

# Three "Cs" to Meaning: The Big Picture

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## CONSTRUCT

1. Intention / hierarchy / dimension / variable  
leading to a **Construct MAP**
2. Realization / articulation / itemization / ITEMS / item positioning  
leading to a **Questionnaire**

## CONVERSATION

1. Invitation / motivation / convenience / comfort / security
2. Linguistics / language verification
3. Response format  
post-code / precode  
circle / check / fill

### MEDIA FOR CONVERSING

Opinion:	agree / disagree	Value:	good / bad
Attitude:	like / dislike	Behavior:	do / don't
Frequency:	often / seldom	Amount:	a lot / a little
Force:	strongly / weakly	Involvement:	actively / passively

## COMPREHENSION

1. Scoring model
2. Measurement model
3. Item analysis, diagnosis, revision -  
leading to a **Construct (Criterion) MAP**
4. Person analysis, diagnosis, editing -  
leading to an **Application (Normative) MAP**