

**MOODCOMPASS®**  
SNAPSHOTS OF THE MOOD CYCLES OF  
NATURE AND CIVILIZATION

April 2011

Highlights: High societal tension · Terrorism concerns · Increasing geopolitical risk, U.S. and Middle East · U.S. Dollar declines further · Natural themes of unstable weather and tectonic activity · Major earthquake warning, Central Asia

**New Simplified Format**

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## April 2011 – Shadows of Hope and Dread

The month of March was intense, full of uprisings, natural disasters, losses of life and losses of livelihood. There is an attempt to slow things down a bit and heal some wounds in April, however economic worries and geopolitical issues are projected to remain elevated throughout the month.

Uncertainty and anxiety are pervasive, as global stability is perceived to lie in a precarious balance. While there may be isolated incidents of individuals or groups acting out in some way, unable to tolerate the tension, most people are likely to wait quietly and nervously for whatever it is that is coming just around the corner-- a spark, a gesture, or a failure, that might throw everything out of whack, and obliterate the wavering economic recovery. Whatever it was that people were waiting for, by the end of the month, some of those shadows take form and a new wave of instability should not be far behind.

Nature this month is perceived as anxiety-provoking, chaotic, unstable and broken. Watch for unstable weather, tornadoes, and increased tectonic activity. An area of particular concern this month is a possible natural disaster in Central Asia. We are issuing a major earthquake warning for that region, with Iran and Afghanistan at highest risk.

Dates of Note—

March 30 – April 6: High geopolitical focus; attempts at stabilization; trying to calm down frayed nerves.

April 7 – 18: Highest risk period for civil unrest, protests and increased terrorism concerns.

April 14 – 22: Highest risk period for geopolitical escalation.

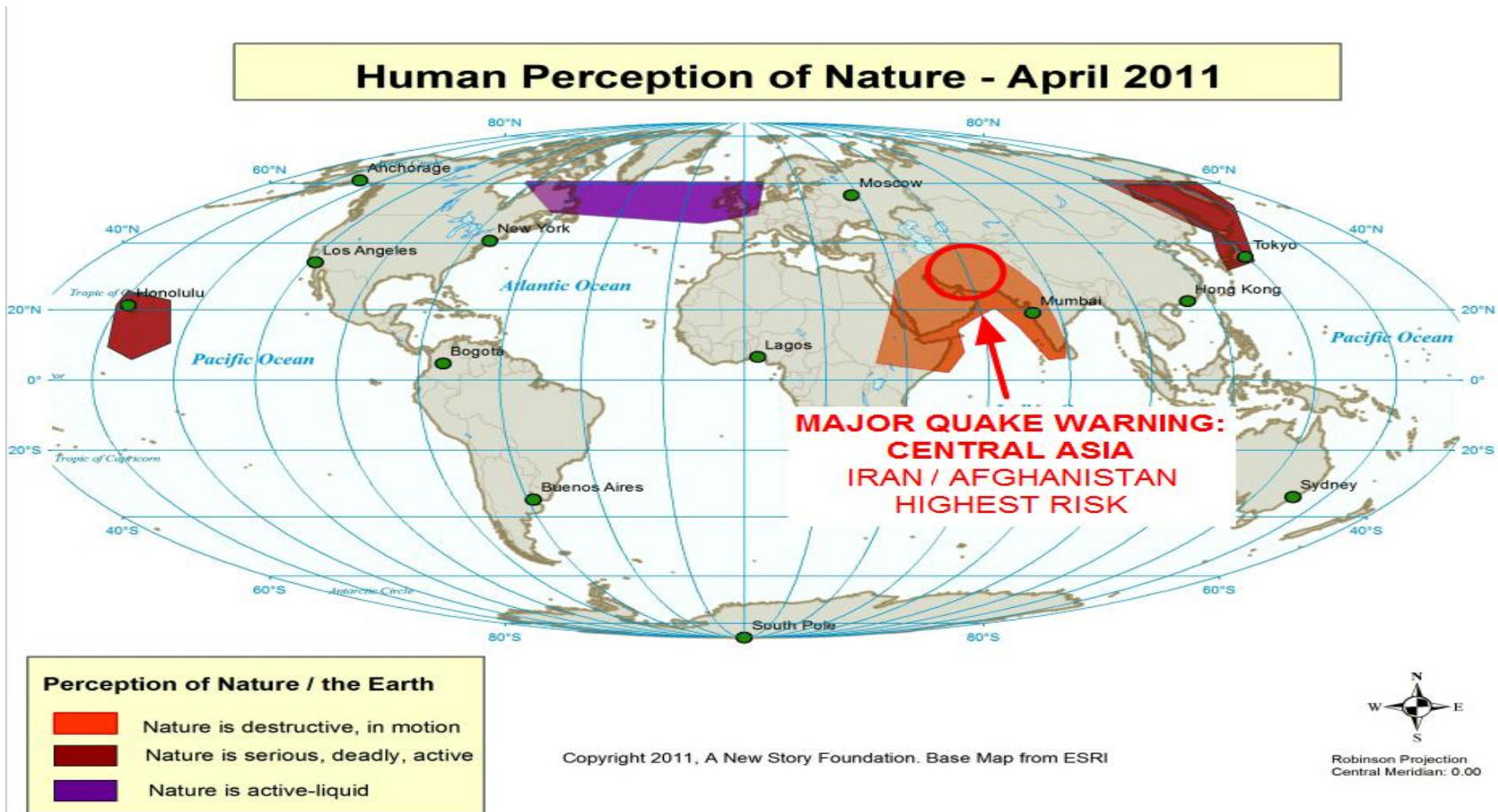
April 26 – May 1: During this period, the threat of geopolitical escalation in oil producing nations may subside; the U.S. Dollar should begin a rebound that could last for weeks.

*The charts on the following pages will go into further detail of the social mood changes and corresponding market behavior for this time period. The last few pages of this document will give you a brief orientation to the MoodCompass.*

## SUMMARY OF CHART ANALYSIS

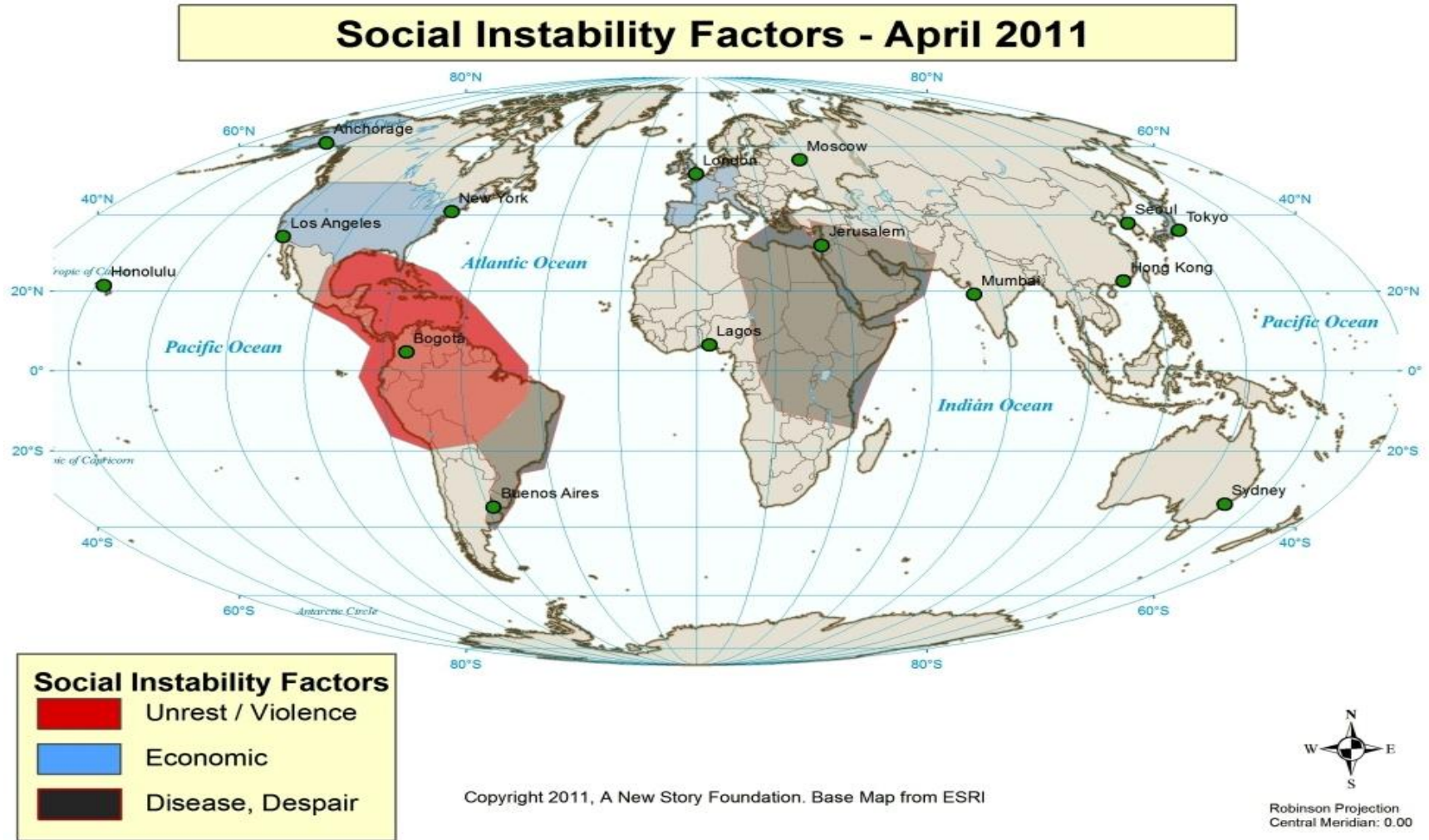
After the data is gathered for the month and the mood cycles recalibrated, as needed, the projected social mood and perception charts for the period covered by this issue of MoodCompass are. Themes and patterns within and between all charts are looked for and analyzed. The table below summarizes the findings for this month. Page numbers of corresponding charts are included in parenthesis ().

Date Range	Summary of Chart Indications
3/30 – 4/4	Geopolitical concerns high, affecting energy prices. Economic concerns elevated (8).
3/30 – 4/6	Attempt at stabilization; trying to calm down frayed nerves (9b).
4/5 – 13	High economic concerns (8).
4/7 – 18	Highest risk period for civil unrest, protests and increased terrorism concerns (10a).
4/14 – 22	Geopolitical concerns high, affecting energy prices. Economic concerns elevated (8).
4/26 – 28	High economic concerns (8).
4/26 – 5/1	Geopolitical concerns subside. U.S. Dollar begins rebound (8).
nonspecific	<p>High economic risks in the United States and Europe (5). High risks for unrest and violence in Middle America and parts of central America (5).</p> <p>High disaster risk in Central Asia (5). High risk for major earthquake in Central Asia, especially Iran and Afghanistan (4).</p> <p>Geopolitical escalation risks for the United States and the Middle East (6).</p> <p>Global leaders influenced by emotion, belief and prejudice; seen as delusional or in denial (7b).</p> <p>Human societies highly polarized, extreme societal tension/anxiety. Increase in terrorism concerns. Search for data or names to justify positions (7c).</p> <p>U.S. government highly aggressive with impaired ability for negotiation or cooperation internally and externally (7d).</p> <p>Nature perceived as unstable &amp; chaotic; look for unstable weather, tornadoes, and increased tectonic activity (7a).</p>



**In anthropomorphic terms** – Nature is **DISRUPTIVE OR UNSTABLE**. Watch for increasingly unstable weather, tornadoes, an increase in earthquakes and possibly volcanoes.

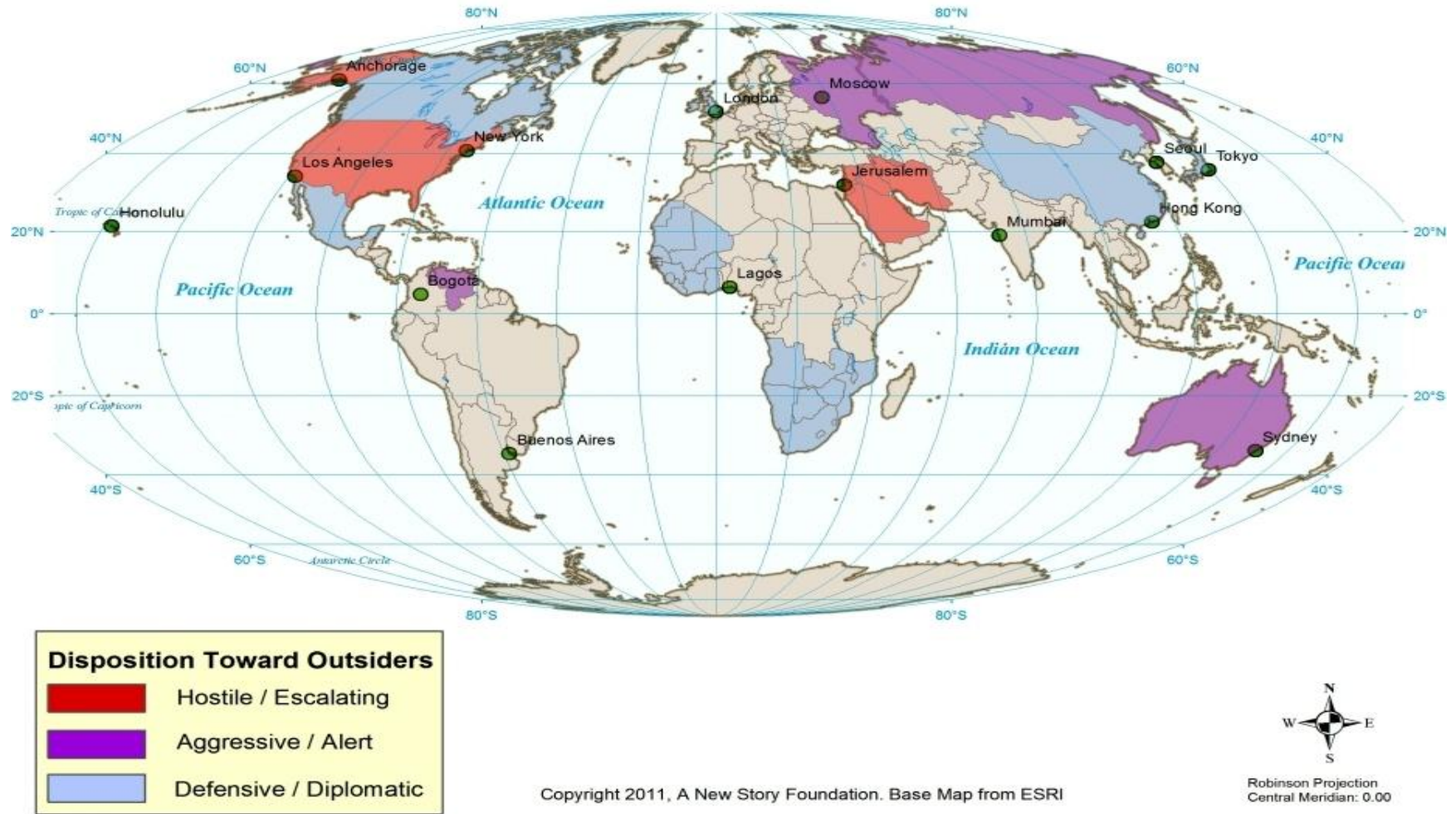
**Possible physical manifestations** – Nature is seen as **DESTRUCTIVE, IN MOTION** in Central Asia, especially near Iran and Afghanistan. This generates a **MAJOR EARTHQUAKE WARNING**. Nature is seen as **SERIOUS OR DEADLY, ACTIVE** in Hawaii and Japan. Watch for increased volcanic activity. The Japan indication may be referring to aftershocks and/or radiation resulting from the March events. Nature is **ACTIVE, LIQUID** between N. America and Europe. This may be referring to increased ice melt off of Greenland, increased activity of the Iceland volcano, and/or heavy precipitation in Eastern U.S. and Western Europe.



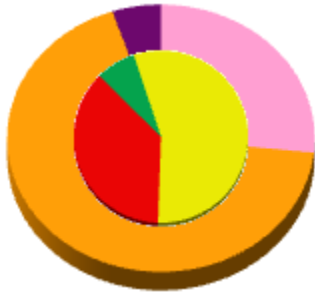
Globally, there is a sense of malaise or socioeconomic decline. The primary economic worries are in the United States and Europe. Middle and parts of South America should be watched for heightened unrest and violence. The “disease/despair” factor over the Middle East in conjunction with the possibility of a major earthquake indicates the likelihood of a disaster scale event in this area. However, this could be due to the continuing violence and casualties in the region over the last few months.



### Projected Geopolitical Posturing - April 2011

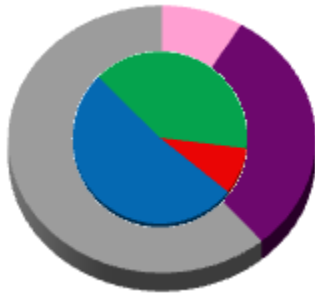


Global tension is up from the previous month with a primary focal point being the Middle East. The United States is seen to be increasingly hostile in tone, and possibly active in troop or fleet movement.

**Nature – Global themes for the month of April:**

Nature is perceived as unstable, chaotic, windy, anxiety-provoking, defective, and broken. People are uncertain of what nature might do next. Watch for an increase in unstable weather, tornadoes, earthquakes, and volcanoes.

(Mood factors: SE+, NE, NW-; E+, S, W-)

**Global Leaders – Themes for the month of April:**

Decision making is based on emotions, beliefs, or prejudices. There is a sense of heavy wounds that need mending on a global scale. Leaders are seen primarily as delusional or in denial in their assessment of or approach to problems. Increase in isolationism is likely.

(Mood factors: NW+, SW, SE-; W+, N, E-)

**Human Societies – Themes for the month of April:**

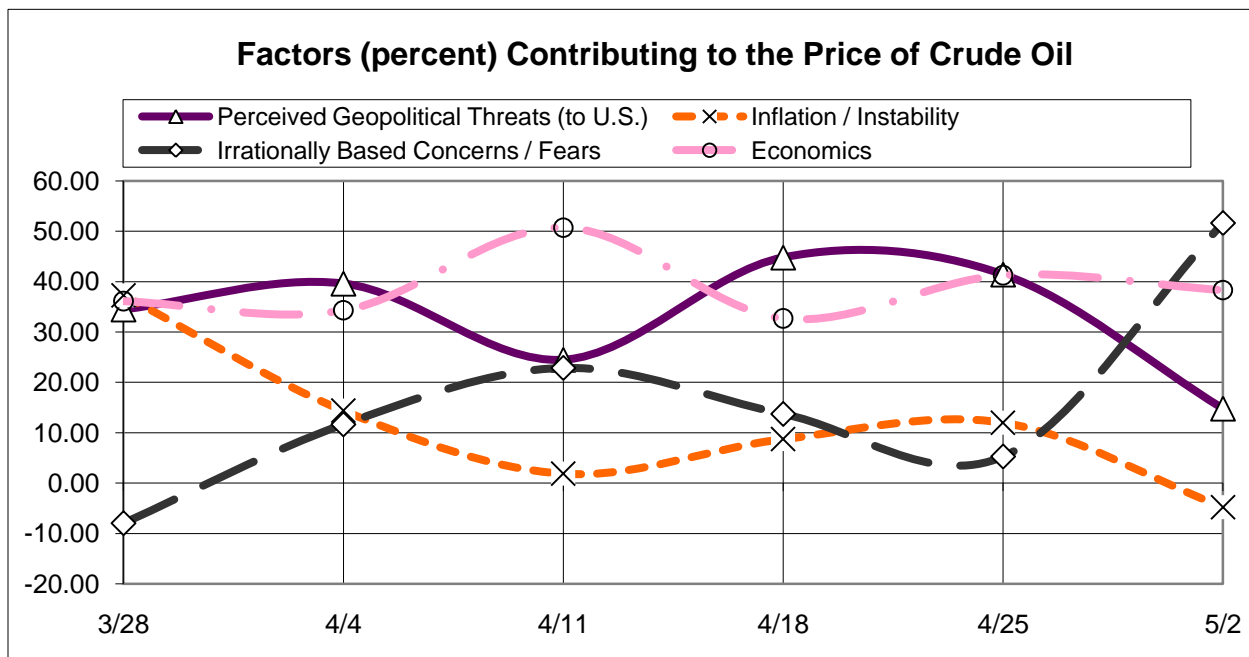
Extreme anxiety and tension that won't get resolved. Increase in protests and civil unrest are likely. Some people or groups may "snap" because of the high tension state, but most just keep watching and waiting anxiously. Increased concern with terrorism. People are searching for facts, data, or names to justify their positions.

(Mood factors: NE+, SE, NW-; E+, W-)

**U.S. Government – Themes for the month of April:**

The U.S government is perceived to be extremely aggressive with little or no skills for negotiation or cooperation. Internal squabbles may be magnified, and relations with the rest of the world may be impaired.

(Mood factors: SW+ ; S+, W, N-)



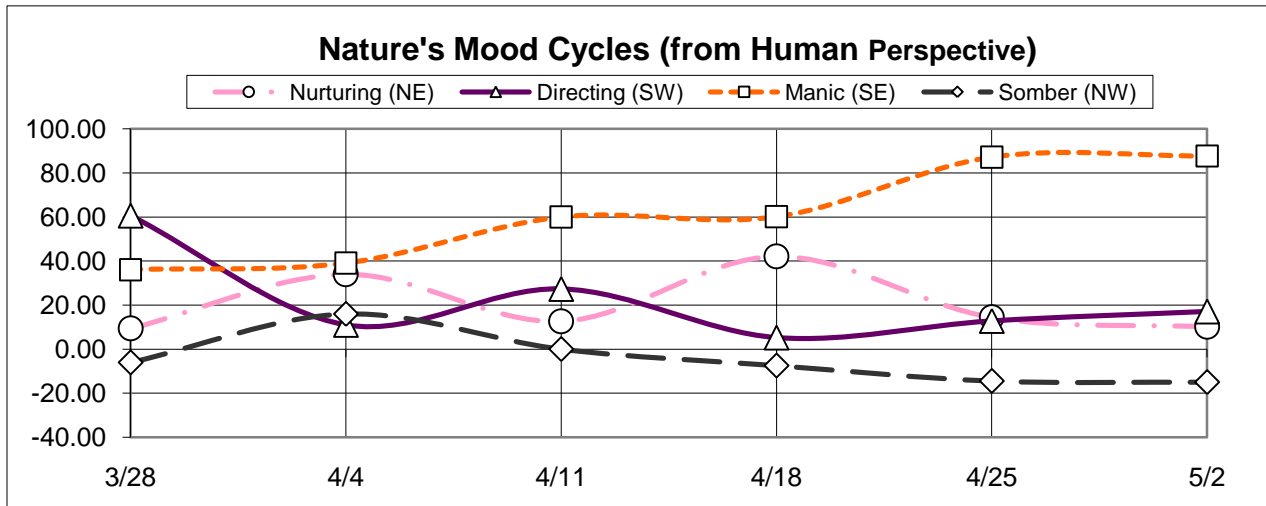
Explanation of chart lines: *The values for the Moodlines (Directing, Manic, and Somber) for U.S. View of “the World” are used to produce this chart. This chart is useful in searching for potential geopolitical events, and escalated irrational fears of supply disruption. It is also useful as a check to the direction of the Dollar, as high inflation concerns are often linked to a falling dollar. “Economics” refers to either supply or demand concerns.*

Economic concerns are elevated the entire month and are primary April 5 – 13 and 4/26 – 28. Geopolitical issues are a background support to energy prices almost the entire month, especially 3/30 – 4/4 and 4/14 – 22. After 4/25, the geopolitical focus subsides. Crude prices may sell off sharply at that time. Inflation is of little concern to markets most of the month of April. The inflation dip early May signals a Dollar rebound.

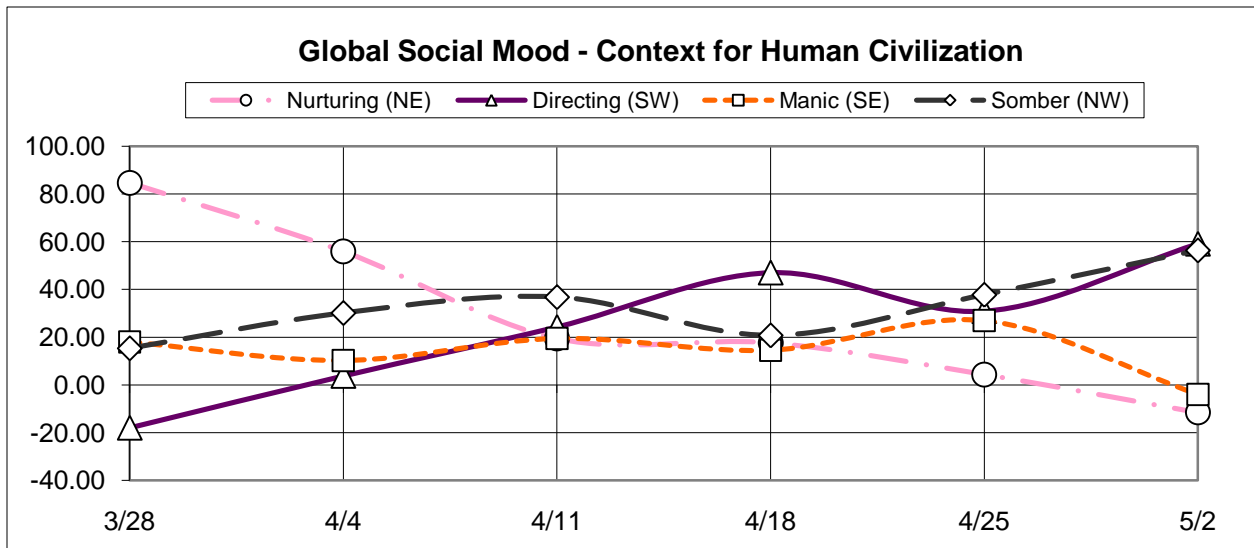


### Cycles of Mood, Perception and Behavior

These charts are included for reference and completeness for those interested in the technical aspects behind the forecasts.

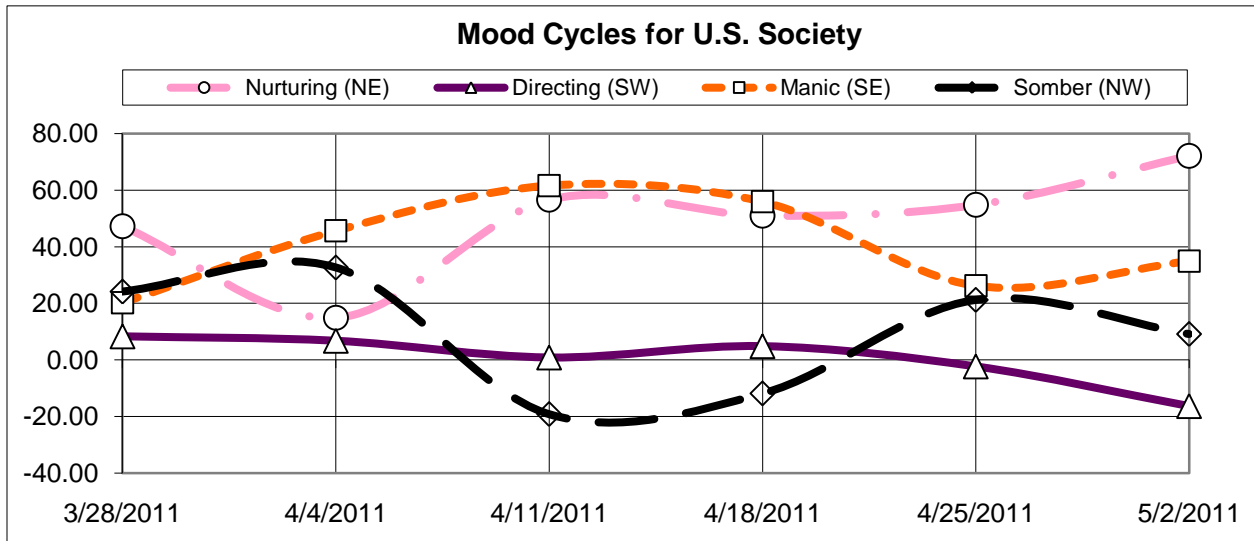


Notes: 4/7 – 5/1 increasingly chaotic (SE+, NW-). People are uncertain of what Nature might do next. Watch for an increase in unstable weather, tornadoes, earthquakes, and possibly volcanoes

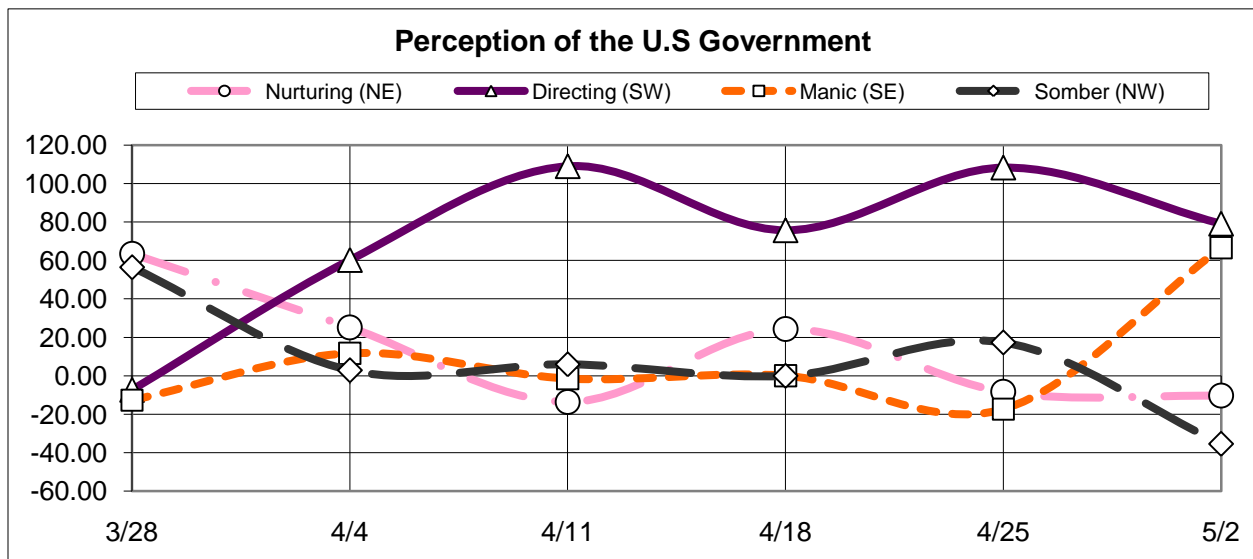


Notes: through 4/6 declining NE+, SW- => Trying to calm down frayed nerves. 4/7 through 5/1 high W => decisions made with emotional bias.

**Cycles of Mood, Perception and Behavior (cont'd)**



Notes: 4/7 – 18 SE+, NW- higher likelihood for civil unrest, protests and increased terrorism concerns.



Notes: Entire period reflects aggressive/dysfunctional agenda oriented operation (SW+).

## About MoodCompass

### Originally Developed to Study Sustainability

MoodCompass is based on a systems analysis tool developed by A New Story Foundation, a non-profit organization researching sustainability, that quantitatively measures and tracks the emotions and behavior—or “mood”—of a society. The tool can also be used to measure a society’s perception of other organized entities such as governments and other societies. Since 2006, researchers have used this tool to track the mood of US society as well as its perception of the US government and the rest of the world through the lens of US society. They use this data to gain a better understanding of the underlying dynamics of US society—i.e., “what makes it tick”—and its role in sustainability.

### Then They Stumbled Onto Something...

In July of 2007, after tracking these three segments for over 18 months, researchers noticed a correlation between patterns in their profiling data and the movement of the financial markets. Specifically, the profile of US society correlated with the movement of the US stock market, the profile of its view of the US government with the movement of the dollar, and the profile of its view of the world with the movement of crude oil.

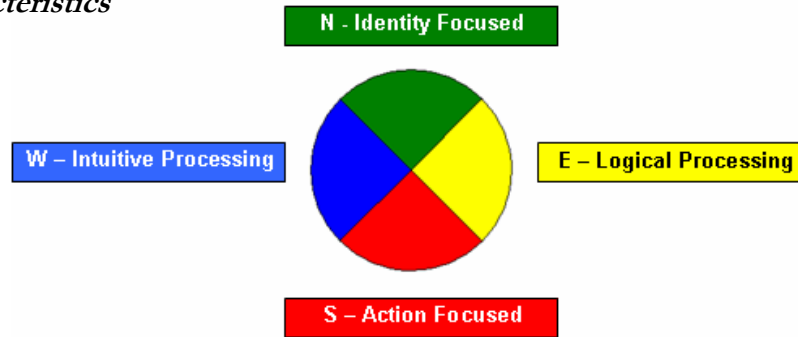
Researchers spent the rest of 2007 analyzing these correlations and identifying the mood configurations corresponding with various social responses and market reactions. By the end of 2007 they had successfully generated a model for each segment that very accurately predicted whether its corresponding market was trending up or down and when the trend was likely to shift.

### MoodCompass was Born

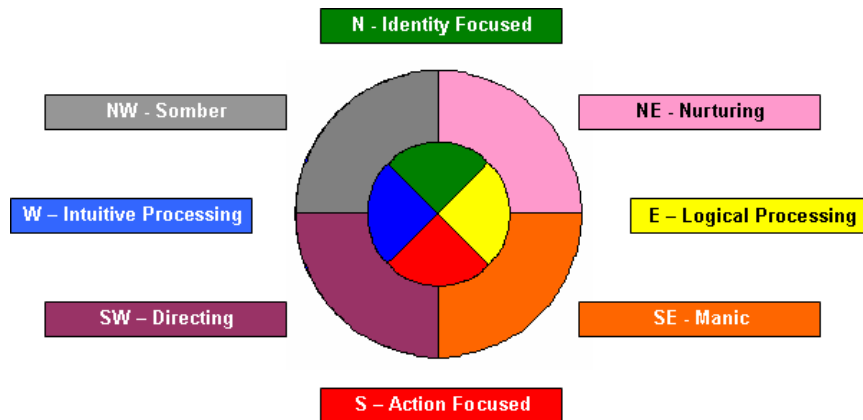
Researchers at A New Story Foundation knew they were on to something big. If they could predict changes in social mood and the potential for instability, and demonstrate that with accurate predictions of the direction and timing of trends of the stock market, the dollar, and crude oil, that information would surely be valuable to managers, planners, and even the investment community. They could not only use it to raise money for the foundation, but more importantly to raise awareness about issues surrounding sustainability. They decided to make their global mood and market forecasting information available to research sponsors, and MoodCompass was born.

### How It Works

The MoodCompass profiles an entity based on the relative presence of four primary characteristics or of four hybrid characteristics. A profile expressed in terms of primary characteristics weighs the entity’s relative focus on identity (north), focus on activity (south), use of intuition (west), and use of logic (east). A profile expressed in terms of hybrid characteristics weighs the entity’s relative amount of nurturing behavior (northeast), directing behavior (southwest), manic expression (southeast), and somber expression (northwest). It was named the MoodCompass because the eight characteristics are best viewed in circular relation to one another like points on a compass:

*Primary Characteristics**Hybrid Characteristics*

The two sets of characteristics are inter-related. Each characteristic is a combination of the two that surround it. This relationship can be viewed by embedding a pie chart of the primary characteristics inside a pie chart of the hybrid characteristics: For example, the primary characteristic (W) Intuitive Processing is a combination of the two hybrid characteristics (SW) Directing and (NW) Somber. Likewise, the hybrid characteristic (NE) Nurturing is a combination of (N) Identity Focused and (E) Logic Processing.

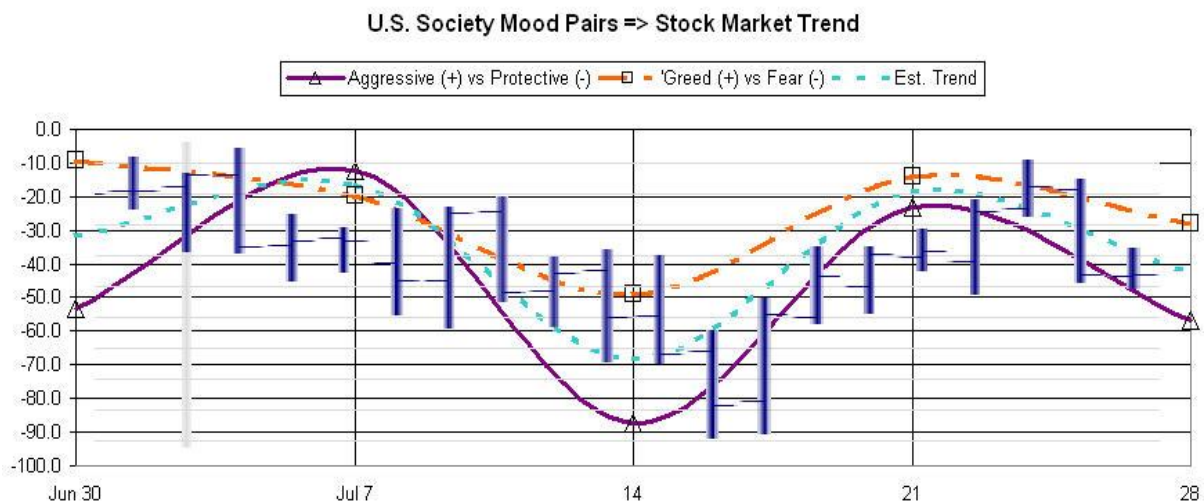
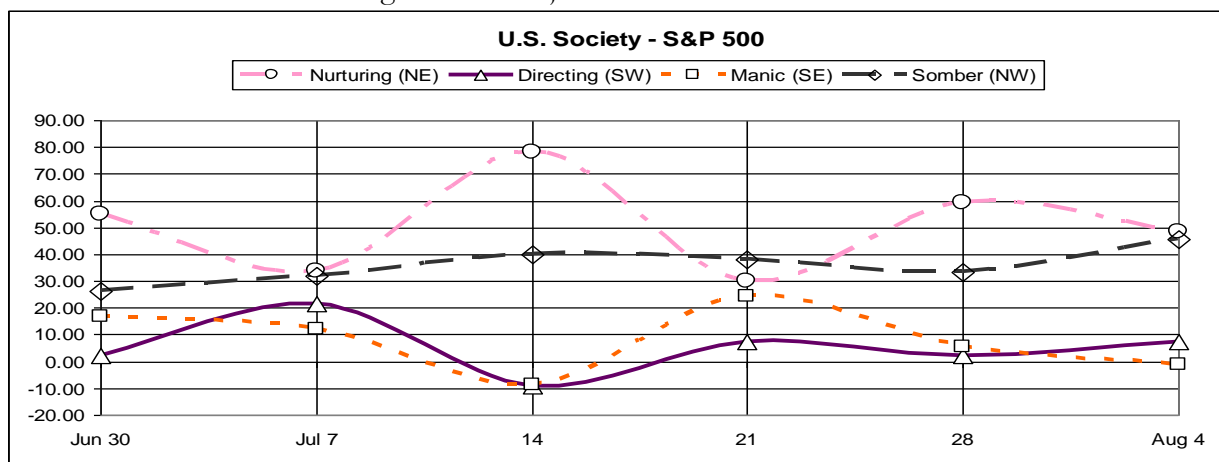
**Tracking Profiles Over Time**

During the course of each month, researchers collect information surrounding current events and perceived future events, and qualitatively assess how much of each of the eight characteristics the entity under observation manifests. This assessment is ultimately plotted (as “mood lines”) and extended into the future to generate the MoodCompass forecasts. The four primary characteristics and four hybrid characteristics are evaluated separately, and analyzed in

conjunction. Researchers have found that when plotted over time, each set of the four characteristics tends to oscillate in a somewhat regular pattern. The pattern can be extended into the future by estimating a best fit sine wave function. Researchers periodically ‘recalibrate’ the mood lines with the current events data, and readjust the best fit sine function. For convenience, and ease of presentation, only the moodlines of the four hybrid characteristics are presented in the MoodCompass.

Future forecasts are examined for indications of significant changes in social stability, government focus or activity level, and ways the outside world is perceived. Market models have been developed which accurately forecasts stock market movement from the U.S. society moodlines, U.S. Dollar value from changes in the way the U.S. government is perceived, and factors affecting the price of crude oil from the way the U.S. views the world.

The two figures below show the July 2008 moodlines for U.S. society and the derived stock market forecast (as published June 27, 2008). Actual stock market data from futuresource.com has been overlaid on the bottom figure to show just how well the data matched the forecasted trend.



**Philosophy and Methodology:** For more information on our research and methodology, please see: <http://anewstory.org/documents/methodology.pdf>.



### MoodCompass Subscription Application

I am interested in the work of A New Story Foundation, encouraging “new stories” that lead to a culture of sustainability, as well as its work in tracking and forecasting social and economic risks of instability.

Please write a few sentences describing how you can support the work. Suggested monetary pledge is \$40 per month. For support other than a monthly monetary pledge, let’s discuss it. Future issues will be sent upon receipt of either your pledge or documentation of your alternative support as agreed. Here is how I can help in the work:

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Phone: \_\_\_\_\_

Email: \_\_\_\_\_

A New Story Foundation  
603 E 11<sup>th</sup> Ave  
Bowling Green, KY 42101  
Email completed application to: [mcapp@anewstory.org](mailto:mcapp@anewstory.org)  
Our Website: <http://anewstory.org>

Send no money now. Upon approval of your application, you will receive the current issue of MoodCompass. Monthly pledges can be automatically processed through Paypal. We also accept checks. We reserve the right to deny any application or terminate any subscription at any time for any reason.

Thanks for your support!

**How We Did - Themes from MoodCompass in the News:****Civil Unrest/Violence:**

- 3/02/11: [Qaddafi vows to fight to the "last man"](#)  
[Attack on U.S. military bus in Frankfurt leaves two dead](#)
- 3/06/11: [Gunfire erupts in Tripoli as Libya battles rage](#)
- 3/09/11: [Yemeni police fire on protesters, injuring dozens](#)
- 3/12/11: [Yemeni clashes turn deadly](#)
- 3/19/11: [Over a hundred anti-war activists arrested in Washington D.C.](#)
- 3/25/11: [Renewed 'Day of Rage' sweeps Middle East](#)
- 3/26/11: [Masked anarchists clash with police in London](#)

**Asia Environmental Crisis:**

- 3/11/11: [Powerful tsunami hits Japan after massive 8.9 earthquake](#)
- 3/12/11: [Explosion at quake site hits nuclear reactor](#)
- 3/14/11: [Radiation fears after Japan reactor blast](#)
- 3/20/11: [Progress at Japan reactors; new signs of food radiation](#)
- 3/26/11: [Radioactivity rises in seawater near Fukushima nuclear plant](#)

**For MoodCompass subscribers who trade and invest:**

The *MoodCompass*® combines the holistic-systems framework of the OneWheel® paradigm with the mathematical scaling and modeling of the Compass System®. It gives an overview of forecasted mood, perception, and behavior of global human society and the world in which we live. While the MoodCompass predicts mood, and not events, its usefulness arises in the relationship between certain mood configurations and often accompanying real world events. While a course of conduct regarding investments can be formulated from the implications presented in MoodCompass, at no time will A New Story Foundation make specific recommendations for any specific person, and at no time may a reader, caller or viewer be justified in inferring that any such advice is intended. Investing carries risk of losses, and trading futures or options is especially risky because these instruments are highly leveraged, and traders can lose more than their initial margin funds. Information provided by A New Story Foundation is expressed in good faith, but it is not guaranteed. The measurements that form the Moodline data, as well as the interpretations of presented Moodlines are made with care and experienced judgment, however, they are subject to human error. Long-term success trading or investing in the markets demands recognition of the fact that error and uncertainty are part of any effort to assess future probabilities. Please ask your broker or your advisor to explain all risks to you before making any trading and investing decisions.