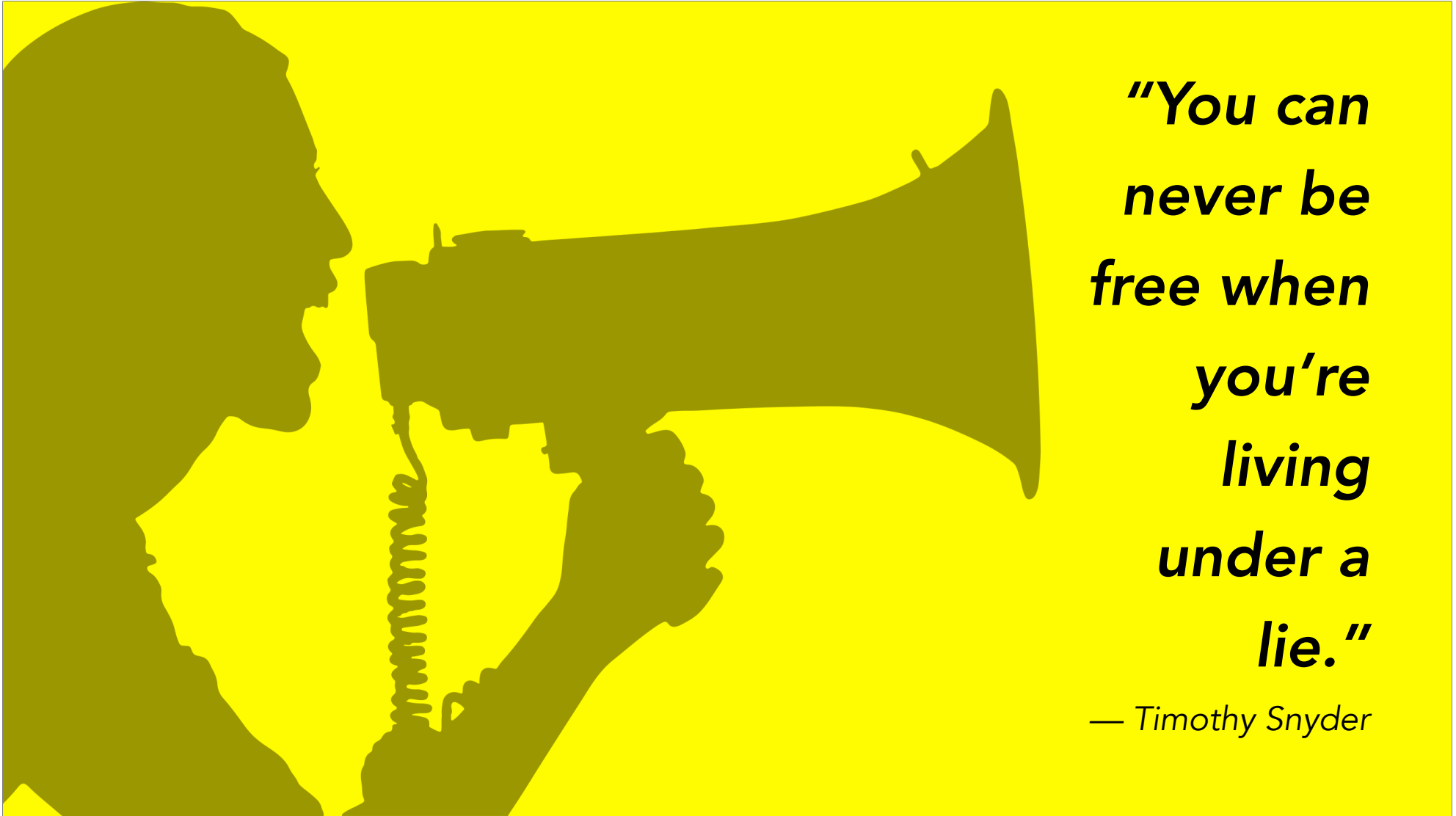


HEAR YOURSELF TH NK

uniting against the politics of fear

HEARYOURSELFTHINK.ORG

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***“You can
never be
free when
you’re
living
under a
lie.”***

— Timothy Snyder

SUPER-SPREADERS OF LIES, CONSPIRACIES, DISINFORMATION:



Covid Denial - The Big Lie - QAnon

“Making your voice heard is the only way to let others know what you think.

Otherwise they will think you agree with the loudest person.”

- Jeremy Dean, PhD, PsyBlog

How do you stop a lie?

Present the believer with something more meaningful than the lie offers.

When they go shallow, we go deep.

How? Connect on fundamental values.

CONNECTING WITH VALUES

What do you care about?

Why do you care?

Why does truth matter to you?

What or who inspires you?

What in history most deeply impacted you?

FIXING THE FLUMMOX FACTOR: 27-9-3

27 WORDS - 9 SECONDS - 3 COMPONENTS

When people feel free to believe anything,
**it's not a problem of facts,
it's a problem of values.**

We need to convey values that have visceral moral power.

- Make it personal
- Boost common good salience/counter toxic individualism
- Defend truth/democracy
- Expose manipulation/lies
- Spark critical thinking
- Induce introspection

FIXING THE FLUMMOX FACTOR: 27-9-3

"I don't think Biden won the election."

My neighbor LeeAnn is a judge of elections.
She got COVID working the polls this year.
Lies about the election dishonor the
nonpartisan service of election volunteers.

Make it personal

Boost common good salience

Defend democracy

FIXING THE FLUMMOX FACTOR: 27-9-3

"I don't think Biden won the election."

Trump lost 60 court cases. Alex Jones and the pillow-man still say it was stolen. Facts matter in a court of law. Grifters can say anything.

Expose manipulation/lies

Spark critical thinking

Defend democracy

FIXING THE FLUMMOX FACTOR: 27-9-3

"I think COVID is a hoax."

My Aunt contracted COVID in a nursing home and was dead the next week.

Her granddaughter couldn't hold her hand as she passed. She knows COVID's real.

Make it personal

Counter toxic individualism

Defend truth

FIXING THE FLUMMOX FACTOR: 27-9-3

"I think COVID is a hoax."

Have you heard of Dr. Adeline Fagan?
She died of COVID at 28 after
volunteering shifts in the ER.
Her family knows it's real.

Induce introspection

Boost common good salience

Defend truth

FIXING THE FLUMMOX FACTOR: 27-9-3

"I don't trust the vaccine."

We care about you and don't want you to get sick. We can end this thing together and stop variants from spreading that are infecting young people.

Make it personal

Boost common good salience

Induce introspection

FIXING THE FLUMMOX FACTOR: 27-9-3

"I don't trust the vaccine."

I learned by watching my Grandpa that it's not what we do for ourselves that brings happiness, it's what we do for others.
That's why I'm vaccinated.

Make it personal

Boost common good salience

Induce introspection

Directions for Breakout Groups:

Part 1: Values Exercise Sharing

Part 2: With Values in Mind, Practice 27-9-3s on:

- **COVID Denial**
- **Vaccine Hesitancy**
- **The Big Lie**

Click JOIN to enter breakout room; return 8:40

3 Areas for 27-9-3 Practice

“I think COVID is a hoax.”

“I don't trust the vaccine.”

“I don't think Biden won the election.”

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