

EXPLAINING HUMAN NATURE

1. Start with a cage containing five apes. In the cage, hang a banana on a string and put stairs under it. Before long, an ape will go to the stairs and start to climb towards the banana.
2. As soon as the ape touches the stairs, spray all of the apes with cold water. After a while, another ape will make an attempt for the banana. Again, all the apes are sprayed with water.
3. Turn off the cold water. If, later, another ape tries to climb the stairs, the other apes will try to prevent him even though no water sprays them.
4. Now, remove one ape from the cage and replace it with New Ape#1. New Ape#1 sees the banana and immediately begins to climb the stairs. To New Ape#1's horror, all of the other apes attack him. After another attempt and attack, New Ape#1 knows that if he tries to climb the stairs, he will be assaulted.
5. Next, remove another of the original five apes and replace it with yet another New Ape#2. New Ape#2 goes to the stairs and is attacked immediately. The previous New Ape#1 takes part in the punishment with enthusiasm.
6. Again, replace a third original ape with another New Ape#3. New Ape#3 makes it to the stairs and is attacked by all the apes as well. New Ape#1 and New Ape#2 while beating New Ape#3 have no idea why they were not permitted to climb the stairs, or why they are participating in the beating of New Ape#3.
7. After replacing the fourth and fifth of the original five apes, all the apes which were sprayed initially with cold water have been replaced.

Nevertheless, no ape ever again approaches the stairs. Why not?
"BECAUSE THAT'S THE WAY IT'S ALWAYS BEEN DONE AROUND
HERE!"