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Let's look at some
Worldviews

safari Notes: Casey

Source: <http://bit.ly/30x500-safari-4>

Worldviews

- Whether linoleum is tacky or period and classic
- Granite is the fastest way to ruin your kitchen at great cost
- Granite is not even close to period appropriate
- Marble is great, tile is hard to clear with the grout.
- Stone is not period appropriate floor, wood and lino are better for preventing broken dishes.
- Soapstone wasn't available unless you lived near a quarry.

Compare yours!

safari Notes: Andrew

- Source: <http://bit.ly/30x500-safari-4>

Worldviews

- time period flooring and counter tops
- KISS it principle
- True LINOLEUM (like marmoleum) is far from tacky,
- they were more concerned with hygiene and function than we are.
- granite is the fastest way to ruin your kitchen at great cost
- didn't devote scads of cash to move pretty rocks for furnishing the servants' work rooms
- Real modern replicas of linoleum are a high-ish end
- I'm one of the "white kitchen" people.

Real answers from real students:

A First impressions: Are these worldviews? All, most, some, or none?

Andrew's notes felt more like worldviews
Casey's felt like recommendations

"true linoleum is far from tacky" seems like a worldview

I'd say all world views (since they all seem to be subject to belief)

"they were more concerned with hygiene and function than we are" - doesn't feel like a worldview, but "we're not too fussed about hygiene and function" does

"didn't devote scads of cash..." seems more like a historical observation than a worldview. maybe a worldview from the 1800s :wink:

TEACHER DISCUSSION

A First impressions: Are these worldviews?

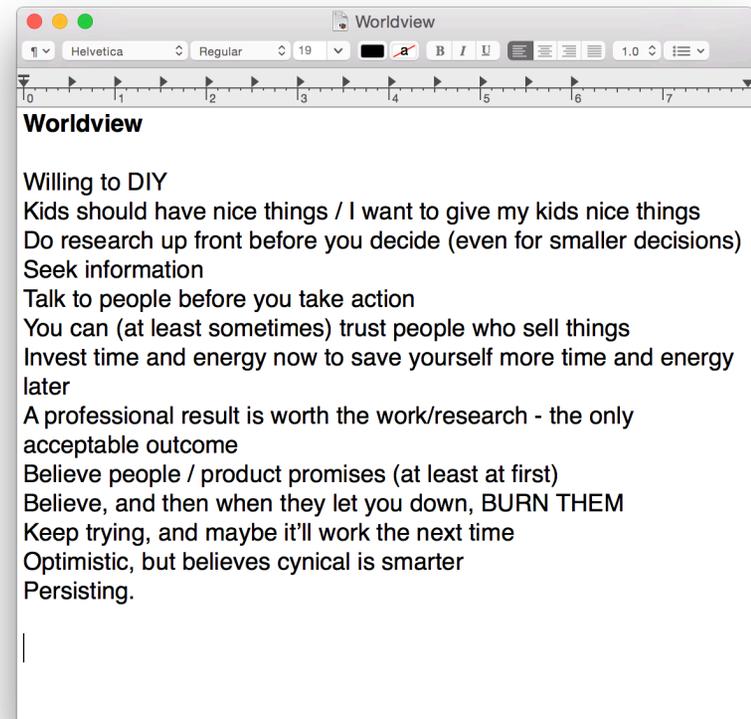
Remember the example worldviews from the Safari Gold video lesson? Here, take a peek →

Notice the types of things Amy wrote down as worldviews:

- * *Willing to DIY*
- * *Optimistic, but believes cynical is smarter*
- * *Talk to people before you take action*
- * *Kids should have nice things*

Now, compare them to Andrew and Casey's examples and ask yourself: **how could you use these notes to help you understand HOW and WHY people make decisions?**

We're answering a question with a question because worldviews are both extremely tricky *and* extremely powerful. A worldview truly shapes a person's entire view of life. Spotting them is an advanced skill. Let's look at Andrew's & Casey's notes line by line on the next page...



safari Notes: Casey

4

Source: <http://bit.ly/30x500-safari-4>

Worldviews

- Whether linoleum is tacky or period and classic *Opinion*
- Granite is the fastest way to ruin your kitchen at great cost *Opinion*
- Granite is not even close to period appropriate *Fact*
- Marble is great, tile is hard to clear with the grout. *Opinion, then fact*
- Stone is not period appropriate floor, wood and lino are better for preventing broken dishes. *Facts*
- Soapstone wasn't available unless you lived near a quarry. *Fact*

safari Notes: Andrew

Worldviews

- time period flooring and counter tops *These are just nouns*
- KISS it principle ←
- True LINOLEUM (like marmoleum) is far from tacky, *Opinion*
- they were more concerned with hygiene and function than we are. *Fact-ish*
- granite is the fastest way to ruin your kitchen at great cost *Opinion*
- didn't devote scads of cash to move pretty rocks for furnishing the servants' work rooms *Fact*
- Real modern replicas of linoleum are a high-ish end *Expensive, yes - fact. Stylishly high end? Opinion.*
- I'm one of the "white kitchen" people. *Fact, about an opinion.*



WORLDVIEW!

Real conversation from real students:

B Considering worldviews vs. opinions: what's the difference to you?

SIMON:

to me, a world view is the next logical step beyond the observation, which I struggle to get to in a lot of the threads I painstorm

it's the bit they don't say

DAVE:

so: maybe a worldview, but not relevant to building a product

"granite is not even period appropriate" - seems like a verifiable fact

"wood and lino are better for preventing broken dishes" could be worldview?

MARK:

Agreed. That is why it seemed like a recommendation rather than world view/opinion.

DAVE:

"opinions" seem more open-to-debate than worldview

SIMON:

to me, the worldview there might be something like "considers practical aspects of flooring more important than aesthetic" or something like that?

DAVE:

opinion: how you "feel" about something. worldview: what you "believe to be fact"

eg "whether lino is tacky, or period and classic" - 2 differing opinions. "thinking linoleum is tacky" seems more like a worldview

MARK:

But wouldn't you want to consider your audience's opinion when writing sales pages? I assumed that was what the worldview is used for.

SIMON:

the worldview drives a lot of the opinions

DAVID (2):

To me a worldview can be a group of opinions and/or facts, but a single fact/opinion doesn't necessarily have to be a worldview.

DAVE:

i have trouble categorizing phrases into (worldview, fact, opinion) buckets

"granite is fastest way to ruin a kitchen" --> did they mean "...to ruin a [period] kitchen"?

or did they mean "i hate granite" ...?

TEACHER DISCUSSION

B Wait... Worldview? Fact? Opinion? What's the difference?

A worldview isn't just an opinion, like "Linoleum is tacky." It's not a fact, like "Granite is not period." It's the *reason a person cares about those facts, or holds those opinions*. Worldviews are deeply held beliefs about the way the world works (or should work).

Does an opinion like "granite is not period" affect your view of the whole world?

Obviously not. As one student replied to this very question, "Er... no, that would be silly."

But is there something *in* that phrase - "granite is not period" — which *REVEALS* a view that colors the entire world?

Hint: Why would a person care about whether a kitchen counter material is period... or not?

The answer is: Most people don't! Most only care if it's durable. Or if it's popular. Or pretty. Or if it'll increase resale value. Or if it's the same counter their friends have, or their favorite TV cook.

So you know when a person says, "Granite is not period," they are saying:

*I care about what **is period**. Construction materials should **match** the age of the house. **History** is worth knowing. New isn't always **better**. The feel of an old home is worth **preserving**. Who cares what's hot right now... or not? **Authenticity** is where it's at. Retro can be **wonderful**.*

Now *those* are some views on the world: Period appropriateness, architectural/design harmony, history, preservation, authenticity, investing in the long term experience, wariness of trends.

B Wait... Worldview? Fact? Opinion? What's the difference?

And lastly, you can learn a lot about worldviews from the the behavior of the people in this thread:

They're online together — asking questions, seeking advice, debating opinions, sharing research and facts. This tells you that they value getting things **right** (or at least weighing the right options). They believe there is such a thing as “the right countertop,” period. They prefer to gather facts and opinions before acting. That they think about things. They believe in asking questions. That they are willing to spend time to help a stranger. They are willing to revisit their opinions based on others' advice.

To many of us, that's just a way of life. But not everyone lives their lives that way. That's how you know it's a worldview.

Bonus: “Linoleum IS tacky” or “Linoleum is NOT tacky” are opposite opinions which stem from the same worldview. What worldview do they have in common?

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“Tackiness matters.”

They agree that tacky is a thing. Not everyone does. Many people love Precious Moments dolls, unironic kitty cat sweaters with bad puns, square dancing, mullets, Jerry Springer, floral print sofas, and more. They don't know what's considered tacky, or they simply don't give a flying fig. “Tacky” is a judgment of “highbrow” culture leveled against “lowbrow” culture. And caring about it is a worldview.

safari Notes: Amy & Alex

4

Source:

<http://bit.ly/30x500-safari-4>

Worldviews

- hidden: worth buying an old house
 - time period appropriate materials/design is honorable
 - authenticity is ideal
 - preservation
 - open to suggestion (and worth asking!)
 - don't rip it out, fix it up
 - use what's there
 - KISS
 - avoid tackiness!
 - not everything has to be SLAVISHLY "period appropriate"
 - go seek more information
 - open to changing minds based on new facts (tacky" lino but "we'll revisit it") in response to facts about lino
 - style of house is very relevant to what you do inside it
- "classic" is desirable
 - a kitchen should LOOK great (not JUST function)
 - if the initial idea doesn't work, try an adaptation ("checkerboard... or solid with border")
 - historically, lifestyles change
 - "some people have all the luck"
 - hidden: an old house is to be treasured
 - "modernizing" and "trends" can be dangerous and destructive
 - resale or economic value is not the highest goal

Compare yours!

ANALYZE YOUR OWN WORK

how do your worldview notes compare to ours?

- A** Take note: How many of your worldview line items were facts? How many were opinions? How many were deep enough to be worldviews? Tally 'em up so you can aim for a better percent next time.

- B** Take each of the facts or opinions that you gathered, and go deeper:
 - ★ What worldview **INSPIRED** this opinion?
 - ★ What worldview **MOTIVATED** this behavior?
 - ★ What worldview makes a person **CARE** about this fact enough to ask about it, talk about it, share it, refute it, argue over it, try it, buy it, fret over it?

You have a new ability!

it's a challenging technique, but it will help you hit exactly the right notes with your audience

No doubt about it — Worldview is the toughest and most subjective of all Safari data. And it's true that you *can* create a very profitable product without really understanding it.

But Worldview is a superpower. It's powerful for underdogs like us. Granite vendors have it easy — “everybody knows” that granite is the hot thing every house “has to have.” But you're not selling granite. You're selling linoleum, or soapstone. High quality products that kill pains, that audiences need and want and do buy, to be sure, but...

If you know your audience values authenticity and historic preservation? Imagine how that knowledge will help you level up your sales process. It'll inform everything you do. And you get that knowledge from the same act of Safari, plus just a little extra time and thought.

Remember: Always ask “Why?” Why are they doing this? Why are they talking about it? What do they care about? How do they see the world?



3 Worldview Cheat Sheet

Collect all of the jargon terms you can find while you're on safari!

Did you remember to:

- Separate opinions and facts (or “facts”) into the Recommendations category?
- Ask yourself: Why is this being discussed/argued over/asked about online in the first place? What are they doing? What motivates that behavior?
- Ask yourself: What is the underlying belief about the WORLD that would make a person hold this opinion or that, or care about these facts?