

**METAMORPHOSIS TRANSFORMATIVE CROSS GENERATIONAL
SOCIAL ENGINEERING (MTCGSE)**

MICHAEL C CARROLL, PRESIDENT

NEWS@MCCINN.COM

MCC INNOVATIONS, INC

WWW.MCCINN.COM

Tuesday, March 29, 2016

Release 1.002

Abstract

Metamorphosis Transformative Cross Generational Social Engineering (MTCGSE) is defined as an evolutionary approach to changing inter-generational norms and mores of a target culture or population. The axiom of change is fixated on 1) modulation of the collective attention-span of subjects and 2) control of framework of historical context (by mass media) sources available to subjects. The overall effectiveness of cross-generational influence is inversely related to amalgamate of target subjects attention span and length of period of contextual historical references relevant to present time that subjects are collectively exposed to. Empirical research undertaking on MTCGSE is currently quantifying levels of these two co-factors in radical shift from GOP from a party of Ronald Reagan to that of Donald Trump in context with building a social engineering model for psych-ops control of American population norms, values and mores.

Preamble

MTCGSE Genocide: the removal of all exemplary norms, values and mores of a target population. Classical warfare embraces total population eradication. MTCGSE embraces eradication of cross generational traces of cultural norms, values and mores between generations undergoing transformative MTCGSE conditioning. Although classic method of attrition through cross generational killings is warfare normative, cross-generational population count may be independent of effective MTCGSE implementation. Again the measure of MTCGSE success is the degree of abandonment of previous, norms, values and mores of older generation and adaptation of new substitutes by current generation.

What is proposed by [placeholder spreadsheet](#) is to bring qualitative and quantitative analysis rigor to determining stipulated MTCGSE relationship between 1) aggregate attention span of target population and 2) aggregate exposure to historical context as related to cross generational changes in norms, values and mores. Initial lexicon is based on US ancestor history of target population, timeframe for achieving educational, professional or other lifestyle training, nomenclature of titles (eigenvectors) associated with period of training or professional position such as - physicist, US President, US Veteran of one term enlistment, HS graduate – on an assembled (vector position) continuum sample (500 range from greatest attention span and correlation to historical ancestor context to least attention-span activities and least US ancestor and lifetime acquired skills training period.) The desired objective is developing a transform function that predicts the will of the target population (includes all representative Americans titled – US President also -) to adopt a trajectory course of norms, values and mores – either through exemplary (political) leadership or organic metamorphosis response to (task) environment -

Empirical evidence of shifting American norms, values and mores seems to suggest the US culture metamorphosize into the culture of those it is at war with more so than maintaining its core values. Two cases in point are the War on Drugs and The War on Terror.

Current trends by US States favoring the legalization of Marijuana represent a major shift in norms, values and mores – US culture – of attitude towards drugs and addiction than initial declared War on Drugs generation. The US cultural continuum has moved more towards acknowledging the benefits of Marijuana; that addiction is a disease more so than a crime; that current trends in interdiction of cross-border Marijuana distribution are on the decline as competition and better quality Cannabis and ubiquitous access have had more success on winning War on Drugs than previous norms, mores, values of that of incarceration police state methodologies. Again in this declared War, it is the US norms, values and mores that have changed to cater to its previous classified criminals –now classified as addicts, victims, and pain/PTSD patients.

The War on Terror has had a similar metamorphosis on the American culture. In summary, The War on Terror's goal is to protect the lives of Americans from all terrorists' activities. Since the declaration of this War, it is the rising killing of Americans by Americans – usually by firearms – that has exacted greater deaths than any terrorist activity. The rising rate of mass US shootings –Americans on Americans – eclipses the killings of Americans by terrorists annually as the aggregate norms, values and mores of the US population shift to resemble a self inflicted terrorist field more so than the actual battlegrounds of terror. It is in this light this thesis of correlation between aggregates of attention span and historical context are examined to 1) form a predictor of trajectory of US culture [as in the once unheard trend of legalizing Marijuana that has now become the norm; as is the once unheard trend of mass shootings by Americans that is on verge of being normative] 2) determine undermining organic entropies in the (task) environment that spin cultural changes (a quest to nullify all other variables other than thesis attention span and formulative historical context as being influential in cross-generational cultural changes.)

It is the belief of the author of this document that if this research is not rigorously undertaken, US cross-generational cultural changes may be influenced to metamorphosize into ill norms, mores and values by organic processes of those its leaders declare War against or by covert practitioners of manipulators of these MTCGSE Social Engineering tools.

REFERENCES

1. Draft MTCGSE Spreadsheet (placeholder), MCC INNovations, Inc, March 28th 2016, <http://www.mccinn.com/Innovations/MTCGSE.xls>
2. Guns in the US: The Statistics Behind the Violence, BBC Jan 5th 2016, <http://www.bbc.com/news/world-us-canada-34996604>
3. Putting Gun Death Statistics into Perspectives, Marcus Hawkins, August 1st 2015 <http://usconservatives.about.com/od/capitalpunishment/a/Putting-Gun-Death-Statistics-In-Perspective.htm>