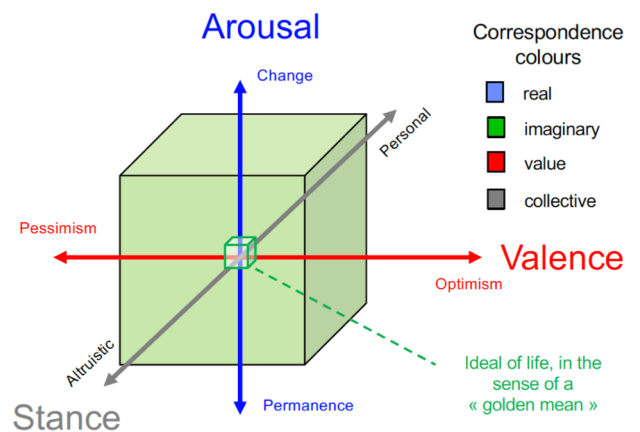
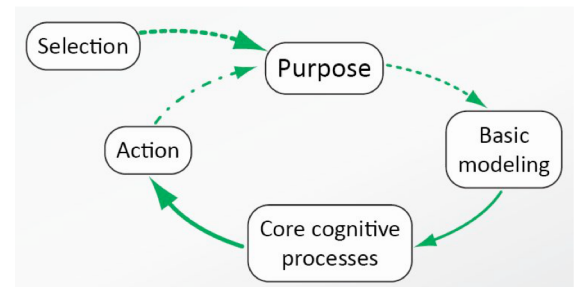
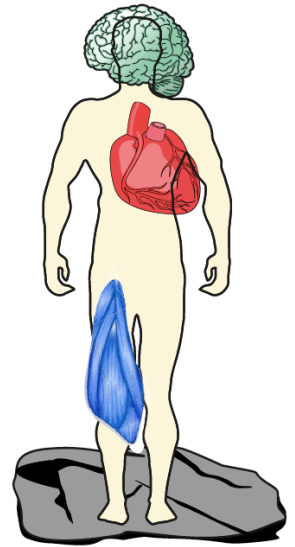




Cognition – Basic Modelling of Values

- In human beings, the heart is a good indicator of the **values** at stake.
- **Emotions and values** correspond to the **choice of priority goals**, and therefore form the basis of rules and paradigms.
- The choice of a **goal**, a **purpose**, helps to concentrate the **real** means necessary for appropriate **cognition** and action, i.e. to correspond to **values**.
- What is **good** is what contributes to reaching the **goal**, to achieving the **values** pursued.
- The adoption of **values**, the choice of a **goal** is a **prerequisite** for any **modelling**.
- **Opportunities** and **threats** correspond to the positive or negative character, **good** or **bad**, of the circumstances in which the agent finds himself, of the elements that **affect** him, that determine his **pleasure** or **displeasure**.
- **Goods** (physical elements) and **services** (immaterial elements) are typical values.
- A **value** is often a degree on an axis but also, here especially, the property itself, measured on this axis.



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