



# The SOCIONOMIST

A publication of **The Socionomics Institute**

[www.socionomics.net](http://www.socionomics.net)

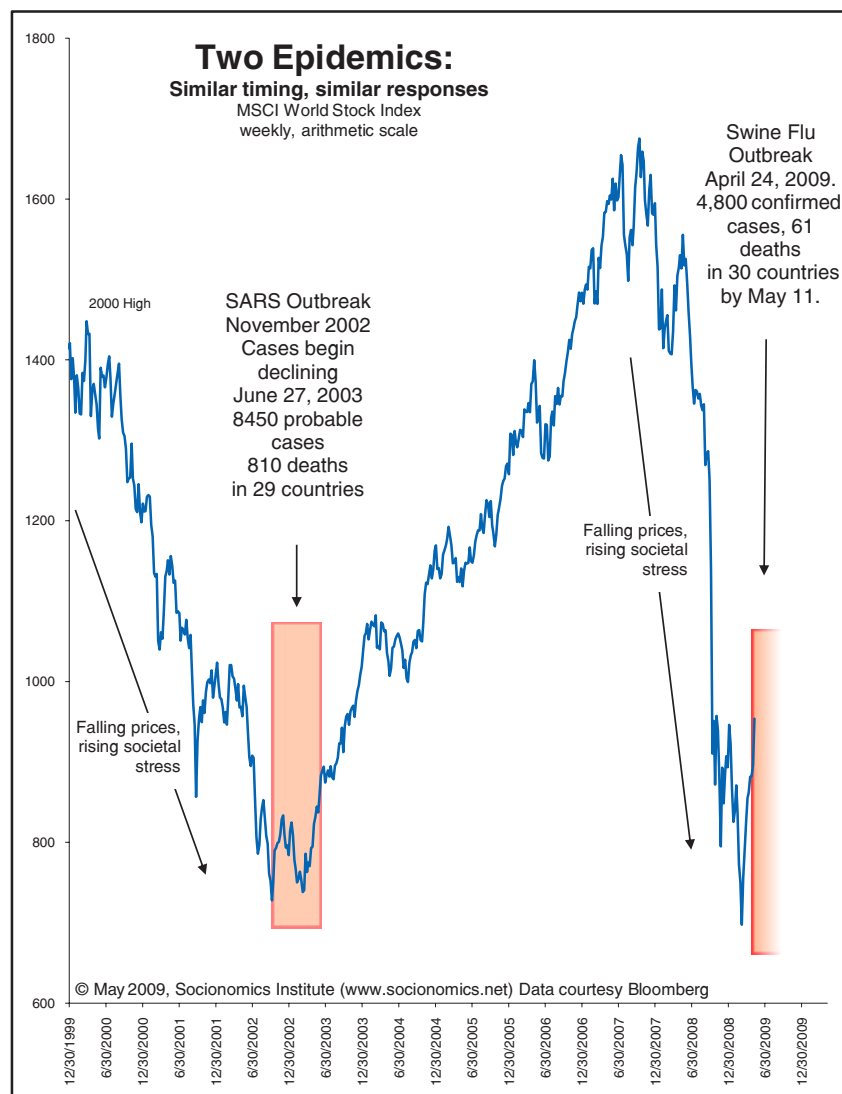
© June 24, 2009

A monthly publication designed to help readers understand and prepare for major changes in social mood.

*By Alan Hall*

Charts and commentary for Alan Hall's audio interview with Tom Jeffries of HoweStreet.com on June 24, 2009.

## A BRIEF SOCIONOMIC PERSPECTIVE ON EPIDEMIC DISEASE



Both the SARS outbreak and the H1N1 Swine flu outbreak followed major social mood declines, which also reflected in falling stock prices.

To read more about this story, [click here](#).

The Socionomics Institute • [www.socionomics.net](http://www.socionomics.net)

200 Main St. • Suite 350 • Gainesville, GA 30501 USA • 770-536-0309 • 800-336-1618 • FAX 770-536-2514

### From the June Socionomist

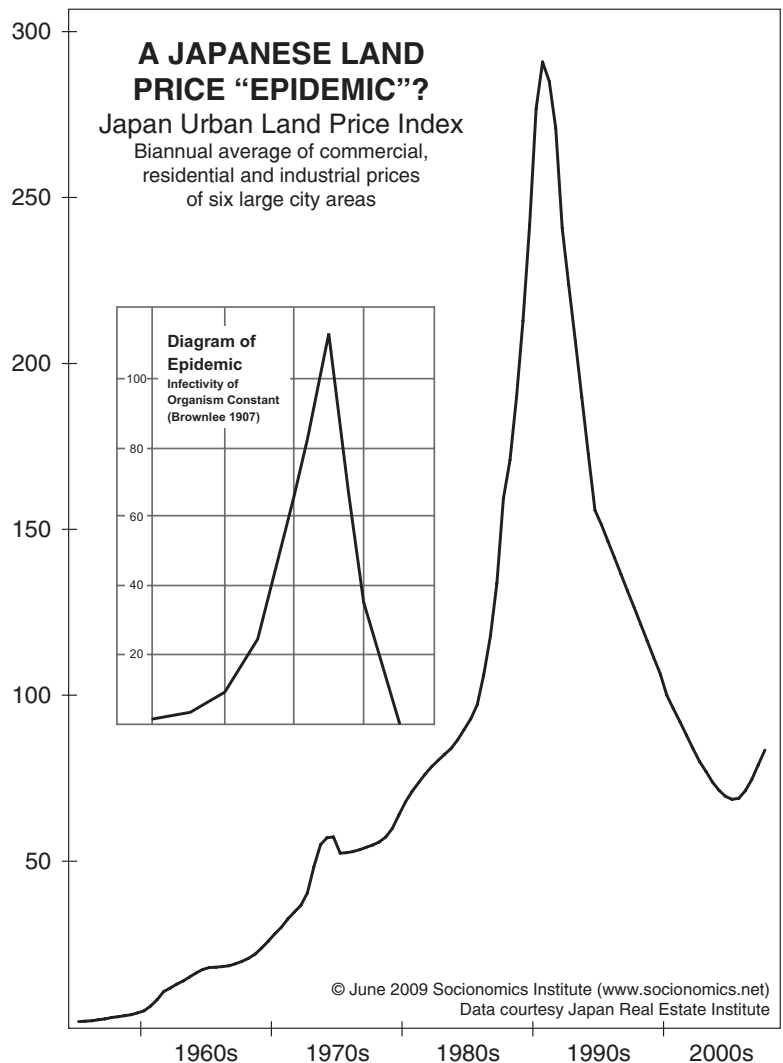
This chart of Japanese land prices from 1967 to 2005 includes an idealized diagram of epidemic infectivity (inset), the latter from a 1907 publication by Dr. John Brownlee. The similarity of shape in these two pictures is no accident. Chapter 9 of *The Wave Principle of Human Social Behavior* observed:

One theory... is that ideas are units of cultural transmission having the property of self-replication, like a living thing that “propagates from brain to brain.” Says Oxford zoologist Richard Dawkins, “When a craze, say for pogo sticks, paper darts, Slinkies or jacks sweeps through a school, it follows a history just like a measles epidemic.”

To learn how to subscribe to *The Socionomist* and get Alan Hall’s full report on epidemic disease, [click here](#).

### About the Socionomics Institute

The scientists at the Socionomics Institute research social psychology’s role in driving cultural trends. The Institute’s monthly research review, *The Socionomist*, explores how recurring trends in social mood govern the character of social expressions—everything from pop culture to war—and ultimately create future events. To learn more, visit [www.socionomics.net](http://www.socionomics.net).



*The Socionomist* (so-she-on-oh-mist) is published by the [Socionomics Institute](http://www.socionomics.net). Mailing address: 200 Main St., Suite 350, Gainesville, Georgia, 30501, U.S.A. Phone: 770-536-0309. All contents copyright ©2009 Socionomics Institute. All rights reserved. Reproduction, retransmission or redistribution in any form is illegal and strictly forbidden. Otherwise, feel free to quote, cite or review if full credit is given. Typos and other such errors may be corrected after initial posting.

**For subscription matters, contact Customer Service:** Call 770-536-0309 (internationally) or 800-336-1618 (within the U.S.). Or email [customerservice@socionomics.net](mailto:customerservice@socionomics.net).

**For our latest offerings:** Visit our website, [www.socionomics.net](http://www.socionomics.net), listing BOOKS, DVDs and more.

Correspondence is welcome, but volume of mail often precludes a reply. For best results, send concise e-mail to [institute@socionomics.net](mailto:institute@socionomics.net).

Most economists, historians and sociologists presume that events determine society’s mood. But socionomics hypothesizes the opposite: that social mood determines the character of social events. The events of history—such as investment booms and busts, politics, population, and even peace and war—are the products of a naturally occurring pattern of social-mood fluctuation. Such events, therefore, are not randomly distributed, as is commonly believed, but are in fact probabilistically predictable. Socionomics also posits that the stock market is the best meter of a society’s aggregate mood, that news is irrelevant to social mood, and that financial and economic decision-making are fundamentally different in that financial decisions are motivated by the herding impulse while economic choices are guided by supply and demand. At no time will the Socionomics Institute make specific recommendations about a course of action for any specific person, and at no time may a reader, caller or viewer be justified in inferring that any such advice is intended.