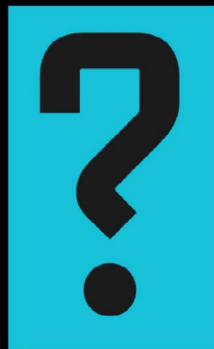


HAVE WE ALL BEEN DUPED



Mass Formation

'Mass Formation' - a term derived from the Psychology of Crowds and 'group think'

Responses to Covid have deliberately stoked primitive emotions, with rational thinking disastrously sidelined.

No-one wants to admit they have been duped! YET IF YOUR IMPULSE IS TO DISMISS THIS LEAFLET, MAYBE YOU'RE PART OF THE MASS FORMATION.

Please read on...
There is everything to gain.

UNETHICAL PSYCHOLOGISTS

Deliberate, well-documented techniques - like artificially increased levels of fear, and stoking shame and guilt - have left many people in a state akin to hypnosis, unable to distinguish between propaganda and the real story and risks of Covid-19

Mass Formation - useful links

<https://tinyurl.com/2p8whf3r>

<https://tinyurl.com/2p8ccy89>

<https://tinyurl.com/2p9eftp8>

What is Mass Formation?

Distinguished Professor of Psychology, **Mattias Desmet** and American psychiatrist **Mark McDonald MD** provide a psychological understanding of the divisive polarisations afflicting society. Throughout 2020–1, most policies and restrictions were based on fear and emotion, rather than on genuine scientific and/or medical reasoning – with ‘The Science’ itself being a major casualty. ‘Mass formation’ helps us to understand how this occurred.

Professor Desmet proposes specific conditions necessary for a mass formation to occur, including high anxiety levels combined with feelings of isolation and a lack of meaning in life. This provides the preconditions for mass formation to take hold, once a suitable event triggers it. The catalyst has been the manner in which Covid-19 was reported by Government and a compliant mainstream media – with reporting utilising **psychological techniques** deliberately designed to change people’s beliefs and behaviour **without them being aware of it**. These manipulative techniques included:

- **Disproportionality** – Relentless reporting on running death-counts while ignoring protective factors like age, natural immunity and effective early treatments
- **Fear** – SAGE’s Government advisors advocated hard-hitting emotional messaging to change the behaviours of those at minimal risk
- **Shame** – Ruthless shaming was deployed against anyone using their own judgement to protect their health
- **Guilt** – Children were deliberately targeted with a disgraceful ‘killing granny’ narrative

These and other examples divided and terrorised the country. Our most terrified citizens then looked to media and government for comforting reassurance, demonising anyone questioning the official narrative. These schisms have generated a ‘group-think’ emotional environment, where **terror, based on exploiting people’s death anxiety, has replaced rational thought**.

Could both sides be caught up in a mass formation?...

In a free, open and rational society, respectful dialogue with those who think differently is essential. We urgently need healthy conversation to heal the massive splits in society. **AND IF WE DON’T LEARN FROM THIS TOXIC HISTORY, WE WILL ALMOST INEVITABLY REPEAT IT.**