

PROGRESS IN SOCIOECONOMICS

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New publication: *The Socionomist*

The Socionomics Institute has launched a monthly publication, *The Socionomist*, which is dedicated to explaining and predicting the social changes that most people never see coming. *The Socionomist* published its first issue in May 2009 with a detailed report on the relationship between social mood and disease, including the H1N1 virus. Since then, it has covered:

- The Drug War and why marijuana will be decriminalized
- New discoveries on social behavior as it relates to the Wave Principle
- Automobile preferences and driving habits in bull and bear markets
- An update on the relationship between music and mood

If you'd like to subscribe to *The Socionomist*, please [click here](#).

Prechter's London School of Economics lecture now available on DVD

The Socionomics Institute has released Robert Prechter's landmark speech to a standing-room-only audience at the London School of Economics and Political Science, commemorating the fifth anniversary of the event. When students of the LSE invited Prechter to come to their campus to speak in 2004, he took that opportunity to condense nearly three decades of research and observation of financial markets and social behavior into a two-hour presentation that anyone can follow and understand. This presentation is now available on DVD.

Viewers of *Toward a New Science of Social Prediction: Robert Prechter at the London School of Economics* say the DVD changed the way they look at financial markets, social events and even the causes of human history. Released on the fifth anniversary of Prechter's groundbreaking address, this DVD is as timely now as ever.

In this lecture, Prechter demonstrates how the socio-economic model can answer questions that the standard economic model of finance cannot.

He illustrates how to use it to forecast stock markets, political changes, economic expansion and recession, population trends, domestic and international conflicts, demographics, innovations, fashions and even the likelihood of a nuclear blast. In the span of two hours, Prechter discusses flaws in the Efficient Market Hypothesis, Random Walk Theory, the Dividend Discount Model and linear trend extrapolation and posits a new foundation for a better understanding of market trends, social changes and trends in popular culture.

The economics profession, with few exceptions, failed to see the current economic crisis coming because the profession lacks a model to explain black swan events in the market. For instance, scholars still debate the causes of the 1929 and 1987 market crashes. The problem is that most analysts view financial and social cause-and-effect backwards. Unless the new socio-economic model sees greater acceptance amongst financial and social experts, we will still be hearing conflicting opinions about what triggered this most recent market decline decades from now.

In *Conquer the Crash*, Prechter turned to practical application to describe in detail, years in advance, what the current social world would look like. Because of the great social responsibility that comes with the proper application of this science, Prechter has now dedicated his career to bringing the theory of socio-economic to the rest of the world.

Elam acquaints business professors and students with socio-economic

Dennis Elam, professor of accounting at Texas A&M-San Antonio, spoke about socio-economic at Sam Houston State University's First Annual General Business Conference in April 2009. Specifically, Dr. Elam explained socio-economic's usefulness in studying popular culture, politics, and financial markets. He also discussed the character of positive waves of mood versus negative.

Dr. Elam also incorporates socioeconomics into his lectures at the university. Professors interested in teaching socioeconomics may contact the Socioeconomics Institute, which can provide course materials and possibly a guest lecturer. Funding is also available for researchers who wish to pursue socioeconomic inquiries. Send your socioeconomics research proposal to institute@socioeconomics.net.

Quinnipiac University offering course on socioeconomics

This semester, in partnership with the Socioeconomics Foundation, Professor Robert Sizemore of Quinnipiac University in Hamden, Connecticut, is teaching a sociology course with a focus on socioeconomics. Using materials from *History's Hidden Engine, Toward a New Science of Social Prediction: Robert Prechter at the London School of Economics*, and *The Wave Principle of Human Social Behavior*, Sizemore is the first university professor to focus substantially on socioeconomics as part of an accredited university course.

Swine flu: The beginning of a long epidemic season?

Socioeconomist Alan Hall studied 1,000 years of the history of epidemics and concluded that depressed and fearful populations are more susceptible to epidemics than optimistic ones.

Hall's research, published in the May and June issues of *The Socioeconomist*, reveals that negative social mood lays the groundwork for disease outbreaks. His report has particular value today given the bear market that has been developing over the past few years.

Hall notes that the optimistic social mood behind the rebound in the stock market since in March also engendered a historically high level of complacency about disease. His analysis suggests that an epidemic more deadly than the first wave of H1N1 could erupt in the future near a lower low in the stock market.

Managing your own psychology in a stressful social environment is one of the keys to staying healthy, he explains. "Constant anxiety prolongs high levels of stress hormones, which suppress the immune system and raise the risk of depression."

Hall offers a tip for keeping your head on your shoulders, "Understand that society is entering a period of elevated stress, a season of disease susceptibility," he advises. "Awareness of this will help you prepare, stay calm and maintain your immunity."

Marijuana decriminalization on the horizon?

A July 2009 article in *The Socioeconomist*, titled "The Coming Collapse of a Modern Prohibition," detailed the enforcement of the American War on Drugs (particularly marijuana) and its relationship with social mood. After interviewing writer and analyst Euan Wilson, British magazine *New Scientist* wrote:

Comparing today's situation with alcohol prohibition in the US between 1920 and 1933, Wilson says that just as alcohol was legalized when the economic slump reached its nadir, so concessions to marijuana use could be around the corner (*The Socioeconomist*, July 2009). 'The current mood is very similar to the 1930s,' says Wilson.

To read the full *New Scientist* article, [click here](#). For information about the July issue of *The Socioeconomist*, [click here](#).

Museum of American Finance carries *The Mania Chronicles*

Robert Prechter and Peter Kendall's new book, *The Mania Chronicles: A Real-Time Account of the Great Financial Bubble (1995-2008)*, is available in the gift shop at the Museum of American Finance in New York City. The Wall Street-based museum describes itself as the "nation's only independent public museum dedicated to celebrating the spirit of entrepreneurship and the democratic free market tradition which has made New York City the financial capital of the world."

The Mania Chronicles dramatically and chronologically retells the story of the Great Asset Mania through excerpts from *The Elliott Wave Financial Forecast* and *The Elliott Wave Theorist*, all penned in real time.

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