

## Supporting Cast 20230802

It's August 2nd, 2023. It's about 9:30am. Once again, that's August 2nd, 2023. These are going to be kind of rough notes. I wanted to capture some notes about gamification. So I think where I want to start is, I was reading some articles about social media and the influence that social media has had on the direction of discourse, most especially in the United States. And one of the phrases that I ran across was the river of rage, meaning each side of these ideological struggles, competitions; they see the other side seemingly as the enemy. There was a lot of scientific studies that referred to many different concepts, but human behaviorism was sort of the foundation of all of it. I remember earlier in my research, I had run across an article about how we're being played. So what I was thinking about this morning a little bit had to do with, so what they were talking about, there was only two things, I should say two tools, because that's what they said in the article. The first tool is, it's the, what they called the autopilot or system one, and that's our fast thinking mind that, which when I read that, it kind of reminded me of that part of us that's sort of like the fight or flight mechanism. In that case, we have to make fast choices, fast decisions on whatever information we have readily available to us at that time, no matter how imperfect. What the article was saying was, unfortunately, because it's so fast and it doesn't really take a lot of our energy to make those system one or autopilot decisions, choices, it's sort of like the default that we rely upon. What the article was saying was, the thing to be aware of is, it is heavily, or can be, I should say, heavily influenced by bias. What the article went on to say was, the best thing we can do at times, especially if we recognize how our inclination is to use this fast decision making process that might be heavily influenced by our own personal bias, they said the best thing that we can do is tap the brakes, disengage the autopilot, and utilize our slow thinking mind, which relies upon reason rather than bias. They went on to say that part of the reason people don't rely upon this as much is because it's energy intensive. I remember one time I read a quote, I'm going to quote it as closely as I can, by Henry Ford. He said, "Thinking is the hardest work there is, and it's why so few people engage in it." In my material and in my discipline, I talk about the Master's Craft and the casting of spells and the casting of roles. I talk about if an individual accepts the premise of the suggestion, then they are cast into a role that supports the premise. Oftentimes in my notes after that, I'll make a little additional note to myself, supporting cast. They're cast into a role that's actually supporting that premise. They may

or may not truly be aware of how they got there. I think that's what the main point of this article was, the difference between, as they referred to it, system one, or that autopilot fast thinking part of our processing, and then the more slow thinking process that relies more on reason. What's the word I'm looking for there? I would think it would be the analytical. I guess the next thing I wanted to mention was I talk about any time you're considering or investigating; (an) inquiry and investigation. Something sparks an interest, and so that's the level of inquiry. It goes back to the less intensive or more intensive processing. Less intensive requires less attention and less energy, whereas the more intensive requires more attention and more intellectual, analytical processing. The inquiry is, is that something that I want to find out more about? Is it worthy of engaging in an investigation? That's sort of the trigger of; I don't know, without really thinking about it too much, the system one fast thinking autopilot. Is that the one that's most engaged at the inquiry level, meaning how quickly we will consider or reject, discount something that might momentarily attract our attention? And then, of course, if that's the case, then when we do deem it worthy of an investigation, it would seem to me that that's when we're engaging that slow thinking, more analytical and relying on reason rather than bias. Well, what I came to in kind of processing this, because, of course, I'm working in this arena right now to try to understand in the Master's Craft how this applies to the casting of spells and the casting of roles. And while I was reading it, they talk about this river of rage that especially the social media platforms and their algorithms are intended to continually feed reinforcing information, reinforcing narratives to keep us engaged, to continually focus our attention. And so, in that sense, I think in the article they said that going back decades that we received most of our information from only a few trusted sources. Now, whether or not those sources could be fully trusted or not could be the subject of a debate. But generally, most of us were being exposed to the same set of data, of information or facts. Now, with social media, there's a near unlimited source and no real reason to trust the sources. In fact, the article went on to say that, again, social media users are the product of social media. It's all about gaining and maintaining their attention. And so, why stick to facts if you can engage someone and you can feed them fictional information which may be much more interesting to them and much more engaging to them than the truth, than actual facts. There's nothing preventing that contributor or the social media platform from creating fictional narratives to keep their product engaged. So, the article went on to talk about cues, how that's what this feed does. It continually feeds up cues that will prompt their product, the participant on

the platform. It continually gives them or provides them with cues to intensify that river of rage fundamentally, what I believe they were saying. Well, while I was thinking about that, it kind of reminded me a little bit of clues because I remember way earlier in my thinking about this in my material, I stumbled across the thoughts of like a treasure quest, which is heavily used in some of my notes. And it kind of related back to this river of rage, the cues. So, on top of that kind of attractant, making something whether true or not, making it very engaging, on top of that, another tool, I guess would be the word I would choose that can be leveraged, is instead of feeding outright cues, you can offer subtle clues. Because if the participant is, if they can be under the belief that they're noticing, accounting for certain clues, and they're piecing this puzzle together themselves, that's even more engaging. And so, these clues can be used at even a deeper, almost more subliminal level to control the narrative. To, again, it's a feed, to feed the narrative. And so, when you combine that sense of putting things together that maybe perhaps nobody else around them is, that provides them with a sense that they have a unique access to truth. And that combined with the cues can, I believe, can intensify that rage. A: the rage of what the narrative is feeding to them, and B: that nobody else can see it. And I think that combination, it's volatile. And I think that's the most concerning part of what's happening with this divisive narrative that's going on in our country. It can become very volatile. As I say in my material, the Force. They talk about Star Wars and the Force. It's all around us. It's a tool. It's a power that can be harnessed. The power of suggestion is generally what I call it or label it. But it can be used, can-will is the way I express it, can-will guidance, what I call course corrections, or violence. It's the same leverage, so to speak. It's the same power that's being leveraged. It's just what it's being leveraged for, which, like I said, goes back to the story of Star Wars and the Force. It can be used for, in their context, it can be used for good or for evil. So I think in the end, I was trying to understand how I can best frame my approach. First, to help people to understand that, yeah, we're being played. But to understand also that, ultimately, we have the power; we have the choice. We can accept, reject, or cast off anything that we choose that's coming to us through that feed that is our power. So I think that's pretty much all I wanted to capture. Like I said, rough notes. I'm just trying to get it to where I can come back to it and expand on it and refine it. Signing off.