

Congnitive Dissonance

The Key To Understanding The World

Presented by: <u>LWL Worldwide</u> | Written by: <u>David Icke</u>

[**DISCLAIMER**] – We undoubtedly realize that hundreds of LWL subscribers and community members will already have formed a gut-reaction or instant opinion as soon as they see the name David Icke. If you have taken any exploration at all into the unknown area of life that led you down some pretty dark rabbit hole, David's name has probably popped up.

He is one of the most controversial thinkers of our time. And, certainly, not part of the common crew of mostly conservative-minded teachers that we interview, highlight, and recommend to you at LWL Worldwide.

David has been vilified by the media ever since he started exposing the dream world we believe to be real since 1990. David brings about witty, no-nonsense, cutting edge information that is NOT for the faint of heart. And it's because of his fervor for taking his readers straight into the belly of the beast that he's often seen as too radical, too on the fringe, too full of fantastical madness. Yet, as astute researchers and students of human nature, metaphysics, and life ourselves, we know how important it is to allow information like this to be "considered".

While we don't subscribe to and readily endorse all of David's theories, views, research and constructs, there's quite a bit that we DO feel is "on the mark".

One of the main reasons we're ENDORSING the article below is because it's a prime example of brilliantly written, in-depth, intelligent research... not about what he's famous and bad-mouthed for (his research into elite families that maneuver the puppet-strings of NEARLY every major political, economic, and societal event)... but, instead, about what very few know about him:

His spiritual awareness, understanding of reality and metaphysical laws, and his portrait of the human condition and the "hidden but sacred truths" that affect our experiences in life are BRILLIANT!

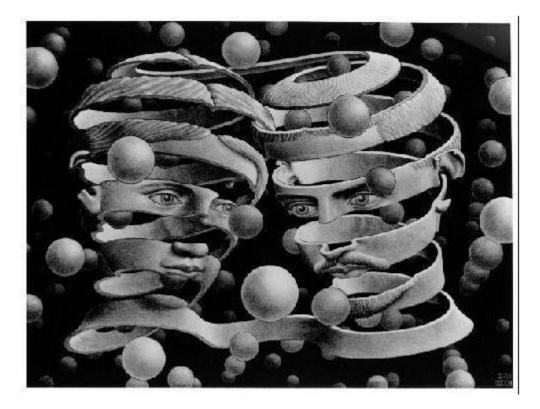
<u>Our bottomline opinion / view of David is</u> that he's one of the most important voices on the planet today. A brave hero in our minds because he's committed to truth that more often than not leaves a bad taste in many mouths who attempt to swallow it. He's one of the most courageous alternative history / New World Order researchers living right now. And, because he has developed a relatively advanced spiritual awareness, he can provide a useful context and understanding of the material he has uncovered. He writes from a foundation of love and the desire to effect change, not out of fear.



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From The David Icke Newsletter

COGNITIVE DISSONANCE ...



... A KEY TO UNDERSTANDING THE WORLD

Hello all ...

Cognitive dissonance may sound very highbrow and spawned from the often twilight world of intellectual jargon. But it's really very simple: It means to be in two 'minds', basically, with one contradicting the other.

This mostly takes the form of a belief contradicted by experience, information or behaviour, and cognitive (knowledge, awareness) dissonance (discord) is the mental and emotional state of unease that insists that we square that circle by resolving the contradiction.

This is done by lying to ourselves, mostly, or what I would call self-deception.

Cognitive dissonance is therefore the state of inner stress caused by a person's belief not matching their behavior or the facts before them.

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In that one short sentence I have described most of humanity and why the world is as it is. Humans are in a constant state of cognitive dissonance and this is mercilessly exploited by those who wish to control us.

'Shut up, I don't want to hear it', is one expression of cognitive dissonance, or an effort to avoid it. How often we hear this said when a rigid belief system is faced with information that contradicts its reality.

Those words betray what happens when beliefs and perceptions are challenged. It's not a pleasant feeling and that disharmony is what is termed 'cognitive dissonance'. To remove that dissonance, that stress, people mostly either (a) dismiss the challenging information as untrue without further investigation, or (b) change the justification for their behaviour and beliefs.

Official definitions of cognitive dissonance go something like this:

'When two simultaneously held cognitions are inconsistent, this will produce a state of cognitive dissonance. Because the experience of dissonance is unpleasant, the person will strive to reduce it by changing their beliefs [or by changing the story they use to justify their beliefs].'

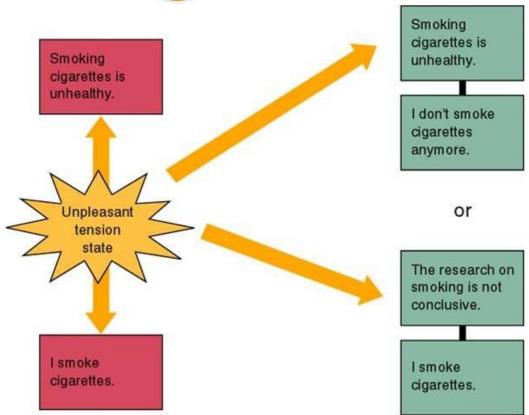
'Cognitive dissonance is the mental conflict that people experience when they are presented with evidence that their beliefs or assumptions are wrong.'

'An emotional state set up when two simultaneously held attitudes or cognitions are inconsistent or when there is a conflict between belief and overt behaviour. The resolution of the conflict is assumed to serve as a basis for attitude change, in that belief patterns are generally modified so as to be consistent with behaviour.'

That, for me, is the most important point to stress: '... belief patterns are generally modified so as to be consistent with behaviour'.

Put another way, self-justification. All this is vital to understand for reasons I will come to.





This is an example of cognitive dissonance as belief and behaviour are faced with information that challenges both.

Do you stop smoking when you realise it is unhealthy? (Cognitive dissonance triggers change of behaviour in the light of new knowledge).

Or do you find an escape route to maintain current behaviour - 'the evidence that it's unhealthy is not conclusive'? (Cognitive dissonance triggers a new way to justify current behaviour).

The term 'cognitive dissonance' appears to have its origins with a Jewish American social psychologist called Leon Festinger, who died in 1989. It is important, to put Festinger and cognitive dissonance into the wider context, to emphasise that he studied closely with Kurt Lewin, a German-born Jewish psychologist, who is known as the 'founder of social psychology'. In fact, 'social engineering' or mass mind control would be a better way of putting it. Lewin was Festinger's 'mentor'.





Kurt Lewin

Lewin was a major influence on the Tavistock Institute for Human Relations in London, one of the premier individual and mass mind-control research and development operations on the planet, which based much of its 'philosophy' on the work of the Austrian Jew, Sigmund Freud.

The Tavistock Institute was officially founded in 1947 (though its work goes back much further under other guises) and it was funded into existence by the Rockefeller Foundation. Among its key founders was John Rawlings-Reese, commander of the British Army Bureau of Psychological Warfare. Henry Kissinger, a skilled mind-controller and one of the most active Illuminati agents of the last 50 years, was a student of Rawlings-Reese.

Tavistock is the mind-control arm of the Round Table network I have been highlighting in my books for nearly two decades and it has appeared in recent Newsletters with regard to people like Shami Chakrabarti, the head of 'Liberty', the official 'protector' of civil rights in the UK. She is a governor of the Ditchley Foundation that connects into both the Round Table and the Tavistock Institute.



I was not surprised to see this week that Chakrabarti has been a contributor to an organisation called Common Purpose, which develops the 'leaders' for the institutions of government, commerce, 'education', law enforcement and so on. Its methods are classic Tavistock.

Tavistock is a mass mind control operation and at the heart of global 'social engineering'. Its web is enormous and connects into American institutions like the Stanford Research Institute, *Massachusetts Institute of Technology*, International Institute for Applied Behavioral Sciences, Hudson Institute, Heritage Foundation, Center of Strategic and International Studies, the Rand Corporation, on and on it goes.

The plan, now well advanced, is to create a massive network of 'training and diversity' organisations to brainwash the useful idiots to run society on behalf of the Elite. These include, as with Common Purpose, those involved with the institutions of government, commerce, 'education', law enforcement etc.

Another aspect of the plan is to 'socially engineer' (mind-control) the masses and in both goals the understanding of cognitive dissonance is constantly employed individually and collectively.



Leon Festinger

So it is no surprise that the official founder of the principle of cognitive dissonance, Leon Festinger, was so close to the global 'social engineer', Kurt Lewin. Festinger studied under Lewin and became an assistant professor of the Research Center for Group Dynamics at the *Massachusetts Institute of Technology*, which was created by Lewin two years before his death in 1947.

With his close and considerable experience with his 'mentor', Kurt Lewin, one of the most advanced social engineers of his day, Leon Festinger would have been well aware of the principles of mind manipulation, including an awareness of cognitive dissonance, long before he became known for its official 'discovery'.

This came after 1954 when Festinger and two colleagues infiltrated a group, or a 'cult' as it was described, who followed a Chicago woman, Marion Keech. She claimed to have been



contacted by 'aliens' and she said they told her that a great flood would bring an end to the world before dawn on December 21^{st} , 1954.

Her followers left their jobs, studies and families and gave away their money and possessions believing that they were going to be taken away in a spacecraft at midnight on December 20th, a few hours before disaster was due to strike.

Festinger and his two associates joined the group because they believed it would provide a perfect example of cognitive dissonance when the flood and the spaceship failed to materialise. So it proved and they detailed their experience and findings in the 1956 book, *When Prophecy Fails: A Social and Psychological Study of A Modern Group that Predicted the Destruction of the World.*

After dawn broke as normal on December 21st, some members left the group, but, apparently bizarrely, most stayed and became even more enthusiastic despite the rather relevant fact that the prophecy didn't happen.

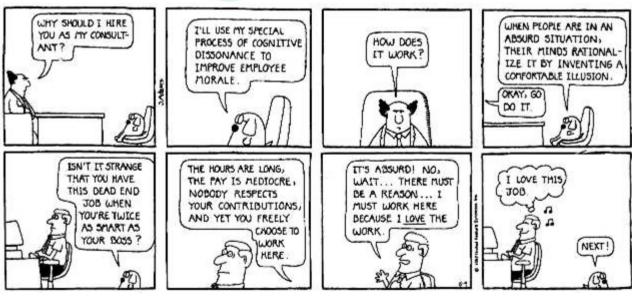
The absence of the 'aliens' and the flood brought about the unpleasant stressful consequences of cognitive dissonance (awareness discord) as their belief in both the aliens and the flood clashed emotionally and energetically with the fact that neither appeared.

The effects of this inner disharmony had to be addressed by either accepting that they had been duped (thus bringing belief and experience together as one whole), or by finding a means to explain what happened in a way that preserved the original belief. Some in this group took the first route, but *most* took the second.

The majority rearranged their relationship to their belief and behaviour by saying that the flood hadn't happened because their small group had spread so much light during the night that God had saved the world from destruction.

I have heard something similar many times from many similar groups and belief-systems on the extreme end of the New Age.





Cognitive dissonance

Leon Festinger said that beliefs are most likely to be retained despite massive evidence and experience to the contrary when the following is involved:

- The belief is deeply held and has affected how the believer has acted and behaved.
- Action must have been taken because of the belief that is not easy to undo like giving away all your money and possessions and/or severing ties with your family. The general rule is that the more extreme the actions the more people will cling to the belief that prompted them.
- Clear and irrevocable evidence must occur to show the believer that the belief is in error. This creates the cognitive dissonance between belief and experience.
- An *individual* will find it more difficult to ignore or explain away the obvious belief/experience contradiction and so the more people there are with the same belief to support each other's self-delusion the more likely it is that the belief will survive, no matter what the experience.

As it states in When Prophecy Fails:

'The individual believer must have social support. It is unlikely that one isolated believer could withstand the kind of disconfirming evidence we have specified. If, however, the believer is a member of a group of convinced persons who can support one another, we would expect the belief to be maintained and the believers to attempt to proselyte or to persuade non-members that the belief is correct.'

That is how the herd mentality works and how individuals are pressured to conform to the beliefs of the group - what is termed 'creating the consensus'. It is also why individuals changing or questioning the consensus view are targeted, marginalised or removed (a



Tavistock speciality). Such people are 'dangerous' because they have the potential to prick the collective reality bubble and instigate cognitive dissonance by making the others see contradictions.

It is this constant mental and emotional readjustment in the wake of cognitive dissonance that ensures the survival of all religious, political and social beliefs. When something comes along to demolish the original belief, people just find a way of explaining the contradictions so their belief remains intact.

Look at the Jehovah's Witnesses, for example, who have set dates for the end of the world and when it didn't happen they just decided on a new one. As a date passed with the world unchanged and no Jesus in the sky, cognitive dissonance caused the contradicting belief and experience to be squared with a new explanation to justify the belief. In this case, a new date for global destruction.



We have all fallen for this during our lives and it shows up most blatantly in self-deception. I see it all the time in people who have a self-identity of being kind, loving and caring for others. That is always a fake identity because no-one lives up to that all the time, and I mean *no-one*.

But if it is your belief, your self-identity, that you are always kind, loving and caring for others you go into cognitive dissonance when your behaviour doesn't fit the self-identity.

On one hand you have the self-identity of being kind, loving and caring, and on the other you have behaved in ways totally at odds with that - unkind, unloving and uncaring. You feel extremely uncomfortable as cognitive dissonance kicks in, the 'two minds' or two realities, which contradict each other - the belief and the experience/behaviour.



The few will accept that they are not what they believed themselves to be. They are not always kind, loving and caring and in fact they can have a tendency to be a real self-indulgent shit when the mood takes them. This self-recognition is good because to accept a trait is to have the power to change it.

Most, however, deal with cognitive dissonance by retaining the original self-identity by finding a way to explain the behaviour within the original belief. 'I didn't behave like that because I wasn't kind, loving and caring' - but because of some other reason that always turns out to be the fault of someone else.

'It was you who made me react like that' or 'they deserved it' are among the regulars.

I have experienced these situations many times with people and they are so predictable. I have found that if you highlight and explain the unkindness immediately it happens the person might 'get it' briefly and take responsibility; but given more time, sometimes only a few minutes, they are taken over by what I call the 'self-identity filter'.

This filters reality to fit the self-identity and deals with the subsequent cognitive dissonance by concocting a story about the unkindness to explain why it was not their fault and not their responsibility.

In short, they will protect the self-identity at all costs. This is not good because it means that they never change and so maintain their self-delusion indefinitely. My friend, Mike Lambert, worked for five years as a psychoanalyst and observed cognitive dissonance every day. It is now an evolving field of psychology in its own right. Mike saw how cognitive dissonance blocks the process of mental and emotional healing. As he says of people: 'They have their own story in their head and nothing is going to change it.'





Rigid self-identity - the self-made human prison. When behaviour is at odds with the self-identity most people lie to themselves to keep the self-identity intact.

I also see this constantly with people who don't want to face the fact that world events and the direction of global society are being manipulated and directed by a few elite families and that wars and other appalling events, including 9/11, are engineered to change the world to suit the agenda of these families.

Take someone who has spent their entire life in the military serving in wars or situations that he thought were to benefit or protect his country. His self-identity is that he is a good guy doing the right thing by his family, his country and the world. A hero, you might say.

Suddenly, he is faced with claims and evidence that he was simply a pawn in a game he didn't understand and that all his efforts and sometimes sacrifice were actually used to advance an agenda to imprison and control the very people he thought he was protecting.



He starts to feel very uncomfortable as cognitive dissonance battles with the contradiction of self-identity (belief) v conspiracy information. Some will see they have been 'had' and get on with doing something about it, but most will go into denial and dismiss the conspiracy information as ridiculous (without investigation) to protect the self-identity.

'It's a lot of bloody nonsense', is the way that many people cope with such cognitive dissonance. Bloody nonsense = I was right = my belief is protected from challenge. Phew!

I saw one former military man 'get it' after watching one of my seven-hour presentations, but as cognitive dissonance took hold he then rejected the information because it demolished a lifetime of beliefs and self-identity. I can understand why this happens, but we have to go beyond that if we are to understand the world and then act upon what we know.

It is the same with 'journalists'. They have been reporting events in a way that suits the conspiracy throughout their careers and therefore evidence of the conspiracy, and their own mostly ignorant contribution to it, requires a massive transformation of their sense of self and what they do, let alone their beliefs about a world they thought they understood.

When faced with evidence of the global conspiracy 'journalists' are subjected to cognitive dissonance and the stress that it generates. Some, and it is *some*, may realise that the world is not what they thought it was, but most hit the defence button with terms like 'crazy conspiracy theorists' and 'Icke's a nutter'. What they are really saying is *please* let Icke be a nutter. *Please*, oh *please*, don't let him be right.

Cognitive dissonance is also the reason why people often get so angry when anyone talks about the conspiracy. Their own inner discomfort explodes outwards in fury at the messenger - 'I don't want to hear it because it might be true'.

Another classic expression of cognitive dissonance is when environmentalists and Green Party representatives are faced with evidence that climate change is not caused by human pollution, but changes in the Sun. They react vehemently against such information because their belief-system is on the line and the contradiction between their belief and the emerging evidence creates the stressful state of cognitive dissonance or awareness discord.





The population in general are similarly manipulated into manipulating themselves. When someone with a belief in 'Land of the Free', 'John Wayne' America is faced with his government's mass murder and military conquests of other nations he will go into cognitive dissonance when he sees the contradictions between belief and behaviour.

He is now looking for what I term 'the getaway car', a way of explaining the contraction while holding on to the belief in 'Land of the Free', 'John Wayne' America. His government provides the high-speed vehicle with claims that they are only killing people to protect them from a murderous dictator and only going to war to bring peace.

These 'explanations' are clearly ludicrous, but here's the point: in a state of cognitive dissonance when the person is seeking to protect his belief from contradictory information and behaviour he is open to any old nonsensical rubbish because although it is ridiculous he *wants* it to be true.

When you are feeling cognitive dissonance and you want to preserve your belief from contrary experience and knowledge you are already in the net asking to be landed because you'll convince yourself that any insanity is true so long as it keeps your belief-system intact. I asked Mike Lambert to give me his fix on this phenomenon and he sent the following to me:

'Understanding cognitive dissonance is absolutely essential as it explains how apparently intelligent people absolutely disagree with the rightness or wrongness of observed truth. This is exacerbated where there are vested interests such as greed or ego that wish to retain an incorrect belief or fact through self-interest.



Medical science is riddled with the paradigm of negative cognitive dissonance reflected in its inability or disinterest in processing new and unwanted information, particularly if it is unexpected.

If a patient recovers using alternative therapy, orthodox medical science responds accordingly: the patient must have been wrongly diagnosed in the first place, or the patient must be responding to some prior orthodox medical treatment even if it was given two years ago, or the patient is undergoing spontaneous remission - anything, but the fact that a "quack" cure works, because that can't be possible.

It is not just restricted to a material or financial level. There are many people out there who genuinely cannot observe what others are seeing because of the blocking effect that cognitive dissonance has upon them. We are all aware of the phenomenon that struck the native people when the ships of the Spanish arrived, because they were so at odds with their beliefs that they couldn't see them.

Cognitive dissonance permeates all establishment science, education, medicine and, of course, religion. When faced with a provable fact, which goes against the established or desired belief, the mind of the observer (usually a physician, politician, journalist, professor, priest and the like) will enter a state of cognitive dissonance to block out unwanted truth, fact or phenomenon.

We do have to keep in mind that this also applies to everyday people in everyday life. Observe in yourself at times when your beliefs or agendas are challenged what your reaction is. Particularly if you stand to lose from it.'





'I'm a lion [or loving, caring and kind] and that cat litter and saucer of milk can be easily explained ...'

But at least the regular version of cognitive dissonance is one step up from George Orwell's *Doublethink*. Orwell described *Doublethink* in his book, *1984*:

'His mind slid away into the labyrinthine world of doublethink. To know and not to know, to be conscious of complete truthfulness while telling carefully constructed lies, to hold simultaneously two opinions which cancelled out, knowing them to be contradictory and believing in both of them, to use logic against logic, to repudiate morality while laying claim to it, to believe that democracy was impossible and that the Party was the guardian of democracy, to forget, whatever it was necessary to forget, then to draw it back into memory again at the moment when it was needed, and then promptly to forget it again, and above all, to apply the same process to the process itself -- that was the ultimate subtlety: consciously to induce unconsciousness, and then, once again, to become unconscious of the act of hypnosis you had just performed. Even to understand the word "doublethink" involved the use of doublethink.'

In mind-control terms, *Doublethink* is the most extreme expression of cognitive dissonance, because it means that two contradictory beliefs are held at the *same time* and both are believed to be true. Without the conscious recognition of contradiction, the cognitive dissonance operates subconsciously and there is, therefore, no need to consciously explain away the contradiction, for there appears to be none.

In the example of the Festinger group with the flood and the aliens, at least they saw the contradiction between the prophecy and the outcome and consciously realised they needed to change their story to protect their belief.

Those who are so mind-controlled that they succumb to *Doublethink* would have believed that the flood and aliens didn't come *and* that the woman who said they would come was right.

Far-fetched? No-one would be that stupid? If only. How about those who believe that our freedoms must be taken away to protect our liberties?? That's classic *Doublethink* and vast, vast numbers of people believe that blatant contradiction to be true.





Doublethink

So at least with the reactions of cognitive dissonance you know that all is not lost with the person's potential for free-thought, but they're a long way down the road and *Doublethink* awaits them if they don't turn back.

To understand these mental and emotional states, and how they can be exploited, is to understand so much about how the few control the many. It is done through systematic individual and collective mind-control and this is used not only on the general population, but on the 'leaders' and administrators of the population.

It's the blind leading those who cannot see.

This is done by manipulating the 'leaders' and the people to believe in the system and therefore defend the system from those who are trying to expose it. People say to me all the time: 'But what's the alternative to the way the world is now, there is no alternative, is there?' My reply is always something like this:

'What's the alternative to a world in which the few control the many for the benefit of the few? Where billions get up every day to go to some joyless, soulless job that they hate - just to survive? Where every month is a daily challenge to pay the bills and there is no time for living, just survival? Where millions die of hunger in a world of plenty and millions more die



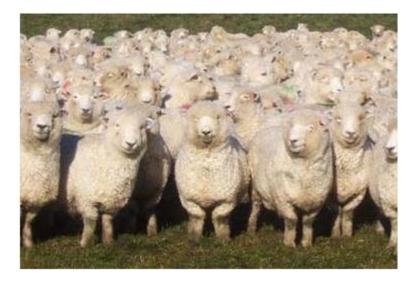
in manufactured wars? Where billionaires run a system that makes them ever-richer while staggering numbers of people live on less than a dollar a day? Where people suffer and die from illness that could be cured if the means were not suppressed? Where children are conditioned from birth to serve the system that controls them their entire lives?

What's the alternative to that? I don't know - you got me.'

But the very fact that so many can't see an alternative to those blatant horrors reveals how deeply the programming is entrenched. Cognitive dissonance asks 'What's the alternative' and answers 'There is none' (so I'm going back to sleep); and *Doublethink* doesn't even need to ask the question because everything is fine (and not fine!). Either way, the system rules the minds of the populous aided by the populous convincing itself that there is either no alternative or no need for an alternative.

As Leon Festinger wrote: 'If more and more people can be persuaded that the system of belief is correct, then clearly it must, after all, be correct.'

The herd mentality in a sentence.



All together now: 'Everyone knows that ...'

But we don't have to fall for this. The human language does not have to be 'baaa, baaa'. We have minds of our own and we can choose to use them.

To avoid *Doublethink* we need to be aware all the time that when we are faced with contradictory facts, statements or experiences there is *always* something that requires further explanation. They all can't be true when viewed from the same point of observation, so what *is* true?



With that filtering process, the claim that 'we must lose our freedoms to save our liberties' goes from the logical to the insane and so does the Orwellian proclamation that 'War is Peace; Freedom is Slavery; *Ignorance is Strength'*. If you can't ignore and absorb contradictions you cannot *Doublethink*.

To overcome the negative effects of cognitive dissonance I would offer just one sentence: It's okay not to be 'perfect' and its okay to be wrong.

We live in a world that, by design, challenges us emotionally and morally to the extreme and we are experiencing this reality through body-computers with endless behaviour programmes constantly playing. Of course, we are not going to be sweetness and light every waking moment, nor be everything that we would like to be and convince ourselves that we are (self-identity).

If we accept that fact, and don't self-identify with Little Miss Perfect, we can accept ourselves for what we *are* and not what we have *persuaded* ourselves that we are. Once we accept what we are we can change what we are because we accept that there is something to change.

With such honesty with self there is no cognitive dissonance that demands you concoct an ever-changing story to protect the self-image of Little Miss Perfect to maintain the *never*-changing circle-within-a-circle and wheel-within-a-wheel that ensures that belief is never modified by experience.

People also get embarrassed about being manipulated, but they shouldn't because it happens to everyone. We can't check out every last fact and every last person we deal with and, when it comes to the bigger manipulation, we should appreciate that we have been told the same story by our parents, teachers, peers, and the global media since the day we were born.

Of course, people are going to believe in the version of life and the world that is sold to them minute-by-minute by all those sources. But instead of being embarrassed when that perception is burst we should celebrate our freedom from ignorance.

When we do that and change our sense of reality we are using cognitive dissonance to move on in our understanding - rather than seeking to protect our belief-system by rejecting or explaining away new information to save our embarrassment and preserve our self-identity of always being right and never being 'had'.

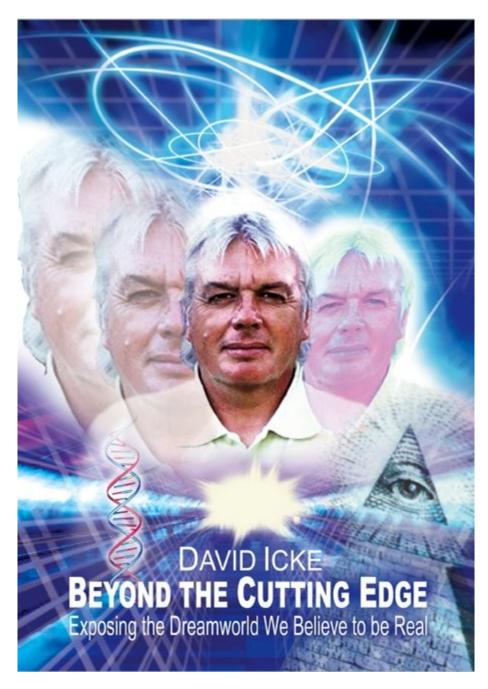
We've all been 'had' at some time, for goodness sake. It's called experience. And if we allow experience and new knowledge to change belief we are constantly moving forward in our awareness and understanding.

If we don't, we are stuck to the spot, getting more and more tired and stressed trying to justify unjustifiable beliefs through self-deception.



From this perspective of cognitive dissonance, it is, as Mike Lambert says, worth observing people and yourself from this perspective when your beliefs or self-identity are challenged by your experience and behaviour. It's *fascinating* to see what happens and *so* predictable.

[End of Report]



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David Icke YouTube Videos Worth Watching:

Visionaries: David Icke & Bill Hicks: http://www.youtube.com/watch?v=9EJi7rC9M4q

The Great Illusion of Time and Space: http://www.youtube.com/watch?v=-5ASd2W-v9Y

Masters of Reality: http://www.youtube.com/watch?v=FcM7W6BzAq8

Beyond the Cutting Edge (Part 8): http://www.youtube.com/watch?v=N1TInMqxIL8

Keith Olbermann-David Icke: http://www.youtube.com/watch?v=kzb3NNRm2Pk

David Icke Exposes The Matrix: <u>http://www.youtube.com/watch?v=GqBrVBUGhFQ</u>

The 4th Dimension Explained: http://www.youtube.com/watch?v=jjJsWu47yvU

Controlling Your Reality, Part 2: <u>http://www.youtube.com/watch?v=ydtNW_vEEQo</u>

David On New Age Groups: http://www.youtube.com/watch?v=S93QS933Kug

Big Brother – The Big Picture (Part 18): http://www.youtube.com/watch?v=mpp4E7t8Yik