

Rituals

Harvill - The Ritual of Holi Fizzing Bath Bomb



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- Rituals
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Rituals

. Despite the absence of a direct causal connection between the ritual and the desired outcome, performing rituals with the intention of producing a certain result appears to be sufficient for that result to come true.

Why Rituals Work

Do rituals like these actually improve performance? While some rituals are unlikely to be effective — knocking on wood will not bring rain — many everyday rituals make a lot of sense and are surprisingly effective.

10 Creepy Rituals Caught on Tape

People perceive simpatias to be more effective depending on the number of steps involved, the repetition of procedures, and whether the steps are performed at a specified time. Basketball superstar Michael Jordan wore his North Carolina shorts underneath his Chicago Bulls shorts in every game; Curtis Martin of the New York Jets reads Psalm 91 before every game. Malinowski suggested that people are more likely to turn to rituals when they face situations where the outcome is important and uncertain and beyond their control — as when sharks are present.

10 Creepy Rituals Caught on Tape

Because you are Holi awesome, just the way you are.

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