

## **Tipping Point Chpts. 4, 5 & 7 Discussion Questions**

1. What does Gladwell mean by the power of context in tipping the NY crime epidemic? Do you buy his argument?
2. What are the lessons of the "prisoner experiment"?
3. What is the "Fundamental Attribution Error" and what causes it, according to Gladwell?
4. How do psychology and biology explain the Rule of 150?
5. What attributes of groups below 150 in size does Gladwell cite as important for growing social epidemics and managing successful businesses?
6. How does Gladwell use his Tipping Point framework to arrive at conclusions for how to address the teenage smoking epidemic? Is he missing anything?