

ence to experimental variables with the Rasch model was established.

Future analysis with Rasch modeling combined with frequency distribution analysis between all discrete categories used in the aggregation of artificial “family” labels could help to decrease the number of categories in the synthetic vocabulary and reduce to 4 or 5 etiquette labels in every “family” measuring their “density amplification” and “attractiveness” potential. This could help to create a new short and optimal synthetic model to minimize some negative consequences caused by the already applied formula for “density amplification”.

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