

~They will not understand until they rebel and they will not rebel until they understand~
George Orwell Animal Farm 1942

Walter Lippmannⁱ was a practical man who taught the corporate world how people think and taught how to manipulate minds in an age before computers. In 1914 he observed:

“ Ours is a problem of..... the shrewdest brains misleading a bewildered people.”ⁱⁱ

Many things have changed since 1914 but one thing that has not is wealth can be made by understanding the population and then selling that information to businesses and political interests.

Over the last 500 hundred years our media has changed.

- 1600: We heard stories from our Bards, the source widely dispersed and local.
- 1700: We read print, the source more focused, the message national.ⁱⁱⁱ
- 1800: Thousands of independent newspaper printed daily and delivered by the mail
- 1900: We listened to radio and records, the message became hyper commercial and corporate.^{iv}
- 1950: We watched TV, we became segmented as distinct targeted audiences
- 2000: Media now watches us, segments us finely, targets specific messages to to specific groups, edging our opinions one way or another in the process.

The media now watches us and segments us

1. **Every cookie**, click bait, tweet, cell call, post, search, purchase, what Alexis hears, travel, video views, contacts, keystroke, computer setting, its all broken down and analyzed by A.I.^v
2. **Personality characteristics** are identified and you are categorized, a clearly understood peg in an understood hole. As an individual you are irrelevant, but once grouped you have value. Yes they respect your privacy, you are grouped anonymously. You are 7 of 9, aspiring, business like, accepting in one group, and a dozen blunt, opinionated, gullible people in another group.
3. **Millions of others** are your twin. Your activity is matched to a matrix of 600 characteristics into a few hundred types. Organized as a type, anonymous but cohesive, you are meta data.
4. **Data whores** have developed predictive algorithms and know what you will do before you do, its way beyond making you think one thing or another. You readily accept the process because no attempt is made to convince you that black is white. Instead, your preconceived ideas, the shades of gray, are brought into sharper focus. Your comfortable with the sharper label you believed it anyway, it is a setup like a cock fight.
5. **The buyer pays** to stimulate you. To elicit a response, you are a Pavlovian dog. Prejudiced convictions are the starting point, the result a passionate adherence to **their** ideas. And incredibly you think they are **your** own ideas, because they are. You are so well understood by Amazon, Facebook and Google that they can sell your prejudices as a group, a million people that believe X can be made to believe +W or -Y fairly easily, its all WXYZ anyway.
6. That is the incredible beauty of Facebook, Google, Amazon and Microsoft, each owned by one of the richest men in the world. They got rich by selling your soul. You are their bitch, they have contempt for you. The anger and division is not unforeseen, it is the planned for outcome.

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How did they get so rich?

Private information is practically the source of every large modern fortune.

Oscar Wilde (1854–1900)

7 of the 9 richest men in America are data whores !		
Jeff Bezos	Amazon	Destroyed more infrastructure than allied bombs
Bill Gates and Steve Balmer	Microsoft	Makes bad software easily monitored by design
Mark Zuckerberg	Facebook	Really you need an explanation ^{vi}
Larry Ellison	Oracle	Makes the databases used to file you
Larry Page and Sergey Brin	Google	Irony of ironies their motto was “do no evil”

The story of these men is all the same

1. Start a small company with strategic interest.
2. Receive massive funding from state backed Venture Capitalists when there is no clear path to profit, but a clear path to access to private data or the opportunity to aggregate data on the citizenry.
3. Continue to fund despite losses, continue to invest as the competing industry, be it newspapers, bookstores, or whole retail segments are decimated by a competitor consolidating a market wiping out diversity in the process and at the same time creating mine-able databases that dissect and segment the population for manipulation.
4. Make the data whore a billionaire for his obedience, lack of morality, continued loyalty and subservience to a fascist state.
5. The billionaire, if he chooses can become
 1. a space explorer and claim a planet for his personal use, in the process become the new Magellan, only this time he has no king to report to.
 2. a philanthropist returning a small percentage of what he stole, in the process become a sort of techno Mother Theresa, but one that raped you then consoles you.

The internet is like fire, its useful, a little warms, allot burns. The less time you spend online the smarter, happier and less likely you are to become Sheeple or Group Thinkers

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About 400 of 650 Personality Traits used to categorized you.

For good or evil anyone with a dollar can order a group of people who are angry and hostile and target them with a specific message. Perhaps you want Agreeable and Sharing; not a problem, order today! Every click you make fine tunes the definition of your profile, until everything about you is known, then your opinions are hardened and you act. Storm the capitol, buy a particular bar of soap. All the same to a **Data Whore**.

Positive Traits		Neutral Traits		Negative Traits	
Accessible	Sensitive	Absentminded	Skeptical	Abrasive	Gloomy
Active	Sentimental	Aggressive	Solemn	Abrupt	Greedy
Adaptable	Serious	Ambitious	Solitary	Aimless	Gullible
adventurous	Sexy	Amusing	Stern	Aloof	Hateful
Agreeable	Sharing	Artful	Stoic	Amoral	Hedonistic
allocentric	Shrewd	Ascetic	Strict	Angry	Hesitant
Amiable	Simple	Authoritarian	Stubborn	Apathetic	Hostile
Anticipative	Skillful	Big-thinking	Stylish	Arbitrary	Ignorant
Appreciative	Sober	Boyish	Subjective	Argumentative	Imitative
Articulate	Sociable	Breezy	Surprising	Arrogant	Impatient
Aspiring	Solid	Businesslike	Soft	Asocial	Impractical
Athletic	Sophisticated	Busy	Tough	Assertive	Impulsive
Attractive	Spontaneous	Casual	Unaggressive	Barbaric	Inconsiderate
Balanced	Sporting	Crebral	Unambitious	Bewildered	Indulgent
Benevolent	Stable	Chummy	Unceremonious	Bizarre	Inhibited
Calm	Steadfast	Circumspect	Unchanging	Bland	Insensitive
Capable	Steady	Competitive	Undemanding	Blunt	Insincere
Captivating	Stoic	Complex	Unfathomable	Biosterous	Insulting
Caring	Strong	Confidential	Unhurried	Brutal	Intolerant
Challenging	Studious	Conservative	Uninhibited	Calculating	Irrational
Charismatic	Sweet	Contradictory	Unpatriotic	Callous	Irritable
Charming	Sympathetic	Crisp	Unpredictable	Careless	Lazy
Cheerful	Systematic	Cute	Nonreligious	Cautious	Malicious
Clean	Tasteful	Deceptive	Unsentimental	Childish	Mannered
Clear-headed	Thorough	Determined	Whimsical	Coarse	Manner less
Clever	Tidy	Dominating	sarcastic	Cold	Meddlesome
Colorful	Tolerant	Dreamy	Self-conscious	Colorless	Messy
Companion ly	Tractable	Driving	Sensual	Complacent	Miserable
Compassion	Trusting	Droll	Proud	Compulsive	Miserly
Conciliatory	Understanding	Dry	Pure	Conceited	Misguided
Confident	Undogmatic	Earthy	Questioning	Condemer	Mistaken
Conscientious	Upright	Effeminate	Quiet	Conformist	Monstrous

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Considerate	Vivacious	Emotional	Religious	Confused	Moody
Constant	Warm	Enigmatic	Reserved	Contemptible	Morbid
Contemplative	Responsible	Experimental	Restrained	Conventional	Naive
Cooperative	Responsive	Familial	Retiring	Cowardly	Narcissistic
Courageous	Romantic	Folksy	Obedient	Crafty	Narrow
Courteous	Rustic	Formal	Ordinary	Crass	Neglectful
Creative	Sane	Freewheeling	Outspoken	Crazy	Neurotic
Cultured	Scholarly	Frugal	Paternalistic	Criminal	Nihilistic
Curious	Scrupulous	Glamorous	Physical	Critical	Obnoxious
Daring	Secure	Guileless	Placid	Crude	Obsessive
Debonair	Selfless	High-spirited	Political	Cruel	Obvious
Decent	Self-critical	Hurried	Predictable	Cynical	Odd
Decisive	Self-defacing	Hypnotic	Preoccupied	Decadent	One-sided
Dedicated	Self-denying	Iconoclastic	Private	Deceitful	Opinionated
Deep	Self-reliant	Idiosyncratic	Progressive	Delicate	Opportunistic
Dignified	Self-sufficient	Impassive	Neutral	Demanding	Oppressed
Directed	Well-read	Impersonal	Noncommittal	Dependent	Outrageous
Disciplined	Well-rounded	Impressionable	Noncompetitive	Desperate	Paranoid
Discreet	Winning	Intense	Maternal	Destructive	Passive
Dramatic	Wise	Invisible	Mellow	Devious	Perverse
Dutiful	Witty	Irreligious	Modern	Difficult	Plodding
Dynamic	Youthful			Dirty	Pompous
Earnest	Kind	More +	More -	Disconcerting	Possessive
Ebullient	Leader	healthy	Faithless	Discontented	Power-hungry
Educated	Leisurely	Hearty	False	Discouraging	Predatory
Efficient	Liberal	Helpful	Fanatical	Discourteous	Prejudiced
Elegant	Logical	Heroic	Fatalistic	Dishonest	Presumptuous
Eloquent	Lovable	High-minded	Fearful	Disloyal	Pretentious
Empathetic	Loyal	Honest	Fickle	Disobedient	Procrastinating
Energetic	Lyrical	Independent	Fiery	Disorderly	Profligate
Enthusiastic	Magnanimous	Individualistic	Uncooperative	Disorganized	Provocative
Esthetic	Many-sided	Innovative	Uncritical	Disrespectful	Pugnacious
Exciting	Masculine	Inoffensive	Undisciplined	Disruptive	Puritanical
Extraordinary	Mature	Insightful	Unfriendly	Dissolute	Reactionary
Fair	Methodical	Intelligent	Ungrateful	Dissonant	Reactive
Faithful	Prudent	Objective	Unimaginative	Distractible	Regimental
Farsighted	Punctual	Observant	Unlovable	Disturbing	Repentant
Felicific	Rational	Open	Unprincipled	Dogmatic	Repressed
Flexible	Realistic	Optimistic	Vindictive	Domineering	Resentful
Focused	Reflective	Orderly	Vulnerable	Dull	Ridiculous
Forceful	Relaxed	Patriotic	Weak	Egocentric	Ritualistic

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Tune in to what is happening, turn off the monitoring, just drop out, you can still have a vibrant life on line, it will just be different.

Do not get involved in the competition between Corporatism and Fascism for control of you mind. **STOP PLAYING THE GAME**. Here are 10 things you can do to start:

1. Use a search engine that does not track you^{vii}, if you are not tracked your inner thoughts will not be for sale, your inner vulnerabilities will not be in plain view.^{viii}
2. Get rid of and never use Apps, they have one job and that is to profile you, they are never free. The cost is you becoming part of Meta data^{ix}. The Meta data is used to craft a message to manipulate your behavior, to distract you, **to sell you**. Not sell to you, but to sell you. Your dreams, desires, wants, fantasies.
3. Linux beats Microsoft, it is less susceptible to viruses and monitoring. Microsoft based operating systems are easily hacked and allow eavesdropping in the following ways.
 1. Microsoft is designed to be permeable. Windows software allows **embedded ".exe"** or **".scr"** executable files. Invasion of Windows is easy, harder to get into Linux.
 2. In Windows the separation between **users and admins** is porous. In Linux to execute a virus you must read, save, become root, give exe permissions, run. Harder so fewer try.
 3. Linux and Mac OS X users don't usually see the **root account**, therefore less open to hacks
 4. Windows operating system does not allow the applications, and the user data to be kept **apart from each other**. Things are intermingled so there can never be secure.
 5. Linux runs on **many architectures**, not just Intel, and there are many versions of Linux. Linux-based Virus fizzle out quickly. Windows is an inviting petri dish for viruses.
 6. Linux mail clients and address books are not **standardized**. Windows is a mono culture.
 7. Microsoft continually **links together its software**, not for technical reason, As a result, a hole in one affects the other. Linux does not indulge in such behavior
4. Hey Hey, You You, Get off of that cloud! You emails, texts, photos, are no longer yours and are subject to criminal, commercial, state and peer monitoring.^x
5. Encryption is of no value if you bought it from a CIA funded start-up that hired NSA contractors. Yes they did!
6. Your cell phone is a **public** place, everything is on view, from texts to notes, contacts, to your exact location and lots of people are listening. Turn off all location notifications. If software want your location, you do not want that software.
7. Cookies: "What will we call them"? Well they are embedded tracking tools, lets call them cookies. Very Orwellian. Turn them off, no upside. Go elsewhere. If a website uses cookies find another website, the purpose of that site is not altruistic.
8. Reddit and Popurls are both "Consensus web filters" that devalue reason, misrepresent themselves and monetize your behavior heightening extremist opinions. Best to avoid them unless you like to be watched.
9. Data streams are pretty to look at but do not drink from them. Turn off feeds and notifications.
10. Re-learn how to share without a digital interface, it will make you feel human again and reduce your anger.

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Before turning it on....

Next time your near phone, tablet or TV do not turn it on. Just sit by the blank screen for 5 minutes. Breathe deeply and let your mind reflect on the following.

1: The device should evoke wonder, an LCD is something of an engineering marvel, subpixels with red, green and blue color filters 16.8 million colours. All carefully controlled with variations of voltage applied, each subpixel has 256 shades. A visually stimulating carnival and very pleasing.

2: If as Marshal McLuhan said "The medium is the message" what is the message of the Tablet. Is the message about the device or the stream of data, where does it come from?

3: The content, its obviously not made on the screen, the same way ideas don't occur in your head, they permeate you. Constantly surrounded, data follow you, in fact it is hard to get away from.

4: 50 hours of LCD screen time a week, what does it do to your mind. If 15 minutes of relaxation response training can lower blood pressure^{xi} what happens at the other end of the spectrum?

5: Diversity is good and yet 6 giant media corporations down from 50, 30 years ago control more than 90% of the data stream. Only a few billionaires control all data going into your head.

6: Reflect on why this important, what are they doing with this all-encompassing and widespread power. How would you know if you were being influenced if you do not exit the bubble.

7: Before you turn on that device, you are in a 'beta brainwave state'. Your mind is alert, on guard. After a few minutes, we go into 'alpha brainwave state'. This relaxed state of mind that feels really peaceful and importantly more susceptible to suggestion. It lowers our sense of cynicism, like a hypnotic state where we are suggestible. When we go from a beta state to an alpha state, we feel incredibly relaxed. It can become quite addictive to be a 'couch potato'.

8: Once open to suggestion we are open to being made numb, dumb and distracted.

-numb to violence and open to shame

-dumb to thinking and not trusting

-distracted, it is all like steak to the watchdog of your mind

9: Think about the types of shows you might see

-**Criminal TV** shows; numb us to violence. Killing scenes have been acted out in real life.

-**Advertising**: Picture-perfect photo-shop beauty lead to dissatisfaction with one's self.

-**Reality TV**: Bizarre role models made famous. Some of the worst role models are on reality TV

-**Pop Politics**: Real politics is about Tax Law, outrage and drama is a distraction, keep you eye on the ball. Is the media you are watching improving your life or distracting you?

-**Sports/Religion**: distract us just long enough and get us riled up about something that really is trivial, Divide and conquer, Reds vs the Yellows or Christians vs Muslims, lets go to war!

-**Media Porn**: Dr Phil, Oz and Oprah, Fox, porn, issues of race, gender, porn, Colbert, Fallon, Seth, all porn. The only thing on TV that is not an obscenity is the naked videos traditionally called porn.

You do not have to turn it on.^{xii}

i In Walter Lippmann's *Public Opinion*, published in 1922 Lippmann poses a straightforward question: can citizens achieve a basic knowledge of public affairs and then make reasonable choices about what to do? His answer is no, and the whole point of the book is to expose the gap between what we say democracy is and what we know about how human beings actually behave.

Most democratic theorists in the 20th century believed that more information would produce a more informed citizenry, and a more informed citizenry would make good on the core promise of democracy. They were wrong according to Lippmann. More information doesn't necessarily lead to more enlightened civic participation — it is just as likely to lead to more noise, more partisanship, and more ignorance.

From vox <https://www.vox.com/2018/8/9/17540448/walter-lippmann-democracy-trump-brexit>

This of course raises the question about the information. I speculate that the relationship between the partisanship and more information is between partisanship and carefully crafted information designed to cause division and strife. The division is a distraction.

ii A Preface to Politics (1913), quoted in *The Essential Lippmann*, pp. 516-517

iii Print Capitalism The printing press is widely credited for modern nationalism and the birth of the nation-state as the primary actors in political legitimacy. Soon after the invention of the Gutenberg-style printing press in 1454, literature such as the Bible was printed in vernaculars. The publication of the 95 Theses in 1517 sparked the reformation, under which Europe went through 200 years of warfare that led to the gradual establishment of the nation-state as the powers that were dominant, over the previous dominance of the Roman Catholic Church. Print-Capitalism continues to influence the development of nationalism through the spread of the printing

press.https://en.wikipedia.org/wiki/Print_capitalism

iv A critique of commercialism

v A brief comment on Artificial Intelligence or A.I.

vi Link to a critique of Facebook

vii A few search engines that are not Google. In fact anything google, made by should be avoided.

viii Difference between Linux-based and Microsoft full article at <https://www.securityfocus.com/columnists/188>

ix Comment about the anonymous meta data and how making it anonymous is not the point, the anonymous meta data creates the profiles, your meta data puts you into a slot full of others the same as you with the same needs, desires and fears. Then you are engineered. All the while you are anonymous. You are identified, sorted, and you execute commands, on command, all anonymously without leaving a trail. The perfect crime.

x Find a story about the cloud being monitored by the FBI, CIA, NSA, 5 Eyes

xi 15 minutes of calming screen time can lower your blood pressure

<https://www.health.harvard.edu/heart-health/meditation-and-a-relaxation-technique-to-lower-blood-pressure>

xii The last page compiled and edited from ABOUT LEARNING MIND