

# The Secret Celeration Society

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## An Alternative Way to Promote Standard Celeration Charting

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<b>Introduction</b>	Many of us have tried to promote charting for many years with little or limited success as measured by use within either the general population or the scientific community. How might we diversify our attempts beyond conventional teaching/learning models?
<b>Low frequencies of interest</b>	Charts and graphs represent "turn-offs" for many. Most individuals would readily label themselves as "Chart Challenged" if not "Chart Phobic." This may stem from: <ul style="list-style-type: none"><li>• the undue complexity stemming from stretch-to-fill charts</li><li>• the lack of understanding of the different number worlds</li></ul>
<b>High frequencies of interest</b>	Some topics generate rather high degrees of interest. Conspiracy theories provide one example. Examples include: <ul style="list-style-type: none"><li>• assassinations of President Kennedy and Lee Harvey Oswald</li><li>• cover-ups of UFO sightings and crashes, such as the 1947 Roswell incident</li></ul>
<b>Strategy</b>	What we try to promote, people resist. What we try to hide, people find enticing. How might we try to increase interest in a valuable low frequency topic? Incorporate high interest elements or redefine the low frequency topic within a high frequency of interest framework. Example: cast Standard Celeration Charting or the Standard Celeration Society as a secret society with an agenda aimed at transforming society by enhanced understanding of information and change. Select societal pinpoints, chart them, and call the resulting charts "secret."
<b>Tactic 1993</b>	Demonstrate the speed and effectiveness of a standard view. At the IPTL Conference in Salt Lake City, five of us "conspired" to share our collections of yearly national charts in the hotel's sub-basement. While attendees at the conference were given the time of the presentation, the location was available only through requests made at a designated spot. The presentation consisted of three overhead transparencies presented simultaneously with the pinpoints announced sequentially without comment. The next set of three quickly initiated a recycling of the process, with some 75 charts presented in about 15 minutes.

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## Tactic 1996

Demonstrate the ease of chart reading and sharing. We displayed this tactic at the International Precision Teaching International Conference in Seattle, WA, using data from the Worldwatch Institute's 1996 collection, 57 yearly per year Standard Celeration Charts were created from templates on StatView®, a software program. Session attendees picked up a transparency off the stack, presented the Chart on an overhead and provided celeration readings of the data, aided by the use of Ogden Lindsley's celeration fan. As in 1993, three overheads were used.

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After reading this article and viewing the sample Chart, tear the page from the *Journal* and destroy, leaving only a few bits and pieces to trace.

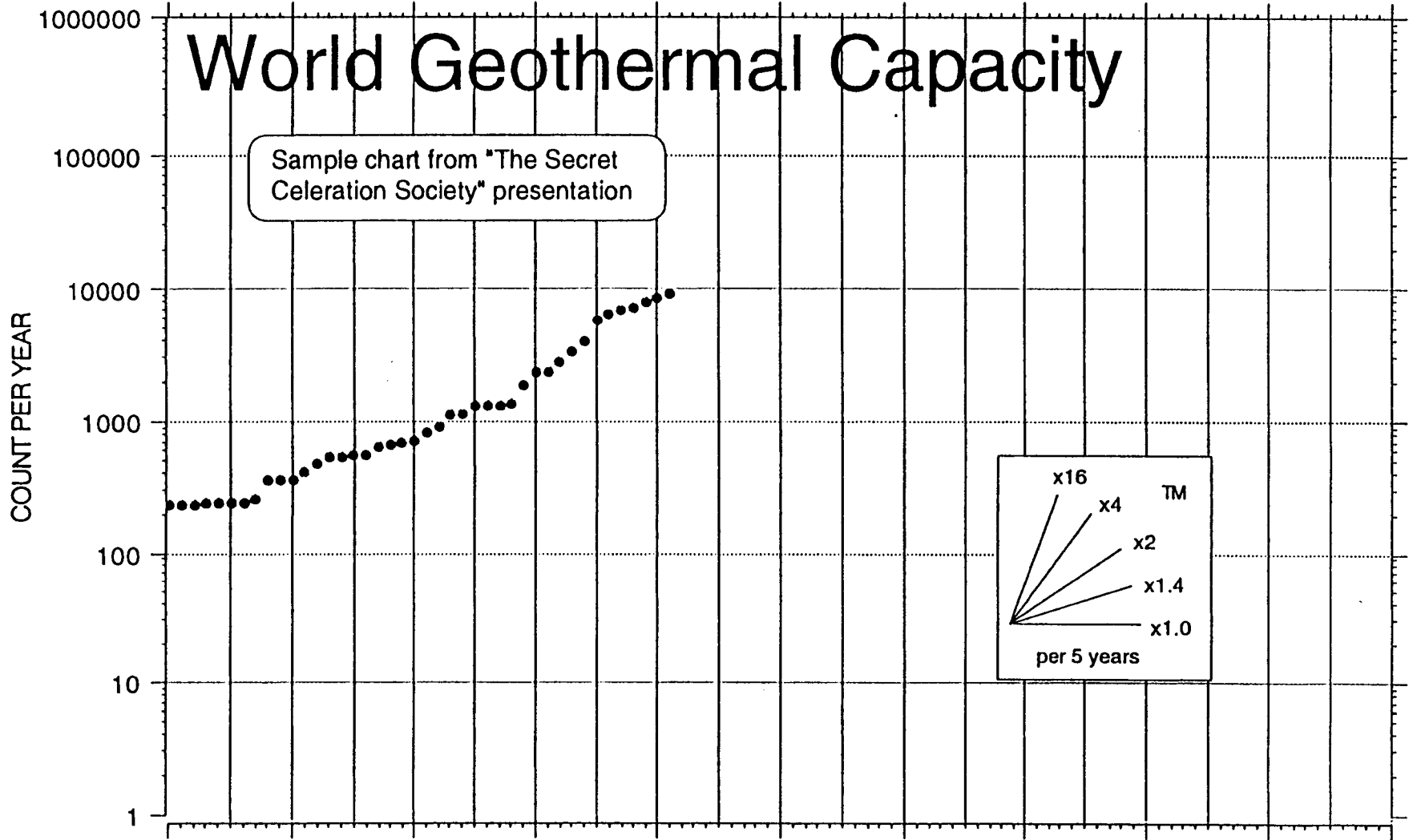
CALENDAR DECADES

*Likeness of YEARLY per year Standard Celeration Chart*  
 Actual Charts available from BEHAVIOR RESEARCH CO.  
 BOX 3351 · KANSAS CITY, KS 66103 FAX ORDERS 913 362 5900

0 5 10  
 1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050

# World Geothermal Capacity

Sample chart from "The Secret Celeration Society" presentation



6

COUNT PER YEAR

SUCCESSIVE CALENDAR YEARS

SUPERVISOR      ADVISER      MANAGER

World Geothermal Capacity  
 PERFORMER      AGE      LABEL      COUNTED

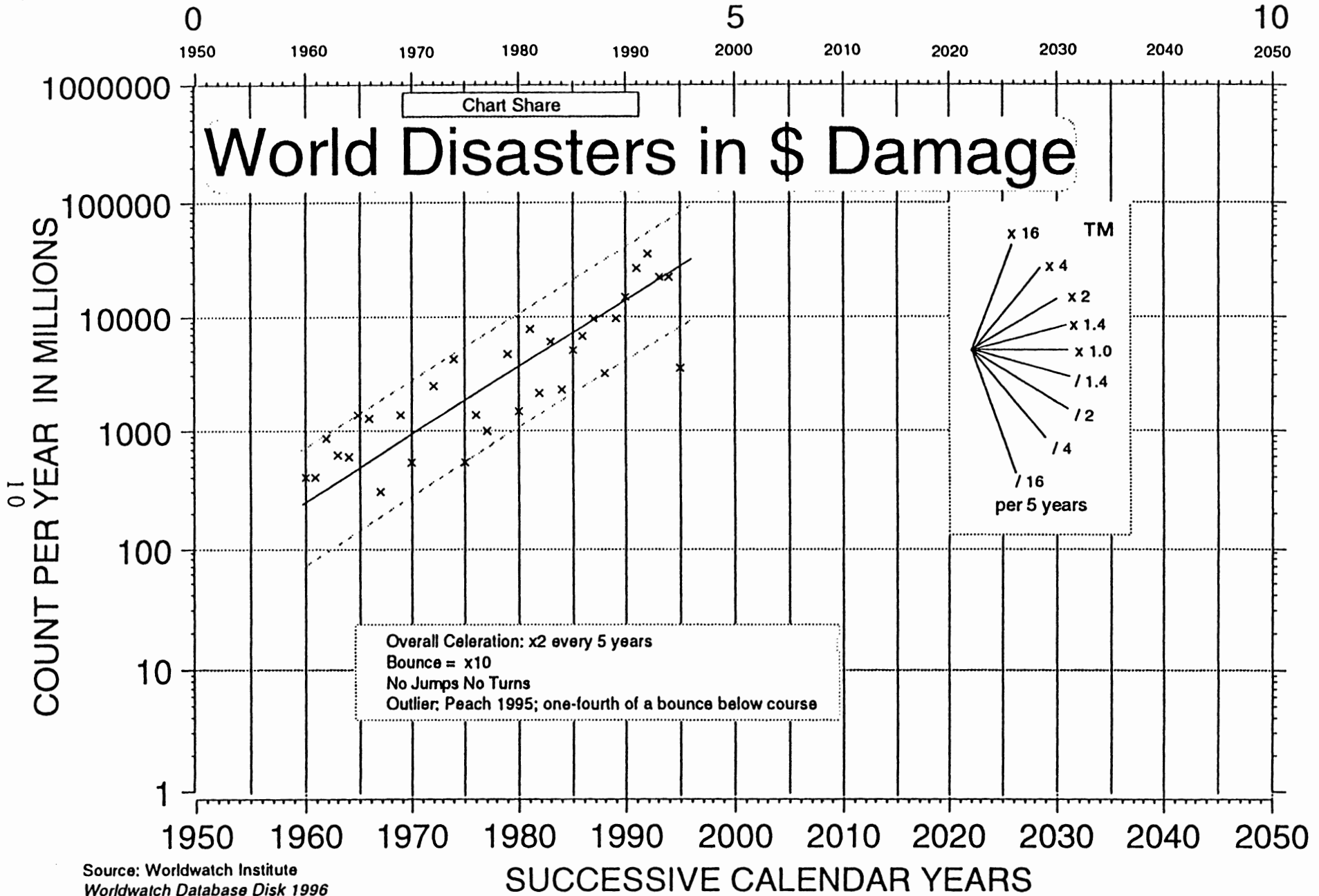
Worldwatch Institute

Worldwatch Database Disk 1996

Steve Graf. Celeration Fan is a trademark of Ogden R. Lindsley

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Source: Worldwatch Institute  
 Worldwatch Database Disk 1996  
 Charted by: Steve Graf, Standard Celeration Society  
 Chart Program: StatView® 4.5  
 Celeration Fan is a trade mark of Ogden Lindsley

# SUCCESSIVE CALENDAR YEARS