**THE ILLUMINATI CONSPIRACY**

The human brain is one remarkable organ as it is responsible for storing information and relaying messages to other parts of the body. The mind plays a crucial role in controlling the entire body. However, this paper will only seek to determine why we believe some conspiracies, such as the famous Illuminati conspiracy, even when facts show they are unreal. The report will analyze the reasons to understand the cognitive bias, logical fallacies, perception bias, and fact-checking to determine why people believe such conspiracies are real.

The Illuminati society first began in 1776 by a man named Adam Weishaupt in Bavaria as people started opening up their minds to new ideas in terms of freedom from religion as that was the governing rule in western continents such as the Catholic churches. These led to the formation of the Illuminati, a group of elite people with rational thinking instead of religious ideologies. (Stauffer and Vernon, 13)Adam then joined his society with another group of elites whose aim was to offer knowledge and reason called the freemasons, which later led to a group of wealthy secret members performing secret rituals. After that, the Illuminati revolution grew. Many members joined in all through the world over a couple of years; even after it was dissolved in 1784, it is unclear if the society ever reformed. However, over time conspiracies have been formed after the history of the Illuminati in Bavaria. The definition of a conspiracy theory is speculation that refutes the normal simplifications for an occasion and instead approves a secret group having a common hidden motive towards the ultimate plan of the world.

The Illuminati conspiracy theory is based on total world dominations; the secret group is associated with governments, the entertainment industry, scientific findings, and the financial industry to achieve their primary goal. (Dice and mark, 113) According to Christianity, the Illuminati can be referred to as the Antichrist, as John described in the Bible as they will dominate the world's governments' for 42 months. However, Christians believe that the Illuminati are laying a foundation for the Antichrist for the end of times.

According to the Islam religion, the Illuminati is also known to be the Dajjal (Anti-Christ) as in the Holy Quran, Allah states the heart is essential in the opening of 'Two eyes' to view the world the way it is as well as to see what not to indulge. In contrast, the Illuminati main symbol is the 'One eye,' which symbolizes the blindness of the world's inner understanding in Islam. (Richardson and Joel, 144-156). In the Holy Quran, the last days are known as Qiyammah, also known as the false messiah that symbolizes the end times.

Conspiracy theories such as the Illuminati, especially among celebrities, are prevalent due to cognitive biasness, intentional bias. Humans are bound continuously to misinterpret things or information intentionally. As humans, we also have a strong urge to clearly understand some crucial things in our lives and confirm what we already believe to be real. (Marchlewska and Marta et al., 109-117) Cognitive bias dramatically affects a person's intelligent reasoning as we tend to believe information even without factual evidence, and even though the evidence is produced, such as in the Beyoncé and Jay-z Illuminati conspiracy, we tend to quickly think what we are shown when in fact it might just be showbiz. Celebrities rely on popularity to be successful; thus, by supporting such conspiracies, they can increase their fan base and numbers.

The human brain senses are continually gathering information from all over the world, especially in this digital era. The human mind filters what it should take and what it shouldn't depend on what you hold as necessary information. For instance, when one is having a conversation in a noisy place, the brain will shut out the other noises and only focus on the person conversing. (Marchlewska and Marta et al., 109-117) Therefore about the Illuminati conspiracy, confirmation bias plays out in a person as religion plays a massive role in many people's lives, especially as a moral compass to how they act. Hence, such conspiracies make much sense for many people, even though it might be false.

Confirmation bias is what is used in most conspiracies as it conforms to the pattern which exists in religious stories. In Christianity, John talks about the Anti-Christ as well as in Islam and the Judaism religion. (Marchlewska and Marta et al., 109-117) These patterns are very similar to the Illuminati conspiracy of the new world order, which goes against the ideology of a savior who came and is to go for the world's redemption.

In the quest to look for understanding and clarity, especially about religious conspiracies such as the Illuminati, we tend to believe the numerous internet conspiracy theories about the Illuminati such as the existence of aliens, which goes in line with the past evidence we were shown in cartoons and movies when growing up. (Barrett and Justin, 87) The use of such patterns streams from what the media has always been portraying to create such conspiracy, which confirms that they are real in our minds.

Conspiracy theories also use a lot of logical fallacies in their reasoning to find evidence. A logical fallacy is any inaccuracy in the logic of an argument, thus making it unfounded. Most logical fallacies are used to deter one from the real issue at hand; therefore, people who use logical fallacies in their arguments usually appear more confident and intelligent. (Sternberg and Robert, 123-145) In conspiracies, various logical fallacies prove when the idea might be invalid in the real sense.

The most common logical fallacy used in conspiracies such as the Illuminati is the false cause. (Sternberg and Robert, 123-145) An example of a major wrong cause used in the Illuminati conspiracy is that the death of the famous musician Whitney Houston was due to the Illuminati, the conspiracy behind her death was that she wanted to opt-out of the secret society, so instead, they killed her and lied that it was due to cocaine overdose and heart failure. This is a false cause the logic behind it is that she died due to cocaine overdose, which leads to her heart disease, but the wrong reason is that the Illuminati society indeed murdered her.

In the age of mainstream media, it is difficult to differentiate between fake and real news. The enhancement of technology has led to the growth of mainstream media, which has led to the high rise of fake news as people now have access to creating and putting out content without having to use money. Everyone can become a content creator with just the use of a phone; therefore, this is one of the primary reasons for the rise of conspiracy theory. The media has become flooded with non-factual views such as the Illuminati.

Additionally, the pandemic that has befallen the world since last year, Corona Virus, has also been linked to the Illuminati. Perception bias is another fault in the validity of a situation or argument, and in this case, an Illuminati conspiracy theory. The human brain is always receiving information and making judgments about those particular messages. Many factors, such as cultural and religious beliefs, affect how we perceive information. (Dice and mark, 113) The Illuminati conspiracy is among the many these we perceive based on our religious and cultural beliefs.

Paranormal occurrences have been linked to the use of perception bias when detecting patterns of unusual events such as the Anti-Christ in the Bible. It is stated that creatures will befall the earth against the word and gospel of Christ. (Van Elk and Michiel, 1041-1046)In John's book, the Anti-Christ is said to have already dwelt in the earth and that they were already in work of recruiting people into the new world order, which goes against religious beliefs.

The Illuminati conspiracy theory also talks about the Anti-Christ being Jewish since Jesus was also Jewish this is a logical fallacy as there is no factual evidence that shows that the Anti-Christ was indeed Jewish or even a person. In Christianity, it is stated that the Anti-Christ are many people with the evil spirit whose maid goal is to distract people from hearing and understanding God's word. Statistics show that there are over 2.1 billion Christians worldwide, 1.5 billion Muslims, 1.4 Hinduism, and 5 billion Buddhists. Therefore, this shows how many people rely on perception bias in judging situations and Illuminati theories.

Some facts exist about the Illuminati conspiracy theory, which most likely is the reason for the popularity in the numbers of people who believe the approach to be real. The most common one is the "one eyed" symbol, which symbolizes the Illuminati logo. This sign is also in the US 1$ dollar bill, thus creating the hypothesis of the theory's reality. These allegedly the proof that shows the involvement of these Illuminati in the domination of the US government.

The Illuminati's primary goal is to dominate the world through music, culture, and government dominion. The fact about this is that the music industry has led to the rise of a new culture; music sets society's trends. For instance, western music and movies have primarily affected how people dress, their ways of life, among other things. However, this doesn't mean that the conspiracy may be real; it may be just the use of perception bias.

The Illuminati now exists as a secret organization as it was outlawed in 1785 due to its goals to change the existing governance, mostly by the Religious influence on the leadership of Bavaria. The fact is that it has been used to validate the existence of the Illuminati. The use of such points is what has led to the speculation of the reality of the conspiracy. Therefore, if the Illuminati conspiracy is just another fake theory based on non-factual reasoning, why do many people believe in them? According to a psychologist, people who believe in conspiracy theories tend to have a great need for closure. (Richardson and Joel, 156) The need to find a deeper meaning for phenomena and events is the driving force behind such conspiracies.

In psychological terms, the need is known as hypersensitive agency detection; this is where people tend to base events by placing a hidden force behind it. It has also been linked to the lack of intelligent understanding, thus the need to rely on biases to properly understand a simple theory. Humans are always driven by things other people believe in, just like the statement states jumping into the bandwagon. (Swami and Viren it et al., 572-585) means people always gravitate to what craze other people into, just like conspiracy theories.

YouTube and other social media platforms have also led people to believe in non-factual conspiracy theories. Whenever one uses the internet, a pop-up on a conspiracy theory is likely to appear on the screen. Depending on your search history, the conspiracy might be on a topic within your search history. (Swami and Viren et al., 572-585) Therefore people tend to believe whatever they are shown on the internet to be credible, which explains the high numbers of conspiracy theories coming up every day.

The need to feel good about their self-image is another reason most people in conspiracy theories due to their need to feel secure and in control, knowing they have things figured out in their lives that are much bigger than getting employment and other life responsibilities. (Swami and Viren et al., 572-585) For instance, the conspiracy that the Illuminati control all government's operations validates that they are unemployed.

In conclusion, the Illuminati was a real society in 1776. Still, after it was outlawed, no factual evidence shows that they exist naturally through human minds; we are bound to find truth in error through cognitive bias, logical fallacies, perfection bias, and fact-checking.

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