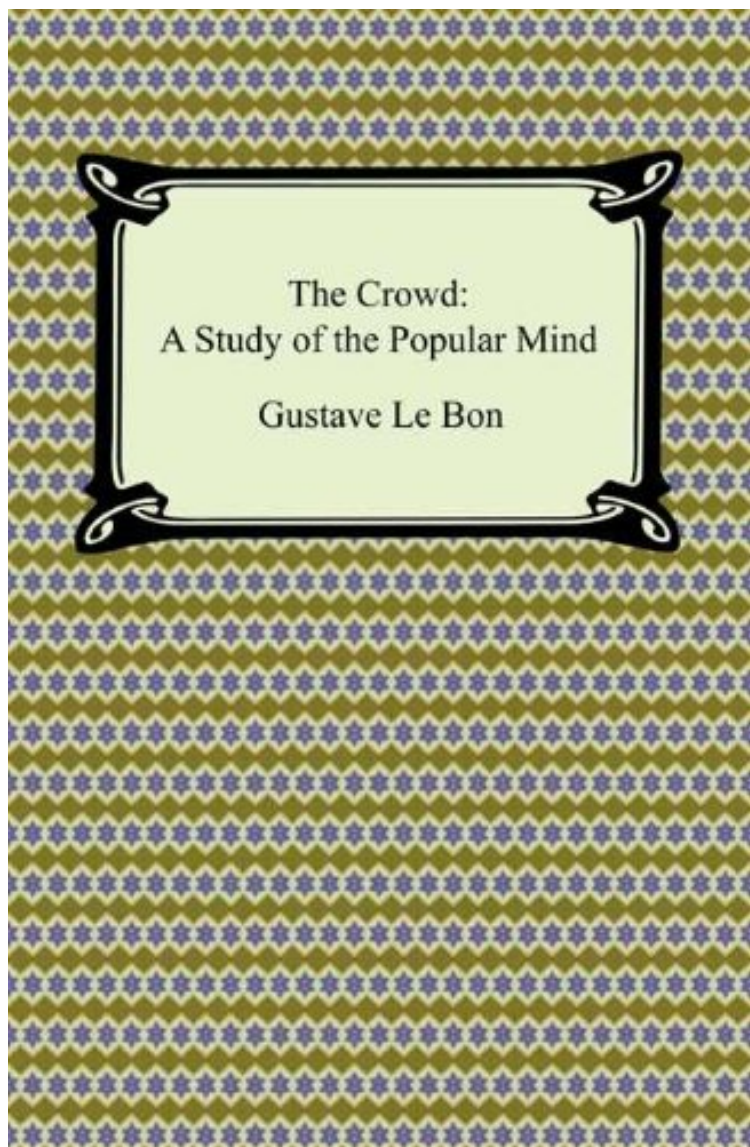


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# The Crowd: A Study of the Popular Mind



The Crowd:  
A Study of the Popular Mind  
Gustave Le Bon

*Par Gustave Le Bon*

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**Par Gustave Le Bon : The Crowd: A Study of the Popular Mind** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Crowd: A Study of the Popular Mind:

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**Description :** Description du produit. Under certain given circumstances, and only under those circumstances, an agglomeration of men presents new characteristics very different from those of the individuals composing it. The sentiments and ideas of all the persons in the gathering take one and the same direction, and their conscious personality vanishes. A collective mind is formed, doubtless transitory, but presenting very clearly defined characteristics.

Prsentation de l'diteur"The following work is devoted to an account of the characteristics of crowds. The whole of the common characteristics with which heredity endows the individuals of a race constitute the genius of the race. When, however, a certain number of these individuals are gathered together in a crowd for purposes of action, observation proves that, from the mere fact of their being assembled, there result

certain new psychological characteristics, which are added to the racial characteristics and differ from them at times to a very considerable degree."-From the Preface to "The Crowd: A Study of the Popular Mind", a pivotal work in the field of group psychology which was written in 1895 by French social psychologist, Gustave Le Bon. Presentation de l'auteur "The following work is devoted to an account of the characteristics of crowds. The whole of the common characteristics with which heredity endows the individuals of a race constitute the genius of the race. When, however, a certain number of these individuals are gathered together in a crowd for purposes of action, observation proves that, from the mere fact of their being assembled, there result certain new psychological characteristics, which are added to the racial characteristics and differ from them at times to a very considerable degree."-From the Preface to "The Crowd: A Study of the Popular Mind", a pivotal work in the field of group psychology which was written in 1895 by French social psychologist, Gustave Le Bon. Biographie de l'auteur Gustave Le Bon (7 May 1841 13 December 1931) was a French social psychologist, sociologist, and amateur physicist. He was the author of several works in which he expounded theories of national traits, racial superiority, herd behavior and crowd psychology. His work on crowd psychology became important during the first half of the twentieth century when it was used by media researchers such as Hadley Cantril and Herbert Blumer to describe the reactions of subordinate groups to media. He also contributed to controversy about the nature of matter and energy. His book *The Evolution of Matter* was very popular in France (having twelve editions), and though some of its ideas notably that all matter was inherently unstable and was constantly and slowly transforming into luminiferous ether were used by some physicists of the time (including Henri Poincaré), his specific formulations were not given much consideration. In 1896 he reported observing a new kind of radiation, which he termed "black light" (not the same as what modern people call black light today), though it was later discovered not to exist.