]

Localists - City Type

This Dude has total allegiance to the place it lives. This is often a city of variable size that has a substantial Dude Network that provides for the desired lifestyle of a Dude. Larger magnet cities of national renown with busy arts scenes obviously invite this type of allegiance, but there is a more rabid form, practiced by residents of less lauded urban areas - especially those that have bottomed out economically or been ravaged (New Orleans, Detroit, Buffalo, Baltimore). It is in this society of borderline legitimacy that Dudes can begin to direct their own underground economy. Love for the area is expressed vehemently, often while drunk, and asserted with defiance against the rest of the nation or region, which has written them off. This can be a form of snobbery, and off-putting to a dude who is not as committed to the complex subtleties of society that the local dude enjoys. Excellent tour guides, if you like house parties and basement shows.²⁴

DUDE TRAINING

The Majority of dude training takes place on college campuses - some will drift back towards folk or propel themselves toward dick structures, but college (for better or worse) is where a person is likely to explore its individuality, and how it relates to others. This also can act like a batting tee, in that this is almost never what actual living is like, in terms of how one forms a dude network.

It is at this stage that we most commonly identify the **Generic Dude** (Dude Chrysalis) - a presentation that is kind of like sloppy Old Navy. As the Dude builds his value system (and grapples with increased responsibility for self-maintenance), the generic template becomes tweaked, accessorized, or more dramatically altered.

Most dangerous of all in terms of dude training would be art schools, where a person is likely to excel at the one thing it is doing (making art, etc) while never being challenged in academic classes. The natural high from living doing the one thing it does well produces armies of over-confident motivated hipsters, vocal opinionists and the like.

Dudes are formed organically and there is probably a Dude born every minute. College or no, a potential dude may exacerbate his/her realization and enact their own training through regular attendance or employment at a coffeeshop, frequenting an open mike night or joining a band, declaring a lifestyle, or otherwise publicizing their attempts at individual development and perhaps the things they have to offer other dudes.

Further, intensive Dude Study can be offered through a bout of unemployment. "He is getting his Dude Masters Degree."

THE DUDE AND THE INTERNET

The Internet is the great white whale of Dude Theory, a subject under intense scrutiny by the authors and researchers.

- * **Fame** - Strictly defined, it would be to be well known, or in the public eye. This can occur on any scale. Mongerism, promotion of dude economy, dudes able to sustain "independence". The Social Network is indeed working.
- * **Autism** - Without speculating on possible causal relationship, it is enough to note the rise of autism (and asperger's) diagnoses and the compatibility of these types with the functional structure of the internet and compartmentalizing technologies in general.

DUDE RELATIONSHIPS

Notes on FOLK TEMPLATES

The Folk templates often inform relationships among Dudes, who are known to play plastically with relationships.

- * A dude may understand a certain other dude to be as a sibling, Brother or Sister. This does not necessarily follow traditional gender assignation, and the subtle qualities of an individual relationship can be brought out in deviation; e.g. a woman and a man who identify as Sisters.
- * There may be a Grandmother, a generous female figure who connects well with a variety of people. Her home is a common gathering ground and she is a willing, natural hostess. There will be tea.
- * It is rarer to encounter identification with Mothers, even less so Fathers, but informal adoption does exist.

Partnered Dudes

Although partnering (esp. heterosexual) has been heavily tainted by Folk tradition, Dudes still fall in love and want to hang out like all the time. Self-conscious dudes in partnerships may report the "Sitcom Effect", which occurs when trivial difficulties in communication and suspiciously accurate heteronormative irritations disrupt partnered dudes (regardless of gender). These Dudes feel an inexorable pull to Folk hilarity that is not welcome.

Old Dudes - in terms of Local Dudes, basically Dudes who have stuck it out in the Opera, year after year. "Old Dudes" refers to a variety of relationships that can occur over years (seven or more), generally indicating some degree of acceptance and familiarity. Old Dudes, together or in passing, may have a feeling of camaraderie, having outlasted countless Transient Dudes. They may have plenty of shit to shoot or conduct a relationship of Nods.

Friends - In the Dude's quest for individuality, finding truly Like Humans within the often superficial Dude Network is a poignant situation. While celebrating each others' differences, Friends share a likeness (They like each other; they relate on some or many levels). To have a Dude ("she is my dude"), or to identify a directly connected Dude relationship ("we are dudes") is generally a confirmation of that friendship feeling, an intimate sense of shared experience, and implied trust. Obviously, simply being a Dude in the same Network as another Dude does not mean you all are Friends, and perhaps some Dudes, even with all their network maintenance, are unable to have Friends (see the Living Nerve).

Dude Grouping

A relatively temporary manifestation, occurring any number of times, this is a confluence of Dude Friends/Dudes Who Share Likeness. The book "Nurture Shock"²⁶ suggests that children who were more individualistic (dude prototypes) are also more prone into falling into groups, very specific groups. While this might manifest in some as Faux-Folk groupings, there are also a wide variety of temporary gatherings that invite a recurring and/or rotating cast of participants, satisfying both the urge toward individual expression and the desire for more consistent contact.

These can be a House Party or a Private Party in a Public Space. Varieties of the Dude Grouping include but are not limited to Drunken Melee (Dance Party), Potluck (Soup Night), Work (Craft) Circle or Motivated Group Effort [see Production Issues under Dude Values], Street Meet (Explorers), Art Appreciation, Activist Actions, Community Commerce, Ironic Excuse Gathering (Ugly Sweater), Festival Feeling (Fire), Family Holidays, Spirit Seeking (yoga class, meditation group), In The Band, and Dude Opera (High Drama Alert !!)

The Dude Opera (embedded report)

It is nighttime. We are inside a Public Establishment. Dudes are arriving, everywhere - mingling in the room, smoking out back, minding the door, spinning the records. There is a general hum. And then: a noise, and some Dudes stop mingling to follow it. There, on the stage - more Dudes. The Stage Dudes are familiar to the Audience Dudes - their roommates, ex-band mates, partners, crushees, other bands ... so that when the Stage Dudes put on their show, the Audience Dudes - arms crossed, nodding - are implicated.

Dudes not on the stage appreciate the line of the stage, because everyone gets a shot at the stage, if they want it. But the stage is not the location of the Dude Opera. Each and every outfitted Dude who got to the place can be a player in the Dude Opera. Some Dudes got to do it big - they want to be a Network Star, to set the opera tone - they preach or shred or tremble little voices into the microphone. Or they bring their own Spectacle, sexy outfit, drugs to share, an arsenal of gossip. Or maybe it's early yet, and it's not trying too hard - crowd around, drinks and comments, waiting for the juice to get Dudes loose, they got some time before the opera's climax.

Audience Dudes can't wait - they need sensory. Like a chorus, they start with a weird normalcy of standing still, facing forward, looking and listening, each Dude, this Dude, that Dude known Dudes, Hey Dude, a group of young Dudes get aggressive with each other, amping up the hum, people come, go, Hey Dude, little groups, attraction and repulsion, out to smoke, in to drink, looser now. Some laugh some dance some chat some cheat and now it gets interesting. Someone's getting silly; someone's getting dangerous. News travels fast, maybe someone's getting angry. General escalation on all fronts, intimate clusters gather in corners. The big sound and the low lights make a sensory smear.

And what now? More, perhaps more still. It's a rare opera that has a single climax touching all participants, and that will come to be an Opera of Renown. More likely, climaxes break in large and small waves through the crowd, moments of hilarity, accidents, connections and disasters. For all in the opera, the night leaves the sense that something has happened - if not of life-changing importance, then at least deepening one's presence in and awareness of the Dude Network. And on and on ... until sleepy hours force some dudes away - but rest assured some push on, sending expeditions to whatever afterparties and enclaves echo the opera into the dawn.

Dude Opera (observational report)

This is any public event put on by Dudes and attended by Dudes, the crucial hotbed of the Dude Network. It is the Public Dude Network at its most sensational. The Dude Opera can be viewed and appreciated in looking out for its distinctive component parts: primary plumage/couture, additional accenting (jewelry, tattoos, glasses, etc), positioning of feet and ways of shifting weight from leg to leg, the array of possible positioning of hands and arms, blankness of facial expression vs. overt expressionism, attempts at dancing.

These last two attributes hint at the general push and pull of possibilities that generally mark one's approach to the Opera - how should one allow one's Dudeness to shine through at these key moments. Can you wear the largest glasses in four counties and still do hand stand dances?

A Dude's Death

This can come in a minor form, like a dude moving from your city and either disappearing or transitioning to a non-communicative exterior dude, or the major form, when a dude fully moves on from their investment in dude values (individual development and/or production and/or consumption of culture) to folk, dick or monster concerns.²⁸ The Stinging Death is its most extreme, when a user dude (technically an **asshole**, see Jerks) casts you aside because they have nothing left to gain from you professionally, financially or (worst) dudally. In either of these situations, the jilted Dude may state "[Name] has died as a Dude (to me)". The Dead Dude may continue in the rest of his life with some dudish pretense, but the conferred "Death of the Dude" seriously weakens his actual standing as a **strong dude**. Thus we see that there is some kind of relativity in being a Dude, at least there is a greater amount of Dudism conferred upon those with a great many Dudes of her own - a core factor in establishment of strong dudes (versus weak dudes), though there is more to the phenomenon than mere popularity.

A curious dude may embark upon a **Burning Bridges Tour**, catching up with exterior dudes to see if in fact they will still be your dude or not- if it's clear (one way or the other) that you won't be dudes you can cut those ties consciously or inadvertently. Can be similar to weeding out your junk when you move.

NETWORK COMMUNICATION HUBS

The MAN/LADY-ABOUT-TOWN

This is perhaps the consummate dude, well-known for being well-known. The M/LAT is relative to the Town Crier, as both keep the Dude Network alive in their physical activity. The M/LAT is a potential Monster. The M/LAT may be a natural Charmer (see Vibrational Studies).

JOLLY HATER (DUDE ABOUT TOWN)

Here is a curious person. The Jolly Hater is compulsively social and charismatic. Like the Man/Lady About Town, its ability to maneuver within the Dude Network is phenomenal - but the Jolly Hater does not stop there. Dicks, Folks, Monsters and Dudes alike are all on the social radar of the Jolly Hater, who possesses an aggressively exacting mind and holds no illusions about humanity. With cheerful demeanor the Jolly Hater admits its hatred of much of humanity, which in no way impedes his social endeavors. It seems to take pleasure in learning as much as possible without actually liking people. May be a sociopath or ex-Monster; Fun Times.

SECRETARY - for this person, being social is kind of a job, and he acts as an information hub. Some might identify this as gossip, but it is a service and can be done honorably, by cutting through a certain pettiness that arises through miscommunication. Note well-crafted, subtle yet precise text messaging skills.

THE SEXUAL DYNAMO (Pornographer)

This Dude experiences power through its natural prowess in sexually charged Dude Groupings. They keep the interrelationships of the Dude Network fresh and exciting through their various exploits over years of partner switching. Booze is related.

DUDE VALUES

DUDES and NORMALS

The Dude may also come into existence through the foil of normative society. In the not-too-distant past, Normalcy was the aspiration – if you didn't have it, you pretended to. The long-standing normative traditions of ethnic and national cultures (of Folk) were dispersed in America, where Templates for Normalcy were invented (by Dicks) and broadcast over airwaves. But the multifarious influences and voices of our contemporary culture (and the consumer's backfiring "Power of Choice") has exploded our options beyond any reference point of normalcy. Our televised heritage was a strong influence that continues to permeate, but we no longer need to speak of it as the desired option. Normalcy is merely the default setting.

Indeed, the term "normals" is used among some dudes as a blanket to denote a mass of people who either do not seek to distinguish themselves, or use well-worn templates to do so. The term may be used by a dude about another type of dude, betraying a kind of hierarchy within the Dude Kingdom. (see Awesomeness and Holler-Than-Thou, below.)

Another, more subtle term in use is "everyone", as in the case "Everyone likes to go to the mall on Saturday", in which the explicit implication is that the dude speaking does not like to go to the mall on Saturday, thereby distinguishing herself from "the mass". "Everyone" does not include her. (An interesting corollary to this habit happens in Hipster Hate, see elsewhere.)²⁷

Dudes are not necessarily arrogant in their differentiation as individuals, but they are most certainly conscious of it.

PRODUCTION (Busyness)

Issues of Production #1: The Productive Dude vs. The Non-Productive Dude

A subtle difference worth noting is found in examination of the relationship of the dude and his/her object of consumption. Most hipsters feel their track record of consumption amounts to something more essential than mere taste, but in many cases (re: contrarians and jerks), "things" are finitely valued for their obscurity and cultural capital they provide within dude's subgroup. What happens when a dude becomes productive, actively participating in the creation of aesthetic goods? Though there is no automatic result, it seems likely that participation in creative production decreases the compulsion to value consumables for the obscurity or uniqueness alone. Perhaps the common ground of material focus within both consumption and production activities may subtly influence the scope of value judgments, producing an incisiveness not found in the non-productive dude.
(Compare: Motivated Hipster – Hipster – Rock Star)

Issues of Production #2: Dude Occupation (Projects, Jobs, Careers)

A Dude might have a Job (likely) or a Career (less likely), but it is very likely that the (productive) Dude is entertaining some Project.

To a Folk or Dick, a Project might be mistaken for a Creative Hobby, especially if it takes the form of drawing, music, performance, "artsy" &c . But the Dude knows that its skills and talents (in whatever stage of development) have the ability to be recognized and the potential to be rewarded, thanks to various Dude Networks/Internet. The Project(s) may take preeminence in a Dude's life, and define the Dude's self-identity - in this situation, any Dude without access to some sort of trust fund will have to find a Job.²⁸

Some Places where Dude in throes of Project may have a Job:
Coffeeshop, Bar (may compromise Project)
Co-op, Burrito restaurant, other Food Service
Library
Dogwalking, other unskilled child care
Movie Theater, Video Store
Motel, Front Desk
Record Store (if Project is music-related)
Office - either as Temp, Temp-to-hire Receptionist, or in a "weird office"
Drug Dealer
Odd Jobs for Employer (Tube Dude Type, see above)- Friend or through Craigslist
Free-lance journalist for Alternative Weekly²⁹

Many Dude Jobs are public and increase the Dude Network, which is essential for emotional support of the Dude Project. A noteworthy difficulty of the Creative Dude Project is the problem of Dudes Marketing to Dudes. This is not to say that a Projecting Dude is expecting a material reimbursement for his efforts - often, a simple audience is all that is desired. In the early stages of self-expressive production, the only humans likely to appreciate or experience resonance with the Dude Project are other Dudes. Such a successful Dude Project might include some or many other Dudes in its production, exponentially expanding the receptive Dude Network.

As the Dude gains mastery of its craft, it may feel pressure to utilize the traditional template of economic gain, generating a Product and offering it for Sale. If a Dude has a personal familiarity with his audience as Friends and/or any kind of strong anti-Dick feelings, this may prove an insurmountable obstacle, stalling the Project before it can reach professional realization. Perhaps only the Motivated Hipster, with its Careerist Leanings, has no qualms about profiting from fellow Dudes, and can jump from treating Friends as a Dude Network. Surely the anonymity of the internet has helped many Dudes get off the ground professionally by providing marketing access to non-Friend Dudes (see Monger).

A determined, focused Dude may use its eventual mastery or the force of its unique product to forge a Career from its Project. Congratulations to this Dude.

Dude Careers:

Owner/Operator of Bike Shop, Vintage Shop, Skate Shop, T-Shirt Shop, Dude Bar
Produce your own Fashion Line, Internet Comic Professor or PhD, if not Academia Folk or inherent Dick
Massage Therapist, Hair Dresser
Free-Lance Artist, Musician
Home Marijuana Farm
Founder-member of Co-operative/Community _____
Operate Recording Studio, Print Shop

You are not a Dude. You are a Dick.

"I launched a line of Energy Drinks."

"My hip coffeeshop/music festival is one small limb of my Real Estate Development Empire."

Issues of Production #3: Motivated Group Efforts

Some Projects are so large - especially the fostering and securing of Dude Empires - that they require the participation of several or many Dudes; however, this is specifically not referring to the self-centered efforts of the Motivated Hipster and his ilk. (We can judge the difference by observing the nature of the Motivation. If there is a major motivation stockholder - ie, if this specific person withdrawing from the project would mean its collapse - then we do NOT have a Motivated Group.) There are numerous varieties of and purposes for group endeavors, but the functioning core of each type of Motivated Group is specially constructed to reasonably distribute responsibilities (and rewards) among participants. There are many degrees of success on the path of the motivated group - the beauty of a Strong Dude Network can really shine through in these instances, or perhaps a fatal weakness may be exposed. Furthermore, the positive presence of Motivated Group's Dude Empire may result in the fostering of Strong Dudism in many up-and-coming Dude youth.

Issues of Production #4: why you so Busy?

Seriously, it's kind of ridiculous.

The KNITTER

This Dude is specifically productive, especially in the context of social forums. The Knitter is recognized at music shows, bringing personal projects to work on before or during the entertainment. This dude will set up or attend "craft nights" - social gatherings where attendees simultaneously work on personal projects.

CRAFT CIRCLES are a formidable, if unpublicized, force in the Dude Community. For every testosterone-laden melee, there is an unseen flock assembling products and objects, chatting and quaffing.

The Lone Wolf - This dude is not necessarily prone to Monsterism or being a Living Nerve, but more driven to produce whatever they are pushing themselves to make and generally are uncomfortable with employing others in their pursuits, or just prefer a solitary way of working. This may or may not be coupled with the single life, though relationships have been known to frustrate the Lone Wolf's attempts to find their production tempo. May or may not be willing to help with group efforts for someone else's project.

BUSY MARRIED DUDES

Hyper aware of the folk trappings of marriage, this Dude Unit endeavors to not get caught up in the easy malaise of a relationship by overcompensating and becoming basically a Dabbling Duo, by attempting to be as productive as single dudes can be. Adding children to the equation amps up the stakes, and at this point latent Dabbling Tendencies are converted to Serious Busyness. This is a tense transition for some; you may note loud pronouncements that pre-children couples (all childless couples are pre-children in this viewpoint) don't really understand the world, and encouragements issued to all their friends to join them on their sinking ship. Demonizing or at least mocking

older single dudes like Dancing Grandma is another result of this attempt to reset their Dude Network's conception of maturity.

MARRIAGE

Dicks and Folks define and use marriage for their own purposes, but Dudes understand that the will to join forces (or whatever) has natural presence for every (human) being. The contemporary battle for marriage restriction is laughable when we witness what some dudes have "married":

- Dog/Reptile
- Musical Instrument or Band
- Album/Comic collection
- Bike
- Unemployment
- Quasi and actual martial arts
- Pants
- Coffee
- The French/France
- Corduroy

Marriage to a consumable material is often attempted but not recommended, as the renewal of consummation becomes a source of obsession and warps the Dude away from a necessary security of self-possession. This Dude becomes a **ZOMBIE** or **FIEND** (depending on the availability of the desired material), and values other humans only as much as they permit access to his Monsterism.

AUTHENTICITY

This issue affects both the productive and non-productive dude equally; this is a particular problem with musicians, as decades of dude-friendly music have centered around the aura of authenticity, at times played for the only factor when considering quality. Our research has shown an obsession with authenticity only acts as a barrier to the path of awesomeness, and is more likely a tool for jerks/vocal opinionists that, in the end, actually has no real value, other than spawning a lot of negative feeling in the Dude Community.

It is here we must address the phenomenon of Hipsterism. [Please see the detailed description of Hip As A Failed Value in Ian Downey's forthcoming work.] We use the term "Hipster" as follows: The Hipster is consumer *par excellence*, devoting much personal resource to the study and/or acquisition of unique cultural goods. Given this loose definition, we can see how most dudes are Hipsters. If you yourself are a Dude of the 21st Century, you understand the difficulty of this position. The perplexing social convention of HHH, or Hipsters Hating Hipsters, is addressed below.

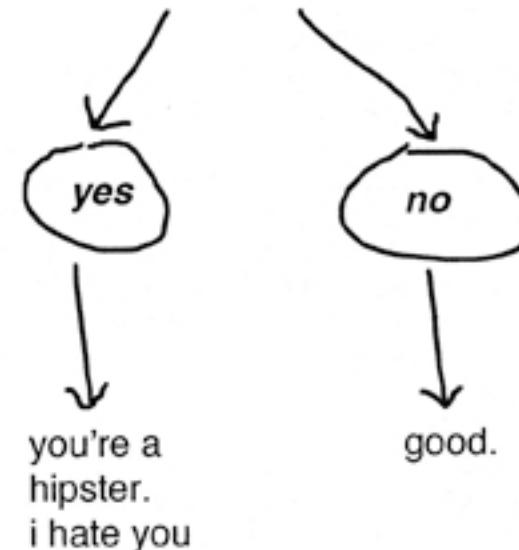
In examining the hipster's relationship to Authenticity (and again - we are referring to the hip impulse that is present in most dudes) we can identify the sub-types and spiritual pairs of **Hated Hipster** and **Hater Hipster**. The Hater Hipster defines the immediate relationship, by focusing on an individual or group of Hipsters that poses some irritation, and the usual excuse for the hateration has everything to do with Authenticity.

For example, one type of Hater Hipster, the **Curmudgeon**, might feel himself to be the descendant of America's original Hipsters: beat poets, jazz musicians and feisty roustabouts not yet sullied by irony or the illusion of human powerlessness. The hunted acquisitions of the Curmudgeon might come from these times or earlier, and his senses have been refined to detect the relative "authenticity" of the commodities he pursues. This dude's Hated Hipster, **Skinny Pants**, has an acquisitive focus that is merely style itself, outrageous in self-presentation and vacuous at its core.

Interestingly enough, locally prominent enclaves of Hated Hipsters and national dissemination of Hated Hipster fashion have inspired a wholly new kind of Hipster Hater (as opposed to Hater Hipsters). These more folkish types come to equate the entire concept of Hipsterism with the reputation for vacuity, and reject any variety of apparently hedonistic and somewhat underground Dude Endeavors (of which they are not directly involved) with a decidedly derisive tone. "Oh, is that what the Hipsters are doing these days?" They can often pick out a Hipster from a distance, but they have a blind spot for seeing the Hipsterism in their acquaintances, friends, or own selves. Little do they know, that by engaging in the popular pastime of HHH, they have in some way taken up the torch of authenticity and engaged their own latent Hipsterism.

The Dick Resistance Front has a similar content of Authenticity Based Hate, spurning the consumers who eat up the products of mass capitalism. In this version of the story, the Authenticity lies in mindful sourcing and productive, DIY aesthetic. The main target of this hate is the Hated Hipster who adopts a hypocritical pose of outsiderism, but ultimately is not much more than a generic consumer, rigorous about source purity only as much as it contributes to her image. This Hated Hipster has failed to authentically embody savvy cultural participation. This pushes into Holier-Than-Thou territory, obviously, but again implies a latent hipsterism in the Hater. This tone is more dismissive: "Oh, he's just a Hipster."

do you hate hipsters?



DUDES AND GENITALS

Women As Dudes³⁰

In the field, we notice that a common response to our "Dude Theory" is:

- But what about the Ladies?
- Or: Can a girl be a Dude?
- Or: I'm a girl, and I can relate to your theory, but I don't WANT to be called Dude.

The 21-Century Dude is itself unfortunately not yet outside the widespread gender iniquity of our Larger Social Structure (LSS). Though individual Dudes aspire to a kind of non-conformity, Dude Networks spring from that LSS and, unless consciously motivated to scramble regularities, reflect it, including a whole mess of ugliness where uteri and vaginæ are concerned.

A prime inhibitor to Uterine Dudeness is the persistent acceptability of the notion of lady-as-fuck-object (LAFO). It is a sad but true social fact that confuses many gals about the nature of their self-worth. The social experience of a Uterine who has absorbed this concept (Boy Crazy) can thwart her ability to develop an individual personality, the crux of the Dude.³¹ At the extreme, the common practice of child-bearing and -rearing has greater biological impact on the woman's commitment to self-determined individuality. Priorities get reorganized, them's the breaks. (That said, the Mothers that persist in an active Dude lifestyle are among the Awesomist.)

So it may seem that many more males than females fill dude roles, and have fervent commitment to dude lifestyle. But the assumption that Dudes are male in the majority is leveraged on any one person's ability to observe diverse Dude Groupings. Some Uterines may be prematurely exasperated by the overtone of LAFO in their local Dude Network and opt out of massive social groupings entirely. Some prefer to relate to smaller groups of trusted friends, including a partner. We postulate that certain Uterines create a specific kind of social interaction (often including any gender) that is less open to the general public, thriving in intense relationship formations, like small dinner parties or "dates" with familiar friends. Just know: there are more Uterine Dudes than you think!

Our definition of a dude is a person pursuing its own individual power. Sometimes this is a majestic quest, and sometimes just a concretized "fuck you" to inherited options. But to even consider the possibility of being Dude, one must have access to a reserve of Personal Power that fuels this independent streak.³² This Personal Power is not at all extraordinary - it's located in every human being. Genitalia is an explicitly hot topic because a genital center is the root of an individual's Personal Power. TRUE !! But not commonly known! Some ... might suspect ... that the LSS insidiously and intentionally discourages a person's knowledge of his own power, through myriad and perpetual suggestions about the nature and character of social roles. For Uterines, who inherit stories doubly (at least) more restrictive and more assaultive to the Personal Power within - from the moment our tiny vaginas are swaddled in a pink blanket - it may take an exceptionally strong personality to vault into the self-actualizing realm of Dudes.

And no doubt penises themselves have been overwhelmingly responsible for writing the long history of the Dude Code. But what we would like to emphasize is that a real 21st Century Dude-Person is forgoing these stories about gender roles and populating the cities with blurrier sexual standards. It is certainly happening around us; observation of Dude Hives seems to reveal a general abandonment of the traditional feminine and masculine expressions, as well as an increasing acceptance of bisexuality and any number of creative gender identifications.

For the Older Dude Groupings, a more enlightened form of androgenized socialization must be prioritized in order to be realized. The 20th Century Dude, with his fraternizing, could hold onto the same rude stereotypes regarding genital persuasion unchecked. This is no longer acceptable. Scan any Dude Group (of 50% or greater Cock Content) for their progress in this field with a simple test: The Menstrual Mention.

THE MENSTRUAL MENTION

In a lively Dude Grouping of 50% or greater Cock Content, get any Uterine to make a loud reference to their Menstruation, especially if said menstruation is happening in that moment. Then observe. Does general conversation proceed normally? Is there banter regarding Menstruation? Or does the social atmosphere become dampened, awkward or uncomfortable, someone leaves the room? The responsive atmosphere is the barometer that betrays any Groupings' receptivity to and comfort with Feminine Power.³³

DUDE FASHION

The T-Shirt or The Dude Uniform

Dude relations are not fundamentally combative, sexual, or familial. Yet, just as animals will send each other mating signals or perform elaborate rituals of simulated combat, just as aboriginal peoples wear special headdresses and body markings to establish tribal identity, so must dudes send each other coded messages to initiate a dudal relationship. This is accomplished through t-shirts.

T-shirts come in a variety of shapes and sizes, but the three most important types are message t-shirts, band t-shirts, and ironic t-shirts. A message t-shirt would include something like "Free Mumia Abu-Jamal," a band t-shirt is self-explanatory, and an ironic t-shirt would be something like a teddy bear hugging a rainbow. Occasionally, a t-shirt will be all three, like an N'Sync t-shirt that indicated which member one considered the cutest. One must be careful, though, when wearing a t-shirt that says something like "Eric Clapton is God," that one is understood to be an ironic hipster dude and not confused with a Bro.

MULTI-FORMs

There is another Dude Fashion thing which may be termed the Dude Anti-Form, or Multi-Form. This is basically the technique of lots of layers of oddly gotten clothes (homemade, secondhand, altered, street) and pieces of clothes poking out all over one's body, can be charming or grimy. Often tight, for functional reasons. Kind of co-opted by hipsters and malls but also very functional in a basic survival fashion. Post-apocalyptic.

Finally, we have to acknowledge that one kind of dude we saw in your neighborhood. Stubborn Dresser, or Amalgamator, or the Patently Weird: a dude who combines specifically striking and contrasting "fashion" elements in the same outfit (possibly on daily basis, for local notoriety). For example: Spike studded birkenstock sandals AND fedora AND... oh god, what else?³⁴

This is another arena where the designation "Hipster" (see Authenticity) comes into play - the term has become a kind of broad signifier tacked on to a wide swath of dressing choices - though there is more a penchant for exaggerated visual aids that veer towards the ridiculous, blatantly eye-catching, divorced from meaning or reason, a flag alone that doesn't really say anything; likely multiple (contrasting) flags [see Fixie under Dude's Dudes]. Please note there is a great deal of room for here for individual integrity; this is often a label given at a distance, thrown (perhaps jealously) at high style that varies from the flattering to the ridiculous.

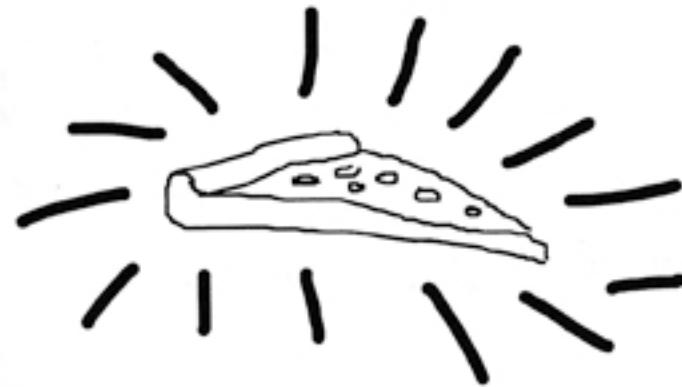


Dudes Like Pizza - a Dude Hypothesis by Ian Downey

One phenomenon requires special attention. Preliminary tests seem to point overwhelmingly in favor of the following conclusion: Dudes like pizza. It may be vegan, cheese-less pizza. It may be homemade, delivered, or eaten by the slice at a pizzeria. It could be fancy gourmet pizza, but more likely it is just plain, cheap pizza. In any case, the fact remains: Dudes like pizza.

Generally speaking, consuming too much of a substance or engaging in too much of an activity may render a dude into a zombie, at which point she or he will no longer be a real dude. But strangely, this is not the case for pizza. Not only does consuming pizza not endanger dudosity, but, mysteriously enough, dudosity seems only to increase with every pizza eaten.

This goes way beyond "trends". It is not trendy for dudes to like pizza, any more than it is trendy to breathe oxygen or metabolize protein. Dudes of all types seem to like pizza, regardless of their position in various dude subcultures. Pizza appreciation seems to occur at a sub-cortical, pre-trend area of the brain, which leads me to the hypothesis that, quite independently of nutrition (eating dough, tomato sauce, cheese in any other combination really isn't the same and has nothing to do with dudosity), pizza seems to be, in some way that is not as yet understood, some kind of mysterious dude-fuel.



Perhaps this arrangement of cheese, catalyzed by the correct proportion of tomato sauce and stabilized by an underlying dough-process, triggers some kind of neurological firing pattern that spontaneously causes humans to become more dude-like, more capable of independent thinking. In any case, I hypothesize a hidden variable, call it p , that represents the ratio between pizza-consumption and dudosity. Thus:

$$D = p(C)$$

Where D represents dudosity and C represents weekly pizza consumption. If you notice a dude's pizza consumption is declining, she or he may be reaching dangerously low levels of dudosity, and may soon transform into a piece of folk, a zombie, or (heaven forbid) a dick. If this happens, have a heart: immediately share some pizza with your dude. Just one pizza can save your dude, yourself, and all of us.

DUDE FLUID

In the study of human intelligence, scientists have used Bayesian statistics to prove the existence of the somewhat mysterious variable *g*, which seems to underlie all forms of intelligence. Similarly, in Contemporary Dude Theory we have determined the existence of a mysterious variable *d* that seems to determine a person's relative dudosity. The question, then, is what is the origin of *d*? Some are spiritualists who think that dudeness is the quality of a person's soul.

Being scientists, we are predisposed to search instead for a physical instantiation of *d*, and have therefore hypothesized the existence of some kind of dude Fluid. Perhaps produced by some not heretofore seen dude gland.

Maybe somewhere we will find the most absolutely perfect solid dudes. Do such people really exist? In any case, everyone else has had the experience of when their dude fluid is running low – when we would rather stay home and watch tv than go to a show and connect with our dude Network, when we yearn to pop out some babies, when we don't feel like partying, participating in debauchery, or, most dangerous of all, eating pizza.

What can we do when our dude fluid runs low? Many try to replenish their dude fluid with drugs, alcohol, weed, Facebook, ecstasy, heroin, &c. This may work, temporarily, but there is a real danger of becoming a Fiend, and thus ceasing to be a dude altogether. See Monster Types, Fiend.



From the times of Galen and Robert Burton, people have tried to establish the bases of human emotion in humours: blood, phlegm, yellow & black bile, creating bilious, sanguine, phlegmatic, and melancholic personalities. Perhaps it is time to devote a division of dude science to a kind of dude Alchemy, to determine the exact combination of pizza, substances and activities that will create the fabled philosopher's stone, or rather Dudestone, from which we can leach the elixir of dudeness.

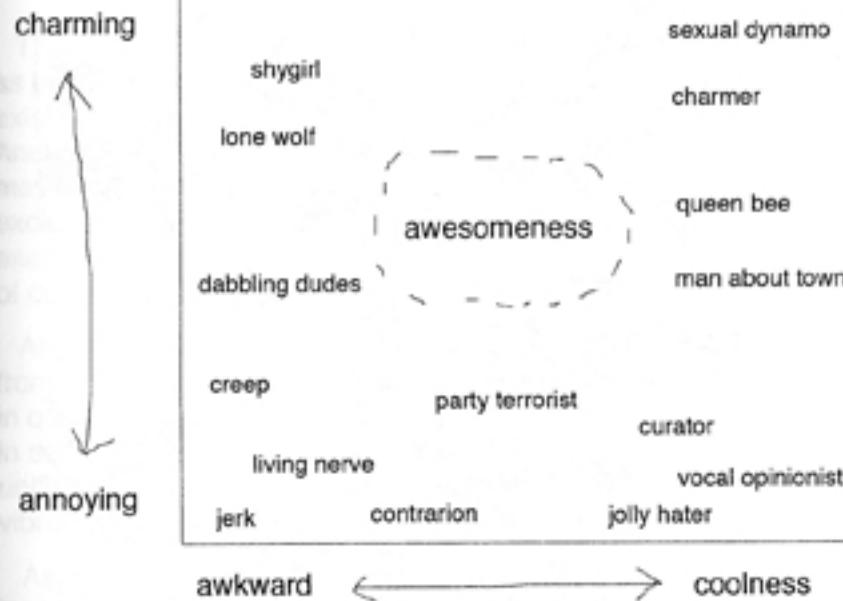
ATTITUDE (dude tudes)

AWKWARDNESS

It is the natural evolution of the sensitive human who is too aware and rejective of the general social condition, but not given to the forceful will of the Dicks. Indeed, it is kind of a traditional feminine power, though in no way restricted to uteri. Their presentation is quite naturally out-of-step, oddly angular or halting. It may devolve into preciousness or be elevated to charm. There are a variety of flavors of awkwardness: natural awkwardness (shyness - perhaps strong folk tendencies), the awkwardness of the creep, awkward-by-overdose (has seen way too much), and then perhaps a kind of ironic awkwardness, which may be the same impulse behind Hipsters Hating Hipsters.

Awkwardness has been duly noted and absorbed into larger culture - another instance of Dick co-option - note protagonists in many modern comedy situations, who spend most of their time cringing at the camera in detached response to an outrageous cast of zany characters.

It exists in a certain response to coolness, like the next step in coolness, which is in essence a paradoxical technique. Or the opposite of failed value Hip.



Most dudes with some sense of self-awareness can plot where they are and have been on this chart - the life of the dude being marked by the outward physical manifestations of self doubt (awkwardness) and self-assuredness (coolness). How this is handled accounts for your relative charm vs. annoyingness.



CHURCH OF AWESOMENESS

What is the mysterious awesomeness hat some chronically pursue?

Though Dudes have been suspected by traditional society as being devoid of or having dubious value system, there exists an overarching value at the core of the Dudes.³⁵ Anchored in the defining qualities of individualism, this value may be dubbed Awesomeness. This value system is entirely exclusive to Dudes, and indeed represents the absolute exemplification of Dude culture and quality, often in refutation of certain value systems of Folk and Dick.

An awesome dude's primary occupation organically extends from the principle of individuality, or "Dude Currency". A dude in quest of awesomeness actively uses her individual nature in service to the Dude Community. In this, the awesome dude unifies both dick and folk impulses, achieving the perpetual vibration of a spiritual trinity.

Aspiration to awesomeness resembles a religious calling in that it overtly rejects "common" lifestyle options. However, "awesomeness" does not restrict one's behavior as a set of commandments or laws, but more resembles a code of honor.

An awesome dude may or may not have a locally present genetic family, but has developed allegiance to Dude Family (which may include members of genetic family). The awesome Dude will have typical need for cash earning and survival, but never taxes his own dude economy with excessive freeloading or creative exploitation. (This will never be an awesome dude.) Henceforth, we propose a definition of a Dude: a person in the active pursuit of awesomeness, for themselves and others.



Uncle Frank and friend

The Godfather of Dudes: a sentimental memoir

by Mary Lewandowski

Folks have formed the template on which many Dude relationships are based. But Dude-ism is, in fact, an historically recognizable phenomenon. The urge to marry and raise a family is not the only standard. My Uncle Frank was such a man of irregular values, a lifelong Dude. Living in the basement of my grandmother's house and becoming a curious presence to me when Grandma died and my parents moved in, we were very aware of the ways he subverted "normal" living. Uncle Frank received the charity of his siblings, and, it seemed to them, squandered it in a dubious marketplace. A flea market vendor 'til the very end, he kept the company of a suspicious cast of odd fellows and wayward women that seemed threatening to my parents. There was overt disdain for the unfamiliar currency of favors and trades that quickly fell off when Uncle Frank fell ill. Who could Uncle Frank trust? A good number emerged for his funeral, but only one or two showed up during the months of hospice that preceded it. No doubt they were engrossed in the pace of their marketplace, speaking his name often with affectionate and saddened voices. I did not know any of his compatriots, but he must have been a shining softness among them – a man of such big heart and gentle nature that he frequently found himself on the short end (again, as it seemed to my parents) of a shrewd deal. Odd, or not odd, that his final traffic accident – the fault of the other driver, for the first time – resulted in a substantial insurance payment that he could not survive to enjoy. It was the short end of the deal again, though it was clear that Uncle Frank was not particularly concerned with such achievements. I understand Uncle Frank to be a sort of Dude Godfather, perhaps the Dodefater, living and breathing the same fashion of odd trades that occupy my Dude existence.

FOOTNOTES!

1. Bros actually represent an interesting triangulation between Dicks, Dudes, and Folk. However, given the term's origin (regressive and self-congratulatory college fraternity "brotherhoods"), we call bullshit and turn our attention elsewhere.
2. Also deeply embroiled in the term's mystique is a pervasive suggestion of "exotic animal's private part" - the "elephant's butt hair" of my youth is elsewhere "camel's penis." News Flash!! We just learned another definition for the word - "Horse Dick". This is a bit more sensible, as Dude Ranches were involved in horse mating.
3. en.wiktionary.org/wiki/dude, January 2011
4. In his tract *The Psychic Soviet*, Ian Svenonius remarks on the "Seinfeld Effect", a mass response to the popular sitcom resulting in the trendy re-population of city centers. In an urban environment, one gains familiar awareness of individuals who live in proximity and tap the same resources. Like our blood relatives, we do not choose these people, but we are bound together by common space and/or time.
5. This is not to imply that economic classes no longer exist, or that they no longer matter. Just the opposite - economic forces shape and sustain existing power structures (as well as the resistance to these structures), so we may understand our lifestyle/value class structure to be "superimposed" on the old economic order. In fact, contemporary dude theory can be seen as a post-situationist, post-Bookchin examination of the already existing, grassroots developments of socio-economic transformation in contemporary culture. We can learn a lot more when we stir things up by imposing new, creative classifications than we can with the old dogmatism.
6. Please note the Hornby Rule, wherein a dude temporarily suspends the judgment of his primary dude value system when considering or interacting with the individuals of his native folk.
7. see Strong vs. Weak Dude Chart on page 13.
8. Okay, we tend to instinctively understand Dicks as Villians, but are they always SO BAD? No. Those who use their power for more

creative purposes than express dominance can be differentiated with the term "Dick Positive".

9. For example of an initially radical idea becoming absorbed into capitalist culture, note the Zippie. Zippie phase 1: (1972) A member of the group Zeitgeist International Party, which rose "in opposition" to the Yippies, making themselves known during the DNC in Florida with a "mass deprogramming" involving public distribution of LSD. Zippie phase 2: (1994) A semi-hoax executed for Wired Magazine, giving name to an extant cross-breed of hippie and tech-savvy raver, and purporting a immanent revolution. Zippie phase 3: (2004) Re-coined use in New York Times op-ed by Thomas Friedman, labelling youth in India who have abandoned tradition for global trade values. Contemporary use: Burning Man™ type radicals who enjoy the values of the 1994 Zippie may self-identify as members of the Zeitgeist International Party, but now refer to themselves as "Zipsters". The term Zipster has also been co-opted by the Zip Car corporation to dub consumers and users of their ostensibly leftist product. Finally, "Zippie" and "Zipster" continue on in the LSS as brand names for products, from aircraft to wheelchairs to handbags.
10. Sports can be a tricky issue in relation to Dudes. Its heavy currency in Dick, Folk and Monster groups can begin to blur boundaries, or at least act as a safe topic for discussion among groups. Some examples of more Dude-purist approaches to sports would be ironic participation (especially in leisure sports like bowling or Frisbee golf) or passionate following of more obscure sports, like soccer (especially European futbol leagues), tennis or cricket, for the obvious cultural cache they provide.
11. See *Performance Tempo Manifesto*, 2007, by Joseph/Lewandowski
12. The crucial difference between Zombie and Fiend is the legality or availability of the object of fixation. For example, it is easy to become a television zombie, but it requires more work to be a coke fiend.
13. The Ghoul may be a VICTIM - A person defined by a past Emotional Trauma that makes social relationships almost impossible

to honestly forge. At its worst, a Victim is guided by an internal darkness that cannot find public expression, and so alienates the subject even deeper in its secrecy; in this scenario the Victim can exist outside of the four identified classes of people.

14. Chris Ware, "Acme Novelty Library no. 20"

15. For an example of this kind of study, see Field Guide to the Urban Hipster, by Josh Aiello.

16. "Jerk" is actually a scientific term (physics), present when there is a change in acceleration. When the change is sudden, we have very high jerk. You can feel this when you are in a subway car that suddenly accelerates or brakes. Everyone is jerked, and if they are jerked hard enough, people will fall or stumble. That is exactly what is like to experience a person with a high jerkiness quotient: everyone is destabilized, caught off-guard, sent sprawling.

17. Not to be confused with Dicks; the difference is motivation: a dick acts like a dick in order to get things: money, power, reputation, blowjobs, etc. A jerk, on the other hand, acts like a jerk just to be a jerk.

18. In addition to these there are the dreaded hybrids.

Unfortunately, as contradictory as it may seem, it is possible for a person to have some characteristics of a jerk, and some of a dick (often in the form of a person whose behavior is disruptive, and who is secretly - or not-so secretly - using this disruption to his own benefit. Howard Stern would be a prime example). These dreaded people are known as jerk-dick hybrids, jerk-dicks, or sometimes colloquially they are known as jerk-offs. Unfortunately there are even people who are asshole-dick hybrids, also known as dickholes.



19. Additional interpretations of the FGB: (1) I am a Dude of Leisure. I have no particular place to be, and if I do, then I will arrive with fashionable lateness. (2) I don't have far to go, because I live in a city neighborhood that has all the amenities I need. (3) I don't want a lot of complicated gear shifting, because it is likely that I will be riding this bike home drunk late nights. (4) If I were to use a technologically superior bicycle, you wouldn't get to appreciate this outfit, doesn't my scarf look pretty classic flowing in the breeze?

20. This is a demonstration of Hipster Hate! Right on the page!
21. Have you ever been at a party with BOTH a Party Terrorist AND a Sad Bomb? Do tell.
22. There is a specific experience, where you travel somewhere and meet a friend of a friend or whoever, and you have this pretty instant connection, maybe it's just some heightened stress of travel but it really FEELS like you've "known each other forever". Trips to NYC are super good for this one (though it is rare you will get to return the favor, as the "City" resident can't be bothered to leave the hive), but only time will tell if the bond will sustain.
23. See The Curator as the dude type likely to cite the less familiar in order to gain cultural currency. Also, be wary of the Chicago Field Reporter, who may be working for Chicago Chamber of Commerce.
24. See The Man/Lady About Town for the extreme of this dude behavior.
25. NurtureShock: New Thinking About Children by Bronson and Merryman
26. In one typical Dying Dude scenario, a Monger might turn into some kind of producing Monster (Blob) as this point, expanding his product into a brand of sorts, vaguely and perhaps remorselessly "losing touch" with his old dudes.
27. If you do, perchance, travel to the outer burbs and happen to go to mall, say for some Christmas™ related exchange of goods and services, you may be surprised at who see you see of your inner-city Dude network, feeling quite at home.
28. We can see this in the natural evolution of the economy, which has transformed from the worker's lifetime allegiance to a larger corporation that, in turn, pledges to support a family; now we have an uninsured every-man-for-himself endeavor of temporary hire, contract work and freelance projects. The Dick thus exploits a new type of worker that prefers a less drudgerous lifestyle, at the loss of the traditional Folk structure.
29. Fuck you Portlandia !!
30. The framework of Dude Theory is earnestly gender-neutral, but clearly we are working against the tide as we fight for the transition between 20th- and 21st-Century Dudes. Definitely our mission of re-claiming "Dude" is asking for this kind of trouble. In some way it would be a lot more (and less) exact to call our subject: Person, instead. Unfortunately, Contemporary Person Theory does not have the same marketing magnetism as Contemporary Dude Theory ... so grab your respective genital (or "tube") and come explore this hottt topic with us !!
31. Note the Dude Mimic: a Lady whose current interests, fashion, &c tend to reflect those of her current crush or boyfriend.
32. To use the word Power, do you immediately imagine Maleness? Washington DC, thrusting pistons, high rise views, and WTF a whole harem of plastic airbrushed boobs in high heels, god help you? No way, Dudes, no fuckin way. NOW we got to recognize Female Form of Power, exactly equal in all but one way to male power - and what is that one difference? Something extra! The testicle-carrier don't even got! That last leg of the X chromosome, motherfuckers.
33. Menstruation is the last taboo: a slightly gory and ultimately mysterious event For Women Only, yet regularly darkening the doorstep of "heterosexual male"s most desired destination. It is Feminine Power in a nutshell -- akin to the Power of Nature, pushing vegetation through the concrete, dissolving man-made structures with a relentless process of Decay; threatening to those who disregard it.
34. Actually witnessed Baltimore 2009; I feel like he had shaped sideburns or a weird haircut and wait, wasn't there a red anarchy A button somewhere among his all black clothes? Probably attached to a vest.
35. See Rebecca Solnit's article Sometimes Maybe Possibly: Radical Diffidence, Or The Shy Downturned Face of Revolution in Our Time for a general characterization of contemporary Dudes (Patriots) attempting to pursue Awesomeness in their daily lives by individually rejecting a culture enormously awash in Dick values, piece by piece.

