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The Trick, the Cult and the Religion: The Ecological Context**Robert J. Gregory¹, Janet E. Gregory² and John G. Peck³**¹*School of Psychology, Massey University, Palmerston North, New Zealand*²*College of Education, Massey University, Palmerston North, New Zealand*³*North Carolina State University, Toad Hall, Garner, NC 27529-0245, USA**E-mail: ¹<R.J. Gregory@massey.ac.nz>, ²<J.E. Gregory@massey.ac.nz>, ³<jgpeck@juno.com>***KEYWORDS** Cult. Tanna. Vanuatu. Context

ABSTRACT Those who observe or study cults often focus solely on the leadership and followers of leaders, and the effects both on the minds of followers and the larger society. A more productive way to view cults is to study and analyze the context and ecological arrangements that precede, accompany, or follow the appearance of cults. Tanna, Vanuatu with the John Frum cargo cult provides a case example.