

Title: Facts, Credibility, and Psyops with Superstonk and GME

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Stick to the facts. We all want to see the truth, whatever the truth may be and only analyzing facts will get us through the noise and allow us to see it. As apes we put large emphasis on Due Diligence.

Credibility is the primary resource of [Psychological operations]([https://en.wikipedia.org/wiki/Psychological\\_operations\\_\(United\\_States\)](https://en.wikipedia.org/wiki/Psychological_operations_(United_States)))).

Be skeptical of users trying to shape others' opinions on the credibility of others. Shills will attempt to bolster their own side's credibility and detract from the credibility of others.

When a lot of people think of shills they think of Russian troll farms based out of third world countries. Most of the [non-obvious shilling](<https://www.forbes.com/sites/jaymcgregor/2017/02/20/reddit-is-being-manipulated-by-big-financial-services-companies/?sh=2335ef7b4c92>) on Reddit is done by users that most would never suspect as being shills. They may say things like "I DRS" or they may have complimented you in a comment thread. The most valuable shills may have even published popular DD on superstonk. They may have ape themed usernames. These are relatively sophisticated shills that work for legitimate businesses in the United States and other countries that go by names like "Reputation Management Companies." Shills are not exclusively of the "meltdown" variety even though they would like you to believe so.

Their aim is to fit in and build rapport within communities and use that support to shape opinion or steer conversations at critical boiling points when communities are less rational.

The people who try to affect the credibility of others are obviously not necessarily shills. It is a valuable tool that most intuitively understand and access.

Do not let your opinion be swayed by casual name dropping, endorsements, or personal attacks in the comments sections of any threads. If we can tone this down we can more easily see truth.

It can be very hard but stick to concrete facts as best you can. If all else fails reserve judgement until more information is available.