

Mass Manipulation - How It Works

By [Peter Koenig](#)

Global Research, February 09, 2021

Theme: [History](#)

All Global Research articles **can be read in 27 languages by activating the “Translate Website”** drop down menu on the top banner of our home page (Desktop version).

Have you ever wondered how a herd of sheep is driven to their “slaughterhouse”?

Manipulation of minds is a well-studied science, has been applied already for centuries, but is getting ever more sophisticated. For example, the many poignant assertions, Joseph Goebbels, Hitler’s Minister of Propaganda (1933 to 1945), included,

“if you repeat a lie often enough it becomes the truth”; or

“if you make people believe in the threat of an enemy, they’ll do your bidding”- and

“divide and polarize them, destroy their solidarity, and they follow your command”.

Today we have become more sophisticated. While fear is still the weapon of choice – imagine an invisible enemy that everybody is scared of – we have digitally observant media, algorithms and robots that focus on your thinking, how you react and deal with social media, or what websites you consult, and where and what you shop.

This is just to mention a few points of information. Today there are on average about 200 such data to be electronically computed, so as to sway your opinion and to make you believe the most flagrant lies.

You may recognize what the covid crisis is doing to you and at what state of manipulation we are – how close to the slaughterhouse are we?

The seven stages below synthesize the book [‘Influence, The Power of Persuasion’](#), by Robert Cialdini:

“Influence”, the classic book on persuasion, explains the psychology of why people say “yes” – and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His thirty-five years of rigorous, evidence-based research along with a three-year program of study on what moves people to change behavior has resulted in this highly acclaimed book. You’ll learn the six universal principles, how to use them to become a skilled persuader – and how to defend yourself against them. Perfect for people in all walks of life, the principles of “Influence” will move you toward profound personal change and act as a driving force for your success.:

Hypnotherapists have been noticing blatant hypnosis and Neuro-linguistic programming (NLP) techniques being used by the government and state-controlled media. NLP is a psychological approach that involves analyzing strategies used by successful individuals and applying them to reach a personal goal. It relates thoughts, language, and patterns of behavior learned through experience to specific outcomes.

Listen to this:

Fractionation:

You get them to do something not once, but again and again, increasing the level of intensity each time. Usually, you do it 3 times. (At the first lockdown I said – watch out, there'll be a 2nd and a 3rd) This increases compliance – you're much more likely to get them to do whatever you want.

A 'Yes' set:

Get them to say 'Yes' to something small at first (just two weeks to "flatten the curve") then gradually increase (months of lockdown, Christmas cancelled, socially/economically coerced into vaccines). In this way they're much more likely to keep saying yes. (There would've been riots if they'd said in March lockdowns will carry on through Christmas.)

Confusion:

Keep them in a constant state of uncertainty. The conscious mind responds to this by 'going offline' as it searches for the appropriate response for something it has no precedent for. Then it's much easier for the manipulator to gain access to the unconscious mind and change belief systems. For example, lockdown rules are changing on practically a day-to-day basis; we're living in a world we've never lived in before, everyone's stumbling about with no idea how to behave. We've no energy left to fight our oppressors.

Repetition:

Repeat the same information over and over (see any newspaper / TV news for evidence of this!)

Illusion of Choice

Make them believe they're in control by giving them 2 choices, both of which lead to the same result. For example, 'Do you want the Pfizer or the Oxford?' or 'You can choose to be good or bad. Bad = more lockdown. Good = more lockdown.'

"Social Proof"

"Look, all these great celebrities are backing it!"

"Scarcity"

"You'll have to wait your turn for the vaccine... we might be running out"

And so many more... All classic psychological control techniques. Once you see it, you can't un-see it.

*

Check out the book ['Influence', The Power of Persuasion' by Robert Cialdini](#) – all the methods he talks about are being used daily in the news and other media.

*

If we realize in time that this is what is happening to us, that this theory applied is behind covid, and that using covid for a much more freedom encroaching ulterior goal – total control of humanity, of people's behavior, of food, of resources – over whether people live or die – and of the world's riches – then we might have a chance to break out from the herd that storms towards the abyss – or the slaughterhouse.

Waking up – protesting – disobeying – and reconnecting with each other. NOW.

*

Note to readers: please click the share buttons above or below. Forward this article to your email lists. Crosspost on your blog site, internet forums. etc.

Peter Koenig is a geopolitical analyst and a former Senior Economist at the World Bank and the World Health Organization (WHO), where he has worked for over 30 years on water and environment around the world. He lectures at universities in the US, Europe and South America. He writes regularly for online journals and is the author of [Implosion – An Economic Thriller about War, Environmental Destruction and Corporate Greed](#); and co-author of Cynthia McKinney's book "When China Sneezes: From the Coronavirus Lockdown to the Global Politico-Economic Crisis" (Clarity Press – November 1, 2020).

He is a Research Associate of the Centre for Research on Globalization.

The original source of this article is Global Research
Copyright © [Peter Koenig](#), Global Research, 2021

[Comment on Global Research Articles on our Facebook page](#)

[Become a Member of Global Research](#)

Articles by: [Peter Koenig](#)

Disclaimer: The contents of this article are of sole responsibility of the author(s). The Centre for Research on Globalization will not be responsible for any inaccurate or incorrect statement in this article. The Centre of Research on Globalization grants permission to cross-post Global Research articles on community internet sites as long the source and copyright are acknowledged together with a hyperlink to the original Global Research article. For publication of Global Research articles in print or other forms including commercial internet sites, contact: publications@globalresearch.ca

www.globalresearch.ca contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available to our readers under the provisions of "fair use" in an effort to advance a better understanding of political, economic and social issues. The material on this site is distributed without profit to those who have expressed a prior interest in receiving it for research and educational purposes. If you wish to use copyrighted material for purposes other than "fair use" you must request permission from the copyright owner.

For media inquiries: publications@globalresearch.ca