The Trick, the Cult and the Religion: The Ecological Context

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ABSTRACT Those who observe or study cults often focus solely on the leadership and followers of leaders, and the effects both on the minds of followers and the larger society. A more productive way to view cults is to study and analyze the context and ecological arrangements that precede, accompany, or follow the appearance of cults. Tanna, Vanuatu with the John Frum cargo cult provides a case example.