

The 10% Rule <https://fs.blog/2017/07/critical-mass/>

One big question is: what percentage of a population is necessary to create a critical mass?

According to researchers at Rensselaer Polytechnic Institute, the answer is a mere 10%. Computational analysis was used to establish where the shift from minority to majority lies. According to director of research Boleslaw Szymanski:

When the number of committed opinion holders is below 10 percent, there is no visible progress in the spread of ideas. It would literally take the amount of time comparable to the age of the universe for this size group to reach the majority. Once that number grows above 10 percent, the idea spreads like flame.

The research has shown that the 10% can comprise literally anyone in a given society. What matters is that those people are set in their beliefs and do not respond to pressure to change them. Instead, they pass their ideas on to others. (I'd argue that the percentage is lower. Much lower (as low as 3%). See [Dictatorship of the Minority](#).)

As an example, Szymanski cites the sudden revolutions in countries such as Egypt and Tunisia: "In those countries, dictators who were in power for decades were suddenly overthrown in just a few weeks."

According to another researcher:

In general, people do not like to have an unpopular opinion and are always seeking to try locally to come to a consensus ... As agents of change start to convince more and more people, the situation begins to change. People begin to question their own views at first and then completely adopt the new view to spread it even further. If the true believers just influenced their neighbors, that wouldn't change anything within the larger system, as we saw with percentages less than 10.

The potential use of this knowledge is tremendous. Now that we know how many people are necessary to form a critical mass, this information can be manipulated — for good or evil. The choice is yours.