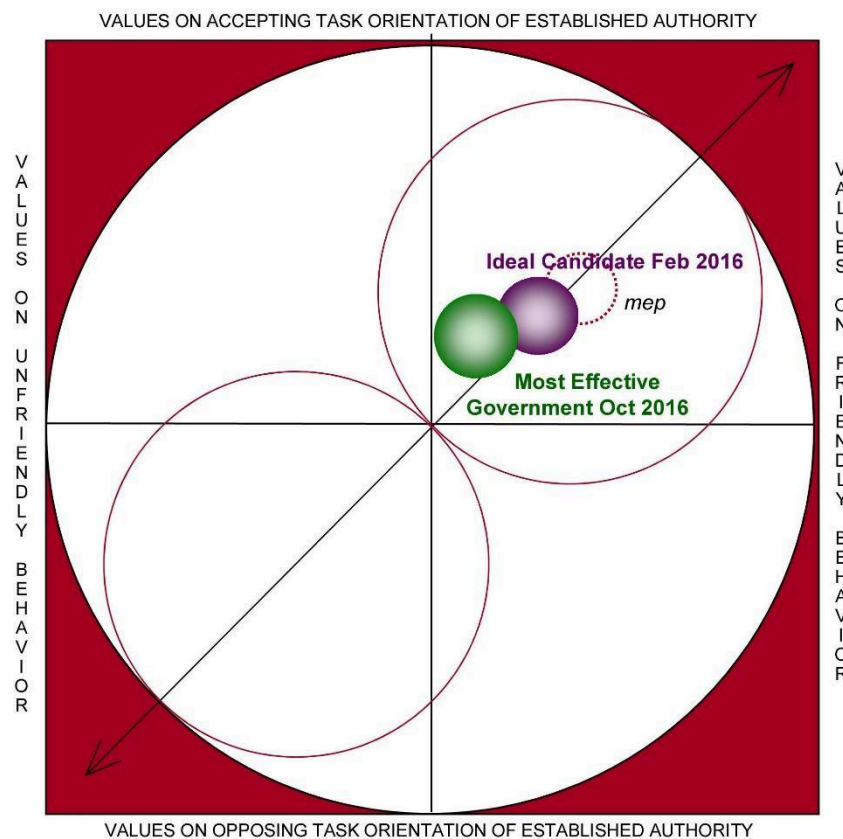# Some Important Findings Regarding the 2016 Presidential Candidates

We recently asked a random selection of adults to rate their estimates of an "Ideal Presidential Candidate" and to rate the values that need to be shown by the US Government to be "Most Effective" at home and abroad. The findings were compared to the long standing SYMLOG research norm for "Most Effective Profile" (*mep*) in the field diagram below. The summary description of the location for the "*mep*" is "Active teamwork toward common goals, organizational unity".

The SYMLOG Field Diagram can best be understood by knowing the location of images associated with "Most Effective" social interaction. For example, in the field diagram below the image for an "Ideal" presidential candidate overlaps with the image circle labeled "*mep*" (most effective profile) from previous research. The meaning of this location is that an ideal candidate would show values that primarily promote responsible idealism and collaborative work. The image for "Most Effective Government" overlaps slightly with the "Ideal Candidate" and represents values associated with "conservative, established, correct ways of doing things". The difference in meaning is related to the location of the image on the diagram. In each case, the values are associated with cooperation if not highly engaged collaboration.

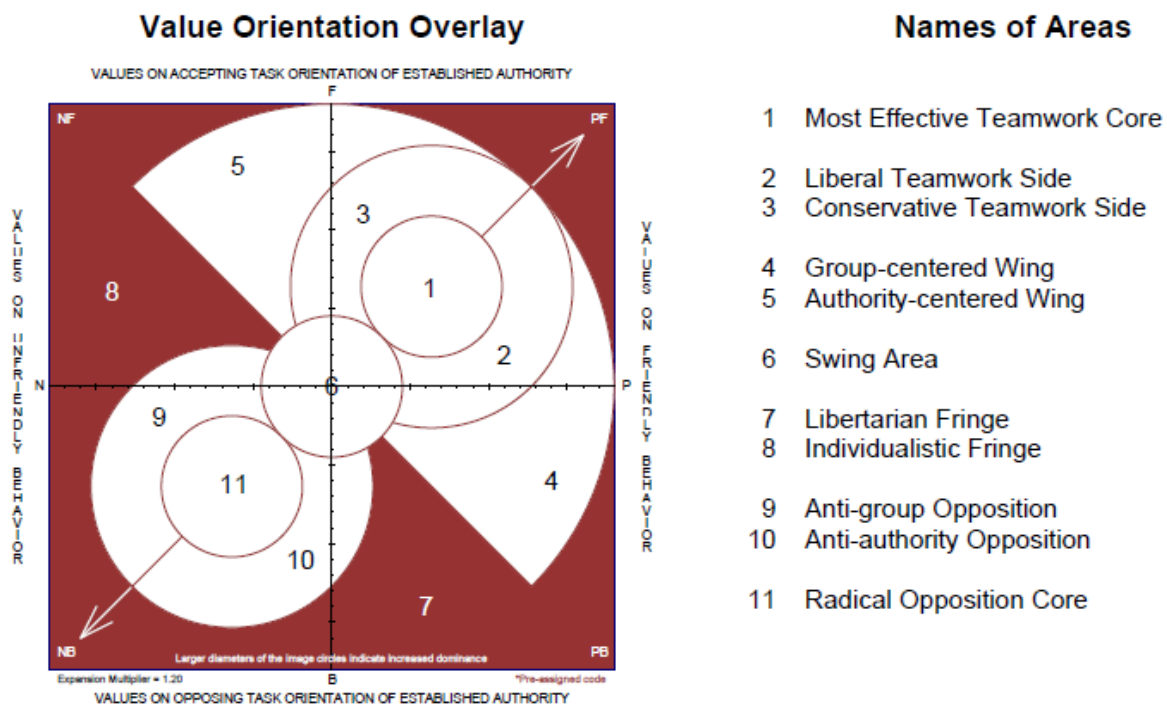## Presidential Candidates and Key Images over Time

Research conducted by Robert J. Koenigs, Ph.D.
October 2015 – October 2016

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

VALUES ON UNFRIENDLY BEHAVIOR

VALUES ON FRIENDLY BEHAVIOR

Ideal Candidate Feb 2016

mep

Most Effective Government Oct 2016

VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

Another way to view SYMLOG results is as a scatterplot of how the various raters rated a certain image. In the case of the "Ideal Candidate" the images tend to be in the same quadrant known to reflect an emphasis on cooperation. As it is, each part of the field has been shown to be correlated with different characteristics described in terms of traits and attributes. Please use the table below when reviewing the scatterplots that follow and note the potentials for polarization between images located in different parts of the field. For example, the Conservative side (Area 3) and the Liberal side (Area 2) are potentially polarized while another example would be between Area 5 (Authority-centered Wing) and Area 10 (Anti-authority Opposition) and Area 11 (Radical Opposition Core).

Value Orientation Overlay

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

F

NF   PF

5

3

V   V
A   A
L   L
U   U
E   8   1   E
S   S

O   O
N   N

U   N   6   P   F
N   2   R
F   I
R   9   E
I   N
E   D
N   L
D   Y
L   11   4
Y   B
                                                                 E
B   10   H
E   A
H   7   V
A   I
V   O
I   R
O
R

NB   PB
     Larger diameters of the image circles indicate increased dominance
Expansion Multiplier = 1.20   B   *Pre-assigned code
     VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

Names of Areas

1   Most Effective Teamwork Core

2   Liberal Teamwork Side
3   Conservative Teamwork Side

4   Group-centered Wing
5   Authority-centered Wing

6   Swing Area

7   Libertarian Fringe
8   Individualistic Fringe

9   Anti-group Opposition
10 Anti-authority Opposition

11 Radical Opposition Core

The Scatter Plot Field Diagram below shows 141 image circles associated with the observations made in answer to the survey probe: In general, what kinds of values are shown by the Ideal Candidate in behavior? Each image circle represents one set of ratings and 44 of the 141 images are in Area 1 (Most Effective Teamwork Core). A majority of the remaining ratings are in either Area 3, the Conservative Teamwork Side or in Area 2, the Liberal Teamwork Side.

This find essentially means that most of the raters had a somewhat similar view that an "Ideal Candidate" would be able to work within a range of both liberal and conservative perspectives.

Scatterplot Field Diagram of "Ideal Candidate"
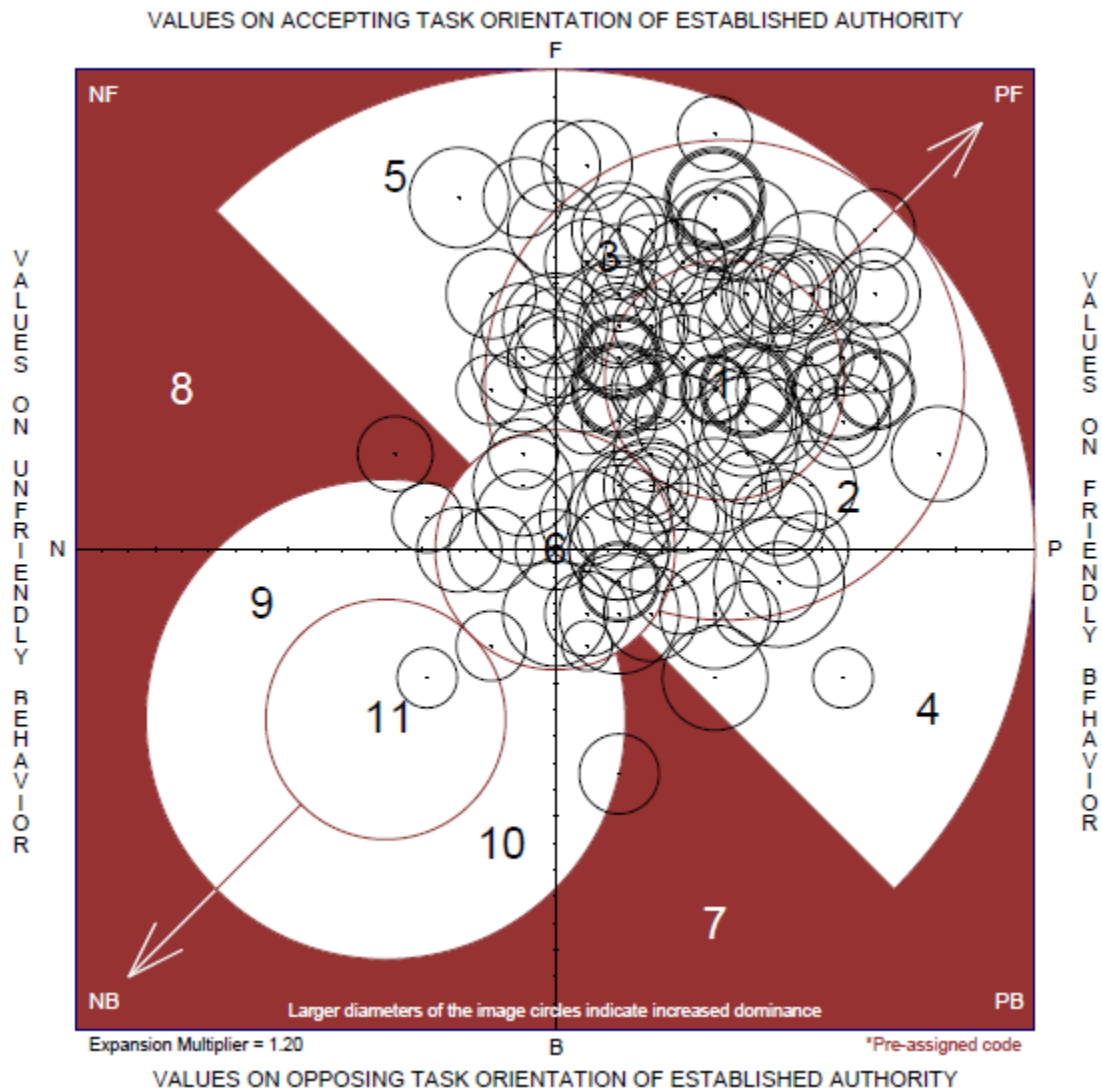
On the other hand, the scatterplot field diagram for the values needed to be shown by the "United States Government to be Most Effective" are much more dispersed than for the "Ideal Candidate". The scatter of images indicates much less of a consensus than for the "Ideal" candidate and a wider range of perspectives involving many associated with more authoritarian values and even others associated with strong opposition to established authority. The results indicate a highly polarized view of what these raters perceived to be needed for the US Government to be "most effective". Anyone who has followed the campaign thus far has noticed it has been one of the most contentious in US history with severe polarizations between the typical Liberal and Conservative Wings but also a constant drumbeat emphasizing Authoritarian values (Area 5) and Oppositional values (Areas 9 and 11) clashing in the field.

Scatterplot Field Diagram of "Most Effective Government

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY
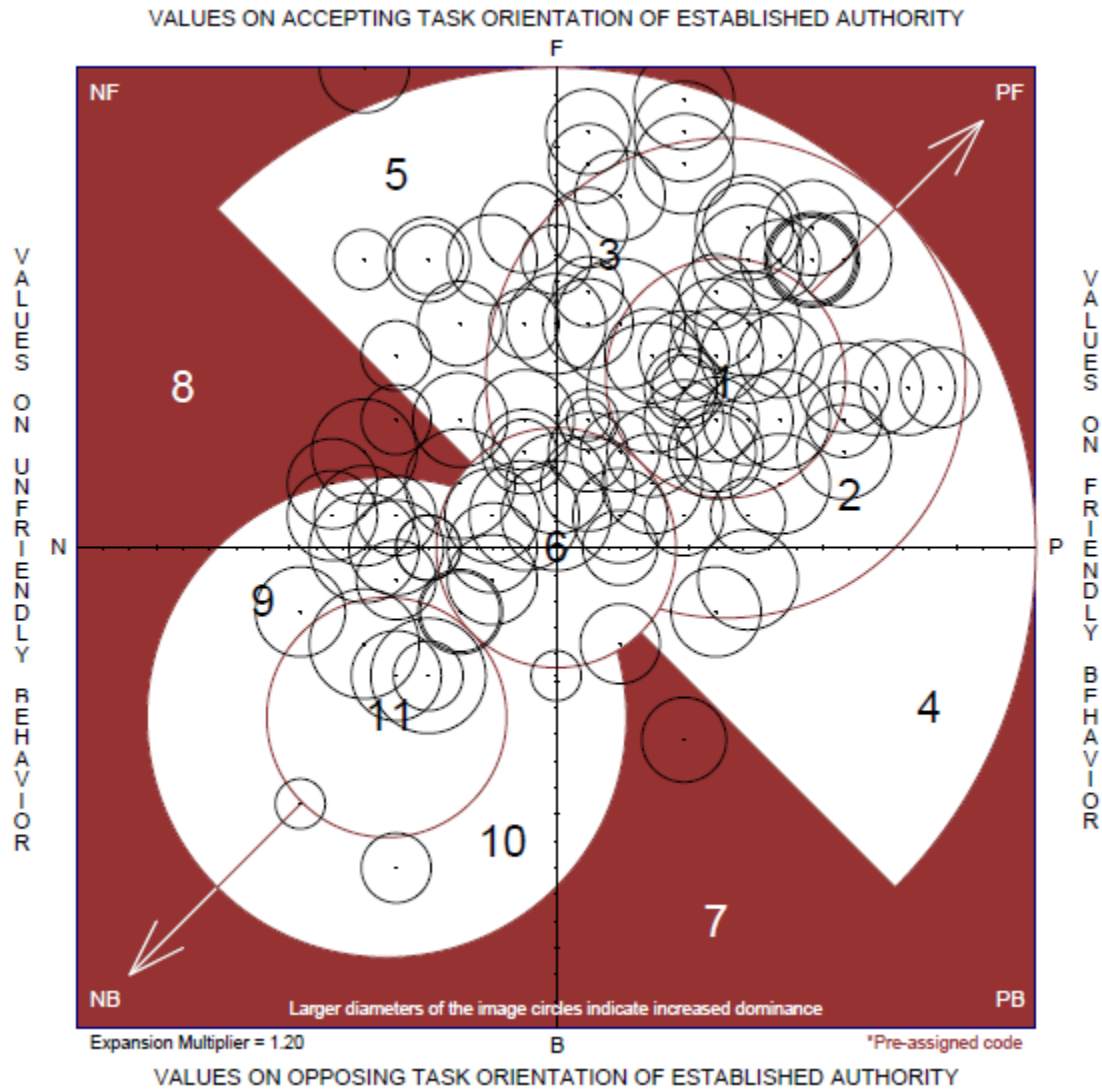
It is possible to explore Scatter Plot Field Diagrams of observations made over time to determine if the central tendencies remain constant and to determine the potentials for polarization with other images in the field. It is instructive to review the observations made on Hillary Clinton and Donald Trump in 2007 prior to the current presidential campaign and then in 2015 and 2016 after entering the campaign.

Tracking Images Over Time: Clinton and Trump 2007 – 2016

The Scatter Plot and Values Orientation Overlay make it possible to locate central tendencies over time. As early as 2007 (and with a minimal number of raters) it seemed that the image for Clinton was not located near the position of "Ideal Candidate" but instead was spread in various Areas ranging from Authoritarian to Self-protective. As the campaign began in earnest in 2015 it was revealed that Clinton's image began to reflect polarization with many eventually located in Area 6 (the Swing Area of Ambiguity and/or Ambivalence). There has not been any evidence that Clinton's image corresponds very highly with the consensual "Ideal Candidate".
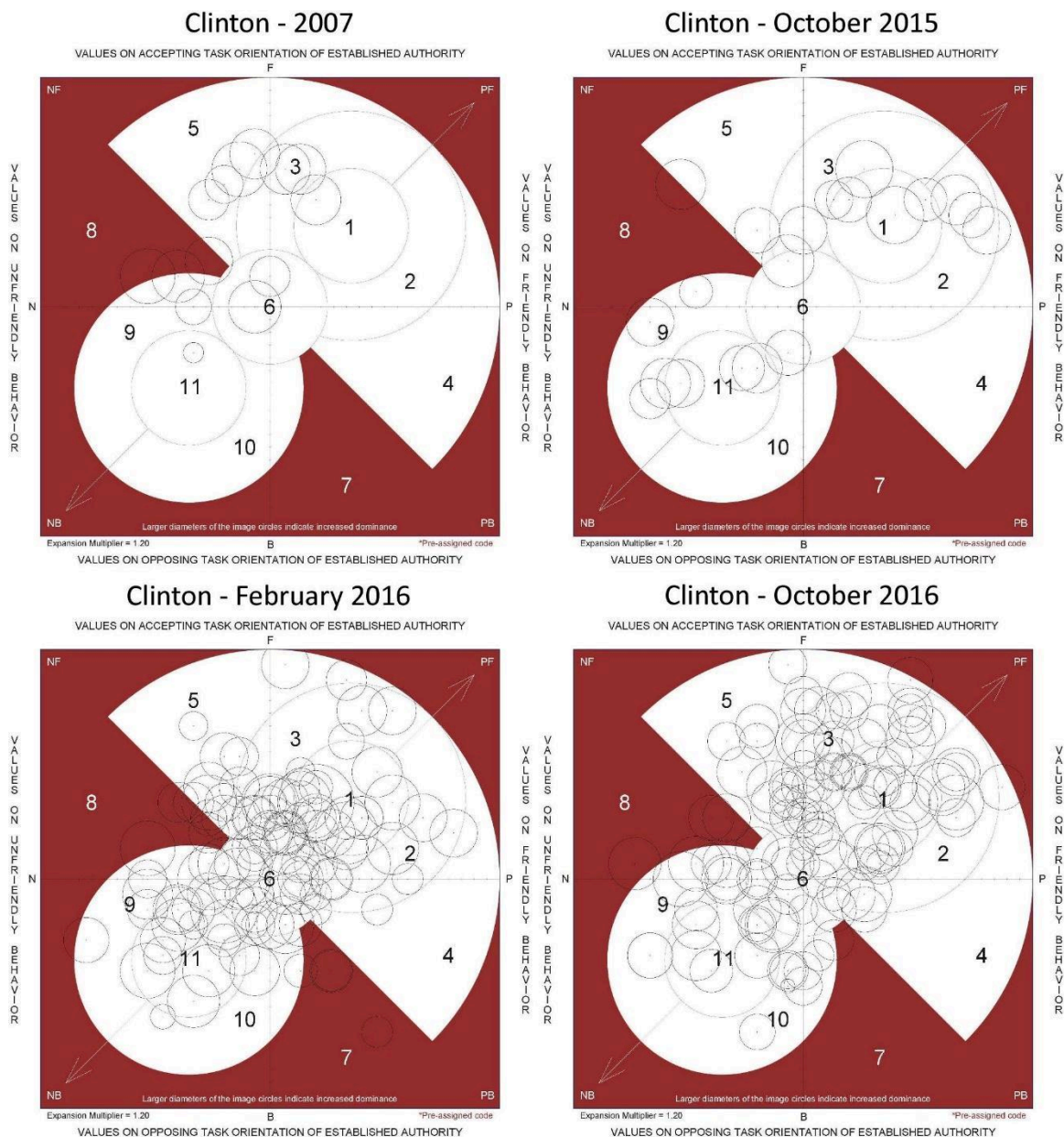
Very few of the images for Trump over the years have been located near the consensual image for "Ideal Candidate" (Areas 1, 2, and 3 combined). Instead, Trump has been consistently perceived as endorsing and promoting values associated with Areas 9, 10, and 11 (primarily the Radical Opposition). It appears that Trump's Anti-establishment values are what has made him so attractive to a substantial number of the broad electorate.

Trump - 2007

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

F

NF · PF

VALUES ON UNFRIENDLY BEHAVIOR

VALUES ON FRIENDLY BEHAVIOR

N · P

5 · 3 · 1 · 2 · 8 · 6 · 9 · 11 · 4 · 10 · 7

NB · PB

Larger diameters of the image circles indicate increased dominance

Expansion Multiplier = 1.20 · B · *Pre-assigned code

VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

Trump - October 2015

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

F

NF · PF

VALUES ON UNFRIENDLY BEHAVIOR

VALUES ON FRIENDLY BEHAVIOR

N · P

5 · 3 · 1 · 2 · 8 · 6 · 9 · 11 · 4 · 10 · 7

NB · PB

Larger diameters of the image circles indicate increased dominance

Expansion Multiplier = 1.20 · B · *Pre-assigned code

VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

Trump - February 2016

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

F

NF · PF

VALUES ON UNFRIENDLY BEHAVIOR

VALUES ON FRIENDLY BEHAVIOR

N · P

5 · 3 · 1 · 2 · 8 · 6 · 9 · 11 · 4 · 10 · 7

NB · PB

Larger diameters of the image circles indicate increased dominance

Expansion Multiplier = 1.20 · B · *Pre-assigned code

VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

Trump - October 2016

VALUES ON ACCEPTING TASK ORIENTATION OF ESTABLISHED AUTHORITY

F

NF · PF

VALUES ON UNFRIENDLY BEHAVIOR

VALUES ON FRIENDLY BEHAVIOR

N · P

5 · 3 · 1 · 2 · 8 · 6 · 9 · 11 · 4 · 10 · 7

NB · PB

Larger diameters of the image circles indicate increased dominance

Expansion Multiplier = 1.20 · B · *Pre-assigned code

VALUES ON OPPOSING TASK ORIENTATION OF ESTABLISHED AUTHORITY

The SYMLOG Bargraph Reveals Why this Election is so Contentious

A SYMLOG Field Diagram displays the result of various forces at work in the social interaction field. To better understand the actual forces and their effect on the situation, it is best to examine the Bargraph associated with an image. For example, the Bargraph below represents the findings for responses to the survey question for an "Ideal Candidate".   The first place to look is at item 14: "Self-protection, self-interest first, self-sufficiency", which is corrosive to group solidarity. Notice that in this Bargraph the emphasis on this value is very minimal and that the remainder of the estimates (dark green bars) are well within the "effective" range (light green bars). Note also the smooth transition of the bars which form three peaks and three valleys. This Bargraph profile represents effective social interaction.

Bargraph of an Ideal Candidate

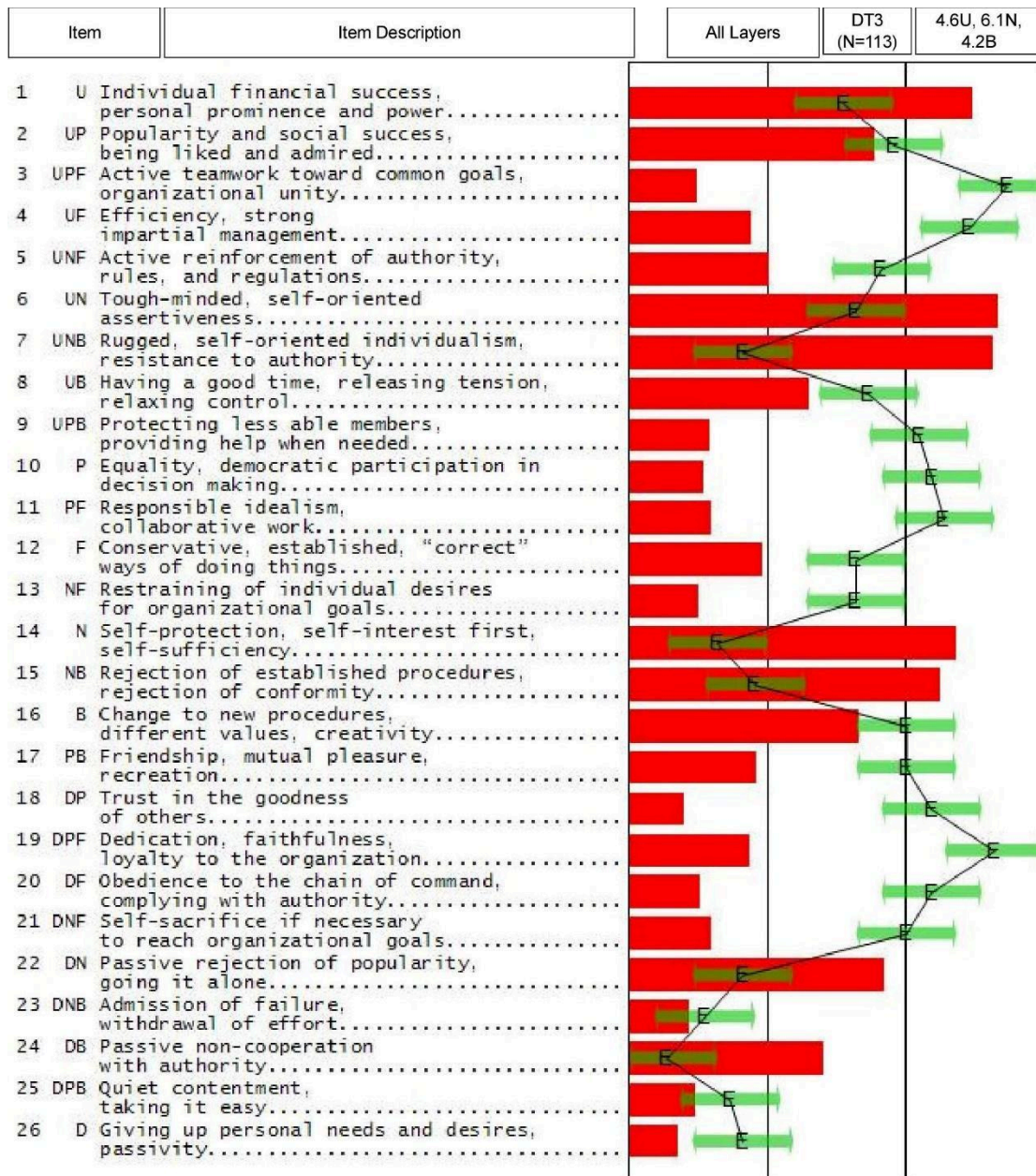| Item		Item Description	All Layers	IDC (N=131)	2.1U, 4.5P, 5.6F
1	U	Individual financial success, personal prominence and power...............			
2	UP	Popularity and social success, being liked and admired...............			
3	UPF	Active teamwork toward common goals, organizational unity......................			
4	UF	Efficiency, strong impartial management......................			
5	UNF	Active reinforcement of authority, rules, and regulations......................			
6	UN	Tough-minded, self-oriented assertiveness......................			
7	UNB	Rugged, self-oriented individualism, resistance to authority......................			
8	UB	Having a good time, releasing tension, relaxing control......................			
9	UPB	Protecting less able members, providing help when needed..................			
10	P	Equality, democratic participation in decision making......................			
11	PF	Responsible idealism, collaborative work......................			
12	F	Conservative, established, "correct" ways of doing things......................			
13	NF	Restraining of individual desires for organizational goals..................			
14	N	Self-protection, self-interest first, self-sufficiency......................			
15	NB	Rejection of established procedures, rejection of conformity......................			
16	B	Change to new procedures, different values, creativity...............			
17	PB	Friendship, mutual pleasure, recreation......................			
18	DP	Trust in the goodness of others......................			
19	DPF	Dedication, faithfulness, loyalty to the organization..................			
20	DF	Obedience to the chain of command, complying with authority......................			
21	DNF	Self-sacrifice if necessary to reach organizational goals...............			
22	DN	Passive rejection of popularity, going it alone......................			
23	DNB	Admission of failure, withdrawal of effort......................			
24	DB	Passive non-cooperation with authority......................			
25	DPB	Quiet contentment, taking it easy......................			
26	D	Giving up personal needs and desires, passivity......................			

Bargraph for One of the Candidates – Donald Trump

Contrast the prior Bargraph for the "Most Effective Candidate" with the Bargraph below for Donald Trump. Note the extensive emphasis on item 14 (Selfish) and how the harmonious three peaks and three valleys have deteriorated into a glaring clash of contradictions. Trump is perceived to overemphasize values on items (1) Dominance, (6) Assertiveness, and (7) Individualism for example, and to underemphasize values on Teamwork (3), Equality (10), Collaboration (11), and Trust (18). This is a Bargraph usually associated with a person leading the Radical Opposition and not one to unify the disparate polarizations present in the current electorate.

Bargraph for Donald Trump

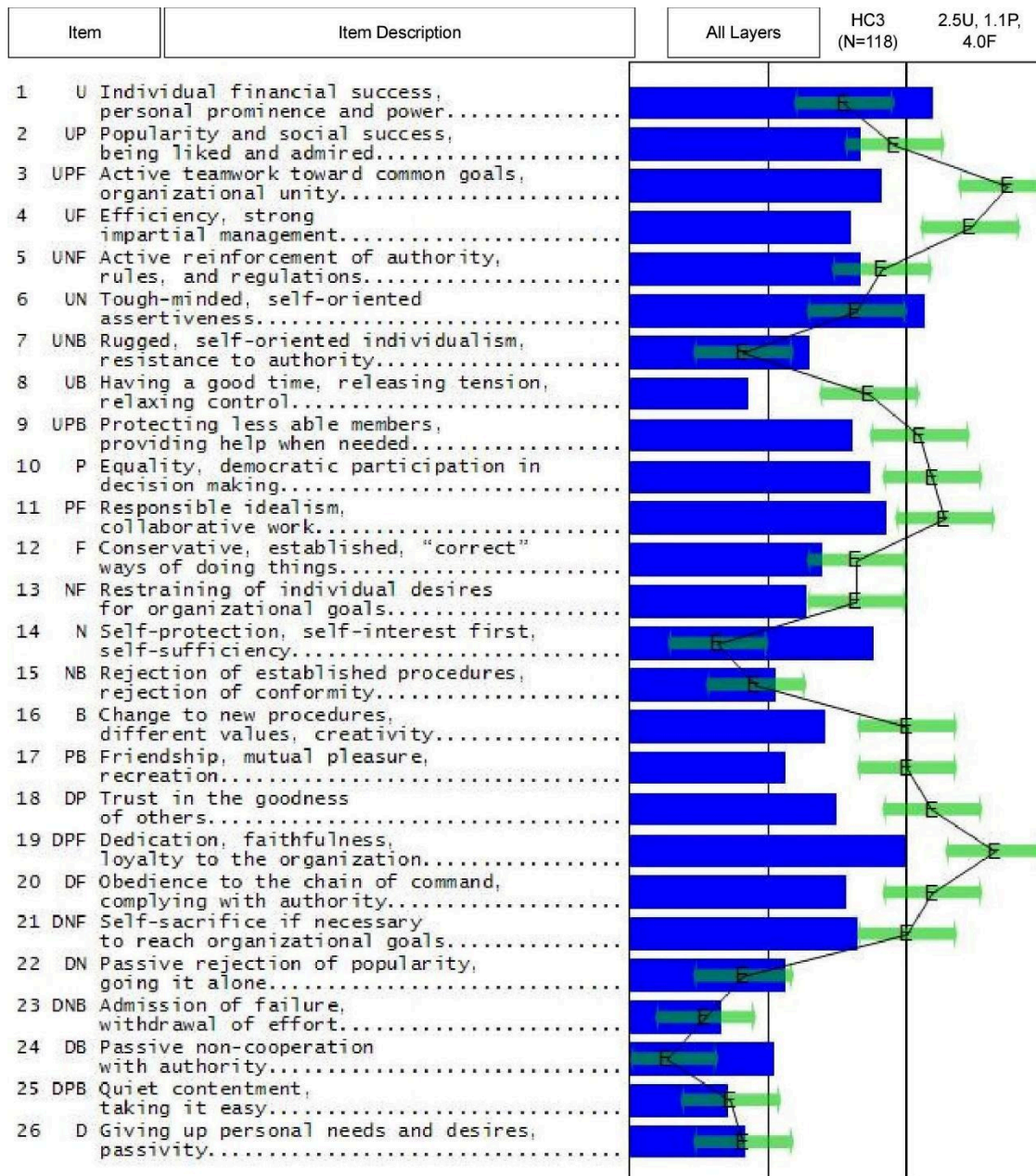| Item	Item Description	All Layers	DT3 (N=113)	4.6U, 6.1N, 4.2B
1 U	Individual financial success, personal prominence and power.............			
2 UP	Popularity and social success, being liked and admired................			
3 UPF	Active teamwork toward common goals, organizational unity.............			
4 UF	Efficiency, strong impartial management...............			
5 UNF	Active reinforcement of authority, rules, and regulations..............			
6 UN	Tough-minded, self-oriented assertiveness................			
7 UNB	Rugged, self-oriented individualism, resistance to authority...........			
8 UB	Having a good time, releasing tension, relaxing control...............			
9 UPB	Protecting less able members, providing help when needed...........			
10 P	Equality, democratic participation in decision making...............			
11 PF	Responsible idealism, collaborative work.............			
12 F	Conservative, established, "correct" ways of doing things.............			
13 NF	Restraining of individual desires for organizational goals...........			
14 N	Self-protection, self-interest first, self-sufficiency................			
15 NB	Rejection of established procedures, rejection of conformity...........			
16 B	Change to new procedures, different values, creativity.............			
17 PB	Friendship, mutual pleasure, recreation................			
18 DP	Trust in the goodness of others..................			
19 DPF	Dedication, faithfulness, loyalty to the organization...........			
20 DF	Obedience to the chain of command, complying with authority...........			
21 DNF	Self-sacrifice if necessary to reach organizational goals...........			
22 DN	Passive rejection of popularity, going it alone...............			
23 DNB	Admission of failure, withdrawal of effort.............			
24 DB	Passive non-cooperation with authority...............			
25 DPB	Quiet contentment, taking it easy................			
26 D	Giving up personal needs and desires, passivity................			

The Bargraph for Another Candidate – Hillary Clinton

The first item to notice in the Clinton Bargraph below is the overemphasis on item 14 (Selfish) and how the three peaks and three valleys, although smoother than Trump's, are also misaligned and somewhat flat. Clinton is perceived to overemphasize values on items (1) Dominance, (5) Authority, (6) Assertiveness, and (7) Individualism for example, and to underemphasize values on (4) Impartial management, (8) Relaxing control, and (20) Obedience. This is a Bargraph usually associated with self-serving personal prominence and power supporting establishment values without necessarily showing the impartiality needed to effectively unify competing polarizations in the electorate.

Bargraph for Hillary Clinton

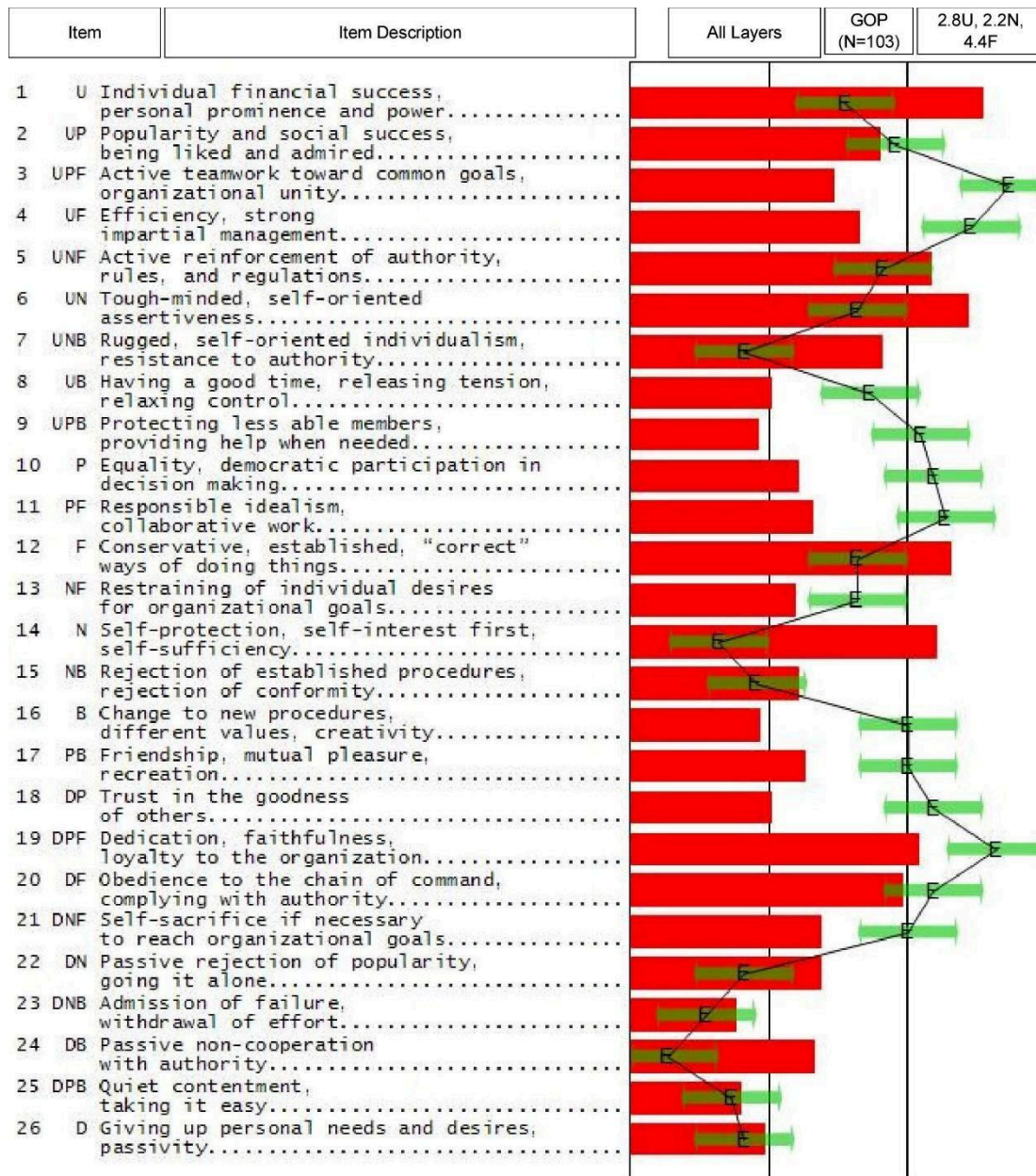| Item		Item Description	All Layers	HC3 (N=118)	2.5U, 1.1P, 4.0F
1	U	Individual financial success, personal prominence and power............			
2	UP	Popularity and social success, being liked and admired..............			
3	UPF	Active teamwork toward common goals, organizational unity..............			
4	UF	Efficiency, strong impartial management..............			
5	UNF	Active reinforcement of authority, rules, and regulations............			
6	UN	Tough-minded, self-oriented assertiveness...................			
7	UNB	Rugged, self-oriented individualism, resistance to authority..........			
8	UB	Having a good time, releasing tension, relaxing control............			
9	UPB	Protecting less able members, providing help when needed...........			
10	P	Equality, democratic participation in decision making............			
11	PF	Responsible idealism, collaborative work............			
12	F	Conservative, established, "correct" ways of doing things...........			
13	NF	Restraining of individual desires for organizational goals...........			
14	N	Self-protection, self-interest first, self-sufficiency............			
15	NB	Rejection of established procedures, rejection of conformity..........			
16	B	Change to new procedures, different values, creativity..........			
17	PB	Friendship, mutual pleasure, recreation............			
18	DP	Trust in the goodness of others...................			
19	DPF	Dedication, faithfulness, loyalty to the organization...........			
20	DF	Obedience to the chain of command, complying with authority...........			
21	DNF	Self-sacrifice if necessary to reach organizational goals..........			
22	DN	Passive rejection of popularity, going it alone............			
23	DNB	Admission of failure, withdrawal of effort............			
24	DB	Passive non-cooperation with authority............			
25	DPB	Quiet contentment, taking it easy............			
26	D	Giving up personal needs and desires, passivity...................			

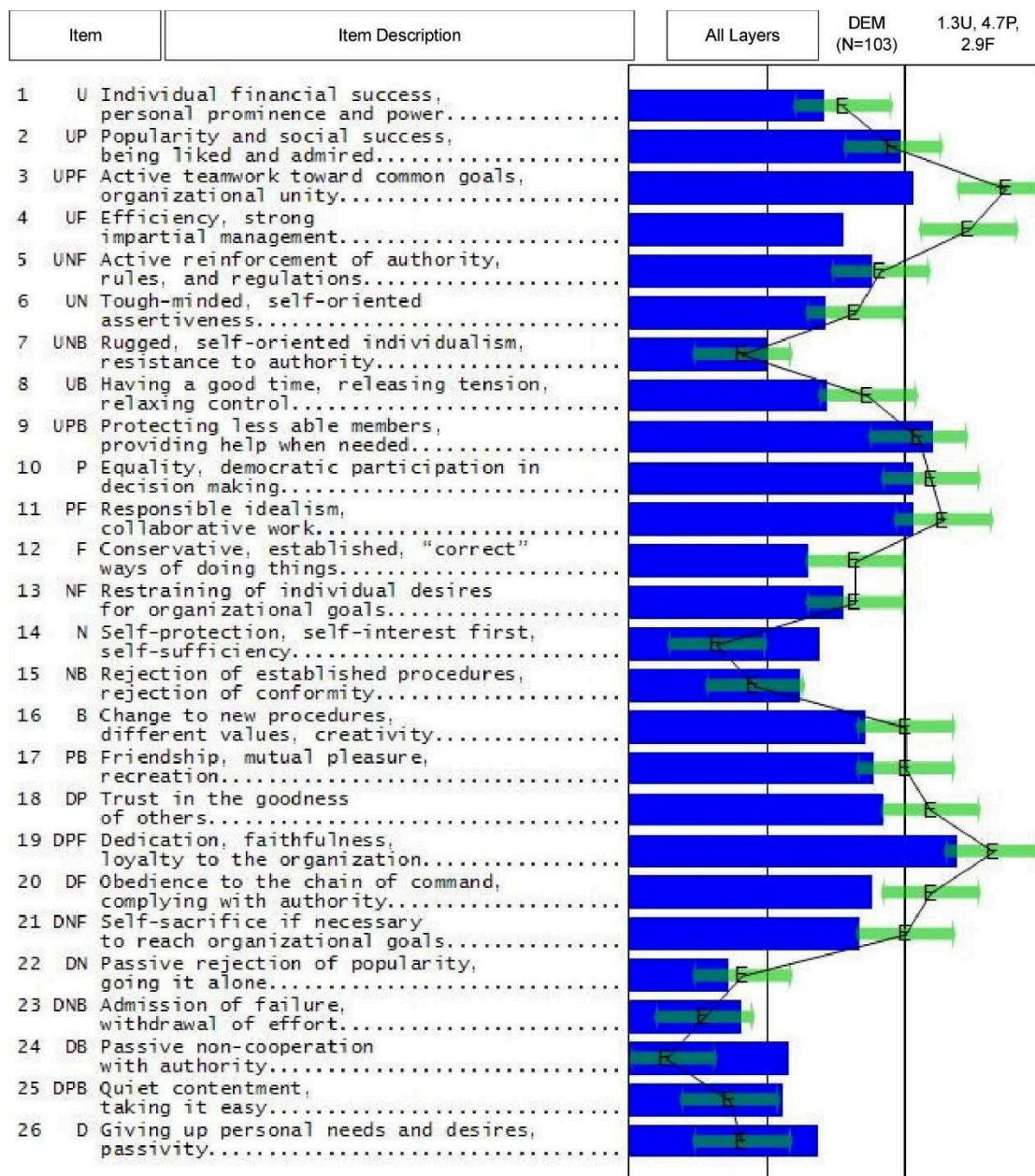# Which Political Party Has the Greatest Potential to Unify the Electorate?

The Bargraph below displays the results of ratings made on the values promoted by the Republican Party. Notice the overemphasis on (14) Self-centered values. Also, notice that there is an overemphasis on (1) Dominance, (6) Self-oriented Assertiveness, (7) Individualism, (14) Self-protection, and (24) Non-cooperation with Authority. There is an apparent under emphasis on (9) Protecting less able members, (10) Democratic participation, (11) Idealism, (16) Creativity, and (18) Trust in the goodness of others. This constellation of values is often associated with impersonal conservative individualism and "correct" ways of doing things with little emphasis on group solidarity (unification).

Bargraph for the Republican Party

Item		Item Description	All Layers	GOP (N=103)	2.8U, 2.2N, 4.4F
1	U	Individual financial success, personal prominence and power............			
2	UP	Popularity and social success, being liked and admired...............			
3	UPF	Active teamwork toward common goals, organizational unity..............			
4	UF	Efficiency, strong impartial management................			
5	UNF	Active reinforcement of authority, rules, and regulations.............			
6	UN	Tough-minded, self-oriented assertiveness.....................			
7	UNB	Rugged, self-oriented individualism, resistance to authority...........			
8	UB	Having a good time, releasing tension, relaxing control................			
9	UPB	Protecting less able members, providing help when needed..........			
10	P	Equality, democratic participation in decision making..................			
11	PF	Responsible idealism, collaborative work.................			
12	F	Conservative, established, "correct" ways of doing things.............			
13	NF	Restraining of individual desires for organizational goals............			
14	N	Self-protection, self-interest first, self-sufficiency.................			
15	NB	Rejection of established procedures, rejection of conformity............			
16	B	Change to new procedures, different values, creativity...........			
17	PB	Friendship, mutual pleasure, recreation.....................			
18	DP	Trust in the goodness of others......................			
19	DPF	Dedication, faithfulness, loyalty to the organization............			
20	DF	Obedience to the chain of command, complying with authority............			
21	DNF	Self-sacrifice if necessary to reach organizational goals.........			
22	DN	Passive rejection of popularity, going it alone.................			
23	DNB	Admission of failure, withdrawal of effort...............			
24	DB	Passive non-cooperation with authority.................			
25	DPB	Quiet contentment, taking it easy..................			
26	D	Giving up personal needs and desires, passivity..................			

The Bargraph below displays the results of ratings made on the values generally perceived to be promoted by the Democratic Party. Notice the slight overemphasis on (14) Self-centered values but, for the most part, the observations are within the effective range. However, the Bargraph appears to be somewhat stilted with the values that affect group solidarity and getting work done generally just approaching or just within the lower limits of the range. This constellation of values is often associated with idealism, collaboration, equality, and fairness but lacks an emphasis on work-oriented priorities such as (4) efficiency and strong management along with (20) obedience and complying with authority. Parts of the electorate who are strongly concerned about internal and external threats may not be reassured by this constellation of values.

Bargraph for the Democratic Party

Item	Item Description	All Layers	DEM (N=103)	1.3U, 4.7P, 2.9F
1 U	Individual financial success, personal prominence and power..............			
2 UP	Popularity and social success, being liked and admired...............			
3 UPF	Active teamwork toward common goals, organizational unity....................			
4 UF	Efficiency, strong impartial management..................			
5 UNF	Active reinforcement of authority, rules, and regulations...............			
6 UN	Tough-minded, self-oriented assertiveness......................			
7 UNB	Rugged, self-oriented individualism, resistance to authority...............			
8 UB	Having a good time, releasing tension, relaxing control.................			
9 UPB	Protecting less able members, providing help when needed..............			
10 P	Equality, democratic participation in decision making.....................			
11 PF	Responsible idealism, collaborative work...................			
12 F	Conservative, established, "correct" ways of doing things.................			
13 NF	Restraining of individual desires for organizational goals................			
14 N	Self-protection, self-interest first, self-sufficiency...................			
15 NB	Rejection of established procedures, rejection of conformity................			
16 B	Change to new procedures, different values, creativity...............			
17 PB	Friendship, mutual pleasure, recreation...................			
18 DP	Trust in the goodness of others......................			
19 DPF	Dedication, faithfulness, loyalty to the organization............			
20 DF	Obedience to the chain of command, complying with authority............			
21 DNF	Self-sacrifice if necessary to reach organizational goals............			
22 DN	Passive rejection of popularity, going it alone....................			
23 DNB	Admission of failure, withdrawal of effort.................			
24 DB	Passive non-cooperation with authority..................			
25 DPB	Quiet contentment, taking it easy.....................			
26 D	Giving up personal needs and desires, passivity.....................			

Some Final Thoughts:

For several years SYMLOG has proposed the following definition of leadership: "Effective Leadership is a social interaction process that unifies a diverse and often polarized group of people to work together as a team through elimination of scapegoating, a maximum use of mediation, and the judicious use of power". It seems apparent from the scatterplots previously shown in this research that the electorate is highly polarized and neither Donald Trump nor Hillary Clinton are widely perceived as impartial mediators or unifiers. Each candidate has seemingly done whatever is required to reinforce the beliefs of his or her base while increasing the potentials for overall polarization in the body politic. Whichever candidate wins the election (most likely Clinton) he or she will certainly be faced with a highly charged opposition in the field. Without effective mediation of differences, the severity of the overall polarization will remain acute and efforts to govern increasingly paralyzed.