• Belief, Behaviour and the Social Genotype

• Emergent Societal Conflict

• A Model of Social Tectonics
The Social Genotype® – Basis of Identity
Culture and Adaptive Social Behaviour

• Analogue/extension of DNA which expresses identity of individual.
• Social Genotype expressed in identity/culture of social group
• Rôles/groups and relationships form stable, palpable structures
• Relationships mediated via infrastructure by common, shared belief system—shared attitudes, viewpoint, ethics
Social Genotype – Aspects

- Social Genotype takes time to form within nascent social group, and time to set
- Once set, evolves only slowly, resists rapid change
  - rôle-relationship mesh “glued” by shared beliefs
- Determines the identity/culture of society or group
  - Individual behaviour coloured by cultural norms
  - New Recruits accepted only if “likely to fit in”
  - New Recruits “learn the ropes” — adopt rôle — or ejected — “immune response”
- Individuals come and go, rôle-relationship structure goes on (c.f. body cells replaced, identity of individual remains)
Belief system

Interpretation of everyday events, situations

{ + }

Reinforcement

{ + }

Icon establishment

Power structures

Indoctrination / education in belief system

Reducing psychological uncertainty

Straightforward believer's World Model

Reward/punishment concepts

Co-operative social behaviour

Rôle models of "good" and "bad" behaviour

Social cohesion

{ + }

Icon establishment

Co-operative social behaviour

Belief — Reinforcing the Social Genotype
The Nature of Belief

- Beliefs persist if they give “satisfactory explanations“
  - Belief in drugs, crime, music, youth...tenable if they work
  - “Ground truth” irrelevant. Beliefs not rational/logical
  - “New” beliefs continually being generated and tested
    » without check in an individuated society with no institutionalized counter—ethics, morality, etc.
    » Process may be chaotic in Open Societies

- Beliefs permits rapid reaction in uncertain situations
  - homo sapiens evolved through swift fight or flight decisions
  - based on ability to categorize, like stereotypes

- Self-perpetuating through generations—in Social Genotype? (N. Ireland, Yugoslavia, Russian Religion...
A Simple Model of Belief System Dynamics

- Education
- Power Group
- Joiners
- Believers
  - Belief Inheritance
- Doubters
  - Policing
  - Leavers
- Indoctrination
  - Correction
- Joiners
- Believers
  - Belief Inheritance
Competing Belief Systems

New Belief System attracts believers if:
- self-re-inforcing
- supported by education and regulation

Failing Belief System is v. difficult to sustain once a downward trend is established

Sudden, major increase in policing, punishment and education
Belief and Behaviour

Cognition
- Tacit knowledge

Nature
- Evolution
  - Emotion
  - Energy
  - Character
  - Instinct
- Constraint

Selection
- Motivation
- Drive

Stimulation
- Activation

Belief System
- Beliefs
- Rôles
- Stereotypes
- Categories
- Values
- Ethics
- Morals
- Collective Unconscious

Nurture
- Sensation
  - World models
- Experience
- Environment
Belief, Behaviour and the Social Genotype
Emergent Societal Conflict
A Model of Social Tectonics
Avoiding Some Dangers of Social Analysis

• Societal behaviour stems from multitude of interactions between myriad of components in changing environment
  - essentially, impossible
  - like forecasting the weather, broad trends predictable only
• Analysis coloured by viewpoints of analyst—political, economic, cultural, ethnic—hence, prejudicial, pejorative
• Need method for handling complexity and subjectivity
• Based on analogies between emergence of societal conflict in comparable past societies and today’s societies with their sources of conflict
• Ancient Egypt’s 3 quite different Kingdoms offer surprisingly rich model
The Societal Archetypes

Each Archetype is referenced by a Letter, A—J respectively.
Psychology of Social Change – Jung

• Collective unconscious explains many less rational, otherwise inexplicable, apprehensions of human psyche at its most profound level

• Change, and resistance to change, relate to the psyche of the individual and the group.
Collective Unconscious and Individuation
– C G Jung

• Collective unconscious...
  - common psychological inheritance of all men living from all men of the past

• ...and individuation
  - progress towards maturity experienced by the self in which the self acquires awareness of its own individuality. Marks the transition from collective experience/unconscious to identification by the individual of specific responses to his environment
• Personal individuation may be usefully compared with individuation of a Society/Culture
• Need a Pristine Society, one with chthonic inheritance untainted by foreign intrusion, for valid analogy
• To understand cultural behaviour, essential to see it in context of degree of societal individuation—early in process, there is extended group behaviour, little individual personality

Michael Rice—Egypt’s Making

• By extension, this Pristine Society presents archetypal models of societal behaviour at various stages which we may apply to today’s societies, companies, businesses…
• Ancient Egypt started as a Pristine Society, transitioning from Neolithic to Bronze Age without significant intrusion from any other culture, isolated by surrounding deserts—c.f. unconscious, controlled experiment

• Ancient Egyptians—highly intelligent, developed degree of artistic brilliance, *non pareil*

• Their civilization underwent three upheavals, each for quite different reasons…

• …despite which their beliefs endured for 5000 years…
Ancient Egyptian Periods

• Predynastic, Archaic and Old Kingdom
  - c.5000 BC to 2250 BC — isolated society — creative brilliance
  - Breakdown: — internal power struggles over failing economy

• Middle Kingdom
  - 2035 BC to 1668 BC — ethics, morals and literature
  - Breakdown — failing economy, Hyksos intrusion, absorption

• New Kingdom
  - 1550 to 1070 BC — open society — military conquest
  - Breakdown — failing economy, military losses, expanding Mediterranean cultures
  - a loss of confidence in the Egyptian Psyche
The ‘Ages’ of Ancient Egypt

The Golden Age of innocence, of a wholly divine being as Pharaoh, of the certainty of his afterlife, and of the eternity of Egypt The Nile valley seen as Paradise. Isolated from the rest of the world.

Khafre-Chefron-2558-2532. Builder of the 2nd largest pyramid at Giza. Note the look of certainty with which he faces his life in the Beyond.

First Intermediate Period

Development of codes of Conduct, literature, v. beautiful jewellery. Beginnings of disastrous contact with outer world--the Hyksos.

Second Intermediate Period

Tuthmosis III 1504-1450. High point of New Kingdom.

The military state, with conquests against Kush, Libya, Syria, etc. At its height, highly successful materially as well as spiritually, although Pharaoh was reduced to one god amongst many. Many major architectural achievements, noted more for size and number than purity of form.

Third Intermediate Period

Akhenaton forbade worship of all gods, including Amun-Re, in favour of Aton, the Solar Disk. He neglected defence and economy, and shook the confidence of Egypt. Akhenaton marked the downturn of the Egyptian psyche which never recovered from the worship of Aton.
Social Evolution – Societal Archetype ‘A’

Failing Economy

Duality which must be reconciled
Emergence of Archetypes
Autonomous Sub-leaders emerge

Powerful Leaders

Appointed Professional Administrators
Legal system
External Threat

Breaking Down

• Codes of Conduct
• Literature
• Procedures
• Detail
• Precision

Poor defences

Traditional Beliefs as guides to behaviour
Intropective, backward looking

Remote Leader

Breakdown

Leader’s men rule locally
Monuments
Stylized, non-adaptive behaviour—reverence for tradition

Loss of Confidence

Strong leaders, less remote, concerned with foreign, domestic, ethical and economic factors

Growth of Individuation
<table>
<thead>
<tr>
<th>Tribes</th>
<th>Chthonic beliefs/totems</th>
<th>Family beliefs/gods</th>
<th>Naïve, confident, certain</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended Society</td>
<td>Unique Divine Being</td>
<td>Establishment Belief</td>
<td><em>Purpose, destiny, purity, severity</em></td>
<td>Cannon</td>
</tr>
<tr>
<td>Provincial Structure</td>
<td>Competing Gods, priests</td>
<td>Competing Pantheons of Provincial beliefs/gods</td>
<td>Ideals and Ideologies</td>
<td>Monumental Projects</td>
</tr>
<tr>
<td>Feudal Dynasties</td>
<td></td>
<td></td>
<td></td>
<td>Icons of Beliefs</td>
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**Faltering Economy, Civil Conflict, fragmentation, partial breakdown**

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<td>Tribal Groupings</td>
<td></td>
<td></td>
<td></td>
<td>Insubstantial Monuments and Substitutes</td>
</tr>
</tbody>
</table>

Society at the breakdown **need** not revert to its former condition. Four factors have changed. 1. Their shared, collective experience/unconscious. 2. A shared belief, with visible icons, rituals and cannon to maintain that belief (SG) 3. A memory of *A Golden Age* which all can aspire to regain. 4. An Infrastructure which maintains their ability to share and interchange across boundaries.

Parallels to all of these factors are visible in forming and reforming groups today.
B. Collective Phase – Duality & Archetypes

- Almost obsessional pairing
  - Tension of 'above' and 'below'
- Amenability to:
  - new ideas
  - patterns of group behaviour
  - forms
  - customs
  - beliefs
  - social organization
- Regression to contemporary norms
- Canons of belief
- Extended group behaviour
- Collective unconscious
- Orion Mystery?
  - Duat in the stars
- Powerful Need for Duality—which must be reconciled
  - Red and White Crowns
    - King's placenta as twin in Beyond
    - Red and white—sacred colours
      - blood vs. light?
      - man vs. woman?
      - opposites, perpetually destined to unite?
- Horus and Seth
- King as Shepherd
  - neolithic cattle farmer image
- Zoomorphs
- Emergence of Archetypes
  - Magus, the High Priest
  - The Healer
  - The Creator
  - Idealism
  - Pyramid as perfect shape
  - Upper and Lower Egypt

Collective unconscious
Archaic and Old Egypt – C. Collective Social Power, Creativity, Innovation & Belief

(Upredictable) Inundation

Spare time

Food

Population

Cultivated Land

Organized Irrigation

Co-operation along Nile as Transport/Communication

Technology development

Social development

Specialization

• artisans
• artists
• cannons
• schools

Tools & Methods

Intellectual thought

Availability of labour

Reverence for stability (Djed)

Outpouring of Art and Architecture dedicated to eternal stability. Embodied in Eternal Pharaoh

Outpouring of Art and Architecture dedicated to eternal stability. Embodied in Eternal Pharaoh
Old Kingdom – *D. Robust, Widget-making Economy in Balance with Environment,*

A robust economy, in balance with the environment, and with no money!
Old Kingdom.

E. Collective Collapse

Reduced Nile Inundation

Famine

Inter-necine rivalries

Civil War

Chaos

Pharaoh as Supreme, wholly Divine Being — 'Identity of Egypt' — 'who must live for ever'

Grant of Afterlife for close associates

Grant of Land for close associates

Land Available for Grant

Total Land

• taxes to associates
• loss of tax to king

Priests' Independent Influence

Requisite Number of Priests

Alternative Divinities

Rule as Nomarchs for close associates

Nomarchs as Hereditary dynasties

Civil War

Reduced Nile Inundation

Famine
Determined by abstract moral factors:—
- “Do right as long as you are on Earth. Calm the afflicted, oppress no widow, expel no man from his father’s possessions...Do not kill; but punish with beatings and imprisonment. Then shall this land be well established. Leave vengeance to God...More acceptable to Him is the virtue of one who is upright of heart than the ox of the wrong-doer.”

The Egyptians, Cyril Aldred, p124
New Kingdom G. Open Society Security

- Wealth/Power of priesthood
- State security
- National wealth
- Tribute—gold, ivory, slaves, etc.
- Subjugation of southern/eastern aggressors
- Rule via Pharaoh-appointed Viziers and town Mayors
- Nobles power
- Ethic of 'Service' and 'Noblesse Oblige'
- Middle class—professional Civil Service
- Widespread pursuit of Eternal Life
- Religious ethic—afterlife only after good behaviour in this life
- Pharaoh as Military Leader conquering all foreigners
- Pharaoh as Uniter of Two Lands
- Pharaoh as Horus/Osiris
- Amun-Ra as supreme god
- Pharaoh final arbiter as Osiris in the Hall of Judgement
- Nation state organization and administration
  - scribes
  - accountants
  - schools
  - priests
- Noblesse power
Societal behavioural response changes with time and individuation—maturation process

Early on, group cohesion high—group change rate high (c.f. shoaling fish?)

Young societies exhibit great energy, co-directed toward the extended-group-shared aim
  - plastic and mouldable as an extended group
  - need time for intellectual development to chart new waters, see new horizons—little time spent on bureaucracy
  - time of great creativity and innovation
  - early development of cannon, schools of thought
  - reverence for stability and tradition
During Societal Maturation

- Schools lead to specializations, to artisans and artists, to adherence to cannon and tradition
- Gradually, maturation leads to interests in power, to individuation, to challenge of cannons and traditions
- With individuation come factions, energy absorption in internecine struggle, resistance to change, uncontrolled change, breakdown
- Avoiding loss of control—leader’s guide:—
  - avoid promotion of subordinate, self-ruling groups
  - create and manage infrastructure
  - appoint/replace bureaucrats on merit, not inheritance
Generalized Rise and Fall of “Epochs” – Lessons from Archetypes

• Epochs initiated by powerful leaders
  - “Style” of epoch set by initial leader

• Epoch stability depends on:
  - iconic, synergistic leadership
  - sound economy and infrastructure
  - shared collective unconscious / experience
  - group social ethics, morals and widely held beliefs

• Epoch breakdown caused by:
  - fluctuating economy–degradation of spirit, loss of ethical, altruistic spirit
  - internecine struggle, often leading to group weakness and invasion / takeover
Using the Societal Archetypes

- Individual groups, organizations, nations characterized by social behaviour —
  - locate in Societal Archetype ‘A’, using Societal Archetypes, B to H

- Typical indicators — to which Nation do they refer?
  - Former isolation; past glories of Empire; loss of faith in faith; international economic reverses; xenophobia; re-emergence of primitive, arcane beliefs; increasing crime; stricter controls of education, police; admiration for former times of supposed glory or peace; lack of confidence in the future; low investment in infrastructure; driven by ideology; emergence of autonomous groups...

- Basis for global model, nations represented by respective Societal Archetypes and their behaviours?
Indicators of social disorder

- Tighter Education Controls
- Stricter Policing
  - Increasing Crime
  - Xenophobia
  - Social Fragmentation
  - Ideology Driven
  - Lack of Infrastructure Investment
  - Arcane Beliefs

- Loss of Confidence
- Loss of Faith

- Search for Supposed Past Glories
  - Current Economic Reversals
  - Former Isolation

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Cultural Effects

• Oriental cultures promote:
  - belonging to the family, the team, the enterprise
  - sublimation of the individual in the extended group
• Islam ("submission to God’s will") promotes humility, non-arrogance
• Western culture exhorts individuation via commerce, media, political dogma, PC, “management-speak”, etc.
  - “Cult of the Individual” — ”do your thing”, “stand up for what you believe in”, “when the going gets tough”, etc., — likely to promote arrogance and conflict
  - contemporary views of delegation, empowerment, competition, performance-related pay, etc., promote individuality
Individuation in the West

- Proliferation of mutually-antagonistic groups for / against almost anything
- Western societal pressure to individuate: —
  - youthful psyches burdened with absorbing extended collective unconscious/experience
  - need *longer* to individuate, but social pressure to individuate *earlier*
  - result — stratified youth culture — vis-à-vis 40-50 years ago
- Origin of stratified, factionalized culture?
Competitive Pressure to Individuate

• Commercial pressure promotes societal factions by age, persuasion, sex:—
  - sells more fashion, music, stationery, drugs…

• Competition seen as ideal:—
  - Icon—lone individual against all odds

• Significantly, emergence of arcane beliefs—Breakdown Archetype
  - LGM, UFOs, Corn Circles, Astrology, Pyramids, Black Magic, Ghosts, Crystals, Reflexology, Alternative Everything, Palmistry, Economics, Spiritualism, Management Science, TQM, BPR…
  people need some Belief System, and it need not be rational

Fragmenting belief system = fragmenting society
Western Culture – on a Knife Edge

**Individuation**
- Essential duality
- Political opposites
- Ideology

**Cult of the Individual**
- Options adopted by other Cultures

**Economic Wealth**
- Time Needed to mature intellectually
- Collective unconscious / experience

**Social factions, fractions & sub-cultures**
- Pressure to Individuate
- Commercial pressure

**Economic Evolution**
- Intellectual Inheritance
- Social cohesion
- Socializing Ethics, Beliefs, Education & Infrastructure

**Politics & Army**
- Establishment
- Institutionalized Power Groups
- Autonomous "dynasties"
  - organized crime
  - international "big business"

**Time Needed to mature intellectually**
- Media
- Fashion
- Socio-economic targeting

**Competition**
- Inter-necine conflict
Internecine Conflict
1–3 Economic Improvement alone
1A–3A Economic Improvement with Widely Shared Belief

Social Factions and degrading Economy,
(low shared belief)

Poor Economy — runaway

Moderate Economy

Robust Economy

Social Cohesion vs.
Wealth + Shared Belief
Deduction From Analysis of Western Culture

- Factions generate spontaneously, esp. in weaker economies
  - economic pressure for competition
  - individuation
  - degraded infrastructure
- Small changes in shared belief cause big changes in social behaviour, esp. with weak economy
- Stronger economies may still generate internecine strife, but need not lose social cohesion
- Robust Economy not enough—some common, shared belief/ethic/behaviour pattern needed too
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Typical Crime Analysis – UK

Two separate features:—

1. Exponential increase in crime over 23 years
2. High degree of variation about the regression line

Suggests 2 independent causes
Fractal = self-similar, i.e. general “bumpiness” of crime graph same at any scale. Similar fractal patterns emerge from studies of: men killed in wars; earthquakes; stock market prices; distances between cars on Motorway… “weak chaos”. Not random. Suggests crime and war build-up, to then release, as social groups “rub together.”
The Route-Map to Crime and Conflict

Crime & Conflict

Social Fragmentation

• Groups for, and against, anything
• Fractal, growing crime statistics as evidence

Premature Individuation

• More time needed
  Less time available
• By age, sex, origin...

Socio-Economic Targeting

Autonomous Groups

• Encouraged by ruling ideology?
• Allows shared beliefs to diverge

Competition

Decaying Infrastructure

Faltering Economy

• Mutually destructive
  western ideology

...strongly contributes to...
Two Models of Society

"Social Tectonics"
Increasing Low-Level Conflict (LLC)

- **Models** suggest LLC could be in spectrum of conflict from personal violence to global war
- **Statistics** suggest crime...
  - *variability* within spectrum of conflict, but...
  - added *exponential increase* over last 23 years
- **Societal Archetypes** indicate onset of Intermediate Period, with long, slow, slide into disorder
- **Social Tectonics** offers mental model of patterns and palliatives for LLC
Conclusion

• Two new complementary models
  - social genotype
  - social tectonics
• Together promote understanding of social dynamics from the individual, through the group to society
  - crime, resistance to change,
• Provide simple, accessible views of current societal change
• Political dynamite—relates crime and conflict to poverty plus lack of shared beliefs and goals