

Social Media and Big Tech Mind Games

By Dean L. Gano; January, 2021

While Groupthink has always existed, it is becoming more like a deadly virus because of fake news and the fanatical use of social media, where facts are not checked and the truth is defined by the social media companies manipulating what you and your friends make it to be, rather than evidenced-based causal relationships. Recent evidence of how bad this problem is, has now come to light. Presented by the people who make these destructive tools, a documentary on Netflix titled: *The Social Dilemma*.

<https://www.thesocialdilemma.com> provides some scary realities of today's mind control and cancel culture.

This is a must-watch documentary and in it you will learn how the people who designed all the social media software like Facebook and Twitter, and search engines like Google and Safari created a brilliant sales model that includes addiction in the design. It subconsciously controls our minds and is capable of implanting ideas we didn't intend to have. They do this by selling certainty and use groupthink (your social media group) to validate the ideas or actions they want you to have and do. It is the gradual, slight, imperceptible change in your own behavior and perception that is the product they harvest and sell to advertisers.

The following is a brief account of what this documentary explains about these insidious "tools."

When you surf the Internet, they know everything you are looking at, how long you are looking at it, and then use that information to profile you and then sell **you** to an advertiser who will subtly send you something of interest while you are surfing for other stuff. After enough time watching you, they create a personality profile that defines your Openness, Conscientiousness, Extraversion (assertiveness), Agreeableness, and Non-negativity, all defined by the [OCEAN Personality Profile](#).ⁱ

It is so bad that when you google a topic, like Climate Change, depending on where you live or how your profile defines you, it will give you the answer you want. For example, if you live in San Francisco and google 'climate change' you will get links that talk about man-caused climate change and how bad it is. But, if you live in Montana or are an effective thinker who has actually done real scientific research on the subject, you will be given links that say it is a hoax, which it is. The more you click and watch, the more they change the model to better predict your future actions and subtly infuse your mind with what they want to promote or sell you. The algorithms that do the manipulation are self-learning, so even the people who wrote the code don't know what the algorithm is doing. Consequently, there are no moral decisions being made about what they are doing. Effective thinking requires that we have a shared understanding of reality and when the programmers don't even know or care what truth is, mindless thinking is propagated.

Driven by the human need to connect, the social media applications manipulate the user in very subtle ways and because humans do not know how their minds work, they don't even know they are being manipulated. One of the manipulation tools they use is called [Positive Intermittent Reinforcement](#) ⁱⁱ which creates a fear of losing a relationship and then periodically relieving the fear with episodes of love and attention.

They say Facebook does this the best, when they send tags to friends to get you to connect and send videos or pictures back and forth, often with a tagline to sell something you might like. They found that you need seven friends to make it work best, because with seven friends you become most addicted.

One of the programmers in the documentary states that: "social media isn't a tool; its purpose is to manipulate you and subconsciously sell you stuff." He goes on to say: "There are only two industries that call their customers "users," illegal drugs and software.

Young immature minds are particularly susceptible to this addiction, because it takes over their sense of self-worth and identity. Hospital admissions for self-harm in girls 10 – 14 years old is up 189% and in girls 15 – 19 it is up 62% since 2010. According to the CDC, the suicide rate for girls in America has also risen sharply since social media became common in 2010. For girls age 10 – 14 years old, suicide has increased 151% and for girls age 15 – 19, suicide has increased 70%, in the last 10 years. For these kids, they started using social media in middle school where socialization is very important, and have become more fragile, anxious, and don't take risks. They are more depressed than previous generations; dating is dropping rapidly and fewer are getting Driver's licenses because it is too scary.

In addition to ruining our kids' lives, it is dividing the nation politically. Both conservatives and liberals are asking the same question: "How can all those other people be so stupid? Aren't they seeing what I see?" The answer is no they can't, because everyone has their own reality re-enforced by the artificial intelligence inside social media and search engines – and the polarization continues to build. It is overpowering humanity and there is little we can do about it unless we wake up and take decisive action.

If everyone is entitled to their own "facts" there is no need to come together and the politicians know this, and are using it to control us. Anyone, including political parties or hostile foreign countries with the money to pay Facebook, et. al. can control the narrative. They don't care a wit about the country or you – just the bottom line!

The programmers found that "Fake News" on Twitter spreads six times faster than by mouth. And because false information makes more money for the advertisers they spread fear by presenting false narratives like those about COVID-19 being so deadly, when the actual death rate in the U. S. is 0.1% (14 times less than all other socially acceptable causes of death), or the insane notion that man-caused climate change will end life on the planet in 12 years. See [Climate Change and Real Science](#).

By creating these fears, it gets more people to connect and with each connection comes a tag for selling something. They don't care about the content, just how many contacts they can make with their tailored fearful false narratives. And while each connection may only be worth pennies when sold to the advertiser, when it affects two billion people, it can add up over time to billions of dollars – which explains why these big tech owners are all billionaires.

Social media also prevents effective communications because it is just words, which is only 7% of how we communicate. Fifty-five percent of communications is body language and 38% is the tone of voice. And while these numbers are not true in every exchange, they certainly point out how much we are missing by not talking face to face. ⁱⁱⁱ

But it gets even worse because now social media, namely Twitter and Facebook are deliberately censored factual stories like the one by the New York Post regarding Hunter Biden's dealings with foreign companies using influence peddling. ^{iv} If the phone company cut off your service because they didn't like what you said, do you think that would violate your first amendment rights to say what you want to? This is exactly what the social media platforms are doing behind your back and now overtly by blocking important information entirely. More recently, they have silenced a competing social media site, Parlor, by shutting down their servers.

Social Media has the ability to bring out the worst in society and we can't do anything about it unless we speak up. Through this willful ignorance of how we are being manipulated, the authors of the documentary warn of civil war in the United States sometime in the next 20 years if we don't act. They also say Congress needs to take serious action now to outlaw these practices, or we are doomed.

I would hate to think that all the people who have fought and died for the freedoms and incredible living-conditions we enjoy in this country, will have died in vain because we are too stupid or lazy to sit by and let this happen. We need to stop this form of communications and resume talking face to face, where the subtle non-verbal signals are communicated in addition to the words actually spoken.

ⁱ OCEAN Personality Profile; <https://www.psymetricsworld.com/ocean.html>

ⁱⁱ Adelyn Birch; *The Most Powerful Motivator on the Planet: Intermittent Reinforcement*; April 12, 2015. <http://psychopathsandlove.com/intermittent-reinforcement/>

ⁱⁱⁱ Is Nonverbal Communications a Numbers Game?, Psychology Today, 2011. <https://www.psychologytoday.com/us/blog/beyond-words/201109/is-nonverbal-communication-numbers-game>

^{iv} Twitter censoring Post's Hunter Biden exposé is 'election interference': GOP leaders; New York Post, Oct. 17, 2020. <https://nypost.com/2020/10/17/twitter-censoring-posts-biden-expose-is-election-interference-gop/>