

WHAT MAKES PEOPLE COMPLY?

**THINK
TWICE**

WHAT MAKES PEOPLE COMPLY?



WILFUL BLINDNESS

The mind only lets you see what it thinks you can handle; else deny and dissociate

“I believe in the covid jabs. My son developed heart problems following the jab but I would still give him the boosters.

JAB YOUR KIDS, PEOPLE”

Sandra

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COGNITIVE DISONANCE

We seek to minimise painful mental states when two thoughts or a behaviour and a thought are contradictory

“I think lockdowns and masks definitely work because the flu disappeared. Unfortunately, they didn’t work for covid.”

Rose

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WHAT MAKES PEOPLE COMPLY?



TERROR MANAGEMENT

Death causes us to shut down mentally; 'reality extinction' is frightening



“You may be right but I can’t bear to think about any of this.”

Sarah

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SYSTEM JUSTIFICATION

We cannot imagine that the system we benefit from could be incorrect or immoral

“If this was true, it would be on the news. Are you saying all checks and balances are gone?”

Jonathan

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WHAT MAKES PEOPLE COMPLY?



CONFORMITY

We assume the crowd is right and we are terrified of being ostracised



“Most people believe that masks work. Surely, they can’t be all wrong.”

Jessica

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IN-GROUP

As social beings, we reject things that conflict with our group and as a result become more polarised



“You are not going to take that horse dewormer medicine, are you? That’s what conspiracy theorist do.”

David

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COGNITIVE MISERS

We don't have the time or energy to process new information or question the status quo

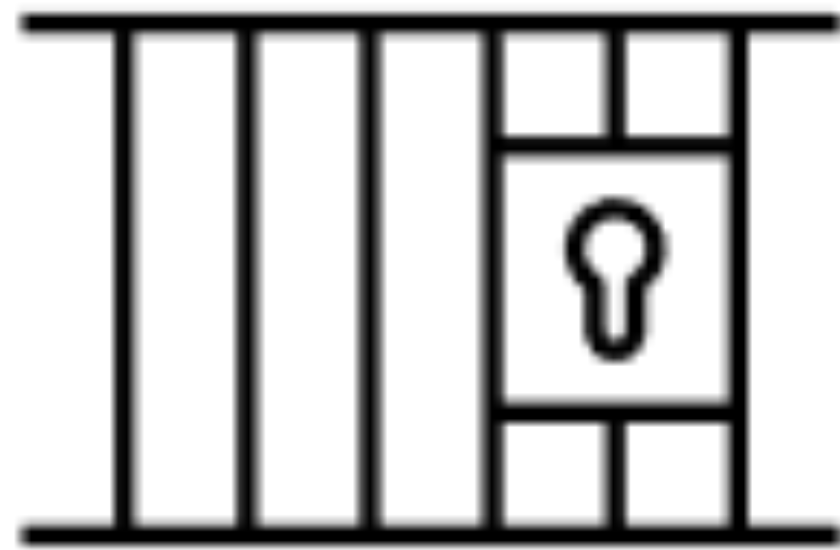


“I'm too busy. I don't have time to do my own research or think about any of this.”

Mark

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LEARNED HELPLESSNESS

If we feel that we are powerless then we won't even try in the first place



“It’s far bigger than me. I can’t do anything about it. So I’m just going to do as I’m told.”

Jessy

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REGRESSION

Most crave the submissive comfort of childhood; freedom means risk and responsibility



“I trust the government to take care of me.”

Dilon

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AUTHORITY

We are hardwired to trust authority figures and follow their direction

“I am the science. Follow the science.”

Tony- Former Director of the US NIAID

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Many Thanks to Patrick Fagan for his contribution

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