



An experimenter put **5 monkeys**
in a cage with a ladder in the
middle and bananas on the top.

(swipe left)



Every time a monkey tried to climb the ladder, he would spray all of the monkeys with icy water.



In time, when any monkey tried to climb the ladder, the others would pull him down and beat him up to avoid being sprayed.



The experimenter started switching out one of the monkeys with a new monkey.



The new monkey would try to get the bananas, and the others would beat him up, eventually the new monkey learned the social norm.



One by one every monkey was eventually replaced with a new monkey until there were no original monkeys left.



By the end of the experiment, the 5 monkeys had learned to follow the rules without ever knowing the real reason why.



If we could ask those monkeys why they can't climb the ladder for those bananas, they'd probably say "I don't know, it's just always been that way."



As a society, we tend to do things
the way we've been taught
without questioning it.