

Title: PsyOps - The Firehose of Falsehood (DD) - "If you tell a lie big enough and keep repeating it, people will eventually come to believe it."

Author: infj-t

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****TL;DR:**** An overview of how 'The Firehose of Falsehood' propaganda technique works to spread misinformation and to prevent the truth from surfacing. *There isn't really more of a TLDR than that, it's best to just read in full, as the detail is important to understanding the bigger picture*.

Given that ****the DOJ are allegedly investigating short sellers for market manipulation**** and for their connection to and use of financial media outlets, I thought it would be a good time to contextualise one of the greatest failings of our governmental and regulatory bodies in a generation.

I never thought I would witness the media's crassness and sheer gaul reach the levels it did in 2021, where they have done nothing but openly disseminate vile, privately motivated propaganda. Perhaps that was naive of me given that (like many of us) I haven't followed the media or their morbidity circus for years for the exact same reason, or perhaps I just prefer to believe there is at least some sanity left inside the simulation.

After what we've all witnessed in 2021, it's fair to say my view of the media and its role in modern society has been solidified and set in stone. ****The last 12 months have been shrouded in en-mass psychological manipulation of the population at large****, so in an attempt to understand and to contextualise it in detail, I went digging and came across something I read a few years back about a propaganda technique known as 'The Firehose of Falsehood'.

1.0 - Preface:

'The Firehose of Falsehood' is not my brainchild by any means, but it's important that these topics are raised here because they are almost certainly in use against us. 'The Firehose of Falsehood' has existed for many years in a mostly political context; originating from Russia it has been successfully used several times including during their annexation of Crimea in 2014. However, in recent years it has also been used by western democracies during political campaigns as well as when periods of heightened public distrust have occurred (i.e post 2008 crisis, COVID-19 etc), due to the benefit that comes to **democratorships** when they distort reality to create confusion and sow division.

The strategy and its relationship to information dissemination in general is what has recaptured my attention and specifically how it relates to securities markets and their interwovenness with financial media outlets. What I believe we're witnessing here is a Short & Distort, where the Distort element of the scheme has taken on the form of 'The Firehose of Falsehood'.

*****Note:***** *You can read about* [*Short &

Distort*](<https://www.investopedia.com/terms/s/shortanddistort.asp>) *campaigns if you are unfamiliar with them.*

****'The Firehose of Falsehood' is based on a few core principles:****

- * the immediate aim is to entertain, confuse and/or overwhelm the audience;
- * it features a "shameless" approach to disseminating falsehoods and contradictory messages;
- * it is based on the fact that people are more likely to believe a story when it appears to have been reported by multiple sources;
- * it is supported by the fact that people are also more likely to believe a story when they think many others

believe it;

* it is predicated on repetition, high volume, high frequency and low quality information;

Doesn't this all sound so familiar?

2.0 - The Psychology:

Remember when [CNBC sponsored specific posts](<https://i.redd.it/8vxraurkcce61.png>) on Twitter and [other MSM outlets such as Reuters](<https://www.reuters.com/article/us-gamestop-melvin-idUKKBN29X0EN>) went into overdrive claiming "short sellers closed, Melvin Capital left the chat...", **if you weren't spending hours on Reddit each day you would have no reason to question this narrative**, it seems plausible enough because a rational person or business would have exited a high risk position if they were overexposed and got caught red handed, but these aren't rational people - they are **corrupt financial terrorists who have been emboldened by the SEC and congress's lack of integrity and respect for the law**, to believe that they cannot lose and so they behave accordingly - like the criminals, manipulators and narcissists that they are.

The strategy behind 'The Firehose of Falsehood' is to manipulate how our brains process and store information. Dr. Christopher Paul who is a Senior Social Scientist of the Pardee RAND Graduate School, noted in a recent seminar that when we first absorb new information it gets imprinted onto our view of the world and our reality, so even if the information is false, in order to refute it we must first acknowledge that it exists. This means that **falsehoods still leave a very real first impression on us and this puts any logical or rational alternative narratives on the back foot because they come up against false information which has already stated itself to be true**. This is compounded by the fact that as humans, when we are uninformed on a subject and we don't have enough knowledge to question the incoming information, **we are unlikely to challenge any narrative which is believable on face value because doing so makes us feel exposed**.

Other experts in social sciences note the delivery methods of the information itself and how the sheer volume of content, no matter how nonsensical it may seem, can be enough to overpower someone's natural resistance or objections to unverifiable information. **It is easier for the human brain to accept information that appears to be inconsequential than it is to challenge it**. Our subconscious brains conserve the energy needed to actively process consequential information (such as: 'if I cross the road in front of this bus will I die?') by accepting seemingly inconsequential information as valid.

This paradigm is why 'The Firehose of Falsehood' is notoriously good at triggering subconscious agreement with information that we register as 'inconsequential'. **In our default state as humans we don't have the mental capacity to critically challenge all of the information which we need to process, so when it doesn't appear to have a material impact on us, our brains choose to discount it**.

When trying to produce and disseminate high-volume, multichannel propaganda, one of the other key factors is ensuring that the narrative you're pushing contains or refers to 'the views of others, especially the views of those who are similar to the message recipient'. This shouldn't seem unfamiliar either, we've seen nonsense articles many times with headlines such as 'Reddit crowd does x...', 'Retail investors dump y...', 'Meme stocks do the cha-cha slide, here's what you should have for dinner on Tuesdays...'. The fact that the last example reads like a MarketWatch article shows just how pervasive 'The Firehose of Falsehood' strategy really is.

Headlines like these are complete gibberish, but **because they contain terms that you've heard many times before and the subject matter is relatable to you and your peers, you can probably feel them trying to worm their way into your brain** even though you know they're nonsense and hold no actual value to you. In fact, the realisation that they incense you and trigger an emotional response is part of what makes 'The Firehose of Falsehood' so effective, to the average reader the information appears valid and inconsequential, therefore being accepted as true before being discounted. To those who know what the subtext is and how manipulative the information is, it makes them (us) angry, thus **causing the maximum amount of destabilisation to ANY person who engages with the content**.

The final trick in the playbook is **repetition, repetition, repetition**. Remember when you learned at a young age that repeating something 3 times made it more likely that you would remember it? The repetition of the same narrative over and over also indoctrinates the human mind into believing that something is true. In a democracy the Achilles heel of collective understanding is that it takes **equal to or greater than** levels of knowledge in order to disagree with and then overpower an existing narrative.

In a society of majority rule, **repetitive lies** told to a population of people with busy lives **regularly go unchallenged**, because we don't have the time or resources to challenge them.

[\\\"I've seen some things man and some stuff, I wouldn't recommend it...\\\" - MSM, probably](<https://preview.redd.it/zc6xyjeqsr981.jpg?width=1577&format=pjpg&auto=webp&s=4cab4d98124def4c1d799e4686de443910231895>)

3.0 - The History of Propaganda:

Let's briefly pause here for a short but important lesson on the history of propaganda.

In the late 1920s, the American pioneer in the field of public relations and propaganda - Edward Bernays, wrote a book about the essential role that propaganda plays in society. "The conscious and intelligent manipulation of the organised habits of the masses is an important element in democratic society. **Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power** of our country." — *Propaganda*, c. 1928.

For a while after its inception, propaganda itself was considered to be a positive concept, a way of influencing the masses without having to resort to guns, physical violence or state crackdowns. It wasn't until the propaganda machinery of Goebbels and the Nazis that propaganda became synonymous with deception and manipulation, thus deservedly earning its negative reputation. Hitler's 'Minister of Propaganda' famously asserted, **"If you tell a lie big enough and keep repeating it, people will eventually come to believe it."** After the war, a softer term would be adopted in place of 'propaganda', but which by any other means was the exact same thing: *Public Relations*.

Some key quotes which have since shaped what it means to 'control the narrative' can be found in the work of French thinker/theologian and social critic Jacques Ellul who published a book in 1962 titled, *Propaganda: The Formation of Men's Attitudes*. In it he wrote, "Propaganda does not aim to elevate man, but to make him **serve**". Following a similar theme in 1984, renowned British novelist, journalist and critic George Orwell remarked, "Who controls the past, controls the future: who controls the present controls the past."

Extrapolating this quote by Orwell and applying it to GME makes it painfully clear that **controlling the present narrative around GameStop, Naked Shorts, Cellar Boxing etc is an attempt to control the end-to-end narrative** around what happened in January 2021 and subsequently back to 2008 and beyond.

If the corrupt financial corporations and media can successfully manipulate enough people into believing their narrative at present, it will set the tone for what has happened in the past. If **"nothing bad"** happened in the past, this will define our future - one where **regulation and the law continue to mean nothing to those with the money and influence to evade them**.

4.0 - The Mainstream Media (MSM):

Ooops, looks like we just stepped in shit...

Controlling the narrative has always gone hand in hand with tyranny, indoctrination and en-mass manipulation, be it for seemingly benevolent intent such as stemming the need for state issued violence in

the early 1900's or for supporting duplicitous greed and private financial interests as we see today. The key understanding here is that history repeats itself, but it often masquerades behind a thin veil of differentiability. What was government issued propaganda in the early 20th century has become an ever-linearised, privately controlled range of media channels, where direct **conflicts of interest** are always on the menu, where **words mean nothing**, **statements go unchallenged** and **lies, unpunished**.

Mainstream media just entered the chat and oh boy do they have a lot of bullshit to say.

Repetition:

Remember when we were told to 'Forget GameStop' so many times that we remembered it that much that we quadrupled our positions, Pepperidge Farm remembers. I [screen-shotted a Google search](<https://imgur.com/a/lc7ByZH>) of The Motley Fool website for the term 'forget gamestop' back in early August 2021 and it returned 738 articles containing that term, which averages out to 4 articles per day every day for 6 months containing the term 'forget gamestop', interestingly I also tried several other companies and keyword combinations but was unable to locate any similar patterns.

Pump & Dump Schemes:

We all know how financial media outlets actively engage in [pump and dump schemes](<https://www.investopedia.com/terms/p/pumpedump.asp>) (remember $\$S_L_V$, $\$R_K_T$ and $\$C_L_O_V$?), how many weed and EV stocks have we seen explode and then die just as fast in WallStreet*Bots? More recently this pump and dump tactic has been diversified further into listing what MSM now refer to as '[short-squeeze candidates](<https://www.google.com/search?q=short-squeeze+candidates&oq=short-squeeze+candidates>)', which is an interesting concept given that the last time I checked, short squeezes were not a daily, weekly, or monthly occurrence, nor are they a commonly used trading strategy in capital markets.

Selective Data:

Then there's the way in which MSM [cherry-pick](https://en.wikipedia.org/wiki/Cherry_picking) information to provide a high-level overview which skews reality to benefit the narrative which they are trying to depict. For example Benzinga, a trashy wanna-be financial news platform reported that analyst Edward Woo of 'Ascendant' (an investment banking firm) is bearish on GameStop, indicating that the stock's value had been downgraded in his view from \$24 to \$23 per share - okay, cool beans but who is Mr. Woo?

A quick Google search returns [this](<https://www.wallstreetzen.com/analysts/edward-woo>) abomination - **at the time of writing** **Mr. Woo is ranked #3382 out of #3555 Wall Street analysts, or put more clearly, in the bottom 5% of analysts with an average portfolio return of -10.15%** (*yes negative*). I found this interesting, as we all know that it's not at all coincidental how this analyst's view was selected by Benzinga over many others with better portfolio returns who are bullish on GME.

Lastly, in this section I wanted to include a list of **MSM outlets** which I have found in at least 5 different instances to be guilty of fire-hosing in relation to GME:

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||||
|:-|:-|:-|
|CNBC \[D]\The Motley Fool \[D]\MarketWatch \[D]\
|Business Insider \[D]\Investor Place \[D]\Financial Times \[D]\
|Benzinga \[D]\Barrons \[D]\Wall Street Journal \[PI]\
|The Economic Times \[PI]\Reuters \[D]\Bloomberg \[D]\
|CBS News \[D]\CNN \[PI]\Investing.com \[D]\
|Yahoo! Finance \[PI]\The Telegraph \[PI]\MSNBC \[D]\
|Markets Insider \[D]\The Independant \[PI]\Detroit News \[D]\
|Forbes \[D]\The Guardian \[PI]\BBC News \[PI]\
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This list is non-exhaustive and based on my own analysis of content posted by these MSM outlets.*

\[D\] stands for deliberately manipulative reporting, where selective data has been used to suggest an outcome or narrative that would lead the reader to conclude that they should sell or avoid GME, or where articles and content have been timed with market activity which implicates the outlet in market

manipulation.*

[PI] stands for passive/incompetent reporting, where either an algorithm has cloned negative sentiment and content from other outlets already reporting on GME, or where the outlet has passively agreed to what other outlets are reporting, therefore adding to/re-sharing misinformation through laziness or incompetence.

5.0 - Checkpoint:

So we've covered how 'The Firehose of Falsehood' operates and disseminates information which:

- * uses false narratives and information;
- * is shamelessly inaccurate;
- * is disruptive and manipulative;
- * is repetitive and relentless, relies on over saturation;
- * originates from multiple sources, often simultaneously.

We've also reviewed just a select few examples which illustrate where and how this strategy is being used in relation to GME and the stock market in general and the media's complicity in attempting to control the narrative. The logical next step is to see whether there is a specific law which prevents this kind of biased media coverage.

With the amount of propaganda we see on a daily basis related to GME, it got me thinking, there has to be a law to prevent this, *surely it can't be legal to just spew blatant lies without any semblance of truth, right?* **Surely this cannot actually be legal** and *someone, somewhere* should be enforcing **TRANSPARENCY**.

This lead me to the [FCC Fairness Doctrine](https://en.wikipedia.org/wiki/FCC_fairness_doctrine).

6.0 - The FCC Fairness Doctrine:

Unfortunately, it turns out we've been going backwards in the fight for transparency for decades.

Once upon a time, we did actually have something we could point at and say, "be honest, or else" and whilst the 'or else' of it was toothless in the face of real corruption, at least it was something. The purpose of the 'FCC Fairness Doctrine' which was introduced in 1949, was to require the holders of broadcast licenses to **present controversial issues of public importance in a manner that fairly reflected differing viewpoints**.

Despite the clear need for moderation and oversight in an industry that can't be trusted to get even basic facts right, **the 'FCC Fairness Doctrine' was repealed in 1987** which prompted many activists and the general public to urge its reintroduction through either Commission policy or congressional legislation.

As if it couldn't get any worse, in 2011 the '[Broadcaster Freedom Act of 2011](<https://www.congress.gov/bill/112th-congress/house-bill/642?s=1&r;=7>)' was brought in to protect the political and financial agendas of the elite and to remove the FCC's ability to reenforce or reinstate the 'FCC Fairness Doctrine'. The Broadcaster Freedom Act was cosponsored by 145 congressmen and women and passed without any evidence of debate.

In August 2011, the FCC itself decided to completely remove the rule that was used to implement the 'FCC Fairness Doctrine' from the Federal Register, as they no longer had the jurisdiction to enforce the policy on broadcasters who had been increasingly violating it's principles over recent years.

7.0 - Summary:

****The whole system is fraudulent**** \- government agencies, regulatory bodies, media coverage, large market participants, hedge funds, prime brokers, brokers, banks, the god damn law, legislation and rules themselves - ****all of it is rotten to the core****.

'The Firehose of Falsehood' is being used to spread disinformation and to prevent the sins of the elite (and those who are supposed to regulate them and the industry) from rising to the surface. When we consider 'The Firehose of Falsehood' in the context of capital markets, we're **allegedly protected** from the propaganda which would normally fall under 'broadcaster freedom'. The law is clear on [Short & Distort](<https://www.investopedia.com/terms/s/shortanddistort.asp>) campaigns, ****just like naked shorting itself****, spreading negative and/or false information in ****an attempt to manipulate stock prices is illegal****.

****Firehose or no firehose, we will not be silenced this time.****

I have begun reporting the media's lies to the DOJ and whilst this does feel counterintuitive (like reporting a crime to the criminal), we must fight back with whatever tools we have available to us:

<https://www.justice.gov/doj/webform/your-message-department-justice>

****POWER TO THE PLAYERS.****

****BUY. HODL. DRS.****

[Me right now...](<https://preview.redd.it/qlqd4nulsr981.jpg?width=800&format=pjpg&auto=webp&s=9f4f003e9adcbc81f0da0353a1f1982dd8a4ce9f>)

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****External Links:****

<https://i.redd.it/8vxraurkcce61.png>

<https://www.reuters.com/article/us-gamestop-melvin-idUKKBN29X0EN>

<https://imgur.com/a/lc7ByZH>

<https://www.investopedia.com/terms/p/pumpanddump.asp>

<https://www.google.com/search?q=short-squeeze+candidates&oq=short-squeeze+candidates>

<https://www.wallstreetzen.com/analysts/edward-woo>

<https://www.investopedia.com/terms/s/shortanddistort.asp>

<https://www.justice.gov/doj/webform/your-message-department-justice>