

## Module 16 - Indoctrination and Inoculation

1. Brainwashing
  - a. PsycINFO: Year term introduced: 1982.
2. "Indoctrination of an individual or group by means of physical or psychological duress in order to alter their political, social, religious, or moral beliefs."
3. February 12, 1974 "Mom, Dad -- I'm OK. I had a few scrapes and stuff, but they washed them up, and they're getting OK...I heard that Mom is really upset and that everybody was at home, and I hope this puts you a little bit at ease...I want to get out of here, but the only way I'm going to do it is if we do it their way...I just want to get out of here and see everyone again and be back with Steve. "Patty Hearst
4. Although she has been held prisoner by the Symbionese Liberation Army guerrillas for eight days, she sounds relatively normal, and the tape is reassuring to her parents.
5. 49 DAYS LATER A new voice, that of a stranger named Tania, is speaking and the words are hostile:
  - a. "I know for sure yours and Mom's interests are never the interests of the people. You, a corporate liar, of course, will say that . . .
  - b. ...you don't know what I'm talking about, but I ask you then to prove it. Tell the poor and oppressed people of this nation what the corporate state is about to do. Warn black and poor people that they are about to be murdered down to the last man, woman and child."
  - c. Two weeks later, Tania is photographed robbing a bank with her new comrades, and the third tape, even more vehement, describes the parents she had wanted to see again as "pigs" and Steve Weed, the lover she had wanted to return to, as "a clown" and a "sexist pig."
6. Transformation
  - a. What explains the change?
  - b. Was she "brainwashed" or "indoctrinated"?
7. Components of Mind Control
  - a. behavior control
  - b. thought control
  - c. emotional control
  - d. information control
8. Attitudes follow behavior
  - a. Compliance breeds acceptance
  - b. The Foot-in-the-Door Phenomenon
9. Compliance Breeds Acceptance
  - a. Become active members
  - b. Rituals and fund-raising strengthen identities
  - c. Greater the commitment, greater need to justify
10. Foot in the Door

- a. Invite to dinner
- b. Weekend of fellowship
- c. Training retreats

11. Characteristics of a Cult

- a. distinctive ritual of its devotion (to god or person)
- b. isolation from the surrounding “evil” culture
- c. a charismatic leader

12. Recent Examples

- a. Sun Myung Moon’s Unification Church
- b. Jim Jones’ People’s Temple
  - i. Guyana, 1978
  - ii. 911 followers of Rev. Jim Jones drank Kool-Aid laced with tranquilizers, painkillers, and cyanide

13. Charismatic leader

- a. Attracts
- b. directs the members

14. Group Effects

- a. Separation from support groups
- b. Strategies

15. Behavioral commitments

- a. Persuasion
- b. group isolation
- c. Attitude inoculation
- d. Strengthen personal commitment

16. Texas 1993

- a. 71 Branch Davidians, followers of David Koresh, perished in Waco
- b. Few demands at first
- c. Turned over houses, money, insurance
- d. Celibacy for men; wives and concubines of women
- e. Physical abuse