



The Impact of Mass Persuasion and False News

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Introduction

- False information spreads faster when compared to correct information online. (Identity Truth, 2015)
- People find communities of people who believe in these conspiracies (Jackso, 2022)
- Social media algorithms make it seem like everyone believes what you believe and also create fixated algorithms (Jackso, 2022)
- People with large amounts of followers exploit their fans in order to gain fame and money (Bond, 2022)

Research Methodologies



Data & Findings

Interview:	Became a believer because of something they found online	Became a believer because of a friend	"Converted" someone else to their beliefs	Subscribed to an "influencer"	Had a change of heart
Ex-QAn...	x		x	x	x
Mind-Explained	x	x	x	x	x
Q Famil...	x		x	x	
Q Shamen	x		x	x	
Former ...	x			x	x
Former ...	x	x		x	x
My desc...		x	x		x

Interview	Was in a "bad place" when they started to believe in what they were consuming	Felt a sense of comradery and connectedness through others that believed the same thing	Things "made more sense"	Felt like they were the only people that saw the truth "Hero's journey"	Stopped believing because they started to find inconsistencies in what they were reading	Stopped believing because someone reached out to them	Stopped believing because they "woke up" and saw that the majority of the people around them disagreed for a reason	Felt that they slowly got more pulled in by what they were reading
Ex-QAn...	x		x		x			x
Mind-Explained	x	x	x	x			x	x
Former ...		x					x	x
Former ...			x	x	x			x
M...	x	x		x			x	x

Conclusions

1. Every person interviewed felt that they slowly got showed more and more QAnon content and felt like they gradually got pulled into the conspiracies
2. Almost all the people interviewed became followers of QAnon through something they saw online
3. Almost all the people interviewed were subscribed to a false news influencer
4. Nobody stopped believing because someone else convinced them

Implications & Next Steps

This means that the most impactful way to disalude someone is by breaking their hyper fixated algorithms and showing believers that the rest of the world is not seeing and believing the same things they were.

The next steps that I would take would be to enforce social media apps to break the algorithms and make it so that nobody has these fixated algorithms in order to lessen the amount of people affected by false news and group mindsets.

References

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