



# The Siren Song Remains the Same

## Cult Recruitment: Tactics and Rhetoric

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Hutchinson



# WHY CULTS?





## The Peoples Temple

**TIME PERIOD:** mid-1950s to 1978

**PRIMARY  
COMMUNICATION  
MEDIUM:** Face-to-face

## The Branch Davidians

**TIME PERIOD:** 1929 to  
1993

**PRIMARY  
COMMUNICATION**

**MEDIUM:** Face-to-face,  
written word (flyers, written  
correspondence)



# Transitional



## Heaven's Gate

**TIME PERIOD:** Early  
1970s to 1997

**PRIMARY  
COMMUNICATION  
MEDIUM:** Internet  
(targeted spam emails)

# The Digital Age

Teal Eye LLC

**TIME PERIOD:** 2011 to  
present

**PRIMARY  
COMMUNICATION  
MEDIUM:** Social Media  
(YouTube)





# TEAL TRIBE

## INTENTIONAL COMMUNITY - WORLD

*Forum for people who love and utilize Teal Swan's work & processes*

### Teal Tribe - Intentional Community - World

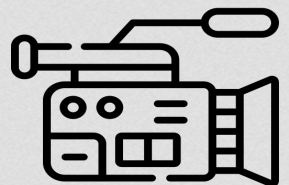
Private group - 6.8K members



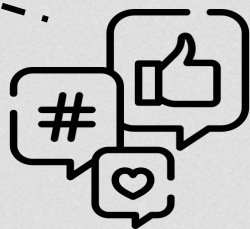
84  
QUOTES



PODCAST



DOCUMENTARY



SOCIAL MEDIA

LIFTON'S 8 CRITERIA FOR THOUGHT REFORM

# LIFTON'S 8 CRITERIA FOR THOUGHT REFORM

1

CULT OF  
CONFESSION

2

DEMAND FOR  
PURITY

3

DISPENSING OF  
EXISTENCE

4

DOCTRINE  
OVER PERSON

5

LOADING THE  
LANGUAGE

6

MILIEU  
CONTROL

7

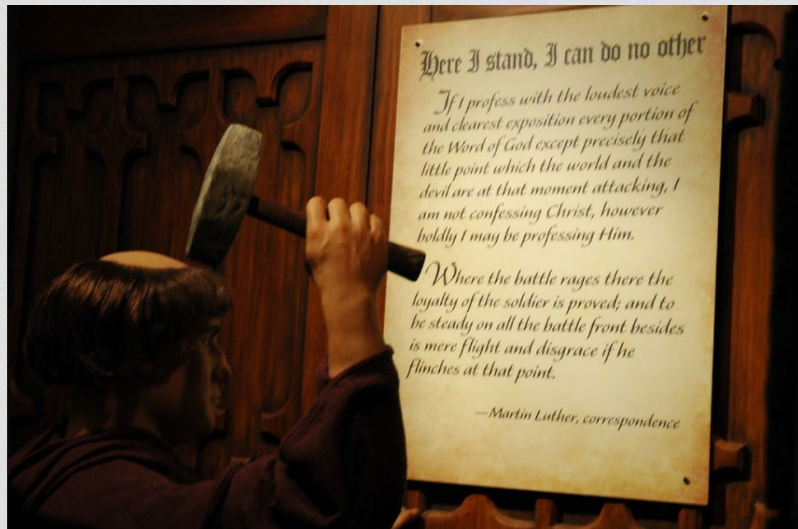
MYSTICAL  
MANIPULATION

8

SACRED  
SCIENCE



# So how different are they?





In a digital venue...

Dispensing  
of Existence

Milieu  
Control

Mystical  
Manipulation

Cult of  
Confession

Demand  
for Purity



Loading the  
Language

Sacred  
Science

Doctrine  
Over Person



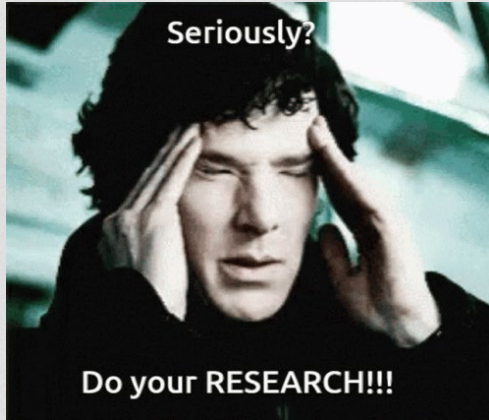
# CONCLUSION

**EVERYTHING OLD  
IS NEW AGAIN**





# CALL TO ACTION





# THANKS !



Questions?

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# IMAGES



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