

Research Model Compendium

Language and Psychology Foundations for AI-Assisted Intent Systems

Purpose

This compendium consolidates the language, psychology, identity, intent, and marketing models used across this research. Each model is presented as a practical reference: source, core idea, application, and working pattern.

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1. Human Motivation and Need-State Framing

A.H.M. 1943: Human Motivation Hierarchy

Source: Abraham H. Maslow

Reference: <https://psychclassics.yorku.ca/Maslow/motivation.htm>

Core idea: Human motivation can be described as a hierarchy of needs, where different need-states drive different priorities.

Application: Need states can be translated into optimization modes that affect language choice, proof preference, time horizon, and call-to-action style.

Working pattern: Need-state to optimization mode to proof preference to CTA.

2. Perspective Coverage and Quadrant Expansion

K.W. 1997: AQAL Four-Quadrant Model

Source: Ken Wilber

Reference: <https://www.newdualism.org/papers/K.Wilber/Wilber-JCS1997.pdf>

Core idea: Reality can be described across multiple perspectives: individual, collective, interior, and exterior.

Application: Validated intent clusters can be expanded across felt experience, tools and tactics, norms and tribe, and systems and process.

Working pattern: Base cluster to four-perspective expansion to coverage score.

3. Meaning-Making and Communication Complexity

S.CG. 2005/2007: Ego Development and Meaning-Making Levels

Source: Susanne Cook-Greuter

Reference:

<https://integralartlab.com/wp-content/uploads/2020/12/9-levels-of-increasingembrace-update-1-07.pdf>

Core idea: People make meaning at progressively more complex levels, and language reflects that level of complexity.

Application: The same intent can be expressed through a communication complexity dial: binary, technical, systems, and meta.

Working pattern: Intent primitive to complexity-level query variants.

4. Tribe Language and Identity Signaling

H.T. and J.T. 1979: Social Identity Theory

Sources: Henri Tajfel and John C. Turner

Reference:

https://ia802305.us.archive.org/23/items/15341_Readings/15341_Readings/Intergroup_Conflict/Tajfel_%26_Turner_Psych

Core idea: People define themselves partly through group membership; language signals in-group and out-group identity.

Application: Tribe markers can be identified through insider terms, rejected terms, moral framing, and repeated language patterns. Those signals generate non-obvious search and positioning variants.

Working pattern: Language markers to tribe affiliation signals to cluster variants.

5. Brand Communities and Tribes

A.M. and T.O. 2001: Brand Community

Sources: Albert M. Muniz Jr. and Thomas C. O'Guinn

Reference: <https://academic.oup.com/jcr/article/27/4/412/1810411>

Core idea: Communities form around brands with shared consciousness, rituals, traditions, and moral responsibility.

Application: Brand communities can be treated as structured corpora with recognizable language patterns, including membership tests, rituals, and identity reinforcement phrases.

Working pattern: Community corpus to repeat phrases and rituals to cluster families.

B.C. et al. 2002/2007: Consumer Tribes and Tribal Marketing

Sources: Bernard Cova, Robert V. Kozinets, Avi Shankar, and related tribal marketing research

References:

- <https://www.routledge.com/Consumer-Tribes/Shankar-Cova-Kozinets/p/book/9780750680240>

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https://www.researchgate.net/publication/235251183_Tribal_marketing_The_tribalisation_of_society_and_its_impact_on_the

Core idea: Consumption is often social; people form tribes around experiences and shared meaning, not just functional products.

Application: Tribe lexicons can be tracked for growth, linking value, belonging, authenticity, status, and identity register.

Working pattern: Tribe lexicon to identity register to intent variants.

6. Search Intent Taxonomy

A.B. 2002: Taxonomy of Web Search

Source: Andrei Broder

Reference: <https://sigir.org/files/forum/F2002/broder.pdf>

Core idea: Many web queries can be classified into three tasks: informational, navigational, and transactional.

Application: Language registers, identity signals, and emotional phrasing can be grounded in observable behavioral intent types.

Working pattern: Query to informational, navigational, or transactional intent.

7. Category Activation Triggers

B.S. and J.R. 2010 to 2016: Category Entry Points

Sources: Byron Sharp, Jenni Romaniuk, and the Ehrenberg-Bass Institute tradition

References:

- <https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-b2b-institute/pdf/b2bi-cep>

- <https://www.quantilope.com/resources/category-entry-points>

Core idea: Category entry points are situations, needs, and contexts that trigger category thought and brand consideration.

Application: Clusters can be mapped by origin trigger, including occasion, problem, and identity. These triggers create pathways from category entry point to cluster to intent type.

Working pattern: Category trigger to cluster family to intent type to next action.

8. From Words to Motivations

J.G. 1982: Means-End Chain

Source: Jonathan Gutman

Reference: <https://journals.sagepub.com/doi/10.1177/002224298204600207>

Core idea: People choose attributes because those attributes lead to consequences that satisfy personal values.

Application: Surface keywords can be converted into deeper clusters by mapping attribute language to consequence language to value language.

Working pattern: Attribute phrase to consequence phrase to value phrase.

T.R. and J.G. 1988: Laddering Method

Sources: Thomas J. Reynolds and Jonathan Gutman

Reference: https://is.muni.cz/el/1456/jaro2013/MPH_MVPS/39278324/LadderingTheoy_original.pdf

Core idea: Laddering is an interview and analysis method used to elicit means-end chains.

Application: The method supports a repeatable path for asking, laddering, extracting primitives, and generating language clusters.

Working pattern: Interview to ladders to intent primitives to cluster variants.

9. Token Dominance and Shorthand Language

TM/LING Collective: Generic Trademark and Proprietary Eponym

Sources: collective terminology in trademark law and linguistics

References:

- https://en.wikipedia.org/wiki/Generic_trademark
- https://en.wiktionary.org/wiki/proprietary_eponym
- <https://www.law.cornell.edu/wex/genericide>

Core idea: A dominant token can replace category understanding; token usage can measure mental availability.

Application: Token dominance can operate as a proxy for category demand. Comparing token maps against objective maps can reveal translation gaps.

Working pattern: Dominant token to category activation to demand proxy.

10. Mark Sylvester Practice Models

M.S. 2016: Self-Identification Language Formulas and Unserved Demand

Source: Speakly practice model documented by Mark Sylvester, 2016 to present

Core idea: Self-identification language generates consistent formulas that diverge from expert vocabulary; translating those formulas reveals unserved demand.

Application: Identity language can be translated into intent primitives and objective clusters. Translation gaps, demand, and velocity can expose high-volume, under-optimized intent.

Working pattern: Identity language to intent primitives to cluster variants to proof rails.

M.S. 2016: Social Versus Private Language Split

Source: Speakly practice model documented by Mark Sylvester, 2016 to present

Core idea: Social language follows performative conventions; private language expresses constraints and true friction. Both must be modeled.

Application: Comparing social corpus language with private constraint language can reveal channel divergence and opportunity signals.

Working pattern: Social phrasing to intent primitives to private phrasing.

How to Use This Compendium

1. Use Broder 2002 to label intent type.

2. Use category entry points to label trigger context.

3. Use Means-End Chain and laddering to convert words into motivations.

- 4. Use Social Identity Theory, Brand Community, and Consumer Tribes to detect identity language formulas.**
- 5. Use AQAL to ensure perspective coverage.**
- 6. Use the Communication Complexity Dial to generate missed variants.**
- 7. Use token dominance as a category demand proxy.**
- 8. Use the Mark Sylvester practice models to prioritize translation gaps as unserved demand.**