



thinkKING

Grant Proposal

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PROGRAM NARRATIVE

Summary

On September 11, 2001 a powerful force called Terrorism struck the United States. Not since Pearl Harbor in 1941 has American Soil been attacked with such strength. ThinkKING is a company made out of five professionals in search of observing the changes that have occurred in society. September 11th did change the way Americans act and how they think as individuals. Our specialists will put in the effort to find out how the American mindset has changed in terms of Psychology, Economics, Politics, and Sociology. The objective of this study is to call attention to the detrimental effects on society that may occur if individualism becomes the popular mindset of America. ThinkKING is focused on informing the government if this mindset of individualism is growing in America since the terror that occurred on the World Trade Center on the 11th of September.

Needs Assessment

The United States of America has been attacked on American soil for the first time since World War II. Unlike wars of the past this war on terror has its front lines in mainland America. War is no longer a far away thing that we see on the news. It is here in our cities and towns, affecting Americans in a personal way. An investigation is needed to see how people are reacting to these new stresses with an emphasis on if citizens are moving into a more individualistic mind set. “United we Stand” has become an important phrase in the last few months, but it is important to take into account the second half of the saying: “Divided We Fall”. The United States is made up of over 250 million individuals. When we work together nothing can stop us; no enemy is too great. If fear sets in and people start to look out for themselves and forget about their fellow Americans chaos could ensue. Food shortages, civil disobedience, and rioting could run rampant, causing problems for the unifying force of American society, which is the federal government. Taking into account the scope of social forces that must be investigated, a multi-disciplined study must be done to touch every aspect.

Psychological Aspect

The psychological state of America and its citizens has changed since the horrific events of September 11th. Prior to then, America’s mindset was one of prosperity. People desired to see the nation as a whole strive to grow and prosper. They were concerned with external events and results: what type of education is my child getting, how is this budget surplus (a result of the prosperity of our great nation) going to translate into lower taxes and better programs? Sure, these things impacted the individual, but as a whole, American’s had the mindset of “I can help myself by helping the nation.” No one ever thought of his/her individual rights being violated. There was not a concern with having an external locus of control, or an idea that one could not really impact one’s destiny.

Relying on other people and the government for support and safety was never given a second thought. Then Bin Laden struck and chaos reigned.

Since that fateful morning, the attitudes of the American citizen have changed dramatically. The psychological state of America is in perilous danger. Cases of Posttraumatic Stress Syndrome are sure to skyrocket in the coming months. It takes a minimum passage of 3 months before PTSD can be clinically diagnosed, so the full effects are only now coming to light. Survivor guilt has already begun to plague our great nation and hangs like a cloud over all daily activities. Suddenly, issues like external locus of control and the well being of the nation as a whole are no longer taken for granted. People have begun to turn to a more self-focused view of an internal locus of control to cope. Attitudes concerning self-survival and preservation are of utmost importance in everyday life. This shift in attitude has led to what is being described as a dramatic rise in individualism.

The rise of individualism in America can have severe consequences. If the state of mind of the American people is not understood and controlled, it is possible for chaos and anarchy to reign. The basis for all governmental, societal and political organizations is the solid mind of the individuals that comprise them. If the psychological state of America does not improve this rampant rise in individualism will result in the undermining of government, the economy and society as a whole. ThinkKING proposes research into the areas mentioned above and specifically into the current mental state of the nation in order to fully understand the issues and problems that are plaguing America today. With this knowledge, it is possible to counteract the rising problems in this country and act accordingly. This proposed research is necessary and the only way to prevent chaos, anarchy and the complete decomposition of society.

Sociological Aspect

Before the events of September 11, 2001, our society was running the way that it was designed. There was a stable government split across party lines. No great social changes were in works. People were living and working without fear and then there were the attacks.

There were many reactions throughout the nation including fear, patriotism, and cooperation. Fear led people to look to others for help and reassurances. The natural reaction was to look into structures that already existed for help and guidance. In this case the government.

A new feeling of patriotism arose; people put their faith in the government because where else were they supposed to go. They looked for and found something bigger and more powerful than themselves. To show support and reaffirm the power and the governments people became increasingly patriotic. They showed this through the purchase and displaying of American flags and producing and listening to patriotic music.

People also reached out to one and other in a spirit of cooperation. This has been seen through the amount of money given to charity in the days right after the disaster. There was little looting and crime as a result of the disorder that came from the World Trade Center in New York City. People came together for reassurance and in doing so strengthen the government through backing.

The American people were ready to unite and strike back at those responsible for the terrorist attacks. There was little public opposition to the decision to attack the Taliban and Afghanistan. Our soldiers went off to the Middle East with the full support of a newly patriotic and cooperative American people.

Now that there has been a few months since the attacks things are starting to change. The initial feelings experienced by Americans are changing. Now that the dust has settled people are starting to question the decisions that the government is making. In some cases a feeling of mistrust is forming especially in terms of military actions in Afghanistan.

There are also issues coming to light, for example the infringement of personal freedom and racial profiling all in the name of public safety. This is very upsetting to many American citizens who are not willing to live under these conditions. There are also the new threats of Anthrax laced letters being sent through our postal service. Some people feel that the government has failed them. Postal workers feel that they have been placed in a harmful working environment without the protection by the government they serve.

People are getting scared and these feelings of patriotism and cooperation are slowly starting to fade. In recent months gun sales have gone up, as have the sales of survival supplies. With the fears of Anthrax raging some people have purchased large quantities of drugs such as Cipro to try and combat the threats of biological warfare.

These purchases are making shortages that could affect us if there is an attack of this nature. Shortage of goods throughout history has caused civil distress, riots, and disorder in many societies. This could be next for America if these phenomena go unchecked. These social structures must be examined to make sure rising individualism does not overtake our need for unity.

Political Aspect

Issues: Before the Terrorist attack on the World Trade Center the political issues that were of importance were different than what they are now. Americans heard about the Chandra Levy story on the news everyday. Now the media is focused on what America is doing around the world to combat terrorism. Turn to any television station or open any newspaper and the main issues will be that involving what happened on September 11. Issues such as foreign policy, National Security, and Terrorism are what are on most Americans minds at this time of history.

Before the attacks the issues focused on education, welfare, and over-all more social issues. During the last Presidential election the main issues were things such as homosexual rights, abortion, property taxes, etc. However, one event has changed this. What is going to be the result of these changes?

As of now, Americans are standing together for the good of the Nation. It has been many years since the people of the United States have put to the side all the problems that once looked very important but now are miniscule compared to what we saw occur on September 11th. But what is to happen if this mindset becomes too individualistic that it ends up hurting the good of society. The hard working members of thinkKING believe that what is now seen as national pride may turn into an individualistic mindset that may hurt society as a whole. Terrorism, National Security, etc. are issues that are important, but what happens when people get so frightened that all they care about is their own safety. No longer will issues be important that are good for the society. What happens when the citizens of America no longer care about education in the community and focusing on how safe they are individually? ThinkKING if determined, with your help, to find out what issues are becoming more popular and answer the question “Will individualism take over the mindset of America?”

Policies: With a change in the popularity of certain issues comes a change in policies. People of power in the government want to stay in power. They will work for what the people want in order to get the vote. Many times this mindset can lead a politician to work for ‘the vote’ instead of what is good for the Nation as a whole.

Why is this important? The reason this is important to the government is simply because the policy changes might become so focused on items of National Security that the rest of the issues will be over-looked. For instance, what good is National Security if the majority of society is stuck in poverty? Although this is not happening now, it could happen in the future. ThinkKING will critique what policies are being brought up now in order to inform the government what changes could occur if the mindset of individualism takes over.

Economic Aspects

The underlying principle of economics is that people are self-interested and behave in ways that benefit themselves. This fact can potentially refute the hypothesis that individualism has risen since the attacks on September 11th. If anything, the above fact implies that individualism has always been around. However, it is possible that people’s self-interest has grown since September 11th, and this hypothesis will be tested in an unbiased manner.

Without a doubt, consumers have altered their spending habits in the past few months. Initial changes include panic purchases on gasoline due to a fear in rising prices and increases in purchases on gas masks and survival kits. In addition to this, the demand for American flags and American paraphernalia has surged.

Government reports also show a change in the current economy. The consumer confidence level has continued to fall, and manufacturing is sliding. Due to these facts, the Federal Reserve Bank has lowered interest rates to stimulate the economy and encourage consumers to spend, not save. When interest rates are lower, consumers have less incentive to save money because the return on their deposit is less. When interest rates are lower, consumers are able to borrow more money today. By spending the borrowed money, they boost the economy, and pay it off in the future.

Companies across America are also doing everything they can to boost spending. Car manufacturers, for example, are offering 0.0 APR on all new vehicles as a way to boost sales.

It is only a matter of time before the market bounces back, but that amount of time is still indeterminable. Consumers drive the market, and consumers act in their best interest, but is that "best interest" beneficial to the country and the economy? Further research in the area of economics will determine whether an individualistic attitude that harms society as a whole has become more prevalent since the terrorist attacks.

Overview of thinkKING:

ThinkKING is a freelance think-tank company comprised of 4 members as well as various outside consultants. The company is headquartered in the top floor of a major office building outside of Washington D.C. with various branch offices throughout the southeast. The newest branch is located in Clemson, SC. ThinkKING is organized into four specialized sections: 1) Sociology 2) Psychology 3) Political Science and 4) Economics. A field-savvy expert manager heads each section. These experts are old college buddies from Harvard. This background provides thinkKING with a unique blend of professionalism and familiarity that is attractive to many agencies. ThinkKING works closely with both government and private agencies to provide the brains behind a variety of projects ranging from advertising to research into the social science fields.

The sociological section is headed by manager in chief Mathew Grunewald who graduated from Clemson University with a BA in Sociology (concentration and expertise in Islamic culture) in 1995. He continued his work with the Islamic culture at Harvard receiving his PhD only a year later in 1996. After which he enlisted in the Army where he quickly rose to the rank of Major in a few short months. He founded thinkKING with his college buddies after an honorable discharge in 1999. He has been the president of thinkKING since the company's founding and has acted as the chair of the economic department since 2000. He will serve as the project manager for this project.

The economic section of thinkKING is led by Jonathan Blumenstein. Jonathan graduated from Harvard with a PhD in economics and continued on to graduate at the top of his class with a Masters in Economics from the University of Chicago in 1997. He has headed the economic department of thinkKING since the company's founding and has led several of the projects which the company has successfully completed, including a

budget analysis of a parking deck feasibility study at Clemson University. Dr. Blumenstein is an active member of his local Elks lodge and sits on the board of trustees at his church.

The political science expert is Dr. Mark Berglind who graduated from Harvard with a PhD in Political Science and continued on to earn an International Law degree from Oxford. Dr. Berglind is an expert in international relations and has headed the political science wing of thinkKING for almost 4 years. Dr. Berglind will assist in the gathering of data and the handling of the international relations aspect of the research.

The final component of thinkKING is the psychological department. Dr. Joe Slack is the acting Chairman of this department. A graduate from Harvard with a PhD in Psychology, Dr. Slack is a licensed psychiatrist. He has also earned his Masters of Divinity from Columbia Theological Seminary in Atlanta, GA. Dr. Slack is a member of the local society of psychiatrists as well as a deacon in his church. Dr. Slack has served as the chair of the psychology department of thinkKING since the company's founding by Dr. Grunewald.

The above individuals will act as the project team of thinkKING to complete this program. In addition, an outside consultant will be hired to review the methods used to conduct this research project. Dr. Jack Berno will be the hired consultant. He graduated from Moorhead University with a degree in Creative and Fine Arts. Dr. Berno will be fully in charge in the methods employed in the program and is responsible for all activities relating to such.

As needed, different people may be hired to conduct research, provide further expertise or act as test administrators in collecting data.

Since the horrific events of September 11th occurred in New York as well as Washington, two teams will be dispatched to deal with the project. Two members of thinkKING's inner core will co-lead each section with all members reporting back to project manager Grunewald on a weekly basis. Dr. Grunewald will, in turn, keep the liaison for the governmental agency up to date on project progress.

BUDGET NARRATIVE

Federal grant monies will be used for the proposed program to study the aspects of individualism before and after the terrorist attacks on September 11. More specifically, federal funds will be used to analyze the psychological, sociological, economic, and political aspects of the recent events to determine whether the hypothesis of rising individualism is correct.

Funding during the first quarter of the program period (\$100,000) will be used to fund initial research and travel associated with gathering expert testimony and studying current

trends. At this point, gathering raw data will be minimal. Miscellaneous expenses include office supplies, computers, printers, and word-processing software.

1st Quarter Expenses

Personnel	\$75,000
Travel	\$20,000
Misc.	\$10,000
TOTAL (1st quarter)	\$100,000

Funding during the second quarter of the program period (\$120,000) will be used for continuing research and travel. Funds will also be used to begin gathering raw data and compiling it into appropriate sections. Additional part-time staff will be hired to aid in gathering raw data. Miscellaneous expenses include ongoing office supplies, data compiling software, and postage for first quarter progress reports.

2nd Quarter Expenses

Personnel (full-time)	\$75,000
Personnel (part-time)	\$20,000
Travel	\$20,000
Misc.	\$5,000
TOTAL (2nd quarter)	\$120,000

Funding during third quarter of the program period (\$102,000) will be used primarily for research and gathering and compiling final raw data. Part-time staff will still be used in this process, and travel expenses will be kept minimal. Miscellaneous expenses include ongoing office supplies and postage for second quarter progress reports.

3rd Quarter Expenses

Personnel (full-time)	\$75,000
Personnel (part-time)	\$20,000
Travel	\$5,000
Misc.	\$2,000
TOTAL (3rd quarter)	\$102,000

Funding during the fourth quarter of the program (\$78,000) will be used solely for interpreting research and raw data. For this final stage, part-time staff will not be used. Miscellaneous expenses include office supplies, postage for third and fourth quarter progress reports, and costs associated with putting together the final report.

4th Quarter Expenses

Personnel (full-time)	\$75,000
Misc.	\$3,000
TOTAL (4th quarter)	\$78,000

Total Year Expenses

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Expenses	\$100,000	\$120,000	\$102,000	\$78,0000	\$400,000

Contact Information

For additional information regarding this grant proposal, please contact the Project Manager of thinkKING, Dr. Grunewald at (864) 555-1111. He may also be reached via email at mgrune@thinkKING.org.



METHODS

The methods by which we will test American citizens' individualism will be assessed in a form of a survey. Subjects' responses on the survey will be rated on an ordinal scale. The experiment will be a between subjects design where two different groups of subjects will receive two variations of the survey.

Questions in the survey will be nine relatively identical questions for both groups, however, one survey will ask subjects to reflect upon feelings within the last month, and the other survey will ask subjects to reflect upon feelings over this past summer.

Subjects will be randomly assigned to either group by using a block randomization table, where subjects are randomly assigned to different blocks on paper where the different blocks are randomly assigned to one of the two different test groups.

What we're testing is whether the attitudes of American citizens have become more individualistic since the September 11th terrorist attacks. Asking subjects questions about their feelings for this past summer should require them to think more in depth about their true previous beliefs and feelings and not focus as much on the terrorist attacks of September 11th. Asking subjects thoughts and feelings prior to September 11th could bias their responses, due to the fact that the impact of this date had such a huge impact on life for Americans. Since we did not survey Americans prior to September 11th, it could be difficult acquiring subjects true beliefs. By asking subjects about their thoughts and beliefs this past summer, they may not focus on the events of September 11th as much. Rather they will focus more on their beliefs prior to September 11th. Surveying American's thoughts and feelings this past month should be much easier since their responses should be accurate to how they currently feel about various topics and events that have been recently occurring in our country.

We don't want subjects to figure out that we're testing for their thoughts and feelings for before and after September 11th. In order to prevent subjects from figuring out what we're testing, experimenters will be required to tell subjects a cover story (a story that an experimenter tells subjects in order for them not to figure out the true purpose behind the testing). The experimenter will tell subjects we're testing the affects of Seasonal Affective disorder, and assessing how people feel in the summer time compared to the fall/ winter season. Since the questionnaire asks subjects opinions pertaining to this last month, which is in the fall/ winter season, subjects shouldn't be able to figure out what we're actually testing.

After we have collected the data we will run a statistical diagnosis, using SPSS (a computer statistical program), to assess whether our findings are significant, and to determine whether the American public's attitude has shifted to a more individualistic state of mind. What we expect to find is that both groups will be different, and that subjects' opinions within this last month have changed to either a more individualistic approach or less individualistic approach compared to subjects' opinions this past summer. Here are the following questions and expectations of responses:

How safe did you feel in public last summer/ this past month?

We're assessing subjects' opinions on public safety; we expect that people felt safer in public last summer than in this past month.

How patriotic did you feel last summer/ this past month?

We expect subjects' responses to vary, but we assume that subjects will feel more patriotic this past month. One possible confound is that subjects could feel more patriotic in the summer time due to such holidays such as July 4th.

How trusting of others were you last summer/ this past month?

We expect that Americans have taken a much more individualistic approach, therefore we'd expect that people have become less trusting since September 11th.

I didn't have a problem with foreign people living in the United States.

Responses could vary, but we'd expect that since Americans could be more individualistic that they could have more negative opinions about foreigners dwelling in the United States.

I didn't mind flying last summer/ this past month.

We expect that many more Americans had a lower fear of flying this last summer than they did this last month.

Last summer/ last month I viewed the future in a

Responses on the survey are in an ordinal scale, therefore, we expect that more Americans will view the future in a more negative way for this past month than they did last summer.

Last summer/ last month I was willing to give up some of my freedom to the government.

We expect variable responses from both groups of subjects. From an individualistic approach, we'd expect Americans to be less willing to give up their freedom within this

last month and possibly last summer. On the other hand it's possible that Americans could be more willing to give up their freedom this last month than they did this last summer due to the fact that they may feel unsafe, and more government intervention is needed in order to increase public safety.

I was scared of Anthrax last summer/ this last month.

Responses are likely to reveal that there is a much higher fear of Anthrax for people this past month than there was for people this past summer. A good reason is that there was little or no talk of Anthrax threats prior to September 11th.

I enjoyed helping other people last summer/ this last month.

Expectations of responses are unknown. It's possible that subjects enjoy helping people, it's possible that subjects enjoy helping people more since the terrorist attacks, and it's possible that if people are more individualistic they enjoy helping people less in this past month.



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This is an anonymous survey testing the feelings of people during this last summer.

Sex:

Age:

Race:

Country Born:

-How safe did you feel in public last summer?

1 2 3 4 5
not safe neutral very safe

-How patriotic did you feel last summer?

1 2 3 4 5
unpatriotic neutral very patriotic

-How trusting of others were you last summer.

1 2 3 4 5
not trusting neutral very trusting

-I didn't have a problem with foreign people living in the United States.

1 2 3 4 5
had a big problem neutral had no problem

-I didn't mind flying last summer.

1	2	3	4	5
not at all		neutral		very much

-Last summer I viewed the future in a

1	2	3	4	5
negative way		neutral		positive way

-Last summer I was willing to give up some of my freedom to the government

1	2	3	4	5
very willing		neutral		not at all

-I was scared of Anthrax last summer

1	2	3	4	5
very much		neutral		not at all

-I enjoyed helping other people last summer

1	2	3	4	5
not at all		neutral		very much



thinkKING

This is an anonymous survey testing the feelings of people during the last month.

Sex:

Age:

Race:

Country Born:

-How safe have you felt in public this last month?

1 2 3 4 5
not safe neutral very safe

-How patriotic did you feel this last month?

1 2 3 4 5
unpatriotic neutral very patriotic

-How trusting of others were you this last month?

1 2 3 4 5
not trusting neutral very trusting

-I didn't have a problem with foreign people living in the United States.

1 2 3 4 5
had a big problem neutral had no problem

-I didn't mind flying this last month.

1 2 3 4 5
not at all neutral very much

-This last month I've viewed the future in a

1 2 3 4 5
negative way neutral positive way

-Last month I was willing to give up some of my freedom to the government

1 2 3 4 5
very willing neutral not at all

-I was scared of Anthrax last month.

1 2 3 4 5
very much neutral not at all

-I enjoyed helping other people this last month.

1 2 3 4 5
not at all neutral very much

-