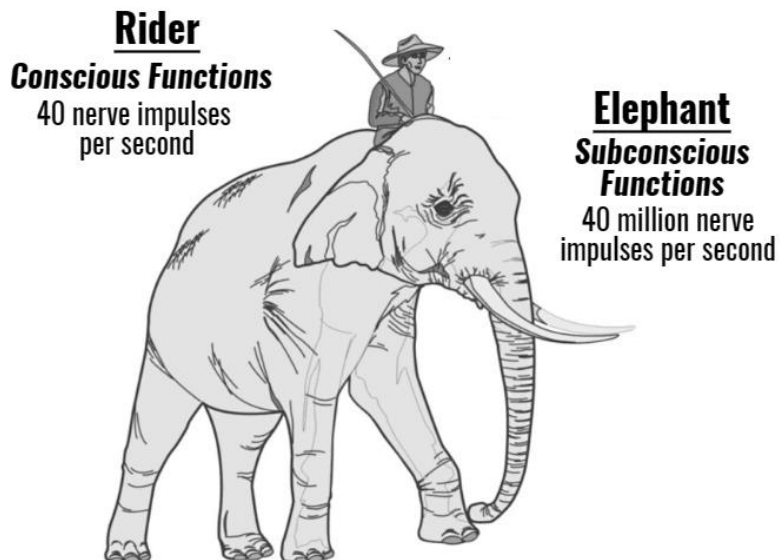


## **Lives 1st Gatherings** ***Things to Explore & Discuss***

### **Why Weaponized Social Media Works**

*Our bodies are created from a DNA Code  
which is over 99% the same in all people.*

In June 2000, the **International Human Genome Sequencing Consortium** announced that it had produced a draft human genome sequence that accounted for 90% of the human genome. On March 31, 2022, the consortium announced that had filled in the remaining gaps and produced the first truly complete human genome sequence.<sup>1</sup> Genetic information wasn't a consideration in medical schools before the 21<sup>st</sup> century. Now it is indispensable. During that 22-year period medical textbooks were rewritten multiple times. Most American citizens know absolutely nothing about genetics. **This is the first reason weaponized social media works.**



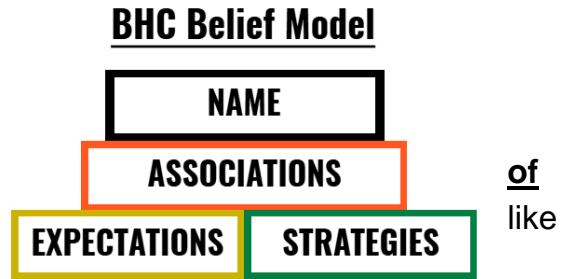
DNA creates the brain, which functions on two levels – conscious & subconscious. As an **information processor** the **subconscious function is one million times more powerful than the conscious** - and it contributes **95% of cognitive activity.**

**Weaponized social media works because it targets the Elephant, not the Rider.**

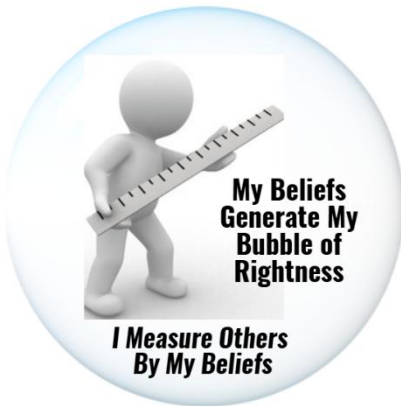
Beliefs exist in the same neural networks that are involved in life experiences. Beliefs are not files stored in one place. They are parts of memories. Beliefs may be spread across billions of neurons in the brain. The brain constructs beliefs from streams of information sent from sensory organs.

<sup>1</sup> <https://www.genome.gov/about-genomics/educational-resources/fact-sheets/human-genome-project>

BHC created the Belief Model to help people work with the very complex processes that take place in the brain. Then the body lives in the world, but **the control center of the body (the brain) lives inside the skull. The top priority the brain is survival.** The brain uses beliefs a GPS to identify what's out there and then make decisions.



The brain uses beliefs to search for known patterns in information flowing into it from sensory organs. When it identifies a pattern in the stream of information, it assigns a **name** to it. Linked to each name are **associations** that provide more details, **expectations** about what it will do, and **strategies** for making decisions. A good way to remember how beliefs work is to think of them as “**Apps**” like those on smartphones.



The brain uses beliefs to create “**Individual Bubbles of Rightness.**” **The Ruler represents an entire Belief System. The Lines on the Ruler represent the Apps.**

Imagine streams of information flowing into the Elephant at 40,000,000 nerve impulses per second. The Ruler is screening it and recognizes a pattern. An App is triggered, a decision is made, and the body follows the decision. **Social Media Predators** make their weapons appear to be just like the **Prey's Trusted Beliefs.**

Primary goals of Predators that use **Weaponized Social Media:**

- polarization
- disruption
- increased uncertainty



They do this by using your Belief System to create **misinformation** and **false information** that will **subconsciously trigger Apps in your brain.**

**BHC**