

YOU ARE NOT IMAGINING THINGS!

Governments around the world are using advanced behavioural science techniques to impact people's attitudes and behaviours.

Nudge

All over the world officials are using an advanced behavioural science model called **NUDGE** (Thaler & Sunstein, 2019) to watch and modify our behaviours.

In Canada, that program is called Impact Canada and has been used to:

- increase compliance with public health measures
- discourage questions and alternative viewpoints
- normalize and justify censorship

You've
Been
"NUDGED"

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Mental Health Research Committee

WONDERING

why some people have been behaving strangely since 2020...



HOW DO THEY DO IT? THEY USED:

IMAGES

- houses as safe zones
- arrows
- people with masks
- people drawn without faces
- people in lines
- selfies of smiles after shots

SOUNDS

- silence = fear
- banging pots = jubilation
- clapping hands = euphoria

LANGUAGE

(specific words to shape how we feel)

- "pandemic"
- "cases", "deaths"
- "two weeks to flatten the curve"
- "essential"
- "social distancing"
- "social responsibility"
- "vaccine"
- "safe & effective"
- "anti-masker", "anti-vaxxer"
- "misinformation", "anti-science"
- "keep your community safe"

Pressure on professionals to coerce others.

COMPLY or BE EXCLUDED

Have we been fooled into giving up our health autonomy and freedom?



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Foot in the door
Grab our attention

Pressure, silencing,
THREATS


Prime

Plant the seeds of an idea so we will easily accept it when its presented


Boiling the Frog
Gradually integrate changes and restrictions that we would normally not accept



Messenger Effect

Use people who are seen as trusted to deliver a message that might otherwise be questioned


Social Distancing
Rob us of our basic need for human interaction



Twisting Information
Withhold, omit, or provide erroneous info and describe any other info as "misinformation"


Triggering Emotions
Trigger emotions to bypass our thinking brain

- fear, confusion, shame, embarrassment, loneliness, exclusion, trust, hope, belonging, euphoria





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Reference List for Psychological Mechanisms used to Influence Attitudes and Behaviours During 2020-2023 Crisis

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