

**THE PSYCHOLOGY OF  
THE AGGREGATE MIND  
OF AN AUDIENCE**

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The Psychology of the Aggregate Mind of an Audience by Gideon H. Diall

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By GIDEON H. DIAL

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1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is essential for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent and reliable data collection processes to support informed decision-making.

3. The third part of the document focuses on the role of technology in modern data management. It discusses how advanced software solutions can streamline data collection, storage, and analysis, thereby improving efficiency and accuracy.

4. The fourth part of the document addresses the challenges associated with data security and privacy. It stresses the importance of implementing robust security measures to protect sensitive information from unauthorized access and breaches.

5. The fifth part of the document provides a detailed overview of the data analysis process. It describes how statistical and analytical techniques are used to identify trends, patterns, and insights from the collected data.

6. The sixth part of the document discusses the importance of data visualization in communicating complex information. It explains how charts, graphs, and dashboards can be used to present data in a clear and accessible manner, facilitating better understanding and decision-making.

7. The seventh part of the document explores the role of data in strategic planning and performance management. It highlights how data-driven insights can be used to set goals, track progress, and make strategic adjustments to improve organizational performance.

8. The eighth part of the document discusses the future of data management and analysis. It explores emerging trends such as artificial intelligence, machine learning, and big data, and their potential impact on the way organizations handle and utilize data.

9. The ninth part of the document provides a summary of the key points discussed throughout the document. It reiterates the importance of data in driving organizational success and the need for a data-driven culture.

10. The tenth part of the document concludes with a call to action, encouraging all stakeholders to embrace data and its potential to transform the organization into a more efficient and competitive entity.



# THE PSYCHOLOGY OF THE AGGREGATE MIND OF AN AUDIENCE

## I

### INTRODUCTION

From a psychological standpoint, man is both an individual and a unit in a group of individuals. The isolated mind has been the subject for the science of psychology during all time, but the scientific study of mind in an aggregation of individuals has been practically left untouched. Yet, from the moment when as a babe he opens his eyes, till his death, man always finds himself a member of some group of minds. In the home, at school, at play, in business, in social gatherings, in church work, and in everything he does, he never acts as an independent, isolated individual, but always as a member of some group. As sure as this is so, is the individual influenced by the minds around him. So we may say that the psychology of the aggregate mind is as broad as the psychology of the isolated mind. In a certain sense of the word, the psychology of the aggregate mind is the psychology of the individual applied to practical life. Again, we may say that the individual mind affords the only



means to approach the study of psychology. Yet the psychology of the isolated mind is not necessarily the whole science. The aggregation of minds may furnish us as important a factor in the science as the study of the individual.

To begin with, the importance of the psychology of the aggregate mind is self-evident, since it is the practical side of the science. For a clear scientific understanding of the laws governing a group of individual minds would at least give the world a new applied science of great value. If these laws were established, they would give a sounder, safer basis for the handling of such groups by leaders, and would furnish the individuals of mental aggregates with a better, deeper knowledge of themselves by disclosing one of the important factors which influence their lives.

A knowledge of these laws would answer such questions as these: "How do successful lawyers deal with juries? What method do they pursue in addressing a bench of judges? How are town-meetings governed by a few words from a few plain men? What is the reason that an educated man sometimes fails in such an assembly, outgeneraled by a farmer or a blacksmith? Why is it that an oration, as a rule, fails as a piece of literature? How is the city mob quelled by a dozen men with no weapons more deadly than a billy? Why are a dozen policemen a match for a hundred desperadoes? Why do panics occur? Why will a crowd respond to the same stimulus in a way totally different

from an individual? What is the reason for fads and fashions? In short, what is the psychological basis of an oration, of a sermon, of an address to a jury, of the mob-mind?"

The standpoint from which psychology will be viewed in this analysis of the aggregate mind is not that of the fatalist, nor that of the freedomist. The fatalist's view of psychology is the materialistic one, which may be defined as follows: "By materialism is meant the doctrine that the mental subject is nothing substantial, and that mental facts are produced by the physical organism" alone. In other words, that the mental states are molecules of the brain in different relations. The freedomist takes the other extreme. He grounds his theory of psychology on the hypothesis that mind is the only factor to take into consideration, leaving the brain entirely alone. This, of course, is idealism pure and simple. On the contrary, our standpoint will be that of the modern school, in which there is a union of the ideas just expressed above—the school by which the mind and the brain are assigned their proper places in the science. So, with this ground under us, we may observe that the aggregate mind can not be the fusing of the individual brains of a group into a new brain which would consist of a peculiar arrangement and relation of the molecules of the isolated brains present. For, from the very nature of the case, such a composite product could not be the object of scientific study by an individual mind, since the indi-

vidual would be destroyed in the common brain of the group. Nor, on the other hand, is the aggregate mind an impossibility as the freedomist, who asserts that only individual minds exist, would have us believe. For a union of these two theories would, at least, admit of an aggregate mind in so far as all minds have common mental states. The very existence of the science of psychology depends upon the similarity of all brains and minds. Without the fact that there is a common set of psychical laws governing all minds and brains the field of psychology would be in a state of chaos. So the underlying and essential hypothesis of the science of psychology furnishes the ground of a common mind composed of the common mental states found in all individuals. Of course, after a certain point of development, different in each brain, these elements cease to be common, and from this differentiation we have the individual. Let it be clearly understood that the common mind does not exist before the individual, but that the common mind is a necessary deduction from the individual mind, if there is to be a basis for a science of psychology.

Besides the above self-evident fact of a common ground in all minds, we have another phenomenon that is the common experience of all. It is as follows: given a certain stimulus, a group of minds and an individual will react under it in different ways. There is always something about a group of minds which manifests a strained, intense degree of mental activity,