

THE CHAIN REACTION OF THOUGHTS: SOCIETY BUILDING AND CHANGING PERCEPTIONS

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ABSTRACT

Is it possible, to say anything that results in a mass impact on society? Can the thought chain reaction of an individual, affect the person whom he is not acquainted? The present qualitative study of thought chain reaction tries to understand its effects on the perception of individuals, groups, societies, at the national and international level. Human beings are always curious to know their future, hear their past and relate these to the present. They try to comprehend the nature from micro to macro level. The knowledge of one event/phenomenon and its effect on others reveals the new discovery. This paper also studies the chain reaction impact through Physics, Chemistry, Universal, Political, Business, and Cognitive, Social and Behavioral Perspectives.

KEYWORDS: *Chain Reaction of Thought, Change, Society*