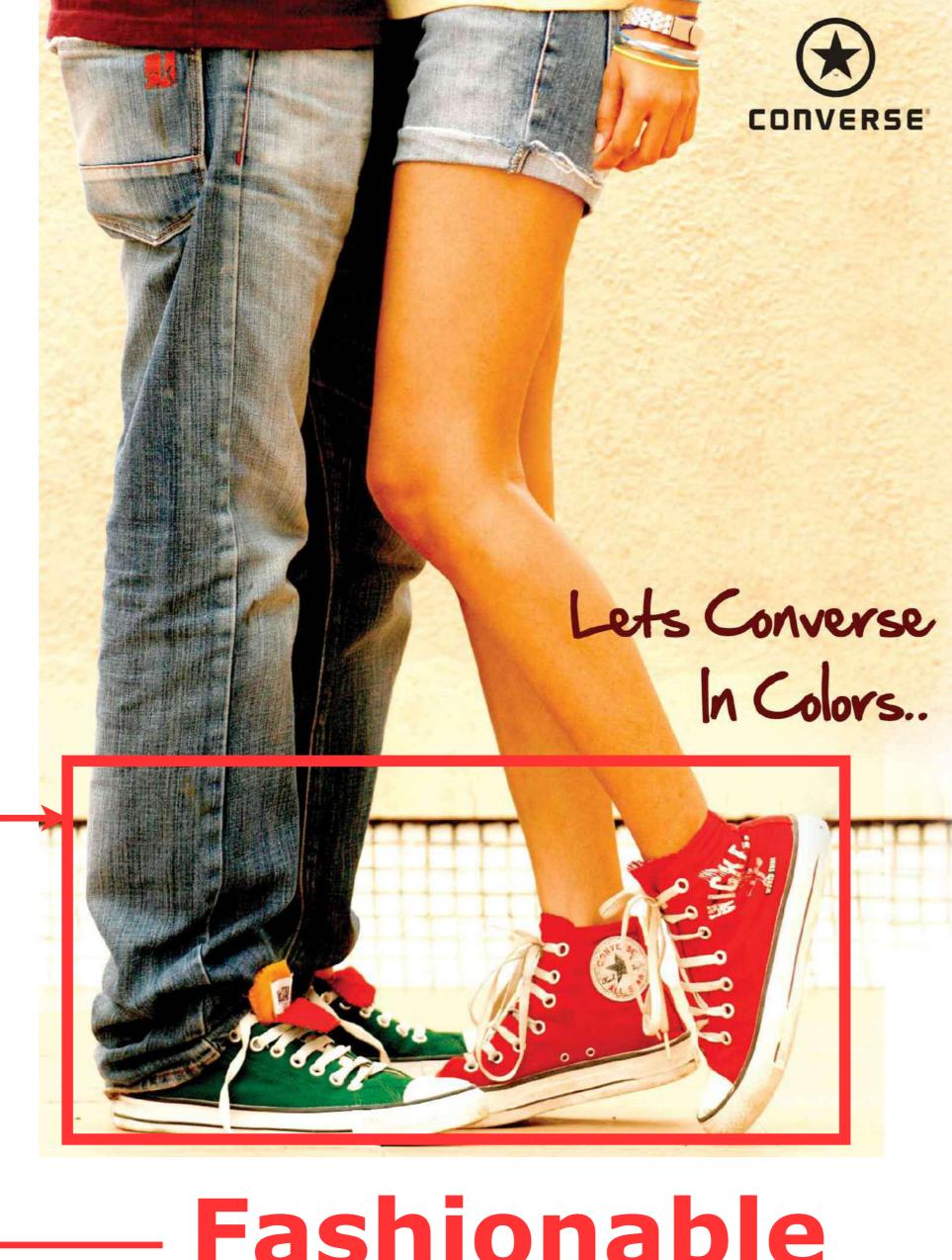


Social Identity



(Feminine)

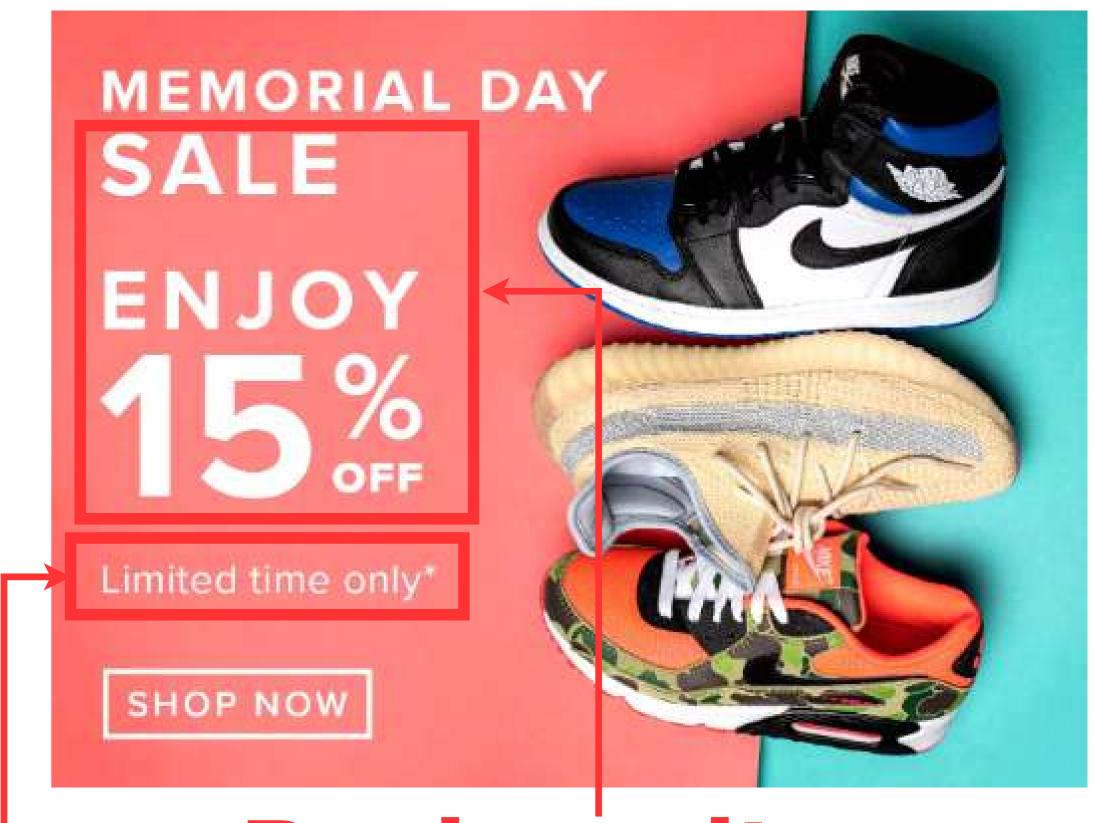
Concreteness +



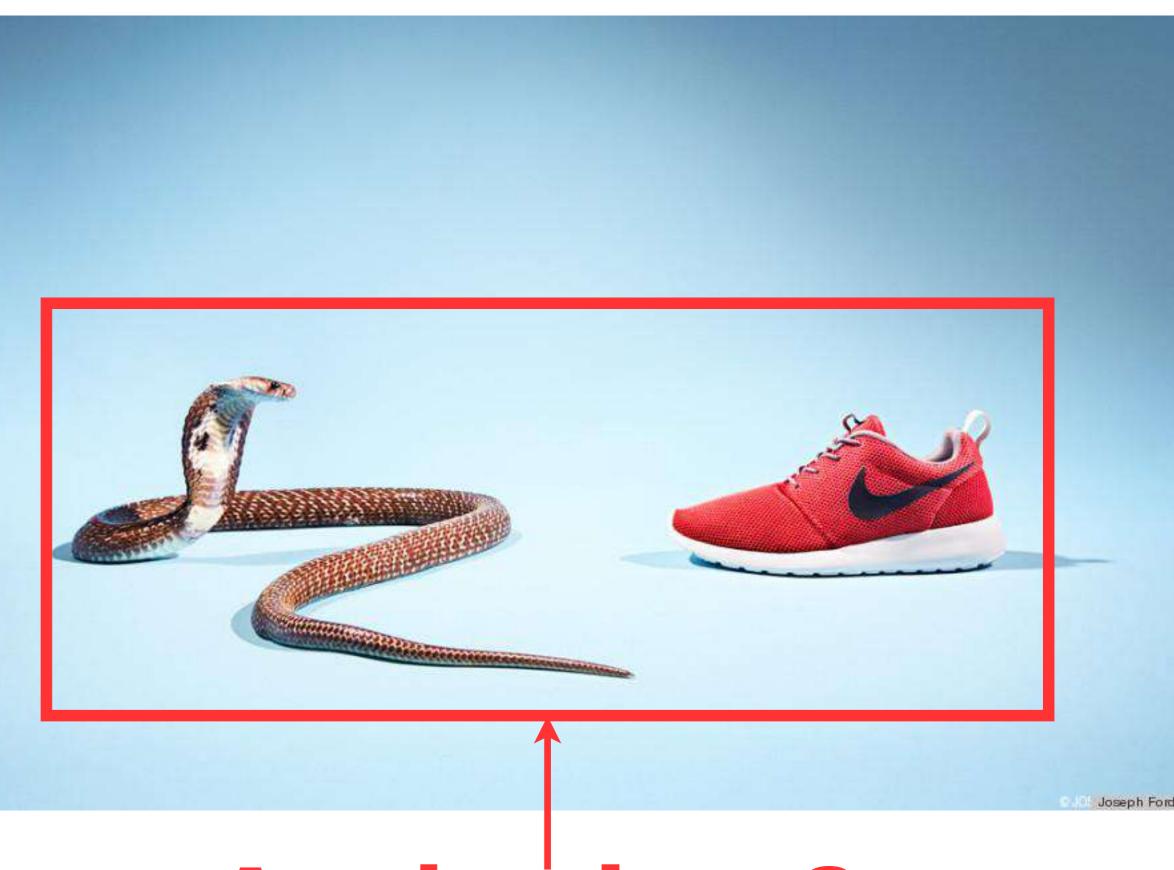




Emotion(Active)



Reciprocity + -Scarcity



Anchoring & Comparison