

ANTHONY F. C. WALLACE  
University of Pennsylvania

## INTRODUCTION

BEHAVIORAL scientists have described many instances of attempted and sometimes successful innovation of whole cultural systems, or at least substantial portions of such systems. Various rubrics are employed, the rubric depending on the discipline and the theoretical orientation of the researcher, and on salient local characteristics of the cases he has chosen for study. "Nativistic movement," "reform movement," "cargo cult," "religious revival," "messianic movement," "utopian community," "sect formation," "mass movement," "social movement," "revolution," "charismatic movement," are some of the commonly used labels. This paper suggests that all these phenomena of major cultural-system innovation are characterized by a uniform process, for which I propose the term "revitalization." The body of the paper is devoted to two ends: (1) an introductory statement of the concept of revitalization, and (2) an outline of certain uniformly-found processual dimensions of revitalization movements.

The formulations are based in major part on documentary data, mostly published. Library research on the project began in 1951 with a study of the new religion initiated by Handsome Lake, the Seneca prophet, among the nineteenth century reservation Iroquois. The Handsome Lake materials being unusually ample (a number of manuscript journals and diaries were found) provided a useful standard with which to compare the various other movements which have since been investigated. Our files now contain references to several hundred religious revitalization movements, among both western and non-western peoples, on five continents. These represent only a small portion, gathered in a quick preliminary survey of anthropological literature. An earnest attempt to collect all revitalization movements described in historical, anthropological, and other sorts of documents, would without question gather in thousands. Movements on which we have substantial data include: in North America, the Handsome Lake case (Seneca, 1799-1815), the Delaware Prophet (associated with Pontiac, 1762-1765), the Shawnee Prophet (associated with Tecumseh, 1805-1814), the Ghost Dance (1888-1896), and Peyote; in Europe, John Wesley and early Methodism (1738-1800); in Africa, Ikhonaton's new religion (ancient Egypt), the Sudanese Mahdi (the Sudan, 1880-1898), and the Xosa Revival (South Africa, 1856-1857); in Asia, the origin of Christianity, the origin of Mohammedanism (c610-650), the early development of Sikhism (India, c1500-c1700), and the Taiping Rebellion (China, 1843-1864); in Melanesia, the Vailala Madness (New Guinea, c1919-c1930); in South America, a series of *terre sans mal* movements among the forest tribes, from early contact to recent times!

Accordingly, the formulations presented here are in an intermediate stage:

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a species has been recognized and certain characteristics (selected, of course, in the light of the author's theoretical interests) described, after the fashion of natural history. More abstract descriptions, in terms of the interaction of analytic variables, can only be suggested here, and other papers will present details of the dynamics of the revitalization process.

## THE CONCEPT OF REVITALIZATION

A revitalization movement is defined as a deliberate, organized, conscious effort by members of a society to construct a more satisfying culture. Revitalization is thus, from a cultural standpoint, a special kind of culture change phenomenon: the persons involved in the process of revitalization must perceive their culture, or some major areas of it, as a system (whether accurately or not); they must feel that this cultural system is unsatisfactory; and they must innovate not merely discrete items, but a new cultural system, specifying new relationships as well as, in some cases, new traits. The classic processes of culture change (evolution, drift, diffusion, historical change, acculturation) all produce changes in cultures as systems; however, they do not depend on deliberate intent by members of a society, but rather on a gradual chain-reaction effect: introducing A induces change in B; changing B affects C; when C shifts, A is modified; this involves D . . . and so on *ad infinitum*. This process continues for years, generations, centuries, millennia, and its pervasiveness has led many cultural theorists to regard culture change as essentially a slow, chain-like, self-contained procession of supranatural inevitabilities. In revitalization movements, however, A, B, C, D, E . . . N are shifted into a new *Gestalt* abruptly and simultaneously in intent; and frequently within a few years the new plan is put into effect by the participants in the movement. We may note in passing that Keesing's assessment of the literature on culture change (1953), while it does not deal explicitly with the theoretical issue of chain-effects versus revitalization, discusses both types. Barnett (1953) frankly confines his discussion to innovations of limited scope in the context of chains of events in acceptance and rejection. As Mead has suggested, cultures can change within one generation (Mead 1955); and the process by which such transformations occur is the revitalization process.

The term "revitalization" implies an organismic analogy? This analogy is, in fact, an integral part of the concept of revitalization. A human society is here regarded as a definite kind of organism, and its culture is conceived as those patterns of learned behavior which certain "parts" of the social organism or system (individual persons and groups of persons) characteristically display. A corollary of the organismic analogy is the principle of homeostasis: what a society will work, by means of coordinated actions (including "cultural" actions) by all or some of its parts, to preserve its own integrity by maintaining a minimally fluctuating, life-supporting matrix for its individual members, and will, under stress, take emergency measures to preserve the constancy of this matrix. Stress is defined as a condition in which some part, or the whole, of the social organism is threatened with more or less serious damage. The per-

of stress, particularly of increasing stress, can be viewed as the common denominator of the panel of "drives" or "instincts" in every psychological

system using the organismic analogy, the total system which constitutes society includes as significant parts not only persons and groups with their characteristic patterns of behavior, but also literally the cells and organs of which the organism are composed. Indeed, one can argue that the system includes the organism as well as human subsystems. Stress on one level is stress on all levels. For example, lowering of sugar level (hunger) in the fluid matrix of the body cells of one group of persons in a society is a stress in the society as a whole. This holistic view of society as organism integrated from cell to nation depends on the assumption that society, as an organization of living matter, is definable as a network of intercommunication. Events on one subsystem may well affect other subsystems (cellular vis-à-vis institutional, personal vis-à-vis societal) at least as information; in this view, social organization relates to the degree that events in one subsystem are information to other subsystems.

There is one crucial difference between the principles of social organization and that of the individual person: a society's parts are very widely interchangeable, a person's only slightly so. The central nervous system cells, for example, perform many functions of coordinating information and executing adaptive action which other cells cannot do. A society, on the other hand, has a multiple-replacement capacity, such that many persons can perform the analogous information-coordination and executive functions on behalf of society-as-organism. Furthermore, that regularity of patterned behavior which we call culture depends relatively more on the ability of constituent persons autonomously to perceive the system of which they are a part, to receive and transmit information, and to act in accordance with the necessities of the system, than on any all-embracing central administration which stimulates specialized parts to perform their function.

It is therefore functionally necessary for every person in society to maintain a mental image of the society and its culture, as well as of his own body and its behavioral regularities, in order to act in ways which reduce stress at all levels of the system. The person does, in fact, maintain such an image. This image I have called "the maze," since as a model of the cell-body system, the nature-culture-society system or field, organized by the individual's own experience, it includes perceptions of both the maze of physical aspects of the environment (internal and external, human and nonhuman) and also of the ways in which this maze can be manipulated by the self and others in order to minimize stress. The maze is nature, society, culture, personality, and body image, as seen by one person. Hallowsell (1955) and Watkins (1955 and 1956) offer extended discussions of the maze and the mental concepts of self, world view, and behavioral environment.

We may now see more clearly what "revitalization movements" revitalizes. Whichever an individual who is under chronic, physiologically measurable

stress, receives repeated information which indicates that his maze way does not lead to action which reduces the level of stress, he must choose between maintaining his present maze way and tolerating the stress, or changing the maze way in an attempt to reduce the stress. Changing the maze way involves changing the total *Gesalt* of his image of self, society, and culture, of nature and body, and of ways of action. It may also be necessary to make changes in the "real" system in order to bring maze way and "reality" into congruence. The effort to work a change in maze way and "real" system together so as to permit more effective stress reduction is the effort at revitalization; and the collaboration of a number of persons in such an effort is called a revitalization movement.

The term revitalization movement thus denotes a very large class of phenomena. Other terms are employed in the existing literature to denote what I would call subclasses, distinguished by a miscellany of criteria. "Nativeistic movements" for example, are revitalization movements characterized by strong emphasis on the elimination of alien persons, customs, values, and/or material from the maze way (Linton 1943). "Revivalistic" movements emphasize the institution of customs, values, and even aspects of nature which are thought to have been in the maze way of previous generations but are not now present (Mooney 1892-93). "Cargo cults" emphasize the importation of alien values, customs, and material into the maze way, these things being expected to arrive as a ship's cargo as for example in the Vailala Madness (Williams 1923, 1934). "Vitalistic movements" emphasize the importation of alien elements into the maze way but do not necessarily invoke ship and cargo as the mechanism. "Millenarian movements" emphasize maze way transformation in an apocalyptic world transformation engineered by the supernatural. "Messianic movements" emphasize the participation of a divine savior in human flesh in the maze way transformation (Wallis 1918, 1943). These and parallel terms do not denote mutually exclusive categories; for a given revitalization movement may be nativeistic, millenarian, messianic, and revivalistic all at once; and it may (in fact, usually does) display ambivalence with respect to nativeistic, revivalistic, and importation themes.

Revitalization movements are evidently not unusual phenomena, but are recurrent features in human history. Probably few men have lived who have not been involved in an instance of the revitalization process. They are, furthermore, of profound historical importance. Both Christianity and Mohammedanism, and possibly Buddhism as well, originated in revitalization movements. Most denominational and sectarian groups and orders budded or split off after failure to revitalize a traditional institution. One can ask whether a large proportion of religious phenomena have not originated in personally transformation dreams or visions characteristic of the revitalization process. Myths, legends, and rituals may be relics, either of the manifest content of vision-dreams or of the doctrines and history of revival and import cults, the circumstances of whose origin have been distorted and forgotten, and whose connection with dream states is now ignored. Myths in particular have long

been noted to possess a dream-like quality, and have been more or less speculatively interpreted according to the principles of symptomatic dream interpretation. It is tempting to suggest that myths and, often, even legends, read like dreams because they were dreams when they were first told. It is tempting to argue further that culture heroes represent a condensation of the figures of the prophet and of the supernatural being of whom he dreamed.

In fact, it can be argued that all organized religions are relics of old revitalization movements, surviving in routinized form in stratified cultures, and that religious phenomena per se originated (if it is permissible still in this day and age to talk about the "origins" of major elements of culture) in the revitalization process—i.e., in visions of a new way of life by individuals under extreme stress.

#### THE PROCESSUAL STRUCTURE

A basic methodological principle employed in this study is that of event analysis (Wallace 1953). This approach employs a method of controlled comparison for the study of processes involving longer or shorter diachronic sequences (vide Eggan 1954 and Steward 1953). It is postulated that events or happenings of various types have genotypical structures independent of local cultural differences; for example, that the sequence of happenings following a severe physical disaster in cities in Japan, the United States, and Germany will display a uniform pattern, colored but not obscured by local differences in culture. These types of events may be called behavioral units. Their uniformity is based on generic human attributes, both physical and psychological, but it requires extensive analytical and comparative study to elucidate the structure of any one. Revitalization movements constitute such a behavioral unit, and so also, on a lower level of abstraction, do various subtypes within the larger class, such as cargo and revival cults. We are therefore concerned with describing the generic structure of revitalization movements considered as a behavioral unit, and also of variation along the dimensions characteristic of the type.

The structure of the revitalization process, in cases where the full course is run, consists of five somewhat overlapping stages: 1. Steady State; 2. Period of Individual Stress; 3. Period of Cultural Distortion; 4. Period of Revitalization (in which occur the functions of maze-way reformulation, communication, organization, adaptation, cultural transformation, and routinization); finally, 5. New Steady State. These stages are described briefly in the following sections.

I. *Steady State*. For the vast majority of the population, culturally recognized techniques for satisfying needs operate with such efficiency that chronic stress within the system varies within tolerable limits. Some severe but tolerable stress may remain general in the population, and a fairly constant incidence of persons under, for them, intolerable stress may employ "deviant" techniques (e.g., psychotics). Gradual modification or even rapid substantial changes of techniques for satisfying some needs may occur without disturbing the steady state, as long as (1) the techniques for satisfying other needs are

seriously interfered with, and (2) abandonment of a given technique for reducing one need in favor of a more efficient technique does not leave other needs, which the first technique was also instrumental in satisfying, without any prospect of satisfaction.

II. *The Period of Increased Individual Stress*. Over a number of years, individual members of a population (which may be "primitive" or "civilized," either a whole society or a class, caste, religion, occupational, acculturational, or other definable social group) experience increasingly severe stress as a result of the decreasing efficiency of certain stress-reduction techniques. The culture may remain essentially unchanged or it may undergo considerable changes, but in either case there is continuous diminution in its efficiency in satisfying needs. The agencies responsible for interference with the efficiency of a cultural system are various: climatic, floral and faunal change; military defeat; political subordination; extreme pressure toward acculturation resulting in internal cultural conflict; economic distress; epidemics; and so on. The situation is often, but not necessarily, one of acculturation, and the acculturating agents may or may not be representatives of Western European cultures. While the individual can tolerate a moderate degree of increased stress and still maintain the habitual way of behavior, a point is reached at which some alternative way must be considered. Initial consideration of a substitute way is likely, however, to increase stress because it arouses anxiety over the possibility that the substitute way will be even less effective than the original, and that it may also actively interfere with the execution of other ways. In other words, it poses the threat of maze-way disintegration. Furthermore, admission that a major technique is worthless is extremely threatening because it implies that the whole maze-way system may be inadequate.

III. *The Period of Cultural Distortion*. The prolonged experience of stress, produced by failure of need satisfaction techniques and by anxiety over the prospect of changing behavior patterns, is responded to differently by different people. Rigid persons apparently prefer to tolerate high levels of chronic stress rather than make systematic adaptive changes in the maze-way. More flexible persons try out various limited maze-way changes in their personal lives, attempting to reduce stress by addition or substitution of maze-way elements with more or less concern for the *Gesalt* of the system. Some persons turn to psychodynamically regressive innovations; the regressive response empirically exhibits itself in increasing incidences of such things as alcoholism, extreme passivity and indolence, the development of highly ambivalent dependency relationships, intragroup violence, disregard of kinship and sexual mores, irresponsibility in public officials, states of depression and self-reproach, and probably a variety of psychosomatic and neurotic disorders. Some of these regressive action systems become, in effect, new cultural patterns.

In this phase, the culture is internally distorted; the elements are not harmoniously related but are mutually inconsistent and interfering. For this reason alone, stress continues to rise. "Regressive" behavior, as defined by the society, will arouse considerable guilt and hence increase stress level or at

must maintain it at a high point; and the general process of piecemeal cultural substitution will multiply situations of mutual conflict and misunderstanding, which in turn increase stress-level again.

Finally, as the inadequacy of existing ways of acting to reduce stress becomes more and more evident, and as the internal incongruities of the maze way are perceived, symptoms of anxiety over the loss of a meaningful way of life also become evident: disillusionment with the maze way, and apathy toward problems of adaptation, set in.

IV. *The Period of Revitalization.* This process of deterioration can, if not checked, lead to the death of the society. Population may fall even to the point of extinction as a result of increasing death rates and decreasing birth rates; the society may be defeated in war, invaded, its population dispersed and its customs suppressed; factional disputes may nibble away areas and segments of the population. But these dire events are not infrequently forestalled or at least postponed, by a revitalization movement. Many such movements are religious in character, and such religious revitalization movements must perform at least six major tasks:

1. *Maze way reformulation.* Whether the movement is religious or secular, the reformulation of the maze way generally seems to depend on a restructuring of elements and subsystems which have already attained currency in the society and may even be in use, and which are known to the person who is to become the prophet or leader. The occasion of their combination in a form which constitutes an internally consistent structure, and of their acceptance by the prophet as a guide to action, is abrupt and dramatic, usually occurring as a moment of insight, a brief period of realization of relationships and opportunities. These moments are often called inspiration or revelation. The reformulation also seems normally to occur in its initial form in the mind of a single person rather than to grow directly out of group deliberations.

With a few exceptions, every religious revitalization movement with which I am acquainted has been originally conceived in one or several hallucinatory visions by a single individual. A supernatural being appears to the prophet-to-be, explains his own and his society's troubles as being entirely or partly a result of the violation of certain rules, and promises individual and social revitalization if the injunctions are followed and the rituals practiced, but personal and social catastrophe if they are not. These dreams express: 1. the dreamer's wish for a satisfying parental figure (the supernatural guardian-spirit content), 2. world-destruction fantasies (the apocalyptic, millennial content), 3. feelings of guilt and anxiety (the moral content), and 4. longings for the establishment of an ideal state of stable and satisfying human and supernatural relations (the restitution fantasy or Utopian content). In a sense, such a dream also functions almost as a funeral ritual: the "dead" way of life is recognized as dead; interest shifts to a god, the community, and a new way. A new maze way *Gedali's* is presented, with more or less innovation in details of content. The prophet feels a need to tell others of his experience, and may have definite feelings of missionary or messianic obli-

gation. Generally he shows evidence of a radical inner change in personality soon after the vision experience: a remission of old and chronic physical complaints, a more active and purposeful way of life, greater confidence in interpersonal relations, the dropping of deep-seated habits like alcoholism. Hence we may call these visions "personality transformation dreams." Where there is no vision (as with John Wesley), there occurs a similarly brief and dramatic moment of insight, revelation, or inspiration, which functions in most respects like the vision in being the occasion of a new synthesis of values and meanings.

My initial approach to the understanding of these visions was by way of psychoanalytic dream theory. This proved to be of some use in elucidating the meaning of the vision. From an analysis of its manifest content and from the circumstances of the dreamer's history and life situation, it is possible to make more or less plausible interpretations of the nature of the prophet's personal preoccupations and conflicts. But conventional dream theory was designed to explain the conflicts represented in ordinary night dreams. Prophetic visions, while essentially dream formations, differ in several respects from ordinary symptomatic dreams: they often occur during a waking state as hallucinatory experiences, or in an ecstatic trance rather than in normal sleep; they impress the dreamer immediately as being meaningful and important; the manifest content is often in large part rational and well considered intellectual argument and cogent moral exhortation; and recollection of them is in unusually rich detail. This brings to mind Fromm's position (1951), that many dreams are not so much symptomatic of unconscious neurotic conflict as insightful in a positive and creative sense. But this additional consideration did not seem adequately to account for the most remarkable feature of all: the transformation of personality, often in a positive therapeutic sense, which these dreams produced. Prophetic and ecstatic visions do express unconscious conflict; they sometimes reveal considerable insight, but they also work startling cures.

We therefore became interested in pursuing the dynamics of personality transformation dreams. As a type of event, they would seem to belong to a general clinical category of sudden and radical changes in personality, along with transformations occurring in psychotic breaks, spontaneous remissions, narcoanalysis, some occasions in psychotherapy, "brainwashing," and shock treatments. There are, incidentally, some interesting similarities between the physical state of prophets and converts in the vision-trance, and patients undergoing shock (Sargant 1949, 1951). Physical stress and exhaustion often seem to precede the vision-trance type of transformation, and it seems probable that chemical substances produced in the body under stress may be important in rendering a person capable of this type of experience (Hoffer, Osmond, and Smythies, 1954). The relationship of this sort of sudden personality change to slower maturational processes, on the one hand, and to what happens in rites of passage, on the other, should be points of interest to social scientists generally.

Nonclinical analogues of the prophet's personality transformation vision appear in several contexts: in accounts of individual ecstatic conversions and experiences of religious enthusiasm; in the guardian spirit quest among American Indians and elsewhere; and in the process of becoming a shaman, which is similar in many cultures all over the world. Conversion, shamanism, and the guardian-spirit vision seem to be phenomena very similar in pattern. All three of these processes are distributed globally; in many cultures all three are normal phenomena; all involve persons who are faced with the opportunity (if not necessity) of assuming a new cultural role and of abandoning an earlier role in order to reduce stress which they will not be able to resolve if they stand pat. A precipitating factor in many cases is some sort of severe physical stress, such as illness, starvation, sleeplessness, or fatigue. After the vision experience, the individual is often able to assume a new role requiring increased or differently phrased emotional independence. In the vision experience, he has invented a fictitious, nurturing, parent-like supernatural figure who satisfies much of his need for authority and protection; thus he is presumably able to loosen emotional ties to certain cultural objects, roles, and persons, and to act without undue inhibition and anxiety. Inconvenient wishes are displaced onto a fictitious but culturally sanctioned supernatural pseudo-community, leaving the personality free for relatively healthy relationships to the real world. An essential function of the vision is that the demands for energy made by transference wishes are minimized by displacement onto supernatural objects which can in fantasy be perceived as uniformly supporting and protective.

Inasmuch as many prophets were suffering from recognizable and admitted mental disorders before their transformation, which they achieved by means of a type of experience (hallucination) that our culture generally regards as pathological, the relevance of psychopathology to the vision experience needs to be explored. We have under way some observations on the case histories of a series of persons in a state mental institution who have been known to attendants for their excessive religiosity.<sup>4</sup> This survey, which we hope to extend to include interview materials, is not complete, but I can summarize our initial impressions. Chronic schizophrenics with religious paranoia tend to believe that they are God, Jesus, the Virgin Mary, the Great Earth Mother, or some other supernatural being. Successful prophets, on the other hand, usually do not believe that they are the supernatural, only that they have communicated with him (although their followers may freely defy them). Prophets do not lose their sense of personal identity but psychotics tend to become the object of their spiritual longing.

There are in this institution several persons who were hospitalized during the course of an experience which resembles in many respects the process of becoming a prophet. A man, burdened with a sense of guilt and inadequacy, and sensible of the need to reform his life, has a religious conversion in which he sees God or hears his voice; thereafter he displays a changed and in some ways healthier (or at least less rapidly deteriorating) personality; he undertakes an evangelistic or prophetic enterprise which is socially inconvenient to

spouse, relatives, employer, warden, or other closely associated persons; he is thereupon certified as insane and hospitalized. Such frustrated prophets, being unable any longer to satisfy important human needs and suffering the obvious disapproval of the community, may also lose confidence in their relationship to the supernatural pseudo-community. They cannot return to their preconversion state because the hospital situation makes anything remotely approaching normal cultural and social participation impossible. Many therefore take the emotionally logical but unfortunate next step, and become the guardian spirit. At this time, then, we would tentatively conclude that the religious vision experience per se is not psychopathological but rather the reverse, being a synthesizing and often therapeutic process performed under extreme stress by individuals already sick.

2. *Communication.* The dreamer undertakes to preach his revelations to people, in an evangelistic or messianic spirit; he becomes a prophet. The doctrinal and behavioral injunctions which he preaches carry two fundamental motifs: that the convert will come under the care and protection of certain supernatural beings; and that both he and his society will benefit materially from an identification with some definable new cultural system (whether a revived culture or a cargo culture, or a syncretism of both, as is usually the case). The preaching may take many forms (e.g., mass exhortation vs. quiet case). The preaching may be directed at various sorts of audiences (e.g., individual persuasion) and may be directed at various sorts of audiences (e.g., the elite vs. the down-trodden). As he gathers disciples, these assume much of the responsibility for communicating the "good word," and communication remains one of the primary activities of the movement during later phases of organization.

3. *Organization.* Converts are made by the prophet. Some undergo hysterical seizures induced by suggestion in a crowd situation; some experience an ecstatic vision in private circumstances; some are convinced by more or less rational arguments, some by considerations of expediency and opportunity. A small clique of special disciples (often including a few already influential men) clusters about the prophet and an embryonic campaign organization develops with three orders of personnel: the prophet; the disciples; and the followers. Frequently the action program from here on is effectively administered in large part by a political rather than a religious leadership. Like the prophet, many of the converts undergo a revitalizing personality transformation.

Max Weber's concept of "charismatic leadership" well describes the type of leader-follower relationship characteristic of revitalization movement organizations (1947). The fundamental element of the vision, as I have indicated above, is the entrance of the visionary into an intense relationship with a supernatural being. This relationship, furthermore, is one in which the prophet accepts the leadership, succor, and dominance of the supernatural. Many followers of a prophet, especially the disciples, also have ecstatic revelatory experiences; but they and all sincere followers who have not had a personal revelation also enter into a parallel relationship to the prophet: as God is to



the prophet, so (almost) is the prophet to his followers. The relationship of the follower to the prophet is in all probability determined by the displacement of transference dependency wishes onto his image; he is regarded as an uncanny person, of unquestionable authority in one or more spheres of leadership, sanctioned by the supernatural. Max Weber denotes this quality of uncanny authority and moral ascendancy in a leader as charisma. Followers defer to the charismatic leader not because of his status in an existing authority structure but because of a fascinating personal "power," often ascribed to supernatural sources and validated in successful performance, akin to the "mana" or "orenda" of ethnological literature. The charismatic leader thus is not merely permitted but expected to phrase his call for adherents as a demand to perform a duty to a power higher than human. Weber correctly points out that the "routinization" of charisma is a critical issue in movement organization, since unless this "power" is distributed to other personnel in a stable institutional structure, the movement itself is liable to die with the death or failure of individual prophet, king, or war lord.

Weber, however, is essentially discussing a quality of leadership, and one which is found in contexts other than that of revitalization movements. In consequence, his generalizations do not deal with the revitalization formula itself, but rather with the nature of the relationship of the early adherents to their prophet. Furthermore, there is a serious ambiguity in Weber's use of the charisma concept. Weber seems to have been uncertain whether to regard it as an unusual quality in the leader which is recognized and rationalized by his adherents, or whether to regard it as a quality ascribed to the leader by followers and hence as being a quality of their relationship to him, determined both by the observed and the observer in the perceptual transaction. We have used it to denote the libidinal relationship which Freud described in *Gross's Psychology and the Analysis of the Ego* (1922).

It would appear that the emotional appeal of the new doctrine to both the prophet and his followers is in considerable part based on its immediate satisfaction of a need to find a supremely powerful and potentially benevolent leader. For both the prophet and his followers, this wish is gratified in fantasy (subjectively real, of course); but the follower's fantasy is directed toward the person of the prophet, to whom are attributed charismatic properties of leadership (Weber 1946, 1947).

4. *Adaptation.* The movement is a revolutionary organization and almost inevitably will encounter some resistance. Resistance may in some cases be slight and fleeting but more commonly is determined and resourceful, and is held either by a powerful faction within the society or by agents of a dominant foreign society. The movement may therefore have to use various strategies of adaptation: doctrinal modification; political and diplomatic maneuver; and force. These strategies are not mutually exclusive nor, once chosen, are they necessarily maintained through the life of the movement. In most instances the original doctrine is continuously modified by the prophet, who responds to various criticisms and affirmations by adding to, emphasizing, playing down

and eliminating selected elements of the original visions. This reworking makes the new doctrine more acceptable to special interest groups, may give it a better "fit" to the population's cultural and personality patterns, and may take account of the changes occurring in the general milieu. In instances where organized hostility to the movement develops, a crystallization of counter-hostility against unbelievers frequently occurs, and emphasis shifts from cultivation of the ideal to combat against the unbeliever.

5. *Cultural Transformation.* As the whole or a controlling portion of the population comes to accept the new religion with its various injunctions, a noticeable social revitalization occurs, signaled by the reduction of the personal deterioration symptoms of individuals, by extensive cultural changes, and by an enthusiastic embarkation on some organized program of group action. This group program may, however, be more or less realistic and more or less adaptive: some programs are literally suicidal; others represent well conceived and successful projects of further social, political, or economic reform; some fail, not through any deficiency in conception and execution, but because circumstances made defeat inevitable.

6. *Routinization.* If the group action program in nonritual spheres is effective in reducing stress-generating situations, it becomes established as normal in various economic, social, and political institutions and customs. Rarely does the movement organization assert or maintain a totalitarian control over all aspects of the transformed culture; more usually, once the desired transformation has occurred, the organization contracts and maintains responsibility only for the preservation of doctrine and the performance of ritual (i.e., it becomes a church). With the mere passage of time, this poses the problems of "routinization" which Max Weber discusses at length (Weber 1946, 1947).

V. *The New Steady State.* Once cultural transformation has been accomplished and the new cultural system has proved itself viable, and once the movement organization has solved its problems of routinization, a new steady state may be said to exist. The culture of this state will probably be different in pattern, organization or *Gesalt*, as well as in traits, from the earlier steady state; it will be different from that of the period of cultural distortion.

#### VARIETIES AND DIMENSIONS OF VARIATION

I will discuss four of the many possible variations: the choice of identification, the choice of secular and religious means; nativism; and the success-failure continuum.

1. *Choice of Identification.* Three varieties have been distinguished already on the basis of differences in choice of identification: movements which profess to revive a traditional culture now fallen into desuetude; movements which profess to import a foreign cultural system; and movements which profess neither revival nor importation, but conceive that the desired cultural end-state, which has never been enjoyed by ancestors or foreigners, will be realized for the first time in a future *Utopia*. The Ghost Dance, the Xosa Revival, and the Boxer Rebellion are examples of professedly revivalistic movements;

the Vailala Madness (and other cargo cults) and the Taiping Rebellion are examples of professedly importation movements. Some formulations like Ikhnaton's monotheistic cult in old Egypt and many Utopian programs, deny any substantial debt to the past or to the foreigner, but conceive their ideology to be something new under the sun, and its culture to belong to the future.

These varieties, however, are ideal types. A few movements do correspond rather closely to one type or another but many are obvious mixtures. Handsome Lake, for instance, consciously recognized both revival and importation themes in his doctrine. It is easy to demonstrate that avowedly revival movements are never entirely what they claim to be, for the image of the ancient culture to be revived is distorted by historical ignorance and by the presence of imported and innovative elements. Importation movements, with professed intentions to abandon the ancestral ways, manage to leave elements of the ancestral culture intact, if unrecognized, in large areas of experience. And movements which claim to present an absolutely new conception of culture are obviously blinding themselves to the fact that almost everything in the new system has been modeled after traditional or imported elements or both. Although almost every revitalization movement embodies in its proposed new cultural system large quantities of both traditional and imported cultural material, for some reason each movement tends to profess either no identification at all, a traditional orientation, or foreign orientation. This suggests that the choice of identification is the solution of a problem of double ambivalence: both the traditional and the foreign model are regarded both positively and negatively.

Culture areas seem to have characteristic ways of handling the identification problem. The cargo fantasy, although it can be found outside the Melanesian area, seems to be particularly at home there; South American Indian prophets frequently preached of a migration to a heaven-on-earth free of Spaniards and other evils, but the promised-land fantasy is known elsewhere; North American Indian prophets most commonly emphasized the revival of the old culture by ritual and moral purification, but pure revival ideas exist in other regions too. Structural "necessity" or situational factors associated with culture area may be responsible. The contrast between native-white relationships in North America (a "revival" area) and Melanesia (an "importation" area) may be associated with the fact that American Indians north of Mexico were never enslaved on a large scale, forced to work on plantations, or levied for labor in lieu of taxes, whereas Melanesians were often subjected to more direct coercion by foreign police power. The Melanesian response has been an identification with the aggressor (vide Bettelheim 1947). On the other hand, the American Indians have been less dominated as individuals by whites, even under defeat and injustice. Their response to this different situation has by and large been an identification with a happier past. This would suggest that an important variable in choice of identification is the degree of domination exerted by a foreign society, and that import-oriented revitalization movements will not develop until an extremely high degree of domination is reached.

2. *The Choice of Secular and Religious Means.* There are two variables involved here: the amount of secular action which takes place in a movement, and the amount of religious action. Secular action is here defined as the manipulation of human relationships; religious action as the manipulation of relationships between human and supernatural beings. No revitalization movement can, by definition, be truly nonsecular, but some can be relatively less religious than others, and movements can change in emphasis depending on changing circumstances. There is a tendency, which is implicit in the earlier discussion of stages, for movements to become more political in emphasis, and to act through secular rather than religious institutions, as problems of organization, adaptation, and routinization become more pressing. The Taiping Rebellion, for instance, began as religiously-preoccupied movements, opposition by the Manchu dynasty and by foreign powers forced it to become more and more political and military in orientation.

A few "purely" political movements like the Hebertist faction during the French Revolution, and the Russian communist movement and its derivatives, have been officially atheistic, but the quality of doctrine and of leader-follower relationships is so similar, at least on superficial inspection, to religious doctrine and human-supernatural relations, that one wonders whether it is not a distinction without a difference. Communist movements are commonly asserted to have the quality of religious movements, despite their failure to appeal to a supernatural community, and such things as the development of a Marxist gospel with elaborate exegesis, the embalming of Lenin, and the concern with conversion, confession, and moral purity (as defined by the movement) have the earmarks of religion. The Communist Revolution of 1917 in Russia was almost typical in structure of religious revitalization movements: there was a very sick society, prophets appealed to a revered authority (Marx), apocalyptic and Utopian fantasies were preached, and missionary fervor animated the leaders. Furthermore, many social and political reform movements, while not atheistic, act through secular rather than religious media and invoke religious sanction only in a perfunctory way. I do not wish to elaborate the discussion at this time, however, beyond the point of suggesting again that the obvious distinctions between religious and secular movements may conceal fundamental similarities of socio-cultural process and of psychodynamics, and that while all secular prophets have not had personality transformation visions, some probably have, and others have had a similar experience in ideological conversion.

Human affairs around the world seem more and more commonly to be decided without reference to supernatural powers. It is an interesting question whether mankind can profitably dispense with the essential element of the religious revitalization process before reaching a Utopia without stress or strain. While religious movements may involve crude and powerful emotions and irrational fantasies of interaction with nonexistent beings, and can occasionally lead to unfortunate practical consequences in human relations, the same fantasies and emotions could lead to even more unfortunate practical

consequences for world peace and human welfare when directed toward people improperly perceived and toward organs of political action and cultural ideologies. The answer would seem to be that as fewer and fewer men make use of the religious displacement process, there will have to be a corresponding reduction of the incidence and severity of transference neuroses, or human relationships will be increasingly contaminated by character disorders, neurotic acting out, and paranoid deification of political leaders and ideologies.

3. *Nativism*. Because a major part of the program of many revitalization movements has been to expel the persons or customs of foreign invaders or overlords, they have been widely called "nativistic movements." However, the amount of nativistic activity in movements is variable. Some movements—the cargo cults, for instance—are antinativistic from a cultural standpoint but nativistic from a personnel standpoint. Handsome Lake was only mildly nativistic; he sought for an accommodation of cultures and personalities rather than expulsion, and favored entry of certain types of white persons and culture-content. Still, many of the classic revitalistic movements have been vigorously nativistic, in the ambivalent way discussed earlier. Thus nativism is a dimension of variation rather than an elemental property of revitalization movements.

A further complication is introduced by the fact that the nativistic component of a revitalization movement not uncommonly is very low at the time of conception, but increases sharply after the movement enters the adaptation stage. Initial doctrinal formulations emphasize love, co-operation, understanding, and the prophet and his disciples expect the powers—that be to be reasonable and accepting. When these powers interfere with the movement, the response is apt to take the form of an increased nativistic component in the doctrine. Here again, situational factors are important for an understanding of the course and character of the movement.

4. *Success and Failure*. The outline of stages as given earlier is properly applicable to a revitalization movement which is completely successful. Many movements are abortive; their progress is arrested at some intermediate point. This raises a taxonomic question: how many stages should the movement achieve in order to qualify for inclusion in the category? Logically, as long as the original conception is a doctrine of revitalization by culture change, there should be no requisite number of stages. Practically, we have selected only movements which passed the first three stages (conception, communication, and organization) and entered the fourth (adaptation). This means that the bulk of our information on success and failure will deal with circumstances of relatively late adaptation, rather than with such matters as initial blockage of communication and interference with organization.

Two major but not unrelated variables seem to be very important in determining the fate of any given movement: the relative "realism" of the doctrine, and the amount of force exerted against the organization by its opponents. "Realism" is a difficult concept to define without invoking the concept of success or failure, and unless it can be so defined, is of no use as a variable explanatory of success or failure. Nor can one use the criterion of conventional-

ity of perception, since revitalization movements are by definition unconventional. While a great deal of doctrine in every movement (and, indeed, in every person's maze) is extremely unrealistic in that predictions of events made on the basis of its assumptions will prove to be more or less in error, there is only one sphere of behavior in which such error is fatal to the success of a revitalization movement: prediction of the outcome of conflict situations. If the organization cannot predict successfully the consequences of its own moves and of its opponents' moves in a power struggle, its demise is very likely. If, on the other hand, it is canny about conflict, or if the amount of resistance is low, it can be extremely "unrealistic" and extremely unconventional in other matters without running much risk of early collapse. In other words, probability of failure would seem to be negatively correlated with degree of realism in conflict situations, and directly correlated with amount of resistance. Where conflict-realism is high and resistance is low, the movement is bound to achieve the phase of routinization. Whether its culture will be viable for long beyond this point, however, will depend on whether its maze-formulations lead to actions which maintain a low level of stress.

#### SUMMARY

This programmatic paper outlines the concepts, assumptions, and initial findings of a comparative study of religious revitalization movements. Revitalization movements are defined as deliberate, conscious, organized efforts by members of a society to create a more satisfying culture. The revitalization movement as a general type of event occurs under two conditions: high stress for individual members of the society, and disillusionment with a distorted cultural *Gesalt*. The movement follows a series of functional stages: maze reformulation, communication, organization, adaptation, cultural transformation, and routinization. Movements vary along several dimensions, of which choice of identification, relative degree of religious and secular emphasis, nativism, and success or failure are discussed here. The movement is usually conceived in a prophet's revelatory visions, which provide for him a satisfying relationship to the supernatural and outline a new way of life under divine sanction. Followers achieve similar satisfaction of dependency needs in the charismatic relationship. It is suggested that the historical origin of a great proportion of religious phenomena has been in revitalization movements.

#### NOTES

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Hallowell, David F. Aberle, Betty S. Wallace and Ward Goodenough. The Handsome Lake movement will be described in detail in a book the writer is now preparing. For other treatments now in print, see Parker, 1913; Dandorff, 1951; Voget, 1954; and Wallace, 1952a and 1952b.

\* This article is not the place to present a general discussion of the notions of order and field, function and equilibrium, the organismic analogy, the concept of homeostasis, and certain ideas from cybernetics, learning and perception, and the physiology of stress, which would be necessary to justify and fully elucidate the assumptions on which the revitalization hypothesis is based. See however, Wallace 1953, 1955, and 1956 for further development of the holistic view and more extended discussions of the maze-way concept.

\* After we had coined the term "revitalization movement," we discovered that Marian Smith in an article on the Indian Shakers (Smith 1954) uses the closely related term "vitalistic movements" ("a vitalistic movement may be defined as 'any conscious, organized attempt on the part of a society's members to incorporate in its culture selected aspects of another culture in contact with it'"). However, she uses this term for what I would call non-nativistic revitalization movements with importation (rather than revivalistic) emphasis.

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