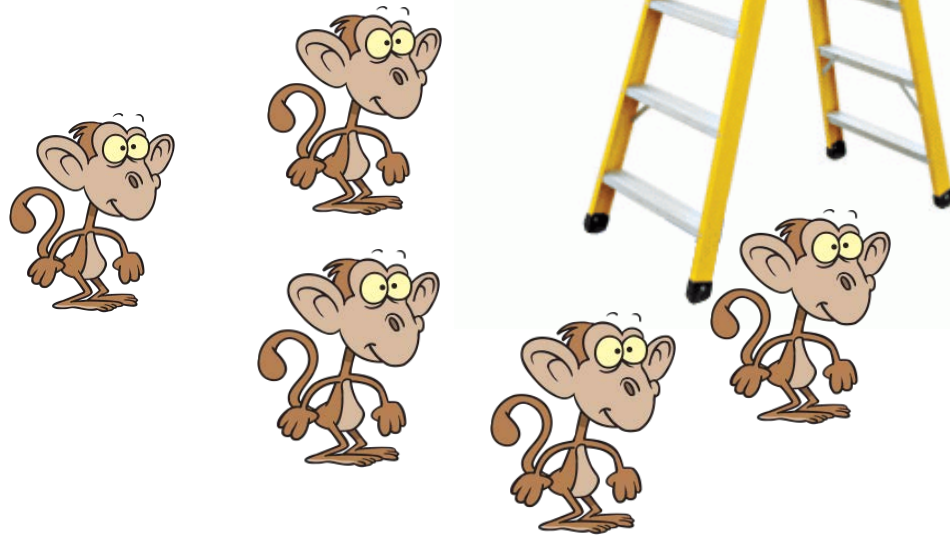


Here's the beginning
of our story...



A group of scientist
placed 5 monkeys in a
room with a ladder.
On top of the ladder
was a tempting
bunch of bananas....

Now, every time a
monkey
started up
the ladder
the other monkeys
were sprayed with
cold water!



After awhile...

every time
a monkey
went up
the
ladder...



...the others
beat up on
the one
on the ladder.



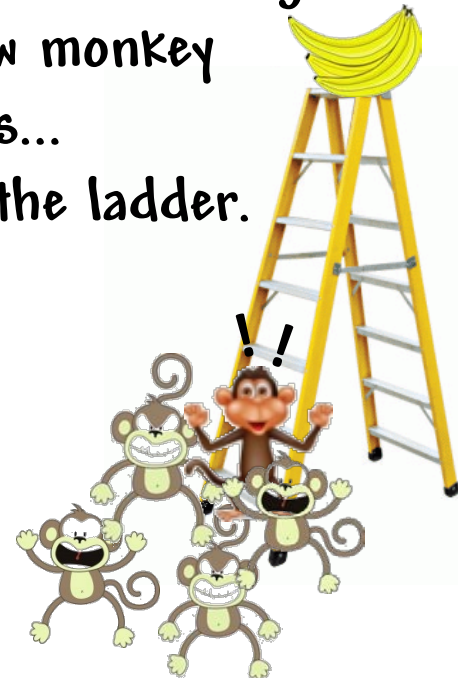
After some time...

...no monkey
dared go near
the ladder
regardless of
the temptation!

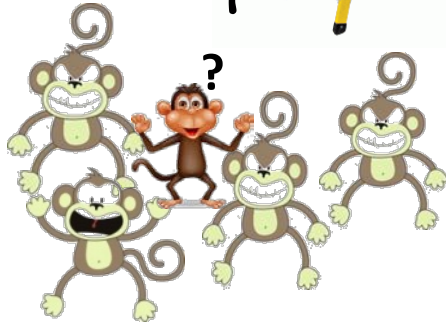
Then, the scientists decided
to try something...
They substituted **one**
of the monkeys.

And, the first thing
the new monkey
did was...
go up the ladder.

The other
monkeys
immediately
beat him up!



After several beatings, the new member learned never to climb the ladder - though he never knew why.

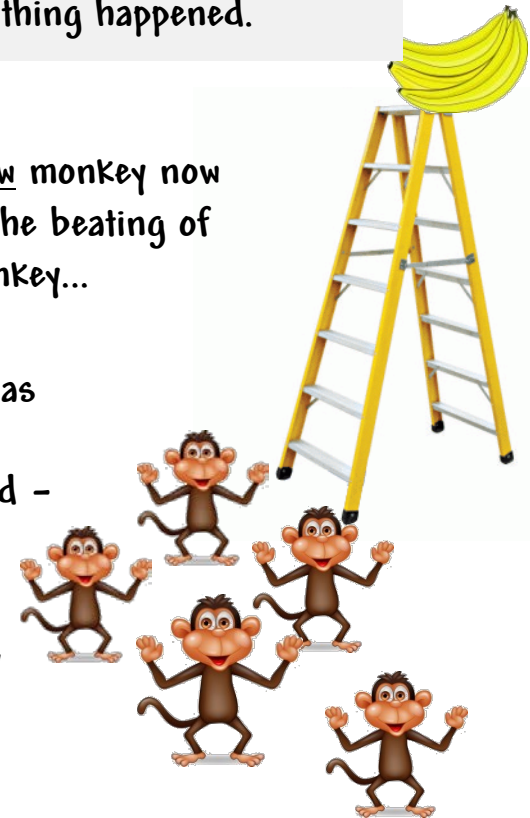


After bit of time passed, the scientist substituted a second "new monkey".... and the same thing happened.

And that 1st new monkey now participated in the beating of the 2nd new monkey...

A 3rd new monkey was brought in and the same thing happened - more beatings.

The 4th new monkey was substituted and the beatings were repeated.



And finally, the 5th monkey was replaced. With a 5th new monkey....



So our story ends with
5 monkeys who, even though none
had ever had a cold shower,
continued to beat up any monkey
who dared try to climb the ladder
and retrieve a banana.

In the end, if we ask the monkeys
“Why do you beat up any monkey
who tries to climb the ladder?”
... the very scary answer would be...

“That’s just the way
we do it around here.”



This research study took place in 1967.

Sources: Stephenson, G. R. (1967). Cultural acquisition of a specific learned response among rhesus monkeys. In: Starek, D., Schneider, R., and Kuhn, H. J. (eds.), Progress in Primatology, Stuttgart: Fischer, pp. 279-288. Mentioned in: Galef, B. G., Jr. (1976). Social Transmission of Acquired Behavior: A Discussion of Tradition and Social Learning in Vertebrates. In: Rosenblatt, J.S., Hinde, R.A., Shaw, E. and Beer, C. (eds.), Advances in the study of behavior, Vol. 6, New York: Academic Press, pp. 87-88:



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