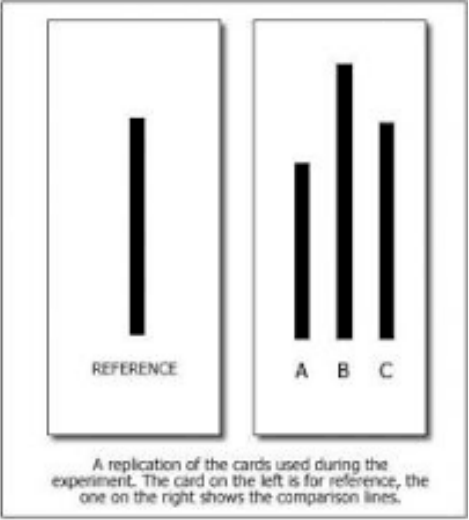


The U.S. sociologist [Robert E. Park](#), who coined the term collective behaviour, defined it as “the behavior of individuals under the influence of an impulse that is common and collective, an impulse, in other words, that is the result of social interaction.

Included in collective behaviour are the [activities of people](#) in crowds, panics, fads, fashions, crazes, publics, cults, and followings as well as more organized phenomena, such as reform and revolutionary social movements.



<https://www.youtube.com/watch?v=NyDDyT1IDhA>



<https://www.youtube.com/watch?v=xOYLCy5PVgM>



<https://www.youtube.com/watch?v=P0e6zG8IbE8>