

Says

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

Thinks What are their wants, needs, hopes, and dreams?

Motivation can stem from

two places. First, it can

come from the benefits

motivation)

associated with the process

of pursuing a goal (intrinsic

What other thoughts might influence their behavior?

A goal is the cognitive

& Ferguson 2007;

Kruglanski, 1996).

Often discussion around

in the context of those

(practical and useful in

(luxurious or desirable in

nature) and hedonic

nature).

which are utilitarian

needs are further explained

representation of a desired

state, or, in other words, our

mental idea of how we'd like

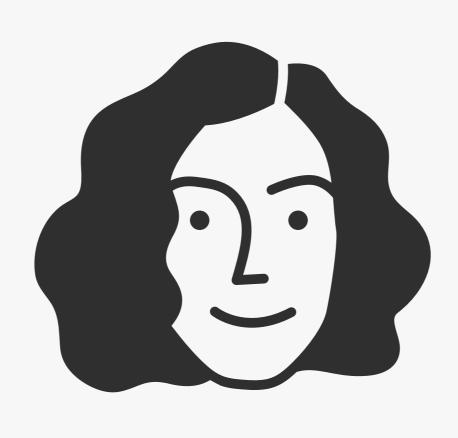
things to turn out (Fishbach



I first started hearing them when I was going through a job loss and my girlfriend was really leaning on me to get my stuff together.

It progressively got worse, like they were the police or some other law enforcement and started telling me to fry all my hard drives and electronics cause I'm going to jail

One other tidbit... schizophrenia has positive and negative effects on people



Persona's name

Short summary of the persona

magine an individual having dinner with his or her friends. The conversation covers various grounds such as politics, economics, sports, travel, and more

The answer can be found in the example of the British philosopher Jeremy Bentham, who proposed erecting a jail in a circular form with a watchman at the center, and the residents of the jail on the periphery

Observation can have both positive and negative effects on a person's conduct

The fact that anxiety and fear are probably distinct emotional states docs not exclude some overlap in underlying brain and behavioral mechanisms

Fear or anxiety result in the expression of a range of adaptive or defensive behaviors, which are aimed at escaping from the source of danger or motivational conflict

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Many authors, however,

patterns, time courses, and

intensities seem to justify a

clear distinction between

have argued that

anxiety and fear.

differences in their

etiologies, response



Does

What behavior have we observed? What can we imagine them doing?

