

THE CHAIN REACTION OF THOUGHTS: SOCIETY BUILDING AND CHANGING PERCEPTIONS

Chander Shekhar

Research Scholar, Department of Psychology, Himachal Pradesh University, Shimla, Himachal Pradesh, India

Received: 15 Mar 2018

Accepted: 19 Mar 2018

Published: 26 Mar 2018

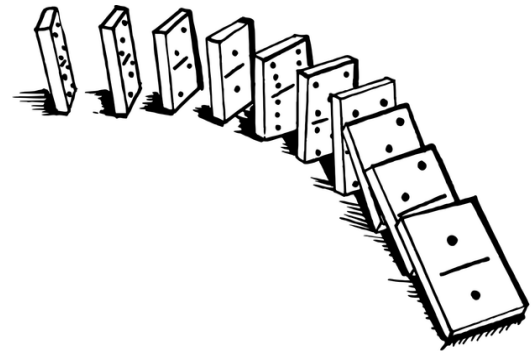
ABSTRACT

Is it possible, to say anything that results in a mass impact on society? Can the thought chain reaction of an individual, affect the person whom he is not acquainted? The present qualitative study of thought chain reaction tries to understand its effects on the perception of individuals, groups, societies, at the national and international level. Human beings are always curious to know their future, hear their past and relate these to the present. They try to comprehend the nature from micro to macro level. The knowledge of one event/phenomenon and its effect on others reveals the new discovery. This paper also studies the chain reaction impact through Physics, Chemistry, Universal, Political, Business, and Cognitive, Social and Behavioral Perspectives.

KEYWORDS: *Chain Reaction of Thought, Change, Society*

INTRODUCTION

The movement of any object depends on two states: whether it is in the gravitational or non-gravitational area. The discovery of the big bang theory reveals the detail of the structure of the universe. The universe has numerous galaxies in which stars, planets, asteroids, and gases are unknowingly in the movement. The action is like energy built from an explosion and results in permanent movement of another object in the form of reaction.



These elements of our universe have their own gravitational area that has different rules than others. But in the non-gravitational area, the movement is ceaseless until it is barred by another force. If we look at the software level of our thoughts it is in the non-gravitational zone where once the movement of thoughts is given there will be ceaseless movement.

The condition is only characteristic of information from other sources to brain's long-term memory. Many researchers are incapable of measuring the storage capacity of long-term memory. There are so many waves of thoughts coming from the brain. The intensity of information determines the building of bigger effects that are memorable. Lower intensity information is like garbage moving in the universe ceaselessly until another stimulus has an effect on it.

Scientific and General

We have heard a series of events or phenomena in which each one is the outcome of the previous and the cause of the next.

In Physics: *“a self-sustaining reaction in which the fission of the nuclei of one generation of nuclei produces particles that causes the fission of at least an equal number of nuclei of the succeeding generation”*.

In Chemistry: *“a reaction that results in a product necessary for the continuance of the reaction”*.

All these definitions reveal the physical chain reaction of one action. It would be interesting to investigate if there are any such chain reactions from a thought that is poured into our society. Can effective thoughts change the perspectives worldwide?

Such chain reactions are also seen in the form of waves, such as speech and sound. These capacitate us to interact with one another and to produce melodious music. The examples of these waves are the acoustics of open theaters and instruments for music. Investigations of these waves have been done by scientists such as Rayleigh (1877), Lamb (1910) and Jeans (1937).

Rijke (1859), the discovered interaction of varied temperature and sound. He found the method of sustaining the sound in a cylindrical tube with open-ended sides by using heat. The encircled formation of Water Waves chain reaction started as a result of another event action (such as air pressure). Another significant study of waves has been done in the field of electromagnetism. The discovery of light in the form of waves is explained by Huygens in 1690. According to Maxwell (1865), its speed can be calculated from known material characteristics. The mechanical engineers interact with many wave types such as liquids, solids, and gases.

The chain reaction also exists, at the micro level, such as in viruses, cell growth of a living organism and so on. The human growth journey starts with the replication of cells from one through trillions. These are not only affecting body growth but also psychological and social aspects. Thoughts are affected by nature versus nurture principles. Social adjustment is determined by the culture, religion, child rearing and so on. If we analyze software level programming in the human brain, we may find the result of a chain reaction of thoughts in our society.

Political and Basic Needs

The leaders are prominent sources of thought chain reaction in our society. Their thoughts work like starting force (action) and effect (chain reaction) into the rest of society. Affectivity of situational leadership theory needs situational understanding with suitable decisions instead of charming personality (Graeff, 1997; Grint, 2011). The effectiveness of leadership is also dependent upon the needs of the people. The human motivation of needs is premeditated by Abraham Maslow (1954). a) Physiological (hunger, thirst, bodily comforts); b) Safety/Security (out of danger); c) Belongingness and Love (affiliate with others, be accepted); d) Self Esteem (to achieve, be competent, gain approval and recognition); e) Self Actualization (realizing personal potential, self-fulfillment, seeking personal growth and peak experiences. A desire “to become everything one is capable of becoming”)

The evidence of thought chain reaction is seen in controversial and viral slogan regarding, Mr. Narendra Modi, the BJP Indian Political Leader that was delivered in the election campaign of Lok Sabha election (2014), “ABKI BAAR

MODI SARKAR". Coupled with the effect of this thought was seen in the American Political scenario when Mr. Donald Trump also used identical terms in United States Presidential Election (2016), "ABKI BAAR TRUMP SARKAR" and further transformed thought to the American people. This simple example of a chain reaction of thought can help to understand the value of well-profiled leader's effect on the society. The outcome of construction and destruction depends on the intensity of thought (who is saying, in which situation, where, to whom, why, with what intention and so on).

Social and Behavioral

The recent studies had uncovered some types of influences that are responsible for expending the thought chain reaction in the society. Some studies in the field of social influence type are: Solomon Asch, 1950s conformity (change in the behavior and following the group without agreeableness): Stanley Milgram (1960s), *Obedience* (change in the behavior to please authority figure and ignoring bad results) : Irving Janis, *Group Think* (modification of group member's thoughts to match group consensus) : Charles Lord, Lee Ross and Mark Lepper (1979), *Group Polarization* (empowering group attitudes through group discussion) : Floyd Allport (1924), *Social Facilitation* (improved performance in front of audience) : Max Ringelmann (1913), *Social Loafing* (declined effort of an individual in the group instead of work done in the alone situation).

The chain reaction of thoughts also affects past to present and future. According to the Psychoanalytic Theory of the Sigmund Freud (1905), there are five stages (oral, anal, phallic, latent and genital) responsible for the specific personality of the individual. Freud's theory expresses the effect of events during the birth period that causes a chain reaction in baby's thought process in the brain and builds a particular personality.

Each action is the outcome of the reaction of another action. The thoughts can be effective in the case when the stimulus has the characteristics that include interest, attention, and properties of a detectable threshold. Weber's law states the just noticeable difference where the individual is capable of differentiating two states of sensation (smell, auditory, vision, taste, skin pressure/sense).

The reward and punishment can ascertain the individual's response. According to B.F. Skinner (1938) environment is responsible for building a particular behavior. Positive reinforcement leads to a positive effect on strong new action, whereas negative reinforcement leads to poorer action.

Business

The business personnel is aware of the thought chain reaction. They have been using it in the advertisements of their product and services through various communication strategies. The marketing advertisements influence the consumer attitude with cognitive and behavioral change (Fishbein & Ajzen, 1975).

The evolution of media and effective communication through the worldwide internet (networking) had affected chain marketing management concept that also induced online business. Such management is using the concept of thought chain reaction. The effective and powerful the explosion of thought leads to more economic benefits. For thought chain reaction effectiveness huge amount of money is spent by companies.

CONCLUSIONS

Nature has given us the potentiality to check the effect of our existence in this world; accordingly, we try to search our own picture in the group photograph. Each one of us is affecting our society through their thoughts. In our society, the new thoughts try to adjust with difficulties and older thoughts with easily. Many researchers are trying to discover different laws of mysterious nature but are still at the baby stage. The chain reaction formation of nature is also an important law of understanding at the behavioral and psychological level. If the external world is giving us so much information regarding chain reaction, then there should be the study of thought chain reaction that has a huge effect on our society.

It is also essential to comprehend the reasons behind a person's brainwash due to others', effective thought. Eventually, he is ready to exert mass destruction and is also ready to commit suicide for wrong objectives. This is the result of thought chain reaction in which one terrorist is not only affecting his family but also others' life.

This is due to a chain reaction in which the limited number of people are misguiding others and ruling for selfishness. Such sort of thought chain reaction can be used for the benefit of common people. This notion needs extensive and empirical study. There was a very limited study in this concept that is why it was not possible to accumulate related large- scale studies.

REFERENCES

1. Freud, S. (1905). Three essays on the theory of sexuality. *Se*, 7.
2. Graeff, C. L. (1997). Evolution of situational leadership theory: A critical review. *The Leadership Quarterly*, 8(2), 153-170. doi:10.1016/S1048-9843(97)90014-X
3. Grint, K. (2011). A history of leadership. In A. Bryman, D. Collinson, K. Grint, B. Jackson & M. Uhl-Bien (Eds.), *The SAGE handbook of leadership* (pp. 3-14). Thousand Oaks, CA: Sage.
4. H. Lamb (1910), *the Dynamical Theory of Sound*. E. Arnold, New York, NY.
5. <https://en.wikipedia.org/wiki>
6. M. Veeraselvam, R. Sridhar, T. M. A. Senthilkumar, M. G. Jayathangaraj & P. Perumal, *Detection of Mycobacterium bovis in Captive Sloth Bears (Melursus Ursinus) by Polymerase Chain Reaction*, *International Journal of Zoology and Research (IJZR)*, Volume 3, Issue 5, November-December 2013, pp. 17-20
7. <https://www.google.co.in/search?dcr=0&q=conformity+compliance+and+obedience+in+social+influence&sa=X&ved=0ahUKEwjddq6bzObZAhVDLI8KHSRGCwAQ1QIIvQEoBQ&biw=1280&bih=634>
8. J.H. Jeans (1937), *Science and Music*. Cambridge University Press, Cambridge, UK.
9. J.W.S. Rayleigh (1877, 1878), *the Theory of Sound*, Vols. I and II. Macmillan, London, UK.
10. Shams Hamid Al- Sultany Maher Ali Al Quraishi, *Differential Diagnosis of Entamoebaspp in Stool Samples Using Polymerase Chain Reaction*, *IMPACT: International Journal of Research in Applied, Natural and Social Sciences (IMPACT: IJRANSS)*, Volume 5, Issue 3, March 2017, pp. 59-72

11. *M.Fishbein & Icek Ajzen (1975): Belief, Attitude, Intention and Behaviour-An Introduction to Theory and Research, Reading MA, Addison Wesley.*
12. *Maslow, A. (1954). "Motivation and Personality". New York: Harper.*
13. *Skinner, B.F. (1938), the Behavior of Organisms. New York: Appleton-Century-Crofts.*
14. [www.dictionary.com/browse/chain-reaction.](http://www.dictionary.com/browse/chain-reaction)
15. www.nd.edu/~msen/waves.pdf

