

A Counter Intuitive Example

		Akkuku	Ekkuku				
1	House	13	1				
2	Book	9	1				
3	Cup	14	1				
4	Fruit	1					
5	Snake	1			A+	A-	Total
6	Map	9	1	B+	15	2	17
7	Tree	4	1	B-	3	80	83
8	Stone	1		Total	18	82	100
9	Tooth	15	1				
10	Cat	6	1		phi=	0.827	
11	Girl	1	20				
12	Picture	1	21				
13	Star	1	17				
14	Bird	1	22				
15	Husband	1	13				
16	Ear	1	16				
17	Story		1				
18	Woman	1	14				
19	Hand	1	25				
20	Mother		4				
	Freq	81	160				
	Diversity	18	17				

Additional Examples

	A+	A-	
B+	18	32	50
B-	2	48	50
	20	80	100

phi= 0.400

	A+	A-	
B+	10	10	20
B-	10	70	80
	20	80	100

phi= 0.375

Evaluation-1	Evaluation-2	Activity	Power	
comfortable/uncomfortable	honest/dishonest	active/passive	powerful/powerless	
warm/cold	selfless/selfish	fast/slow	authoritative/non-auth.	
affectionate/distant	exemplary/misdeed	healthy/weak	high/low	
soft/hard	trustworthy/untrustworthy	dauntless/timid	dignified/frivolous	
23.20%		16.20%	9.00%	8.90%

Evaluation-1	Evaluation-2	Potency
Social identities with high positive values (≥ 1)		
Friend	Buddhist	Playboy
Wife	God	Spy
Mother	Pilot	Hoodlum
Elder sister	Hero	Bar Madame
Sweetheart	Mother	Congressman

Social identities with negative values (≤ -1) in descending order			
Shaman	Entertainer (performing)	Thief	
Prosecutor	Hypocrite	Bar Madame	
Hoodlum	Politician	Widower	Homosexual
Loan shark	Congressman	Disabled	Drunkard
Spy	Playboy	Lazybones	Prostitute

Korean EPS Dimensions and Salient Identities Associated with each dimension

Four Dimensions and Variables with High Loadings (>.5)

Evaluat Activity(Evaluation- Power (?)

Close/dis Lively/cal Busy Shameless
 Pure/corr Naughty/ Hardworking Foxy
 Kind/evil Delightec Diligent Miserly
 Reliable/i Lovely Fast Corrupt
 Consider Pretty Strong
 Virtuous Smart
 Upright Warmhearted
 Beautiful Tender
 Friendly
 Great
 Just
 GoodnKind
 Like
 Civilized
 Happy
 Truthful

China: Salient Identities Associated with Each Dimension

Evaluzati Evaluation-2 Activity Potency

Highest Mother Grandson Farmer Hero
 Mother's Granddaught Housewife President
 Lover Daughter Spy Buddha
 Girl frienc Child Lawyer Monk
 Wife Younger siste Cab driver Mother's father
 Father's i Girl friend Real estatc Father
 Younger Younger brotl Subordinat Judge
 Son Mother Grandfather
 Professor

Lawyer Prostitute Playboy Criminal
 Criminal Swindler Buddha Call-girl (Chinese version)
 Swindler Widower Granddauç Playboy
 Spy Hooligan Monk Hypocrite
 Hypocrite Hypocrite Grandson Swindler
 Thief Miser Crazy pers Hooligan
 Lowest Hooligan Drug addict Lazybone Thief