

The Creation of Cults: An Alternative View

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ABSTRACT Cults are based on the identification and labeling by key decision makers and mainstream society of groups of people who engage in weird behavior. The creation of cults may have less to do with cult leaders and the particular weird behavior involved than with the need for the mainstream society and political leaders and elites to focus attention on what they regard as "contrary" behavior. As a result, the behavior engaged in by people in the mainstream of society is reinforced.