

# Fear Is Contagious and Used to Control You

Analysis by [Dr. Joseph Mercola](#) ✓ Fact Checked

## STORY AT-A-GLANCE

- › In a newly released book, members of the Scientific Pandemic Influenza Group on Behavior, a subcommittee that advises the Scientific Advisory Group for Emergencies in the U.K., admit government is using fear to control and manipulate the population
- › SPI-B, which advocated for the use of fear messaging, now says it was unethical, totalitarian and a regrettable mistake
- › Aside from the barrage of bad-news-only data – which was heavily manipulated in a variety of ways – fear and anxiety are also generated by keeping you confused
- › Giving out contradictory recommendations is being done on purpose, to keep you psychologically vulnerable. By layering confusion and uncertainty on top of fear, you can bring an individual to a state in which they can no longer think rationally. Once driven into an illogical state, you are easily manipulated
- › Government’s reliance on behavioral psychology didn’t just happen as a result of the pandemic. These tactics have been used for years, and are increasing

**Governments are using fear to control and manipulate their citizens. That has now been admitted by members of the Scientific Pandemic Influenza Group on Behavior (SPI-B), a subcommittee that advises the Scientific Advisory Group for Emergencies (SAGE) in the U.K. And they should know, because they advocated for it, and now say it was a regrettable mistake. As reported by The Telegraph, May 14, 2021:<sup>1</sup>**

*“Scientists on a committee that encouraged the use of fear to control people’s behavior during the COVID pandemic have admitted its work was ‘unethical’ and ‘totalitarian.’ Members of the Scientific Pandemic Influenza Group on Behavior (SPI-B) expressed regret about the tactics in a new book about the role of psychology in the Government’s COVID-19 response.*

*SPI-B warned in March last year that ministers needed to increase ‘the perceived level of personal threat’ from COVID-19 because ‘a substantial number of people still do not feel sufficiently personally threatened.’*

*Gavin Morgan, a psychologist on the team, said: ‘Clearly, using fear as a means of control is not ethical. Using fear smacks of totalitarianism. It’s not an ethical stance for any modern government. By nature I am an optimistic person, but all this has given me a more pessimistic view of people.’”*

## **Psychological Warfare Is Real**

The Telegraph quotes several of the SPI-B members, all of whom are also quoted in the newly released book, “A State of Fear: How the UK Government Weaponised Fear During the Covid-19 Pandemic,” written by Laura Dodsworth:<sup>2</sup>

*“One SPI-B scientist told Ms Dodsworth: ‘In March [2020] the Government was very worried about compliance and they thought people wouldn’t want to be locked down. There were discussions about fear being needed to encourage compliance, and decisions were made about how to ramp up the fear. The way we have used fear is dystopian.*

*The use of fear has definitely been ethically questionable. It’s been like a weird experiment. Ultimately, it backfired because people became too scared’ ...*

*One warned that ‘people use the pandemic to grab power and drive through things that wouldn’t happen otherwise ... We have to be very careful about the authoritarianism that is creeping in’ ...*

*Another member of SPI-B said they were 'stunned by the weaponization of behavioral psychology' during the pandemic, and that 'psychologists didn't seem to notice when it stopped being altruistic and became manipulative. They have too much power and it intoxicates them.'*

*Steve Baker, the deputy chairman of the COVID Recovery Group of Tory MPs, said: 'If it is true that the state took the decision to terrify the public to get compliance with rules, that raises extremely serious questions about the type of society we want to become. If we're being really honest, do I fear that government policy today is playing into the roots of totalitarianism? Yes, of course it is.'*

## **The Manufacture of Fear**

For nearly a year and a half, governments around the world, with few exceptions, have fed their citizens a steady diet of frightening news. For months on end, you couldn't turn on the television without facing a tickertape detailing the number of hospitalizations and deaths.

Even when it became clear that people weren't really dying in excessive numbers, the mainstream media fed us continuous updates on the growing number of "cases," without ever putting such figures into context or explaining that the vast majority were false positives.

**“ People don't enjoy being hoodwinked and they don't want to live in a state of fear. We maybe need to be a bit bolder about standing up more quickly when something is not right. ~ Laura Dodsworth ”**

Information that would have balanced out the bad news — such as recovery rates and just how many so-called "cases" actually weren't, because they never had a single symptom — were censored and suppressed.

They also refused to put any of the data into context, such as reviewing whether the death toll actually differed significantly from previous years. Instead, each new case was treated as an emergency and a sign of catastrophic doom.

## **Don't Be Confused – Contradiction Is a Warfare Tactic**

Aside from the barrage of bad-news-only data – which, by the way, was heavily manipulated in a variety of ways – fear and anxiety are also generated by keeping you confused. According to Dodsworth, giving out contradictory recommendations and vague instructions is being done intentionally, to keep you psychologically vulnerable.

*“When you create a state of confusion, people become ever more reliant on the messaging. Instead of feeling confident about making decisions, they end up waiting for instructions from the Government,”* she said in a May 20, 2021, interview on the Planet Normal podcast.<sup>3</sup>

An example provided by Dodsworth are the pandemic measures implemented over Christmas 2020:

*“Family Christmases were on, then off, then back on, then off again. You have got someone tightening the screw, then loosening the screw, then tightening it again. It's like a torture scenario.”*

But that's not all. As [explained by psychiatrist Dr. Peter Breggin](#), by layering confusion and uncertainty on top of fear, you can bring an individual to a state in which they can no longer think rationally. Once driven into an illogical state, they are easily manipulated. I have no doubt driving people into a state where logic and reason no longer registers is the whole point behind much of the conflicting information we're given.

## **The Fear Factory**

In her book, Dodsworth details a number of branches of the British government that are using psychological warfare methods in their interaction with the public. In addition to the SPI-B, there's the:<sup>4</sup>

- **Behavioral Insights team**, the so-called “nudge unit,” a semi-independent government body that applies “behavioral insights to inform policy, improve public services and deliver positive results for people and communities.”<sup>5</sup> This team also advises foreign nations.
- **Home Office’s Research, Information and Communications Unit (RICU)**, which is part of the U.K.’s Office for Security and Counter-Terrorism, advises front groups disguised as public “grassroots” organizations on how to “covertly engineer the thoughts of people.”
- **Rapid Response Unit**, launched in 2018, operates across the British Cabinet Office and the Prime Minister’s office (colloquially known as “Number 10” as in the physical address, 10 Downing Street in London) to “counter misinformation and disinformation.” They also work with the National Security Communications Team during crises to ensure “official information” gets maximum visibility.<sup>6</sup>
- **Counter Disinformation Cell**, which is part of the Department for Digital, Culture, Media and Sport. Both monitor social media and combat “fake news” about science in general and COVID-19 in particular, with “fake news” being anything that contradicts the World Health Organization’s guidance.<sup>7</sup>
- **Government Communications Headquarters (GCHQ)**, an intelligence and security organization that provides information to the U.K. government and the armed forces. According to Dodsworth, GCHQ personnel, and even members of the 77th Brigade, have been enlisted as so-called sockpuppets and trolls to combat anti-vaccine and anti-lockdown messaging on social media.

According to Dodsworth, there are many others. In her book, she claims at least 10 different government departments in the U.K. are working with “behavioral insights teams” to manipulate the public.

## **We’re Just Seeing It Now**

Importantly, government's reliance on behavioral psychology didn't just happen as a result of the pandemic. These tactics have been used for years, for myriad PR purposes, and while the pandemic may be winding down, Dodsworth warns that more and more behavioral scientists are being hired:<sup>8</sup>

*"It's growing and growing. Right now, I feel we are in a maelstrom of nudge," she says. "In the past, there have been calls to consult the public on the use of behavioral psychology, and those calls have come from the behavioral scientists themselves. And yet it hasn't happened. We haven't yet been consulted on the use of subconscious techniques which effectively strip away our choices ...*

*I fervently hope this book ['The State of Fear'] is actually going to inspire a much-needed conversation about the use of fear, not just in the epidemic, but the way we use behavioral psychology overall.*

*It's not just a genie that has been let out the bottle. It's like we've unleashed a Hydra and you can keep chopping its head off, but they keep employing more of these behavioral scientists throughout different government departments. It's very much how the Government now does business. It's the business of fear ...*

*I think ultimately people don't want to be manipulated. People don't enjoy being hoodwinked and they don't want to live in a state of fear. We maybe need to be a bit bolder about standing up more quickly when something is not right."*

## **Fear Is Contagious**

Fear has long been the tool of tyrants. It's profoundly effective, in part because it spreads from person to person, just like a virus. The contagion of fear is the topic of the Nova "Gross Science" video above, originally aired in mid-February 2017. Among animals, emotional distress responses are telegraphed through pheromones emitted through various bodily secretions such as sweat and saliva.

As explained in the video, when encountering what is perceived as a serious threat, animals with strong social structures, such as bees and ants, will release alarm pheromone. The scent attracts other members of the hive or colony to collectively address the threat.

Humans appear to have a very similar capability. When scared or stressed, humans produce chemosignals, and while you may not consciously recognize the smell of fear or stress, it can have a subconscious impact, making you feel afraid or stressed too.

Humans also tend to mimic the feelings of those around us, and this is yet another way through which an emotion can spread like wildfire through a community or an entire nation – for better or worse. Behavioral psychologists refer to this as “emotional contagion,” and it works both positive and negative emotions.

For example, if you’re greeted by a smile when meeting someone, you’re likely to smile back, mimicking their facial expression and behavior. If someone looks at you with an angry scowl, you’re likely to suddenly feel angry too, even if you weren’t before and have no subjective reason to – other than that someone looked at you the “wrong” way.

However, while both positive and negative emotions are contagious, certain emotions spread faster and easier than others. Research cited in the Nova report found that “high arousal” emotions such as awe (high-arousal positive emotion) and anger or anxiety (high-arousal negative emotion) are more “viral” than low-arousal emotions such as happiness or sadness.

The Nova report also points out that researchers have been mining Twitter and other social media data to better understand how emotions are spread, and the types of messages that spread the fastest. However, they ignored the primary culprits, Google and Facebook both of which steal your private data and use it to manipulate your behavior.

At the time, in 2017, they said this information was being harvested and used to develop ways to avoid public messaging that might incite mass panic. But the COVID-19 pandemic suggests the complete opposite. Clearly, behavioral experts have been busy developing ways to generate maximum fear, anxiety and panic.

# How to Inoculate Yourself Against Negative Contagion

At the end of the report, Nova cites research detailing three effective ways to “immunize” yourself against negative emotional contagions.

1. Distract yourself from the source of the negative contagion – In the case of pandemic fearporn, that might entail not reading or listening to mainstream media news that for the past year have proven themselves incapable of levelheadedness.
2. Project your own positive emotions back at the source of the negative contagion – If talking to someone who is fearful, they might end up “catching” your optimism rather than the other way around.
3. Speak up – If someone is unwittingly spreading “negative vibes,” telling them so might help them realize what they’re doing. (This won’t work if the source is knowingly and purposely spreading fear or anxiety though.)

## Pandemic of Panic

In a recent Tweet,<sup>9</sup> Ivor Cummins, a biochemical engineer who researches the root causes of chronic disease, shared a short video detailing the root cause of the panic pandemic. Why has the whole world seemingly gone mad from fear?

As explained by Cummins, the outsized level of public fear is the result of a catastrophic feedback loop system where political and mainstream media drivers are pushing fear onto the public, and public fears are then feeding the media (fear sells) and pushing politicians to take action, which generates more fear messages. And so, round and round it goes.

However, at a certain point, this engine of fear starts losing steam. To keep the pandemic pandemonium going, academics bearing doomsday predictions were brought in to scare politicians and provide more fearporn fodder for the media.

Aiding the academic drivers are unelected, undemocratic organizations such as the World Health Organization, the World Economic Forum, the United Nations, the

International Monetary Fund, the Bill & Melinda Gates Foundation and Big Pharma (just to name a few), all of which support these academic doomsday prophets from behind the scenes or openly promote them.

All of the organizations Cummins mentions are part of a technocratic, unelected elite that are making decisions for the entire world. If we were to somehow shut down this secondary engine that feeds into the first, the global insanity would probably start to abate.

The question is, can that be done? Robert F. Kennedy Jr. has likened our current predicament to “an apocalyptic battle,”<sup>10</sup> as we’re facing formidable undemocratic forces with seemingly unlimited financial resources, political influence and the ability to control the global landscape of communications.

We’re facing a globalist agenda that ultimately seeks to gain total control by stripping away human rights and the rights of countries, and they’re using “biosecurity” as justification for it all.

## **Exposing the Grand Plan**

As explained by journalist James Corbett in his October 16, 2020, Corbett Report,<sup>11</sup> the Great Reset is a new “social contract” that ties every person to it through an electronic ID linked to your bank account and health records, and a social credit ID that will end up dictating every facet of your life.

It’s about getting rid of capitalism and free enterprise, and replacing them with “sustainable development” and “stakeholder capitalism” – terms that belie their nefarious, antihumanity intents. As noted in the book, “[Technocracy: The Hard Road to World Order](#)”:<sup>12</sup>

*“... Sustainable Development is Technocracy ... The Sustainable Development movement has taken careful steps to conceal its true identity, strategy and purpose, but once the veil is lifted, you will never see it any other way. Once its strategy is unmasked, everything else will start to make sense.”*

In her blog post “The Great Reset for Dummies,” journalist Tessa Lena summarizes the purpose behind the call for a global “reset”:<sup>13</sup>

*“The mathematical reason for the Great Reset is that thanks to technology, the planet has gotten small, and the infinite expansion economic model is bust – but obviously, the super wealthy want to continue staying super wealthy, and so they need a miracle, another bubble, plus a surgically precise system for managing what they perceive as ‘their limited resources.’*

*Thus, they desperately want a bubble providing new growth out of thin air – literally – while simultaneously they seek to tighten the peasants’ belts, an effort that starts with ‘behavioral modification,’ a.k.a. resetting the western peasants’ sense of entitlement to high life standards and liberties ... The practical aim of the Great Reset is to fundamentally restructure the world’s economy and geopolitical relations based on two assumptions:*

*One, that every element of nature and every life form is a part of the global inventory (managed by the allegedly benevolent state, which, in turn, is owned by several suddenly benevolent wealthy people, via technology).*

*And two, that all inventory needs to be strictly accounted for: be registered in a central database, be readable by a scanner and easily ID’ed, and be managed by AI, using the latest ‘science.’*

*The goal is to count and then efficiently manage and control all resources, including people, on an unprecedented scale, with unprecedented digital ... precision – all while the masters keep indulging, enjoying vast patches of conserved nature, free of unnecessary sovereign peasants and their unpredictability.”*

These new global “assets” can also be turned into brand-new financial instruments that can then be traded. For example, [Zero-Budget Natural Farming](#) is now being introduced in India. This is a brand-new concept of farming in which farmers must trade the carbon rate in their soil on the global market if they want to make a living. They’ll get no money at all for the crops they actually grow.

## The Pandemic Has Been a Psychological Operation

There's not a single area of life that is left out of this [Great Reset plan](#). The planned reform will affect everything from government, energy and finance to food, medicine, real estate, policing and even how we interact with our fellow human beings in general.

It goes without saying that to radically transform every last part of society has its challenges. No person in their right mind would agree to it if aware of the details of the whole plan. So, to roll this out, they had to use psychological manipulation, and fear is the most effective tool for inducing compliance there is.

The following graphic illustrates the central role of fearmongering for the successful rollout of the Great Reset.

## Social Engineering Is Central to Technocratic Rule

Technocracy is inherently a technological society run through social engineering. Fear is but one manipulation tool. The focus on "science" is another. Anytime someone dissents, they're simply accused of being "anti-science," and any science that conflicts with the status quo is declared "debunked science."

The only science that matters is whatever the technocrats deem to be true, no matter how much evidence there is against it. We've seen this first-hand during this pandemic, as Big Tech has censored and banned anything going against the opinions of the WHO, which is just another cog in the technocratic machine.

If we allow this [censorship](#) to continue, the end result will be nothing short of devastating. So, we simply must keep pushing for transparency, truth, medical freedom, personal liberty and the right to privacy.

Recognizing that the fear we feel has been carefully manufactured can help free us from its grip, and once we — en masse — no longer believe the lies being put before us, the engine driving the fear and panic will eventually run out of steam.

## Sources and References

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- <sup>1, 2</sup> [The Telegraph, May 14, 2021 \(Archived\)](#)
- <sup>3, 4, 8</sup> [The Telegraph May 20, 2021 \(Archived\)](#)
- <sup>5</sup> [Bi.team](#)
- <sup>6</sup> [PR Week October 17, 2018](#)
- <sup>7</sup> [Data Compliant, Fighting Fake Science](#)
- <sup>9</sup> [Twitter Ivor Cummins May 15, 2021](#)
- <sup>10</sup> [Children's Health Defense August 28, 2020](#)
- <sup>11</sup> [Corbett Report October 16, 2020](#)
- <sup>12</sup> [Geopolitics August 29, 2020](#)
- <sup>13</sup> [Tessa.substack.com October 28, 2020](#)