

# CURIOUS PEOPLE META PERSONA

The elements of Curiosity are simultaneous interest and warranted attention combined as interest value.

Interest is the key to consistent growth regardless of industry or buyer. If you need attention to sell your product or service interest motives behavior.

Curiosity is about seeking information and experiences through self-directed behavior.

Curiosity is ingrained in human DNA and can be predicted, measured, and relied upon. Satisfying Curiosity is a powerful basic human motivation that is difficult to ignore because there is a very high emotional return on Curiosity.

Curiosity is a fundamental human motivation that influences learning, the acquisition of knowledge, and life fulfillment. Importantly these motivations predict how to affect attitudes, values, and use of money and time and interest, attention, and attraction toward a valued goal.

Curiosity can be combined into meaningful profiles to capture the heterogeneity of distinct types of curious people: The Problem Solver, Fascinated, and Empathizer.

| Curiosity Scale-        | Curious People             | Curious Meta Persona   | Message example  | Characteristic   | Values  | Attitudes                     |
|-------------------------|----------------------------|--|--|--|---|-------------------------------|
| Deprivation Sensitivity | 1<br><b>Problem Solver</b> | intellectually engaged, abstract and complex thinking, seek information to close gaps in knowledge, cognition and epistemic curiosity, discomfort in not knowing- urge to reduce tension of not knowing learning and growing   | "here is the answer you're looking for" "the solution is" "we have your answer." "find the tips, tricks and secrets here." | seeking information to escape the tension of not knowing something. personal tension, anxiety and stress to find answers to ongoing problems | epistemic curiosity and "how" questions       | not knowing is frustrating!   |
|                         |                            | Problem Solvers are obsessively interested in solving problems of interest to them. They would rather work to solve problems and seek information, rather than casually talk with friends. Problem Solvers endorse independence as an important value. Affirming a desire to eradicate perceived gaps in their knowledge, Problem-solvers are on a mission to uncover something specific in their lives. |  |  |   |                               |
| Joyous Exploration      | 2<br><b>Fascinated</b>     | highly educated, financially successful, extraverted, social justice, romance. Lots of attentions, energy and finances on magazines and websites. Strong social following and contacts learning and growing  | "how big can we get?" "how much can we have?"  | motivation to seek out knowledge and new experiences   | independence and romance and "what" questions | want to know for its own sake |
|                         |                            | Fascinated are open to experiences, in possession of a strong personal growth initiative, show tenacity when pursuing opportunities to learn and grow, and derive positive emotions and meaning from learning new information and experiences. The archetype of curiosity as the feeling is pleasurable to them.   |  |  |   |                               |
| Stress Tolerance        | 3<br><b>Empathizers</b>    | Empathizers are less deterred by doubt, confusion, and other forms of distress when exploring, and willing to embrace the inherent anxiety of a new, unexpected, complex, mysterious, obscure event.   | Comparisons "common facts" "standards" "logic" "kpi, best practice, standards"   | high level of social curiosity   | my life is under control                      | Agreeable                     |