

COMPONENTS OF APPEAL DISTRIBUTIONS AND FORCES FOR CHANGE					
PERFORMANCE ASPECT	MEASURE OF ASPECT/CHANGE	CURRENT STATUS DESCRIPTIONS	RELEVANT CHANGE EFFECTS	CHANGE DESCRIPTION	ACTIONS LIKELY TO CREATE THE KIND OF CHANGE REFERRED TO
Awareness or familiarity (Which is relevant depends on the context of choice.)	Percent aware or familiar	Present or absent. (Without awareness there is no appeal. Without sufficient familiarity there is no identifiably specific appeal.)	Increase	Increase in number mentioning name on a top-of-mind, unprompted or prompted basis or able to rate appeal (as applicable to the context of choice).	Have brand focused advertising campaign. Provide introductory offers, samples or trials.
			Decrease	Decrease in number mentioning name on a top-of-mind, unprompted or prompted basis or able to rate appeal (as applicable to the context of choice).	Stop advertising. Change name. Change product or service.
Level	Mean	Positive or negative. High or low.	Upward	Across-the-board increase in measures.	Have an across-the-board price cut. Increase service quality.
			Downward	Across-the-board decrease in measures.	Have across-the-board price increase. Decrease service quality.
Disparity	Standard deviation	Wide or narrow.	Narrowing (Shrinking)	Proportionate reduction in distances between measures.	Single source information to reduce variation and conflicts in information provided.
			Widening (Stretching)	Proportionate increase in distances between measures.	Increase in quality together with an increase in price.

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Leaning	Skewness	Degree and direction of asymmetry.	Top extending	A disproportionate and asymmetrical drawing of the distribution from the top upwards or moving the rest downwards, or both, to a more pointed top end.	Introduce tax reductions for a selected sub-group e.g. the very rich.
			Bottom extending	A disproportionate and asymmetrical drawing of the distribution from the bottom downwards or moving rest upwards, or both, to more pointed bottom end.	Introduce tax increases for a selected sub-group e.g. the very rich.
			Top compacting	A disproportionate and asymmetrical compacting of distribution at the top end against a ceiling to which the distribution moves or a ceiling which moves down on the distribution, or both.	Abolish volume discounts for amount of customer trade.
			Bottom compacting	A disproportionate and asymmetrical compacting of distribution at the bottom end against a floor to which the distribution moves or a floor which moves up to the distribution, or both.	Introduce free initial consultations for professional service.

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Cohesion	Kurtosis	Peaked with large tails, flat or U-shaped.	Middle compressing (Increasing size of centre and tails)	Compression of the waist of the distribution and so enlarging the middle and the tails tending to a three way split.	<p>Focus on areas with common appeal in a contentious area.</p> <p>In this example on birth control, introduce measures that allow abortion when a “reasonable” case can be made. The characterised result would be a more concentrated and higher peak of appeal in the middle with pro and anti ratings relatively more concentrated in the upper and lower tails of the distribution.</p>
			Disjointing (Towards flat to polarising at the extreme)	A disproportionately expanding effect on distances between measures relative to the average.	<p>Focus on solutions with “built-in” conflicts or differential appeal affecting a common objective across a target group.</p> <p>In this example on improving health, reduce taxes and make everyone pay for their own health care so that those with below average incomes are relatively worse off and those above are better off. The characterised result is one of people moving increasingly away from the position of average appeal, in both directions.</p>

PERFORM-ANCE ASPECT	MEASURES OF ASPECT/CHANGE	CURRENT STATUS DESCRIPTIONS	RELEVANT CHANGE EFFECTS	CHANGE DESCRIPTION	ACTIONS LIKELY TO CREATE THE KIND OF CHANGE REFERRED TO
Correlation: Concordance or contrast	Correlation (Positive relations are concordant and negative relations are discordant or contrasting. The relations may be non-linear.)	Systematic patterns of appeal association between options generated by shared concordant or contrasting sources of appeal across a population. (No explicit direct comparison of options is implied.)	Increasing concordance	An increasing level of systematic agreement between measures on two options for individual within a group.	Make two options more similar. Emphasise similarities between options. Make attributes the same.
			Increasing discordance or contrast	An increasing level of systematic disagreement between measures on two options for each individual within a group.	Make two options more different. Emphasise differences. Have different attributes.
Idio-syncratic: Unique contributions	Zero correlation (Random relations)	Unique option appeal variation for each individual (after accounting for shared sources of effect).	Increasing or decreasing non-systematic contribution to appeal.	An increasing or decreasing amount of random appeal generation reflecting the focus, versatility or flexibility of the product, service, policy, etc.	Add complexity to increase unique contribution. Increase focus or specificity to decrease unique contribution.