

HANDBOOK OF CULTURAL DUE DILIGENCE

U/BLANDERSON_SNOOPER General Editor

Volumes 1 - 5

GameStop
Apes



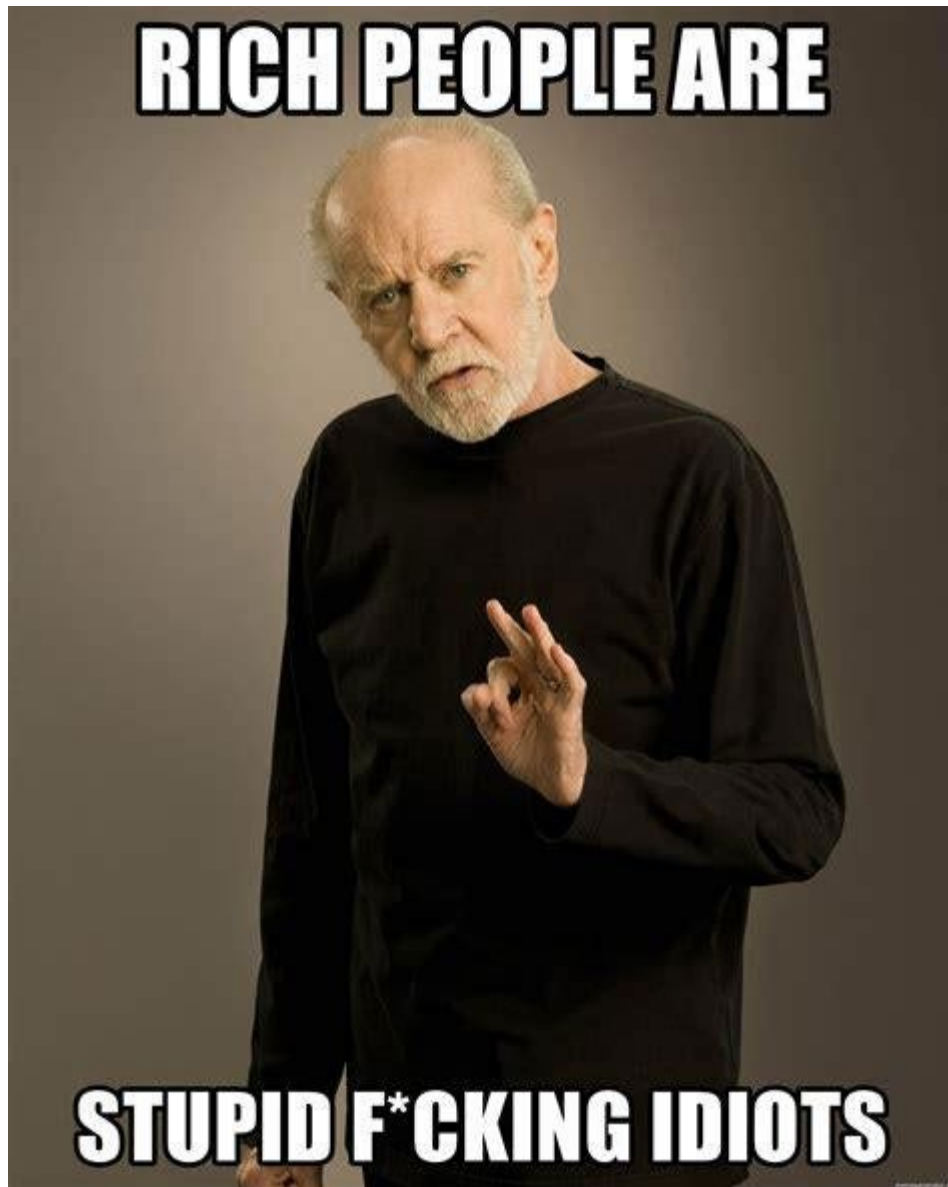


GME Apes: A Cultural Due Diligence - Part 1
March 2021

GME Apes: A Cultural Due Diligence - Part 1

I logged on yesterday morning (3/16) and saw a lot of negativity in the community. It sparked me to write this for you Apes. I love you. Stick together.

The first stock my near-boomer \$ASS ever bought was GME. I bought in because I hate power and exploitation, and the counter-narrative and DD supported one another. It's not a matter of IF the rich are going to pillage the rest of us, it's when.



Carlin knows

I research online communities for a living. In particular, I write about HOW THEY FORM and WHY THEY DISSOLVE. I want to share some advice, thoughts, and memes for the Ape community. But first, I want you to print this and put it on your wall, because it is the only thing that truly matters in all of this. It is the way.



Because I'm a teacher, I'm also going to also recommend two readings for you. I will explain why below. Get them at your local library if you have one. Libraries are like Amazon but everything is free and not propped up by slave labor.

First Recommended Reading

Martin Gurri, "The Revolt of the Public"



(Note: Gurri has major boomer energy and completely misread WSB and GME in February. The fundamental thesis of the book is still on point. If you need to get pissed off, listen to this Mercator Institute podcast. Gurri and the other guests are so dismissive of WSB I was transcribing it yelling "what...WHAT?!?!!" at their takes.

As you are learning, [none of them understand you](#). **Don't be frustrated by this, embrace the opportunity.** Much of my analysis hinges on the idea that you must hang together long enough until the right people understand you. Only the future will.

The first three chapters are most relevant here. Gurri's thesis is that there is currently a battle between information-laden networks ("vital communities" like the Apes) and the entrenched structures of power and authority. That's why the SEC, hedge funds, and mainstream media all work together in times of crisis like this. Gurri's book also helps explain the behavior of both sides of this struggle.



I like the Rock

Retail investors with good DD and access to information are smarter than hedge funds, who use brute force to defend their plays and positions. In their case, the brute force is a combination of hard and soft power: a functionally unlimited money supply, strong social ties to the SEC and other governing bodies, and a flaccid media environment populated by bootlickers and cronies.



With apologies to Bruce Lee

It was the media collusion/FUD campaigns that convinced me to buy GME. **Hidden and/or false information is the hedgies' competitive advantage.** It's how they can guide reality to their narrative, creating self-fulfilling prophecies that make them look smarter than they are. **They are too busy rigging the game to master it.**



You suck Shmelvadel

Those of you who were online on the Day of Silver will understand. We were literally online in these communities while CNBC et. al. were broadcasting that they were running to that commodity. Yet there wasn't a single post or comment about it. Instead, there was nearly instantaneous DD showing how that play was meant to both distract the apes AND benefit the opposing side.

It's like people have been saying here forever: if the hedgies weren't in trouble, they wouldn't be spending all this time and money to fight you. They don't get bored like you do. They get a sexual thrill from keeping you poor. GME threatens that.



Key Point: The rich are born into their networks, or they out-psycho everyone else to earn their way in. Thus, they can defeat you by dispersing you. You cannot do the same to them. That's why they are waging war on your community. It's a one-sided battlefield, and **any energy you put into it is wasted energy.**

[Click here for the next post:](#) Cialdini, whose book is "like learning a new language, one that empowers you against sales tactics, bullies, and manipulators."



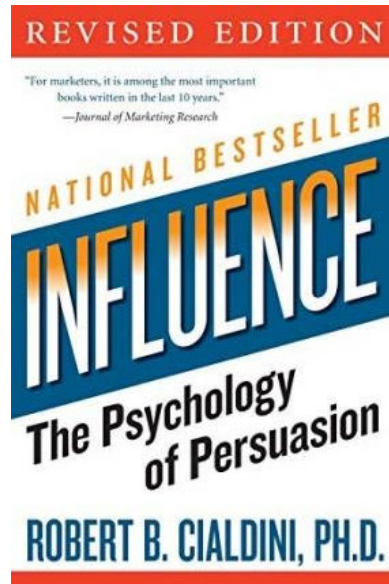
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GME Apes: A Cultural Due Diligence - Part 2

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Recommended Reading 2



If you ever want to know how hedgeie shills, FUDmongers, and the exploiters of the world are trained to think and manipulate, Cialdini is the place to start. Everyone should read this book. It's like learning a new language, one that empowers you against sales tactics, bullies, and manipulators. Things that once made you feel bad will wash over you, and you'll learn who not to trust: good people don't use psychology to hurt others.



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They make the wrong choice every time

Of Cialdini's six principles, there are two mainly being used against the Apes: Authority and Social Proof.

AUTHORITY

Appealing to authority is powerful, and it doesn't always mean appealing to power (like the authority of the police). The more subtle kinds of authority are built on voluntary relationships between those who are granted authority and those who grant it to them. Dentists know more about oral health than you do, so if 9 out of 10 of them agree one toothpaste is better than another you're likely to agree out of sheer convenience if nothing else. They have information that you don't, and for a variety of possible reasons, you trust it.

If you read Gurri's book, you will know that old relationships to authority hold no sway here. Your network is AGAINST their authority, so the more they try to exercise it the more you mock them. Why? Because YOU HAVE INFORMATION they wish you didn't have.

They have appealed to the authority of the markets ("this is not a game, this is not how investing works!"). Yet, it seems to be exactly how they work based on our own eyes. We know markets are manipulatable, the only thing that has changed is *who can manipulate them*. That's what they hate, because it's going to expose them as lazy and corrupt wielders of brute force rather than masters of the universe.

They have appealed to the authority of the financial news ecosystem. This is important, because as much as WE know the media is blatantly lying to push the hedge narrative, MOST PEOPLE DO NOT KNOW THIS.

When I say that, it's not to mock or make fun of folks. [Most people know the media is pushing a political agenda](#) with their POLITICAL NEWS coverage, but Americans in particular are taught to trust in the rationality of markets. FINANCIAL NEWS coverage is viewed as an attempt to explain and understand fundamentally rational and consistent systems, even where awareness of media bias exists.

Apes know that's bullshit, because Apes SEE MORE. We don't see more because we are smarter, we see more because we look more and because we share.

One person started this BY SHARING. That is an anti-authoritarian act.

Sharing knowledge freely with others is an act of rebellion in the world of money and power.

SOCIAL PROOF

Social proof is the idea that if people you admire/love/like/lust after are seen doing something, you're more likely to have a positive impression of that thing. It's the idea behind celebrity endorsements and Instagram influencers.



This is important here for a few reasons.

First, the quality of WSB memes is in part responsible for bringing this community together. Credibility is a tricky subject in the anonymous world of online forums and social media. One thing we researchers know, though, is that mastery over form is strongly correlated to trust in online social networks. The better you are at Reddit, the more credible you will seem to Redditors. That's how I became an Ape. That's why I'm using memes in this post rather than telling you about my degrees.



Second, the hedgies will use this against you in various ways.

1. They will use shills to make it look like fellow Apes have doubts.
2. They will try to turn related communities against one another.
3. They will try to delegitimize anyone seen as a thought leader (hi [u/itsheypixel](#) we love you)
4. They will try to corrupt mods
5. They will use the tactics of narcissists to make you feel bad about yourself for being an Ape.
6. They will call you stupid, a loser
7. They will call this a meme stock
8. They will use short attacks to make it look like other people are abandoning ship

All of these fall under social proof, because they are either trying to convince you that they are trustworthy or that the GME community is not. Fear. Uncertainty. Doubt.

Key Point: HODLing this community together is going to be far harder than HODLing your stocks. In fact, it's like digital quicksand: the energy that built this community will eventually drag it under unless it's grounded in something solid. **That something is the information.**

[Next Post](#): What makes your information so powerful and theirs so weak.



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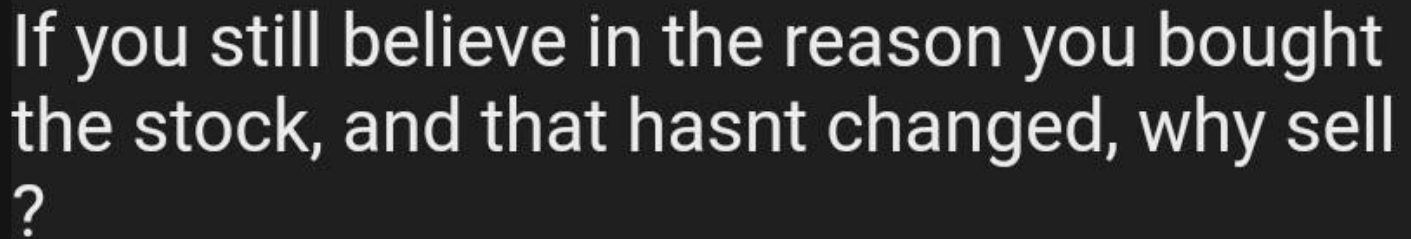
GME Apes: A Cultural Due Diligence - Part 3

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Where We're At Right Now

Mark Cuban said it best:



If you still believe in the reason you bought the stock, and that hasnt changed, why sell ?

Do you?

The memes brought us here, the DD is why we stayed. But calling it DD is too simple. In fact, it's your nuclear bomb. Remember when I said that fighting about and within your communities is a one-sided battlefield on which you can't even fight, much less win? Well good news, **there is another battlefield where YOU hold the advantage: the information.**

In this case, the information isn't just the raw data from this or that terminal or app. It is the nature of the information itself, where it comes from, and how it gets distributed. Hidden information, whether it's falsified short reports or "idea dinners" where they decide how to rig the game and with whom, is one of their most powerful weapons. [The SEC isn't blind, it's involved.](#)

However, when you remove the hedgies' Authority, it completely disarms that weapon. When they say they've covered, you just have to keep saying "Cool, show us."

When they show you a media source, you just have to keep saying "Cool, show US."

When they tell you your information is bad, you just have to keep saying "Cool, show us yours."

When they tell you you're stupid, just keep asking them "Then why are you always wrong?"



Key Point: There are two sets of information at play, both incomplete and contradictory. One set of information, that used by the hedgies and their media outlets, is incomplete because they keep some of it hidden and they have no need of the rest. They rely on their Authority to lend truth to their statements, because as long as that works they don't need to mess with the real data.

But don't worry, plenty of [smart people have said your DD is as good as or better](#) than the hedgies.

The other set of information, that wielded by the Apes, is also incomplete because the hedgies keep so much hidden. However, whereas in a system in which the hedgie-media complex has authority, Apes see their gaps in knowledge **as proof that they are right**, not the media. That is so balls-out crazy to everyone invested in the old system that they didn't have a plan for it.



At least they got chicken

Moreover, since their primary weapon is hidden information, they are trapped. To wield their weapon is to lose it, and to lose it guarantees defeat. **The open, shared information of the network is the opposite.** It is a weapon that appears weak in the face of institutional authority and lies, but at least it can be wielded. And if wielded long enough, it forces the other side to flee the battlefield or admit defeat.

This is how the squeeze gets squeeze.

<https://www.youtube.com/watch?v=2-nKnf5dnWM>

Because they have trained to play the game this way, they don't know how to win any other way, **and they also don't know how to quit.** In fact, there is no reason for them to quit, because from their perspective nothing has changed. And if they can't quit, they can only be defeated, unless the other side flees the battlefield first.

This is why Gurri is so important here.

According to Gurri, the established hierarchy and disruptive network are in a state of neverending conflict, because neither accepts the legitimacy of the other. The network knows something is wrong but doesn't have the information to say precisely what, while the hierarchy guards that information because it is the only thing on which their authority, power, and wealth are based. Both sides are trapped, one by their lies and the other by their integrity.

Because the hedgies have survived by gaslighting for so long, they have chosen to master that skill to the exclusion of others. That's why **they seem to only have one move, because that is all they have.** The Greeks have a word for it: hubris.

The hedgies have no counter-move for the simple response, "Cool, show us," because they've never seen it before. Unfortunately, that move is not a checkmate, it's a draw.

Next Post: The hard but hopeful road ahead.



GME Apes: A Cultural Due Diligence - Part 4

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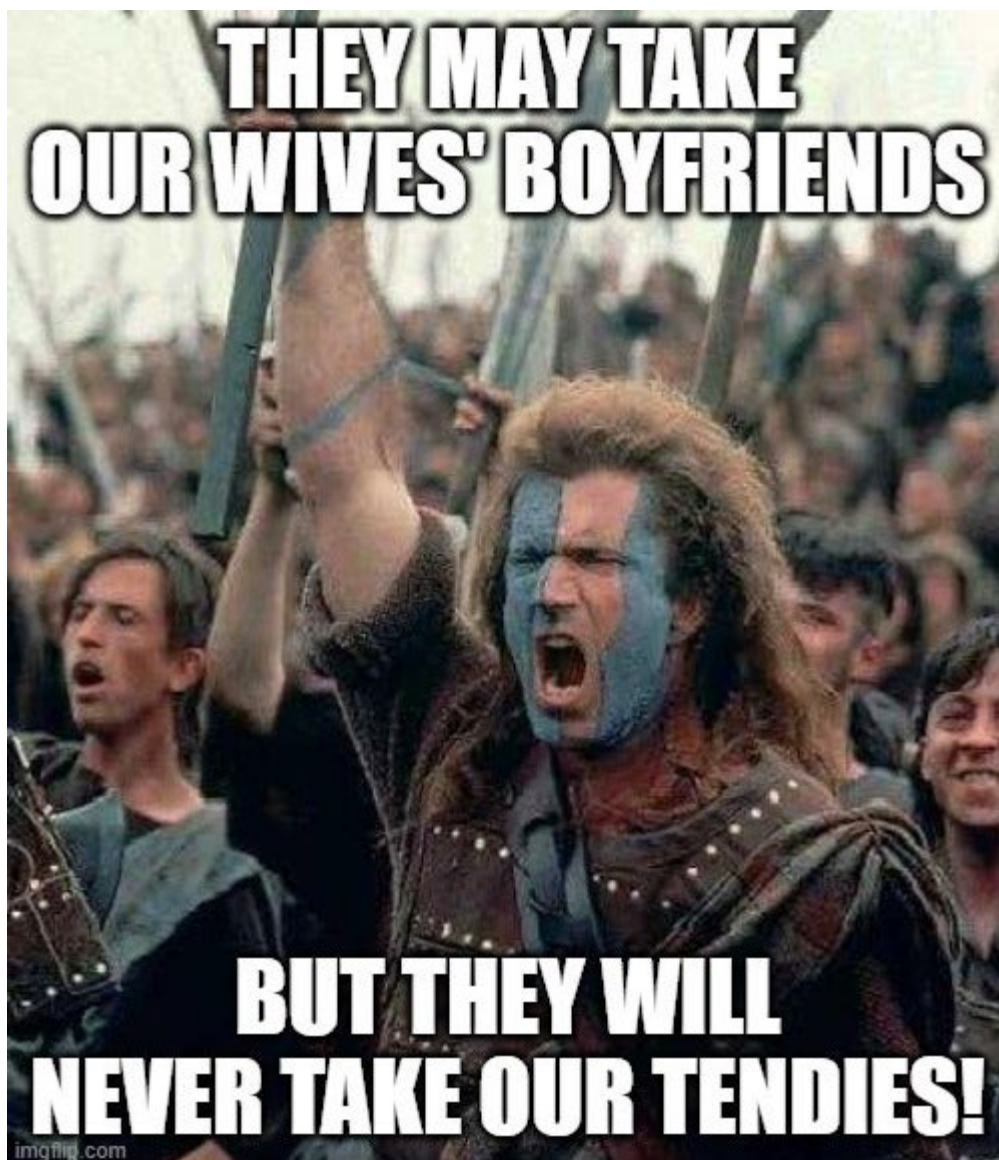
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Tl;dr: Possible Futures and How to Get There

A draw means the status quo. The hedgies like the status quo. They control it.

A draw is, for as long as it lasts, a win for them and pain for everyone else.



There are so many ways this ends in a draw, and only one that changes the world. The first, and most important principle is this:



If you sell, they win. End of story. You might get a little temporary victory for yourself as well, but the world will continue to be built on lies and pain.

I LIKE THE STEAK



Could you have the cook put this on a little longer?

I'm not moralizing. I don't know my price. I was born without money and I'll die without it, because it just doesn't matter to me. The worldview I have laid out is plain. I am a product of the old world, but never felt a part of it. Cialdini helped me understand the rules of the world as it is, but Gurri helped me care more about the unimagined new. That's what this blog is for.

Years after publishing his book, Martin Gurri was asked if the détente between the network and hierarchy is solvable. [Here's his answer](#):

I don't believe the paralysis caused by the collision between network and hierarchy is absolute. I think it's contingent on the structure of the institutions and the behavior of the actors on the political stage. Government can be reconfigured, elites can be replaced by others who behave differently, and the public's behavior, one hopes, is under our own control. Positive change is perfectly possible.

Let's look at the three components of possible change, each of which holds important lessons for the future of the Apes. Every one of these is a vector of attack for the hedgies, because the only thing they need is for nothing to change.

1. Government can be reconfigured.

If you think this means a reconfiguration of political parties or finding the right candidate, then I'm sorry but you're not really skeptical of existing authority. This isn't enlightened centrism, it's a philosophical commitment.

Ideas for toppling existing power will never come from existing power. Nor should they. Government cannot lead from the idea that it itself is illegitimate. Change must come from without. The great (and sometimes terrible) thing about democracy is that the "without" is the public, it's not an invading army.

That why shared values are the most important thing for this community to hold on to. The government *is* reactive, but it takes a long time to get it to move. You need to hang together with a consistent message until they hear it.

To me, that message needs to be:

"We no longer accept a market that runs on secret knowledge. We no longer accept a market that runs on collusion with media and regulators. Finally, plz explain why my shares aren't worth \$x, because me, math, and these crayons I'm eating say they are."

The government will allow this great transfer of wealth to happen, but you have to show them why they should. I think right now there is great opportunity for this kind of thing to happen. Congress is currently waging war against itself, member vs. member. There are allies to be had. Like I said above, they won't *make* this happen, but they might *let* this happen.

Key Point: You just need one Congressperson of integrity to investigate the hedgies in order to reveal the secret knowledge that disarms them and makes it rain sweet, sweet tendies down upon the faithful.

2. Elites can be replaced by others who behave differently.

When Zeus ate his father Cronus, the Greek pantheon traded a tyrant for a hedonist. The same trade happened in 1776, though it took a while to shake out. But a hedonist with power will necessarily use that power to pursue their own interests and pleasure, and to make society reflect them as well.

Well, you know how hedgies can't imagine that you don't accept their authority? They also can't imagine you as anything

but poor reflections of themselves, and unfortunately that applies to a lot of politicians as well. If a politician has the choice between two of the same person, they are going to go with the devil they know. If they are going to trust you with all these tendies, they need to know that you're going to live up to your end of the deal.

That's why I like **verified** posts of donations to children's hospitals, and yes even gorillas. Don't let mania drive you to paranoia. People's investment and charitable budgets are separate. Sponsoring an ape isn't going to cause the rocket to stall, but complaining about it actually might.

Question: Is it shilly to sponsor an ape, or to complain about sponsoring an ape?

Answer: There's no way to tell, and it doesn't matter. However, simply asking this question helps the hedgies and hurts the tendies.

Focus on being a community of principle, not people. Rather than argue about who is or isn't a shill, whose DD is right or wrong, or who does or doesn't represent the Apes, define values that make it irrelevant. The value you choose need not, should not, be all-inclusive, because this is a community that was built around a very specific thing. Anything that is not that thing should simply be irrelevant, not hated or hunted.

That's the meaning of Apes strong together. It's not that everyone can be an Ape, or that any of us is ALL Ape. It just means that in GME you have all found the Ape within, and the potential in that can only be realized if you focus on Apedom when you are together.

Key Point: Your community didn't coalesce around GME to hunt shills or find a stock guru. Only the information you share matters, and that you stay together.

3. Our behavior is under our own control

Yes and no. One of the necessary components for change is the growth of a vital community that stands both in opposition/skepticism toward established authority *as well as* hangs together around a shared passion or value. However, we are still subject to the material realities of our existence. At some point, either you or the hedgies will be forced to act. That force will come from the government.

That's what this waiting game is all about. The hedgies have the resources and connections to play both games at the same time, but so do you.



While they're spending billions a month to delay their trillions in losses, you have only invested what you can afford to lose. That means you are spending nothing. If you get impatient, just imagine those hedgies writing million dollar checks all day every day just to cover their interest payments. It'll get you through.

The other problem with assigning anyone this level of agency is that even in a vacuum our behavior is not "under our own control." We are all to an extent controlled by our psychology and biology. Stress changes our behavior, as does mental illness, hormone shifts, and undetected ailments. Cialdini explains how we can be psychologically manipulated, and we're all familiar with how social media manipulates the worst in us rather than the best.

Perhaps more importantly for this community, our understanding of the world affects our behavior. We are physically, emotionally, and psychologically conditioned from birth, there's no getting around it. That's why principles are so important, and why people's true character is revealed in moments of crisis.

Again, I'm not making a moral judgment on whether and when you buy or sell a stock. I'm just saying what Mark Cuban said more succinctly, "if the reasons you bought the stock haven't changed, why sell it?" But I also want to add to that.

The reasons you bought the stock and the reasons you joined this community may be different, but at some point you will have to decide whether you're going to align the two. There are as many reasons for buying the stock as there are Apes. Some Apes remembered how 2008 crushed their family, some wanted to get rich quick, some are here for the memes, and some just want to watch the world burn.

None of those reasons will bind your community together. They are not its reason for being, and therefore are as irrelevant to it as they are welcome within it.

Key Point: Nobody should tell another person how to feel, or that they are somehow wrong. Resist the urge to hunt, or judge others' behavior. We're **not** always in control, and when we're not we need help not further harm. There is nothing to be gained by disparaging anyone, or trying to be a "better Ape" than someone else. Don't give into negativity and division. That's hedgie shit, and it won't win the game.

[Next Post](#): (Finally) the conclusion.



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GME Apes: A Cultural Due Diligence - Part 5

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Final Thoughts

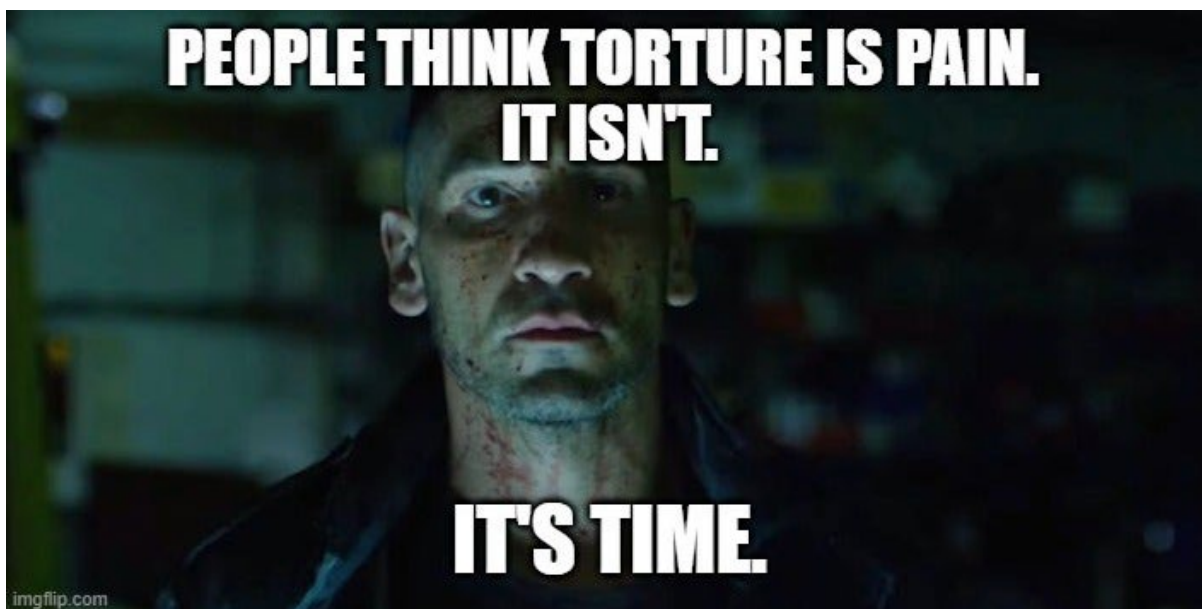
The literal tl;dr of this entire series of posts is:



PLUS



None of what I have written is related to the price of a stock, past, present, or future. It is about how this community can reach its full potential, whatever that may end up being. Who better than the Punisher to help you understand the way forward.



Everyone in this feels pain. Whoever manages time better will win the game.

The analysis is done, that part is over. You know the game is rigged, and almost every day you see exactly how it's done. You're either going to prove it and get rich or you're just going to dissolve into the pain that is this crumbling world. That said, there are no prophets among us, and just because you see something doesn't mean everyone else does. That is a moment for teaching, not taunting.

The way to counter the hedgies' hubris is with humility, the humility to know that you don't know what's going to happen. That means not trying to control it by reading tea leaves or interpreting this or that action, event, or data point. Don't worry about it, it's already done, but not by one person. It's been done by the network.

If you don't understand what that means, welcome to the club. People like me are studying it, but we won't know anything about it for a long time.

At a certain point, however, the new information runs out. We are at that point. The network isn't infinite, and sometimes the simplicity of right action can be lost in the complexity of choice.

All I know is that so far everything they have said has been a lie, and nothing has shown your information to be wrong. Remember, all you ever have to do is say this over and over again:



If you do that, and rise above the negativity, then eventually someone in Congress will start saying it too.

You already know everything you need to know. Make memes, mock power, and relax. You're not going to miss the squeeze when it happens. If what you have to say isn't about holding stock or holding together, it is degrading your community. If you are degrading the community, you are FUD. Don't be FUD.

There are indications that the government isn't interested in saving these particular folks, so the most important thing you can do is be a better alternative. Eventually the politicians are going to have to choose a side. I've told you why the hedgies will never stop. They're not rational because they don't have to be. They're throwing money at both sides, and that money will never run out. But we know that **their weapon is weak, and yours is strong, as long as you stay in the game together.**

However you came to GME, you only ever have to make one choice to stay. Hold for the moon.

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Bonus Fun Post for making it this far: [The Illiterate Burglar: An Analogy for Apes>>>](#)



The Illiterate Burglar: An Analogy for Apes

March 2021

The Illiterate Burglar: An Analogy for Apes

This is just a fun aside I wrote while compiling my DD yesterday, it's not meant to be taken too seriously. :)

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The Illiterate Burglar

Hedgefunds are like homeowners that put a "Protected by Citadel Alarm Systems" sign on their house to scare away burglars, but never actually installed the system. They rely on burglars seeing that sign, believing it, and moving on. They feel safe, and so take no other precautions to protect their home. They even leave the front door unlocked, because they get complacent after not being robbed for a while.

But they had a fatal blind spot: the illiterate burglar. The illiterate burglar, or crayon-eating Ape, spent weeks casing the home, gathering his own set of information. He knows the front door is unlocked and valuables are scattered everywhere. He has seen people walk in and out without setting any kind of alarm. The illiterate burglar grants no authority to the Protected By... sign, rather trusting his own eyes, and waltzes into the home ready to make some cash.

The hedgie is up doing his midnight line of coke when the robber comes in, surprising both.

Having only relied on the sign, the hedgie doesn't know what to do. He starts screaming, "THIS HOUSE IS PROTECTED BY AN ALARM SYSTEM!" The robber is confused, because no alarm went off when he opened the front door. As the hedgie stands there screaming about the sign, the robber looks around. He doesn't see an alarm keypad on the wall. There's no sound, no cameras, but he hesitates anyway.

The hedgie is like, "WTF aren't you leaving?!"

The hedgies' wife comes in and starts screaming, "THIS HOUSE IS PROTECTED BY AN ALARM SYSTEM!"

The robber is confused but undeterred. Might as well grab some stuff since they're not stopping him. It'll be a few minutes before the police come anyway.

The hedgie picks up his phone, but instead of talking to an alarm company or the police, he calls up the head of his homeowner's association. He yells at the burglar, "MY FRIEND SAYS THIS HOUSE IS PROTECTED BY AN ALARM SYSTEM!" He puts it on speaker so the robber can hear his friend scream the same message.

The robber thinks this is strange, and starts to wonder if he should get out there. As time goes on, though, and no police come, the robber relaxes a bit and really searches the house. In the living room he finds a small stack of gold coins under a sign that says "This is all we have, you can leave now!"

The illiterate burglar likes the sign's pretty colors, and hopes there are more signs around the house. The more he searches, the more he finds, and nobody does anything other than scream, though now they're saying "YOU GOT SOMETHING NOW LEAVE!"

Eventually the burglar has taken everything and only then does he leave. Outside, he finds the entire neighborhood screaming the same message at him. A thousand people screaming in the middle of the night, "THIS HOUSE IS PROTECTED BY AN ALARM SYSTEM!" It's a strange world unlike anything the burglar has seen before.

The burglar is SHOCKED by how much money he makes from selling the hedgies' stuff. In fact, it's so much money that he wouldn't have believed it possible. Where he came from, a house worth of stuff wasn't worth a millionth of what he got

from the job. It was literally beyond his imagination.

He decides to buy a house in the same neighborhood he robbed, having quite liked the area despite the people in it being so different from him. In the HOA contract, he finds something weird. Everyone in the neighborhood is related by blood or marriage, and they freely share amongst themselves what they're able to take from others. The signs weren't meant to discourage looting, they were meant to keep the looting going in the right direction.

Lucky for our burglar, he didn't recognize the signs. He granted HIMSELF authority based on the information he knew to be true. He trusted what he saw happening, not the nonsensical behaviors of the hedgies, and in the end realized that he was no more a burglar than they were. He just hadn't been allowed to play the same game. Secret information was irrelevant to him because he wasn't a part of the community that had access to it.

Had he been, he might still be an illiterate burglar, and the neighborhood might still be a thriving parasite on all those around it.

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