Why We Protest...The Psychology Behind the Occupy Movement

Pavlovian conditioning is a powerful thing, but keep in mind that it is based on a very narrow understanding of the world. Pavlovian conditioning can be a powerful tool for marketers, who use it to create brand loyalty and influence consumer behavior. However, it is important to be aware of the limitations of this approach.

As college students, we are just as likely to be influenced by marketing as anyone else. If we are not aware of the power of Pavlovian conditioning, we may find ourselves buying products that we otherwise wouldn't choose. For example, if we see a Diet Coke, and purchase their soda instead of the original Coca-Cola, which became the conditional stimulus, we may be influenced by the power of Pavlovian conditioning.

In the case of the Occupy Movement, it is clear that marketers have been playing an important role. The movement has been covered by every news outlet, and has become a dominant force in the political landscape. This has allowed the movements to gain attention and influence, even though there are no clear leaders in the movement.

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