



# The belief in astrology

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# Introduction

The sun sign is sometime considered a part of our identity

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Signs	Dates	Symbols
Aries	Mars 21 - April 20	♈
Taurus	April 21 - May 20	♉
Gemini	May 21 - June 21	♊
Cancer	June 22 - July 22	♋
Leo	July 23 - August 23	♌
Virgo	August 24 - September 23	♍
Libra	September 24 - October 23	♎
Scorpio	October 24 - November 22	♏
Sagittarius	November 23 - December 21	♐
Capricorn	December 22 - January 20	♑
Aquarius	January 21 - February 18	♒
Pisces	February 19 - March 20	♓

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# Introduction

## Exposition and commercialization

**Le Vrai Horoscope**  
@LeVraiHoroscope

OMG ! Trop de vérité sur ton signe astrologique ! #horoscope #astrologie #zodiaque #signe #astro #love #follow Tipeee : [tipeee.com/le-vrai-horosc...](https://tipeee.com/le-vrai-horosc...)

Contact: [LVHoroscope@gmail.com](mailto:LVHoroscope@gmail.com) [facebook.com/LVHoroscope](https://facebook.com/LVHoroscope)  
A rejoint Twitter en mai 2012

90 abonnements 3,2 M abonnés

Suivi par bapt\_west, dolorès et 24 autres personnes que vous suivez

Screenshot of the French account @LeVraiHoroscope on Twitter



Atelier de Famille Jewelry,  
« Bijoux Astrologiques »

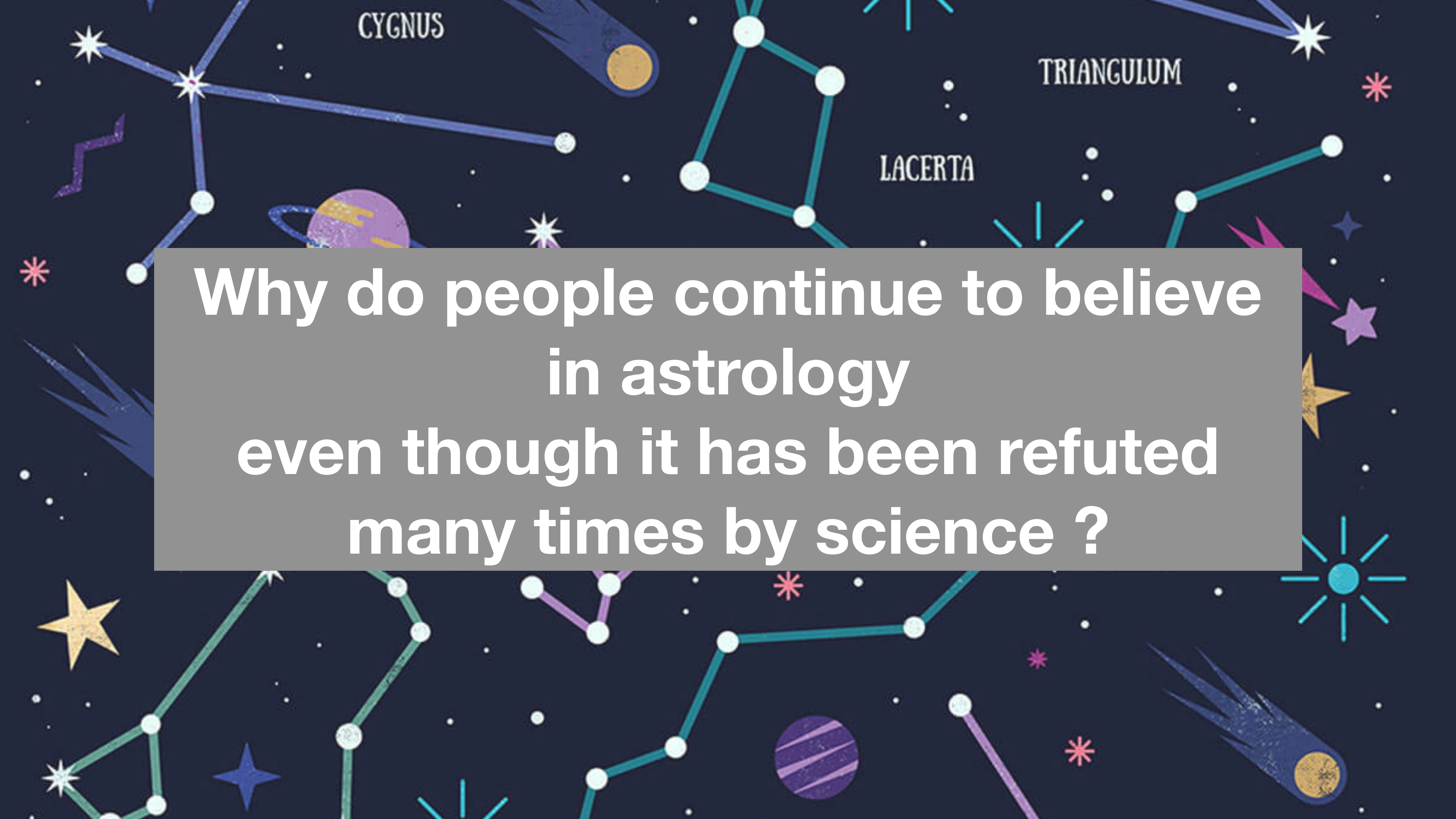


Victoria Secret's, the latest collection of  
pyjamas « Astrology Dreams Foil »



Tattoo with astrology patterns  
@ramantra.tattoo.studio on Instagram

@amadakoztattos on Instagram,  
[www.hyperiontattoo.com](http://www.hyperiontattoo.com)



**Why do people continue to believe  
in astrology  
even though it has been refuted  
many times by science ?**



# It is not a science

« Astrology is the study of the movements and positions of the sun, moon, planets and stars in the belief that they affect the character and lives of people »

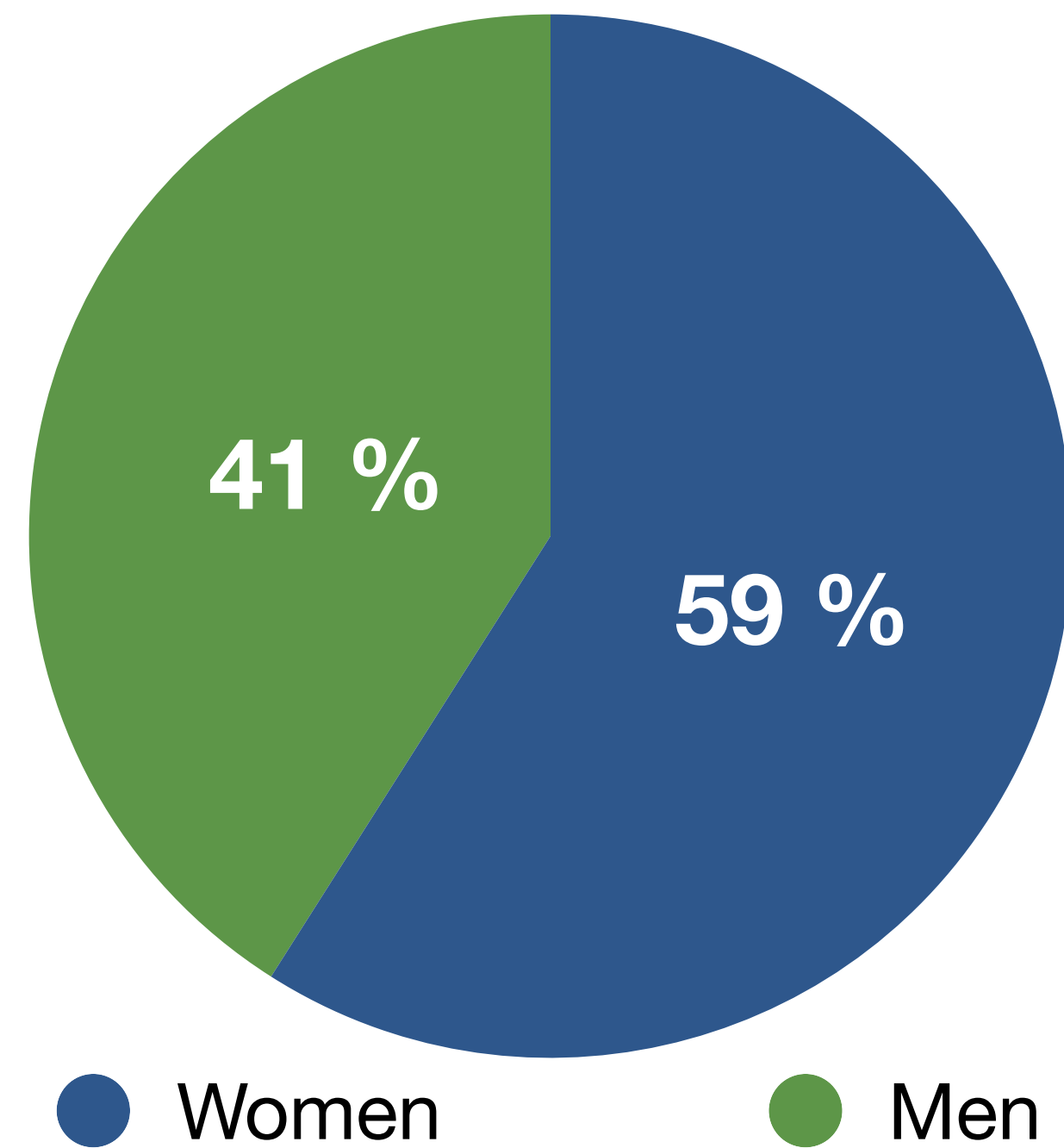
## Three experiments that refute astrology :

- 1980 : Tyron G. A, the careers
- 1985 : Shawn Carson, the renowned astrologers
- 2003 : Geoffrey Dean and Ivan W. Kelly, the twin experiment

# Who believes in astrology ?

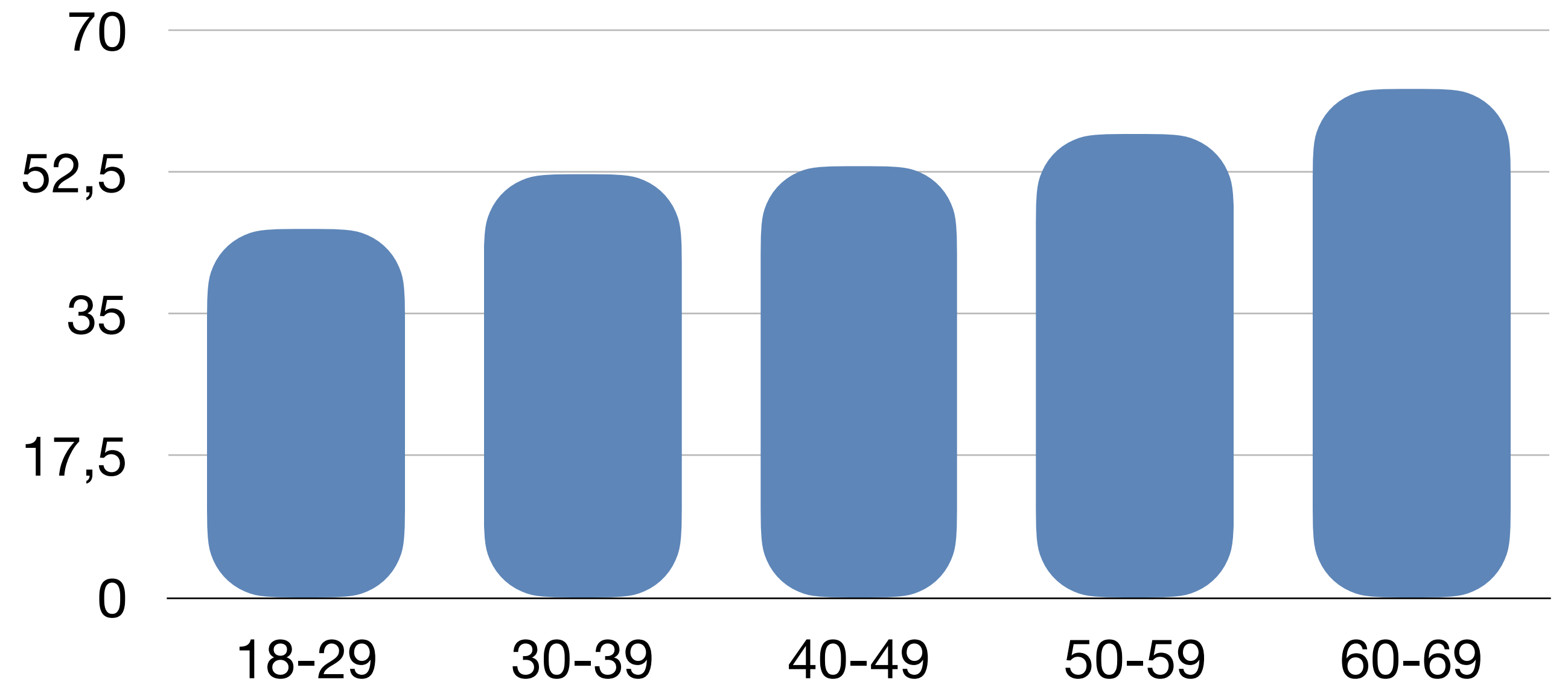
**31% of the population in the US believed in astrology in 2003**

**Belief in astrology by gender**



Harris Poll 2003

**Belief that astrology is not scientific by age**



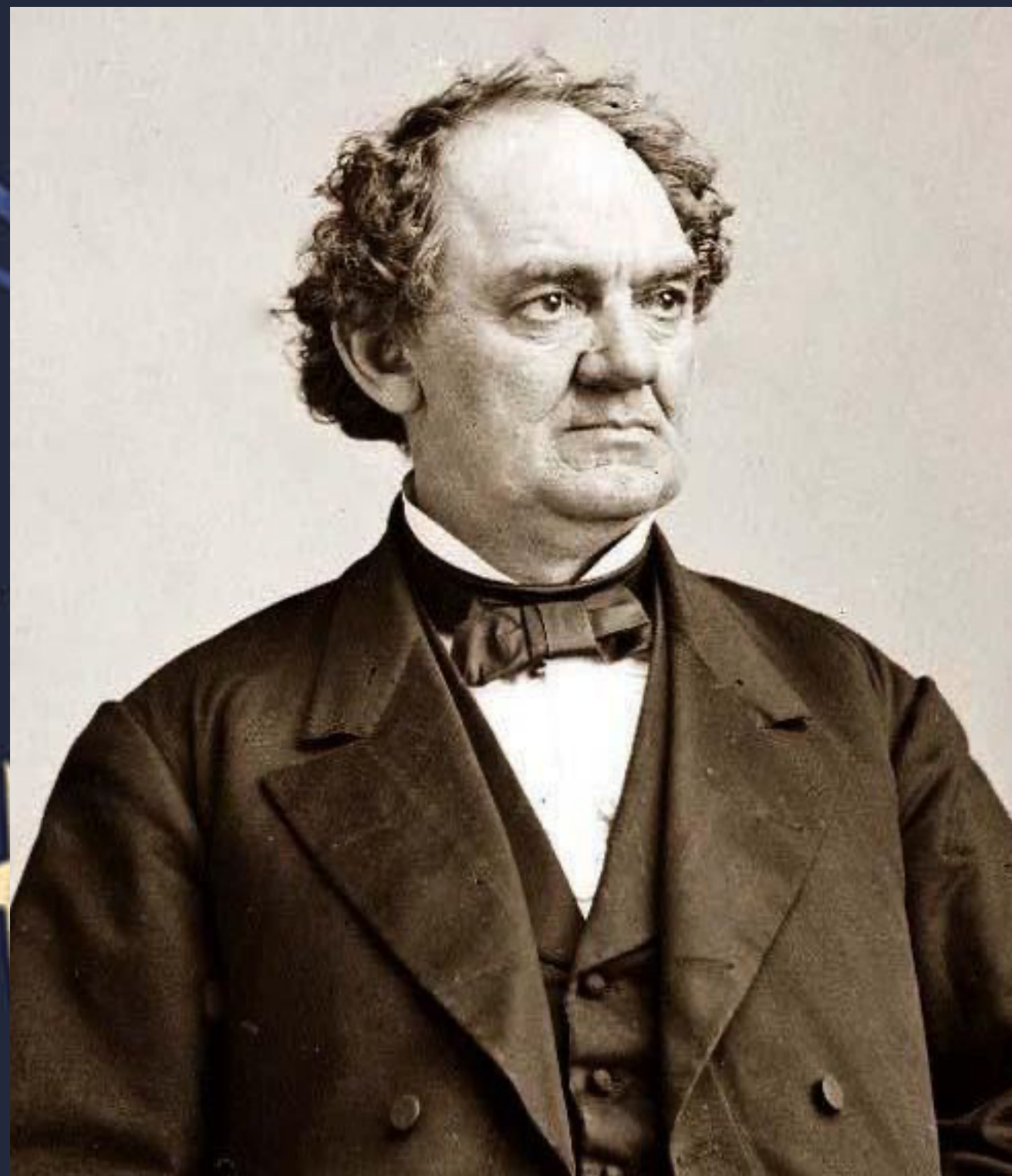
■ Percentage of people that consider that astrology is not scientific by age

James Lindgren 2014

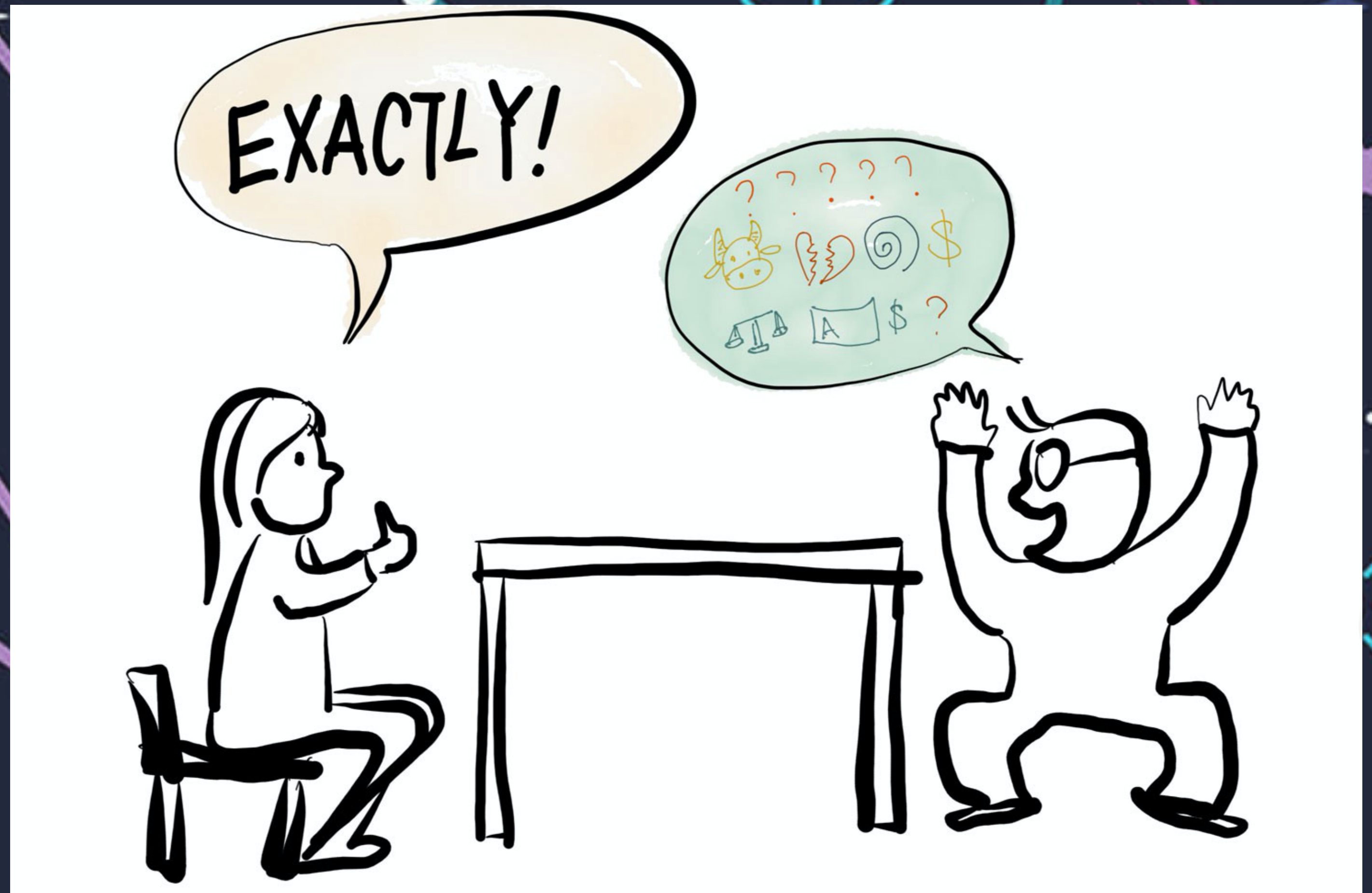
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# Theories to explain why we still believe in astrology

The main theory :  
the Barnum Effect



Bertram Forer, researches about the Barnum Effect in 1949



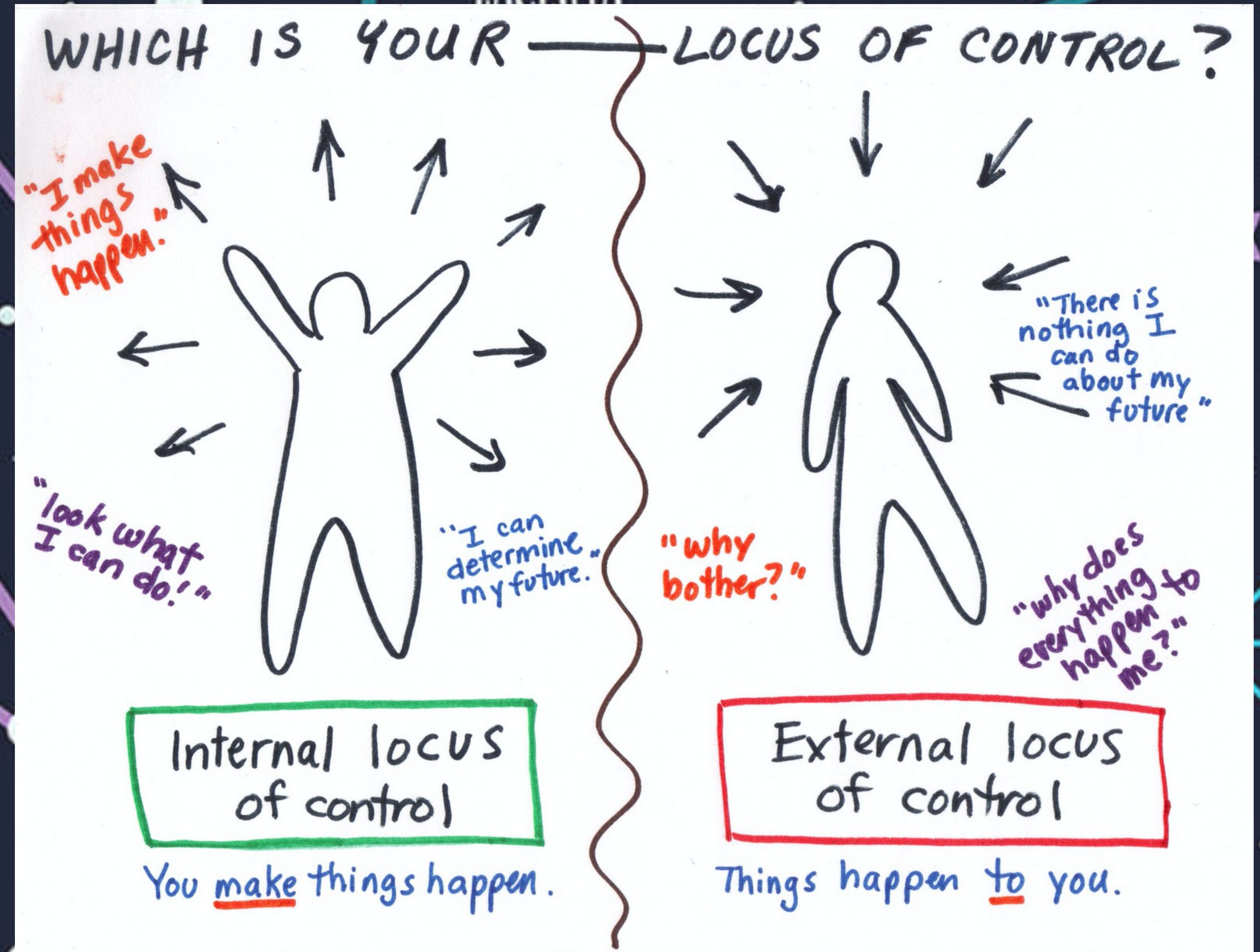
Sohaib Nasir illustration on the Barnum Effect

# Theories to explain why we still believe in astrology

## The Locus of Control



Julian B. Rotter, researches about the Locus of Control in 1966







# Theories to explain why we still believe in astrology

**The superficial knowledge hypothesis**

**Bauer and Durant, 2015 : astrology is attractive to people with intermediate levels of scientific knowledge**

**The metaphysical unrest hypothesis**

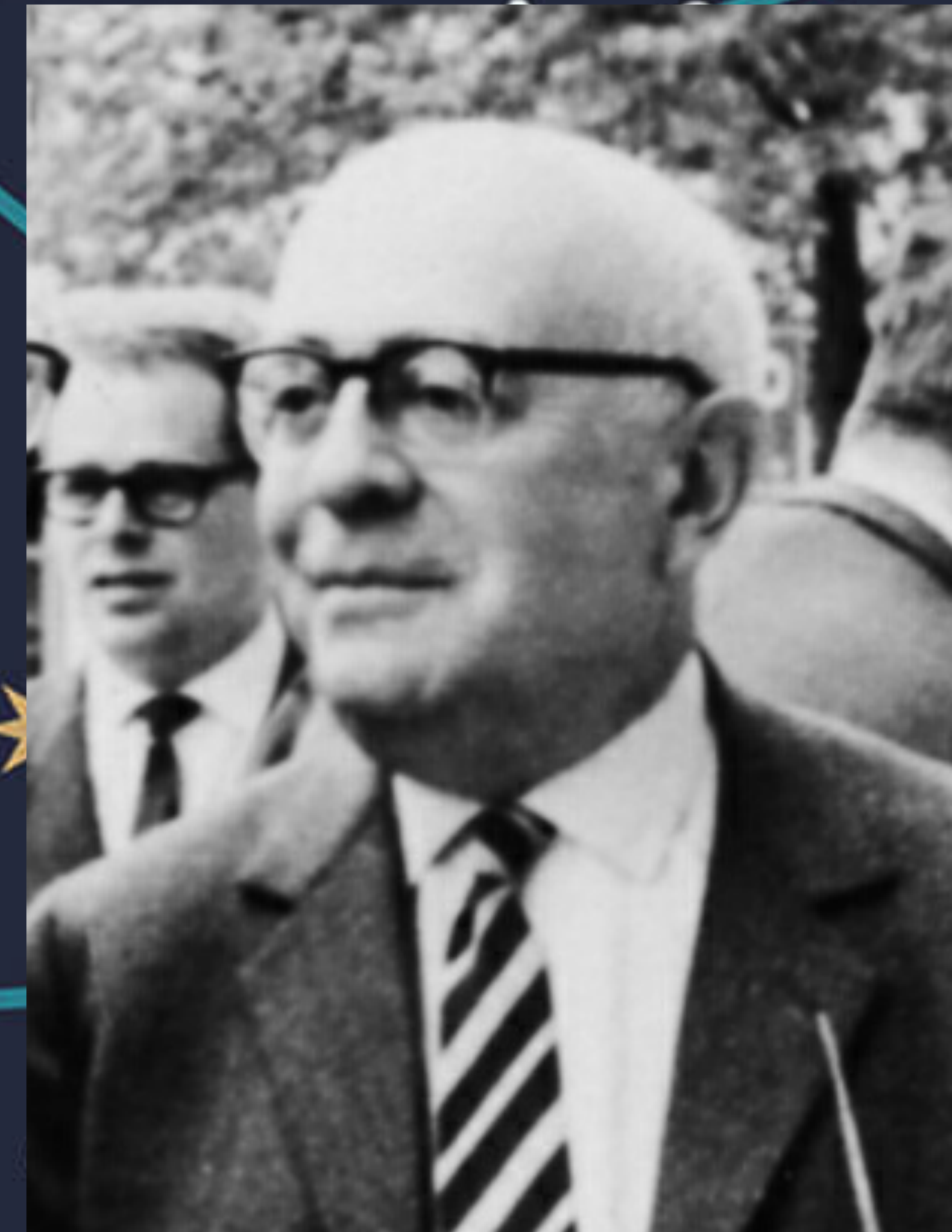
**Bauer and Durant, 2015 : astrology is attractive to people with strong religious belief and intermediate religious integration**

# Theories to explain why we still believe in astrology

## The Authoritarian Personality

The F-scale : « F » stands for fascist

However, no significant tendency for the belief in astrology to be greater among those that score high in the F-scale has been found



Theodor W. Adorno, researches on the Authoritarian personality in 1950

# Theories to explain why we still believe in astrology

## The unconscious recognition of the sign

We have accepted and internalized the characteristics of our sign with an unconscious knowledge of astrology. It has an influence on long-term self-esteem and on how people perceive themselves.

## The favorableness of the sign

Positive signs : Aries, Gemini, Leo, Libra, Sagittarius, Aquarius  
Negative signs : Taurus, Cancer, Virgo, Scorpio, Capricorn, Pisces  
The belief in astrology depends on the favorableness and the social desirability of the sign

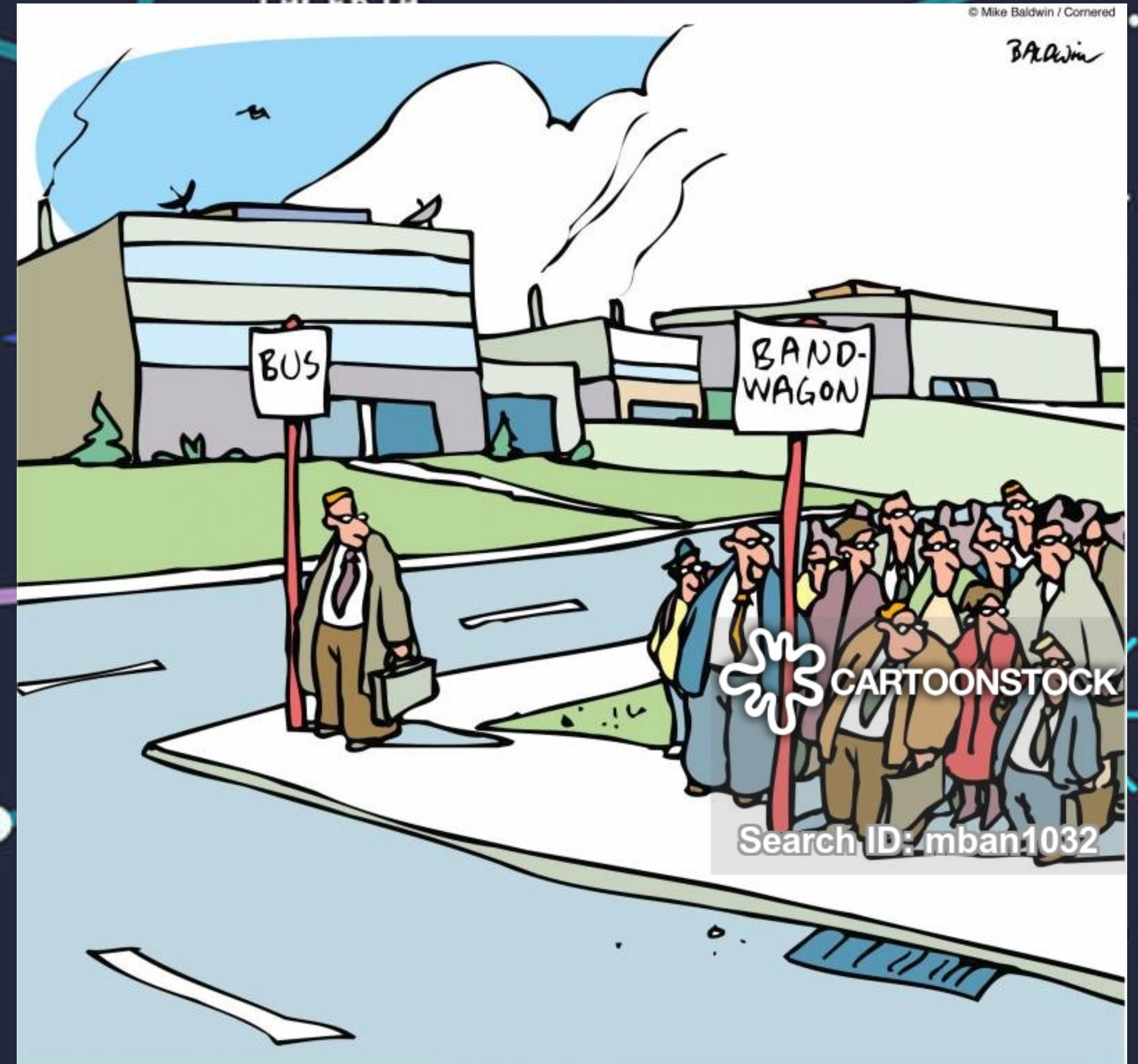
## The feeling of belonging

We can change our belief to avoid the black sheep effect or to be part of a group.  
People that believe in astrology understand each other and speak « the same language »

# Theories to explain why we still believe in astrology

## The Bandwagon Effect

It refers to the tendency for social constituents to follow the behavior of the critical mass (Simon, 1954)





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**Thank you for listening**

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