A negative Utopia is a place where man’s reasoning for the things like creativity, science, and compassion are taken away from society. “They were equal every which way. Nobody was smarter than anybody else. Nobody was better looking than anybody else. Nobody was stronger or quicker than everybody else.”(p.175) Orwell’s genius was from the fact that he used social and psychological methods instead of violent physical abuse or threats. Also Orwell’s method are easier and effective on the people. The article stated,”Since the early 1970’s … independent entrepreneurial going into mind manipulation and personality-change business.”(p.1) These groups would “recruit the naïve, the unaffiliated, the trusting, and the altruistic.”(p.1) They were promised social and political new worlds. Many people manifest the idea of that they are strong-minded and everyone else is weak-minded. “… they want to preserve a myth in which other persons are weak-minded and easily influenced, but they are strong-minded”(p.1) Three copycat events that have happened throughout history are the Russian purge trials, in the late 40’s the Chinese thought reform programs change the beliefs and behaviour of a nation. The Korean War when North Korea’s intensive indoctrination of United Nations prisoners of war which proved how far captors would go to win converts of their political cause.