

1 LIVES. I HATE THE LANGUAGE NOW. BUT WHAT IT REALLY MEANT
2 AND WE SPELLED IT OUT IS THAT PEOPLE ARE STRUCTURALLY MORE
3 OR LESS AVAILABLE DURING THE COURSE OF THEIR LIVES.

4 WHEN YOU ARE MARRIED AND HAVE A JOB AND FIVE KIDS, YOU
5 HAVE LESS FREEDOM TO CONCEIVE OF A NEW KIND OF LIFE. WHEN
6 YOU ARE 19 YEARS OLD AND JUST CAME TO SAN FRANCISCO FROM
7 BILOXI, MISSISSIPPI, AND YOU ARE LOOKING FOR A JOB, YOU HAVE
8 GOT A LOT OF OPTIONS OPEN. YOU STILL DON'T KNOW WHAT YOU ARE
9 GOING TO BE WHEN YOU GROW UP AND YOU HAVEN'T GOT A WIFE AND
10 KIDS.

11 PEOPLE WHO ARE IN THAT CONDITION OF FREEDOM OFTEN FIND
12 IT MUCH EASIER TO SHIFT WHO THEY ARE AND WHAT THEY ARE GOING
13 TO BE WHEN THEY GROW UP.

14 BUT UP TO THIS POINT WE ARE TALKING PRETTY CONVENTIONAL
15 SOCIAL SCIENCE AND WE ARE KIND OF SAYING IT IS NOT IMPORTANT
16 BECAUSE THERE ARE MILLIONS AND MILLIONS OF PEOPLE OUT THERE
17 WHO MEET ALL OF THESE CONDITIONS AND YET VERY FEW OF THEM
18 ENDED UP JOINING GROUPS THAT WE WERE LOOKING AT, THE
19 PARTICULAR GROUP WE WERE LOOKING AT.

20 AND SO AT THIS POINT WE INTRODUCED WHAT WE THOUGHT
21 WAS THE GUTS OF THE MODEL, WHICH IS A PROCESS OF INTERACTION
22 BETWEEN THE POTENTIAL CONVERT, IF YOU WILL, AND THE GROUP TO
23 BE CONVERTED TO, AND IT IS AT THIS POINT THAT THE DOOR COMES
24 DOWN, DUDDY STOPS REPORTING THE MODEL AND -- IN OTHER WORDS,
25 HE SKIPS EVERYTHING IMPORTANT IN THE MODEL AND COMES WITH
26 SOME FLAT ASSERTIONS THAT ARE COMPLETELY ALMOST DIABOLICALLY
27 THE REVERSE OF WHAT THE MODEL SAYS.

28 Q IN YOUR OPINION, COULD MR. DUDDY JUST HAVE MISUNDERSTOOD

1 YOUR MODEL?

2 A WELL, IT'S POSSIBLE HE NEVER READ IT. IT'S POSSIBLE --
3 NO, IT'S POSSIBLE -- SEE, IT IS ENTIRELY POSSIBLE THAT HE GOT
4 A THIRD OR FOURTH HAND OF THE THING THAT OTHER PEOPLE HAVE
5 BEEN GRINDING UP AND PASSING AROUND. IT BECOMES ALMOST AN
6 ORAL TRADITION OUT THERE. I CAN'T BE IN MR. DUDDY'S MIND
7 AND MR. DUDDY HAS TOLD ME NOTHING -- I DON'T KNOW WHETHER HE
8 ACTUALLY WENT AND CONSULTED THE PAPER OR NOT.

9 Q BUT IF HE READ IT?

10 A IF HE DID, THEN -- ONE, AGAIN, DOESN'T WANT TO UNDER-
11 ESTIMATE THE CAPACITY OF IDIOCY, BUT STILL AND ALL -- I AM
12 FORCED TO CONCLUDE IF HE DID WRITE THE PAPER THIS WAS
13 MALICIOUS.

14 Q AND THEN HOW DID HE ALTER THE MODEL?

15 A WHAT LAUGHLIN AND I SAY IS, HEY, THE WORLD HAS MILLIONS
16 OF PEOPLE OUT HERE QUALIFIED TO CHANGE RELIGIONS AND THEY
17 DO NOT DO THAT BECAUSE CERTAIN SOCIAL PROCESSES AND CONDITIONS
18 ARE REQUIRED FOR CONVERSION TO OCCUR THAT NO LONGER -- TO
19 SUM IT UP, YOU END UP ACCEPTING THE RELIGIOUS VIEWS OF YOUR
20 CLOSEST ASSOCIATES, WHETHER THESE ARE NEW ASSOCIATES OR OLD
21 ASSOCIATES.

22 VERY FREQUENTLY PEOPLE JOIN A NEW RELIGION BECAUSE
23 THEIR FRIENDS AND RELATIVES JOIN IT BEFORE THEM AND THIS
24 SPREADS THROUGH PRE-EXISTING FRIENDSHIP NETS AND BONDS, WHICH
25 IS THE WAY THE REAL WORLD WORKS, WE INFLUENCE ONE ANOTHER.

26 THE REASON MOST OF US DON'T STEAL IS BECAUSE WE
27 INFLUENCE ONE ANOTHER. WE KIND OF KEEP EACH OTHER STRAIGHT
28 AND WHAT WE DISCOVERED WATCHING CONVERSION IS THAT IF PEOPLE