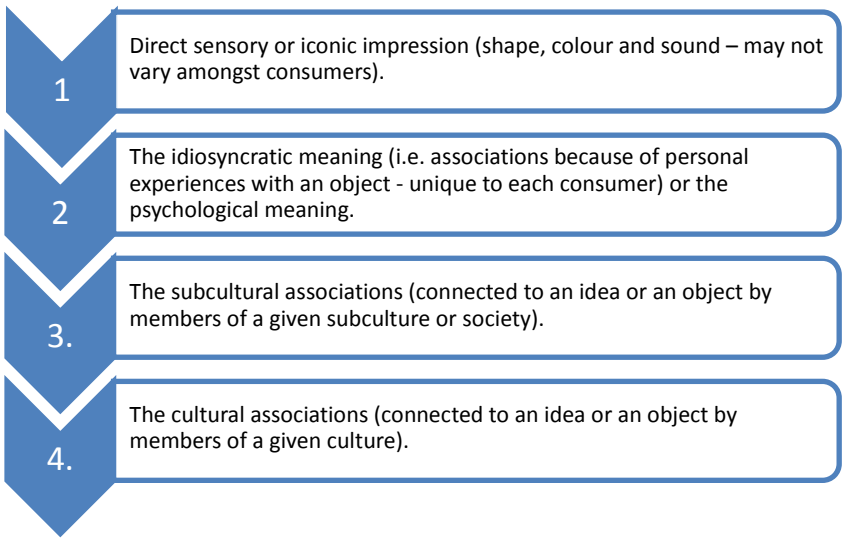

Figure One: Layers of Meaning; Hirschman 1998

Figure Two: Tangible Attributes adapted from Hirschman 1980