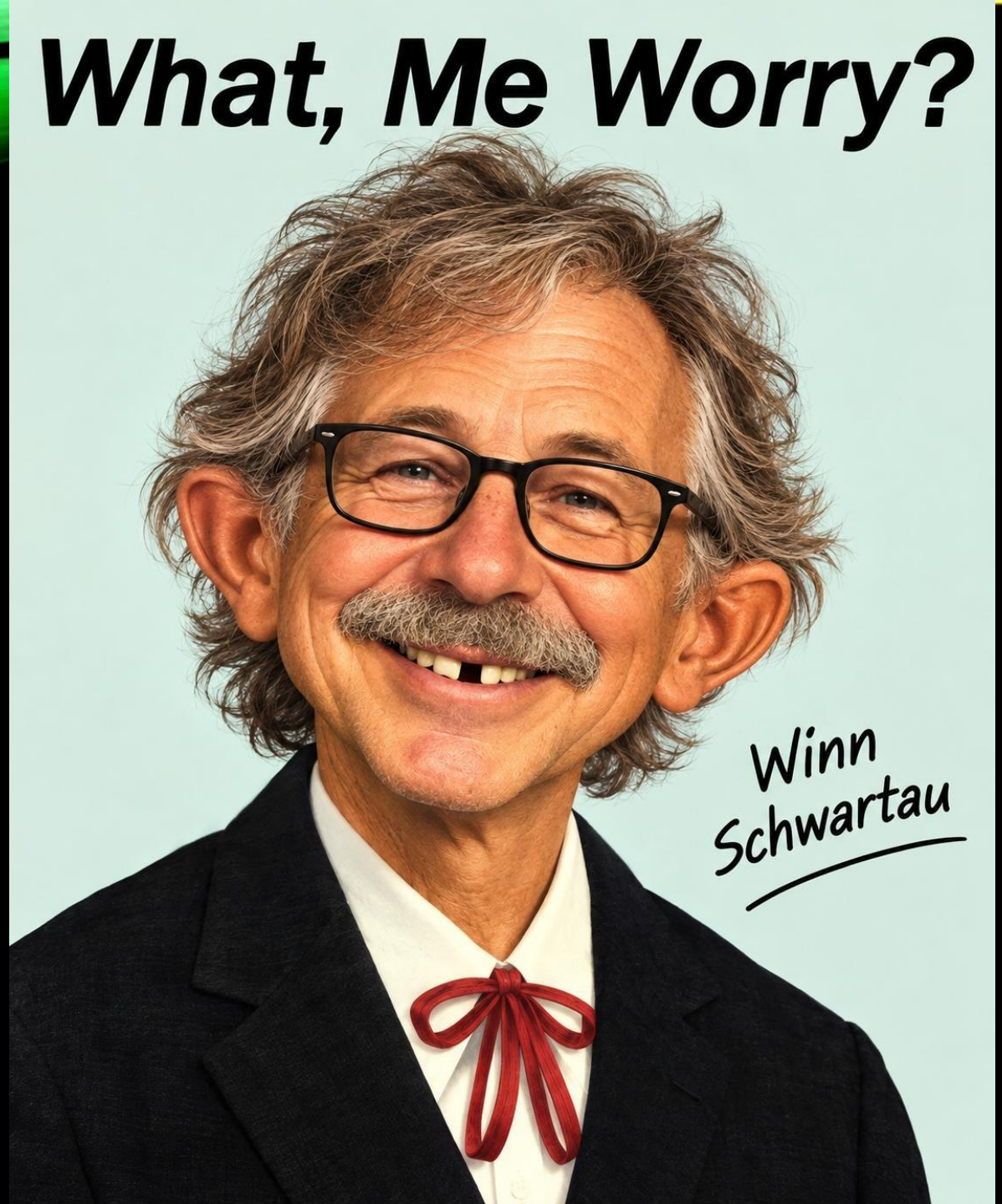
WHAT IN THE EVERLOVING FUCK IS WRONG WITH EVERYONE?



WHAT'S WWWRRRRONNGGG WITH EVERYONE, EH?

- Anxiety
- Confusion
- Attention and memory problems
- Loss of trust
- Poor decision-making
- FOMO
- Distracted to Distraction
- Time-wasting
- Fear of loss of power, social acceptance, & self-identity
- AI or not AI?
- Bot or not Bot?

What, Me Worry?



Too Much Information

Cognitive DOS/DDoS, confusion, anxiety, sleep, attention, and memory problems, loss of trust, poor decision-making, leading cause of mis- disinformation/BS.

Stress & Anxiety

FOMO, distraction, time-wasting, fear of loss of power & connectivity, social acceptance, self-identity, mental health issues, technophobia, online crime.

Behavioral Algorithms

AI, ceding control of decision-making, exploiting PIB, cognitive influence, bias exploitation, trusting the tech, saves time and is too easy to not use.

Digital Addiction

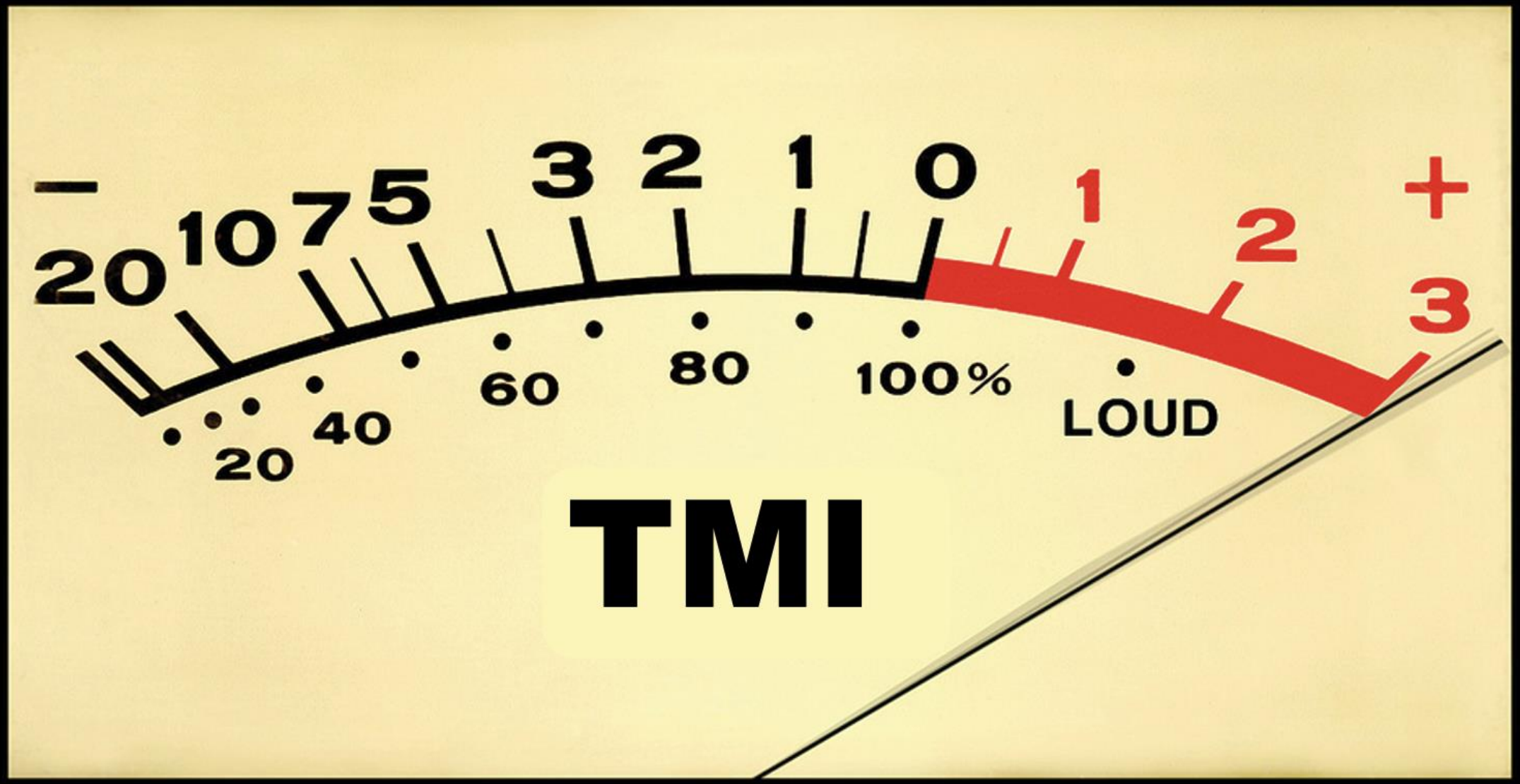
Digital & sensory-induced dopamine, emotional compulsion, distorted reward system, behavioral compliance, trust established.

PIB

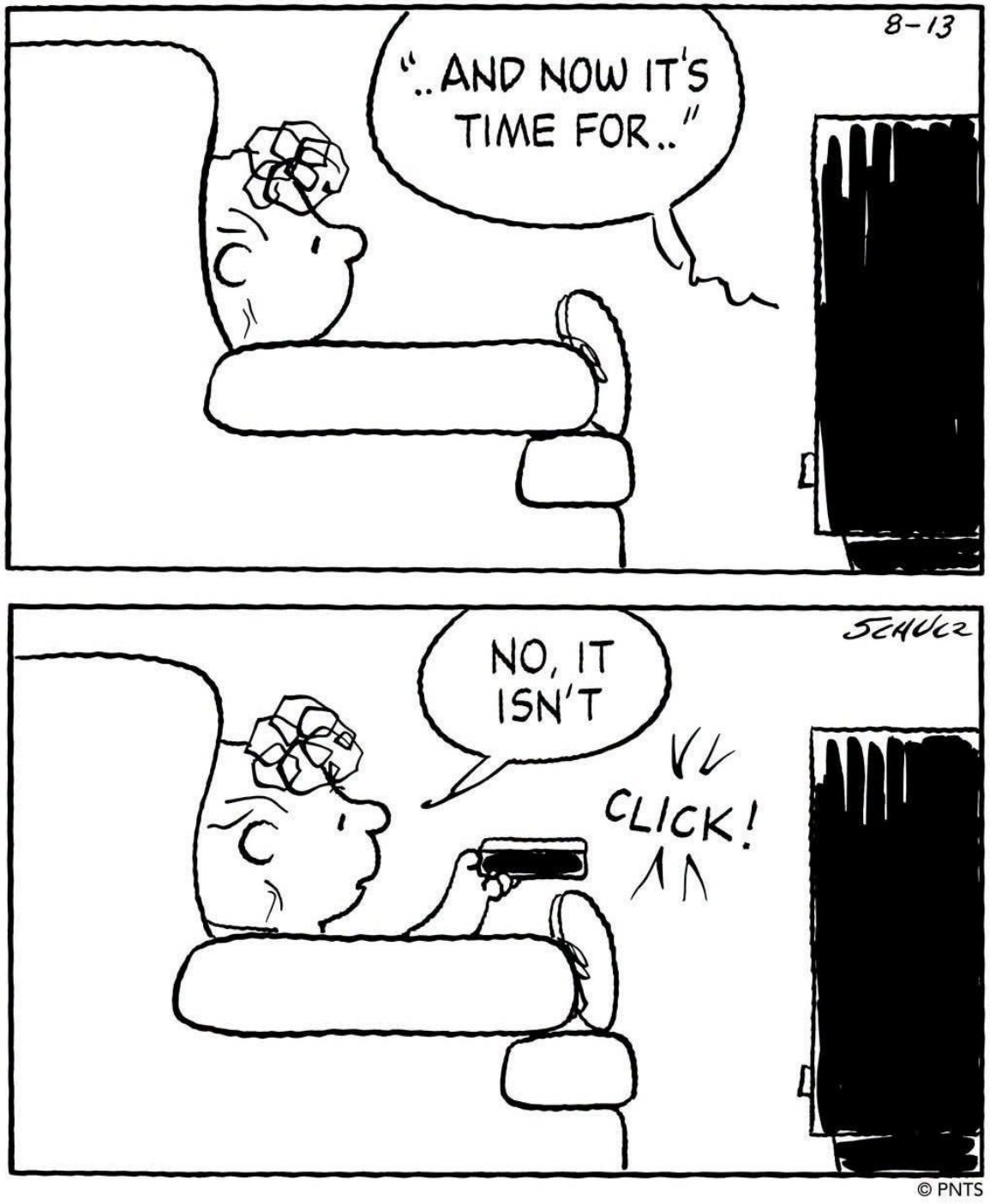
Abuse of tech and data that predicts and influences human reactions with Personally Identifiable Behavior by complicit or bad actors.

Time

Tech is always on, constantly pushing the first five vectors 10^6+ faster than humans can absorb. Faster OODAs win. Chronoception/-type manipulation.

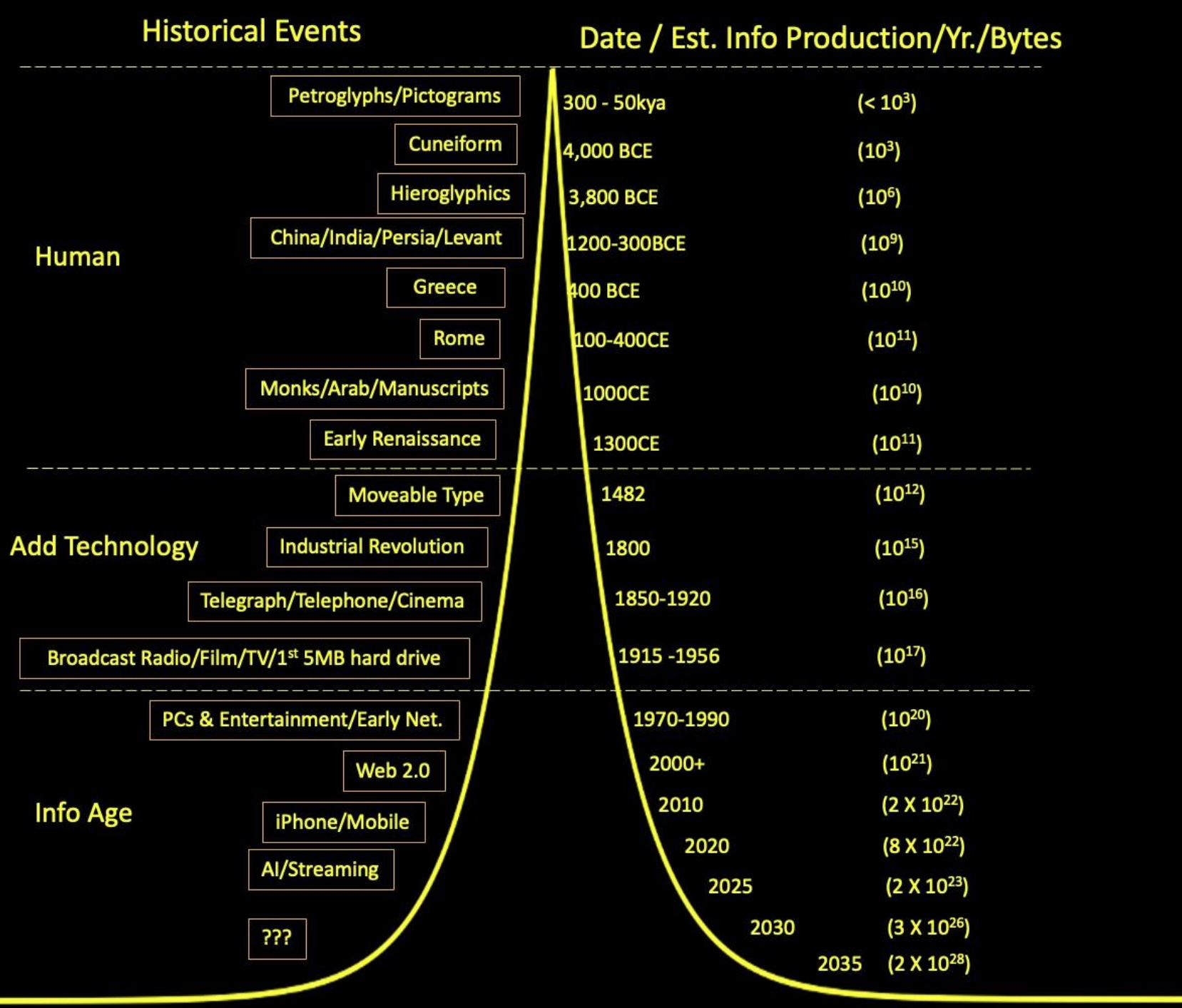

–
20
10
7
5
3
2
1
0
1
2
+
3
20
40
60
80
100%
LOUD
TMI

Critical Ignoring for all ages



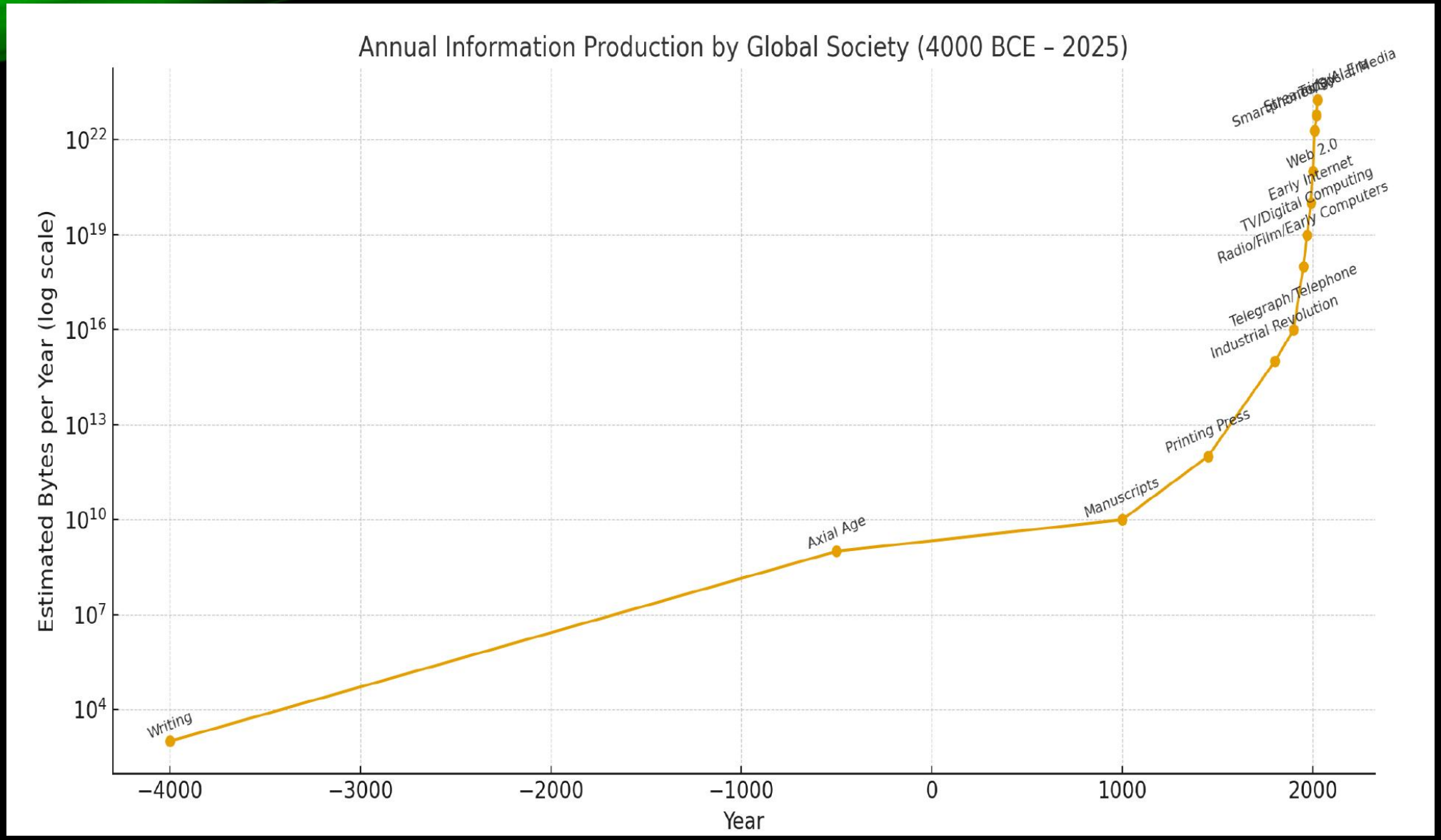
TMI in Human History

300 kya – 2035CE
(10^{25} increase)



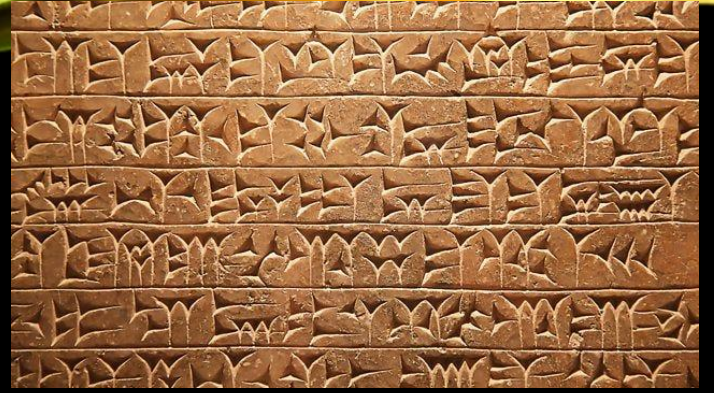
"The Art & Science of Metawar" © 2023-2026 Winn Schwartau

TMI BY THE NUMBERS

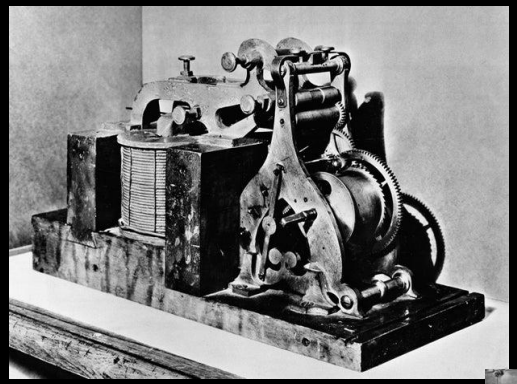










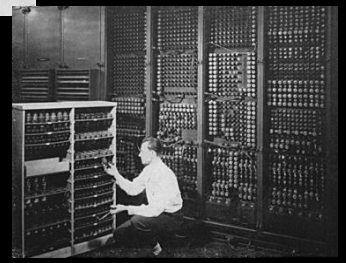









MARNER
MAE WEST · W.C. FIELDS · LITTLE CHICKADEE
GARFIELD-SHERIDAN · CASTLE ON HUDSON
WEST FIELDS
My Little Chickadee
CASTLE ON THE HUDSON
Ida Garfield Ann Sheridan Pat O'Brien




PAA




APPLE
COMPUTER


World Wide Web
The WorldWideWeb (W3) is a wide-area
Everything there is online about W3 is
What's out there?
Pointers to the world's online information





They Who Control the **Technology** Control the **Narrative**.

They Who Control the **Narrative** Control Your **Beliefs**.

FILTERING A/K/A CRITICAL IGNORING

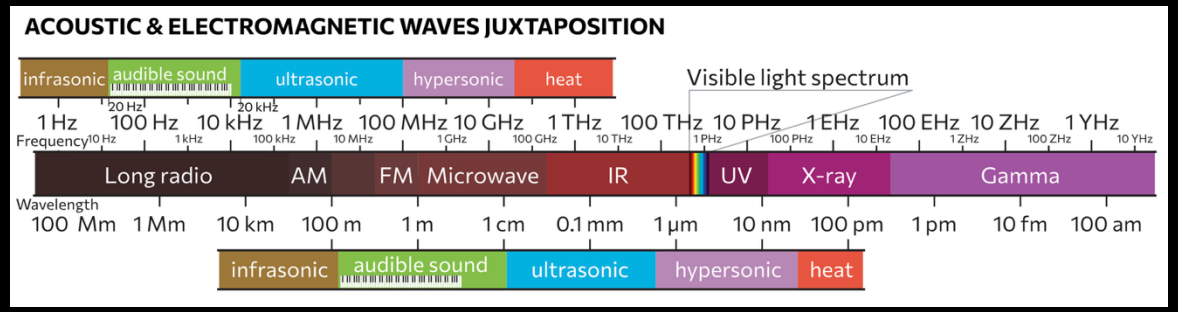

FFT
RMS
-0,448 dB
NEWS ALERTS
MISINFORMATION
Emotional exhaustion
Analog In + Sine1kHz (dB)
0,00
-20,00
-40,00
-60,00
-80,00
-100,00
-120,00
0,00
1001,0
2000,00
4000,00
6000,00
8000,00
10000,00
f (Hz)

TUNING IN TELEVISIONS

TUNING OUT THE INTERNET

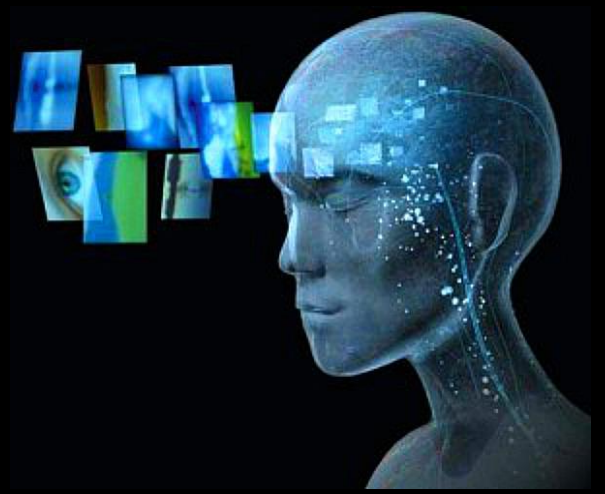
Innate Biological Sensory Ignoring Protecting Humans From Reality

Audio - 4.8 X 10^9
EM ~ 10^{18}



~80% of human sensory input is visual. Our eyes filter out all but **0.0035%** of the electromagnetic spectrum.

*~10% of our sensory input is auditory. Our aural biology filters (ears) only allow **0.0004%** of acoustic signals into our brain. Only 20,000Hz of ~4.GHz.*



~11.1 mb/sec
~2-4 kbs
~5-40 bps

AUDITORY & VISUAL CRITICAL IGNORING











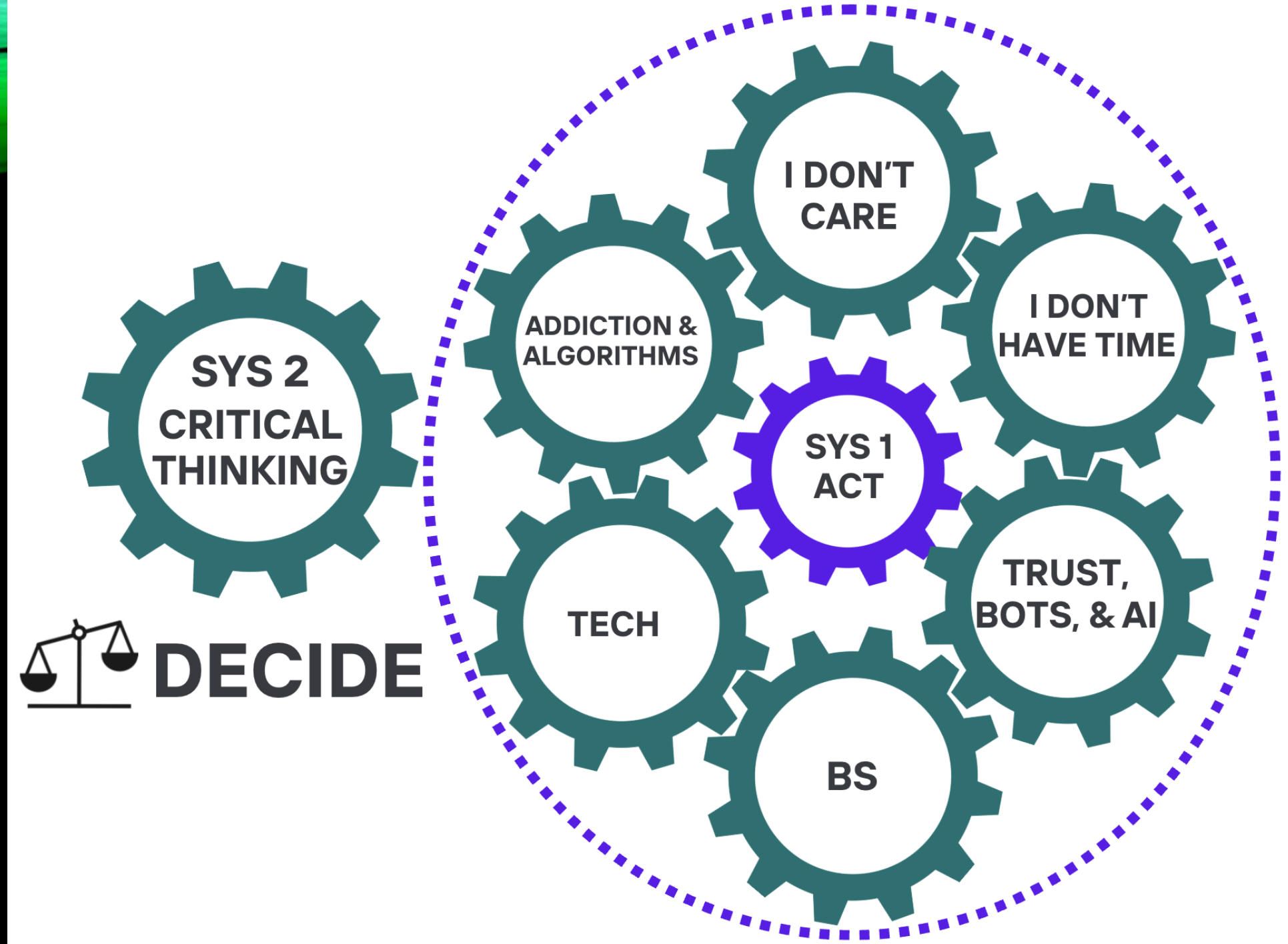
HABITUATION



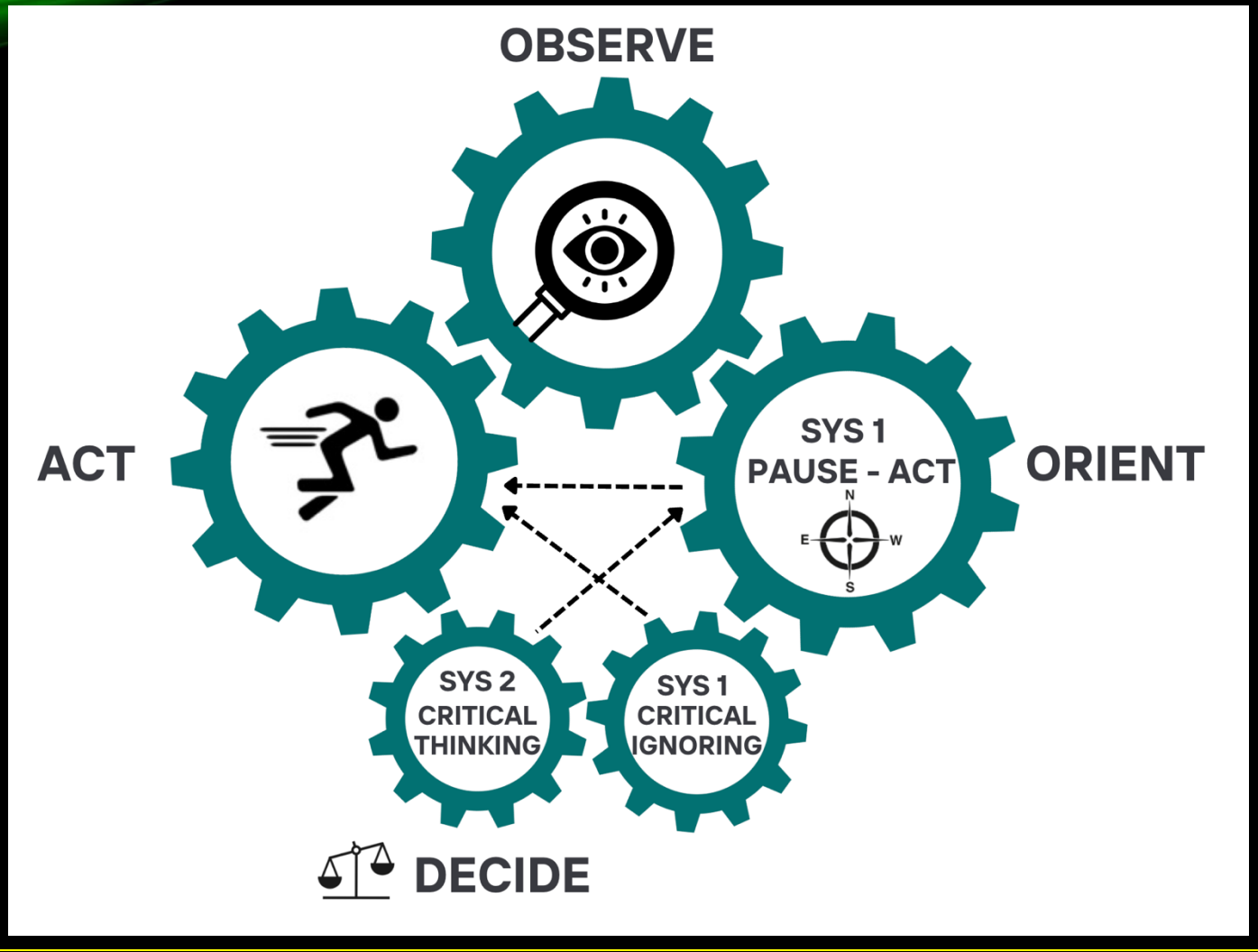






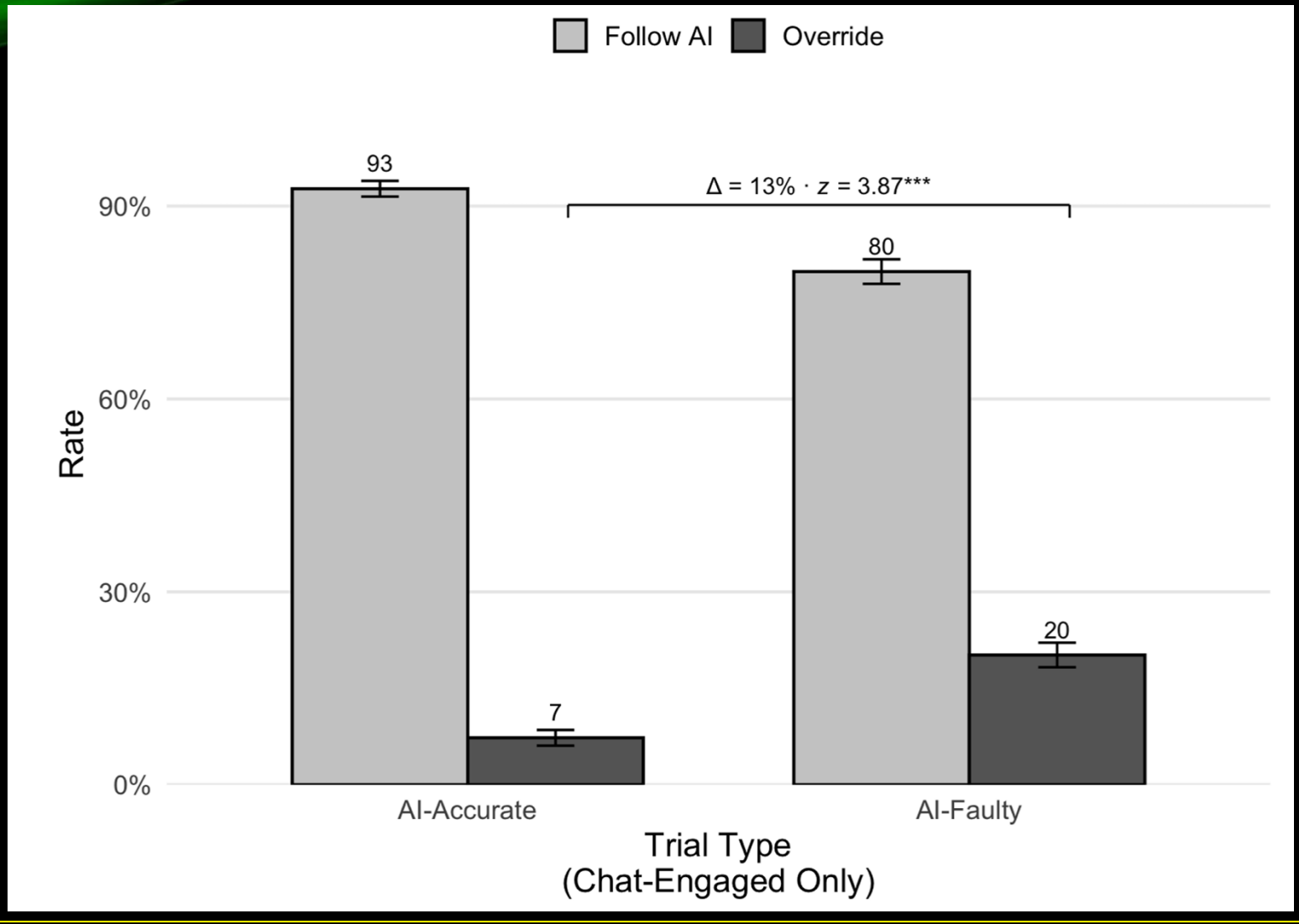

SYS 2
CRITICAL
THINKING
DECIDE
I DON'T
CARE
ADDICTION &
ALGORITHMS
I DON'T
HAVE TIME
SYS 1
ACT
TECH
TRUST,
BOTS, & AI
BS

Critical Ignoring OODA



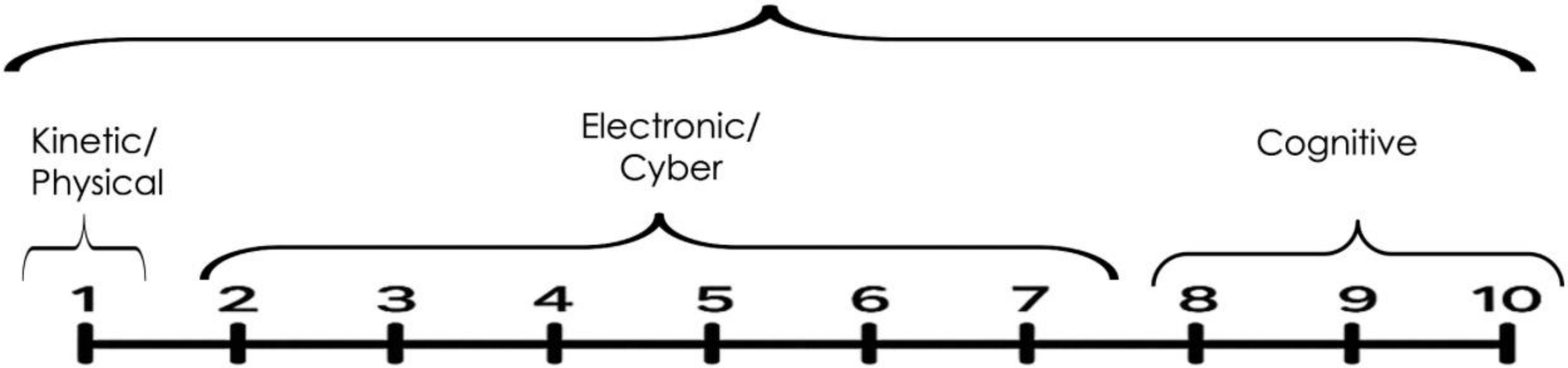
A strong mental immune System 1 works fast and talks to' *System 2. Critical Thinking. It takes time, mental energy, and an open mind.*

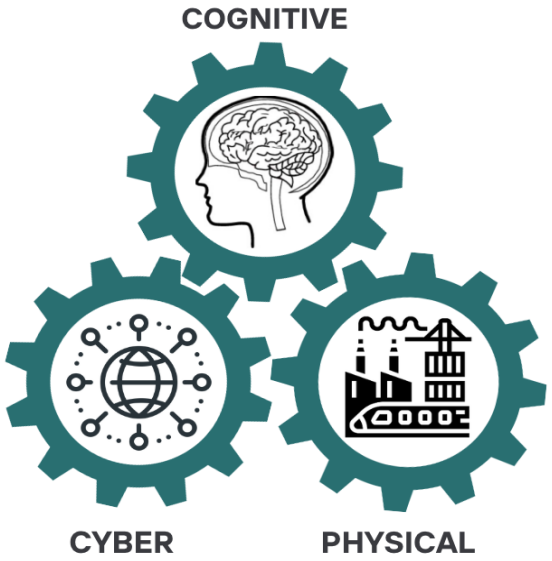
Trust AI. Ofc.



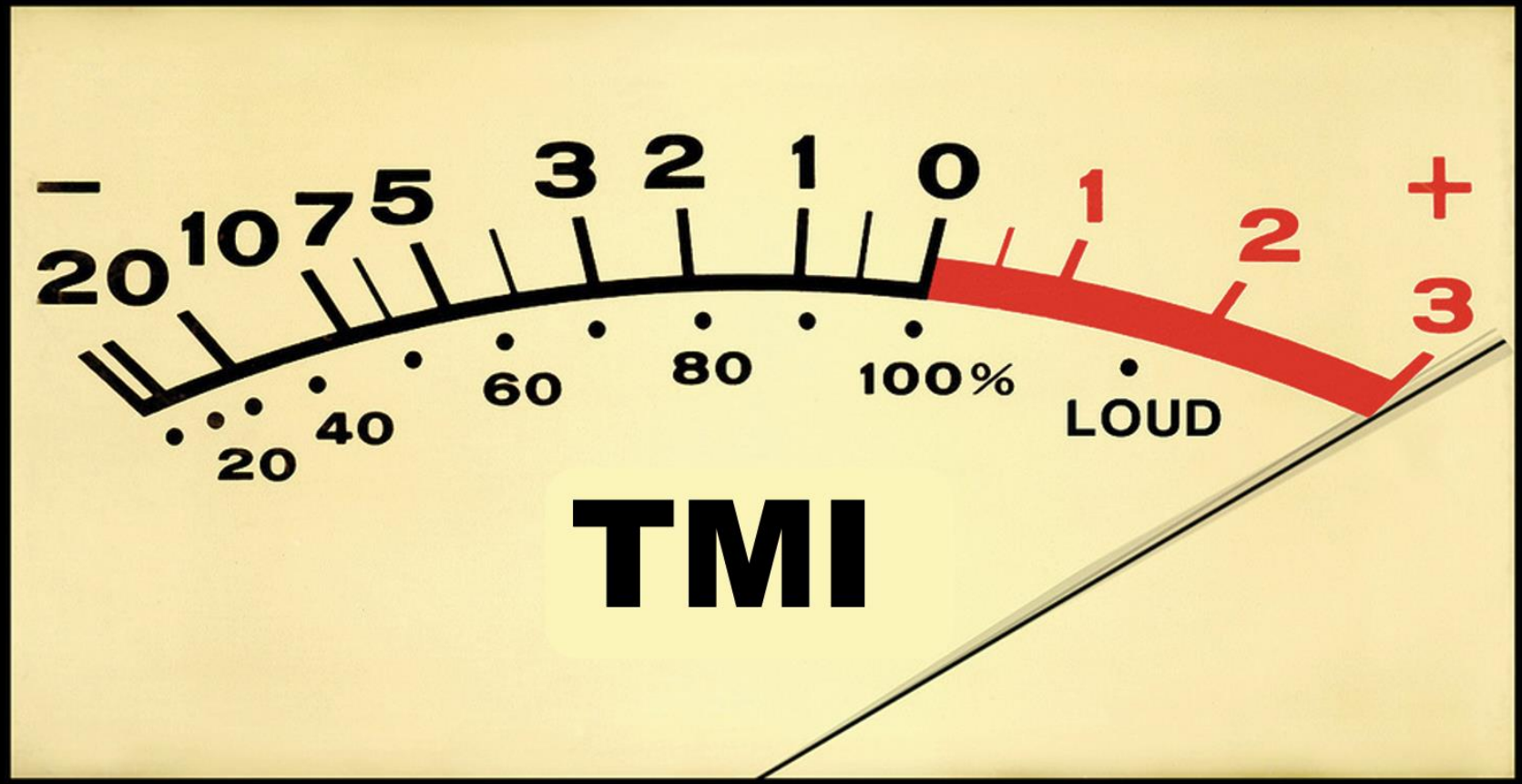
Test subjects who consulted AI were overwhelmingly willing to accept its answers without scrutiny - whether correct or not. (No System 2 engagement)

Metawar

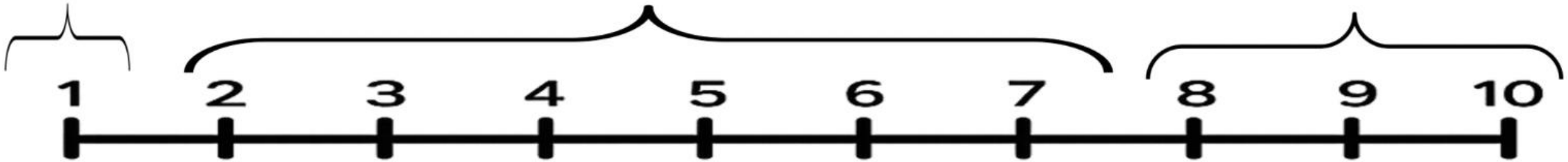

Kinetic/
Physical
Electronic/
Cyber
Cognitive
1
2
3
4
5
6
7
8
9
10


COGNITIVE
CYBER
PHYSICAL

Can TMI Trigger a Cognitive Pearl Harbor?



Physical **Cyber** **Cognitive**



Pearl Harbor
Dec. 7, 1941

- Heavy local kinetic damage.
- Cyber ignored
- Massive cognitive shift.
- E.g., JFK; 9/11;

Electronic Pearl Harbor
Coined June 27, 1991.
AKA: Digital and Cyber Pearl Harbor

- Critical infrastructure focused.
- Possible low level kinetic impact. Widespread service interruption
- Massive cyber-cascade and cognitive impact increases over time.
- E.g., Stuxnet 2010; Blackouts; Submarine cables; AT&T SS7. June 26, 1991

Cognitive Pearl Harbor
Coined, 4Q 2024

- Personal
- Enterprise
- Society/Populations
- E.g., Religious epiphany; propaganda; magic vs. science; reinforced behavior through TMI.

PEARL HARBORS COMPARED

Kinetic Pearl Harbor

- Pre-planning, mapping, weather
- Nation-state actor
- Warnings ignored
- Low and stealthy
- Sudden impact

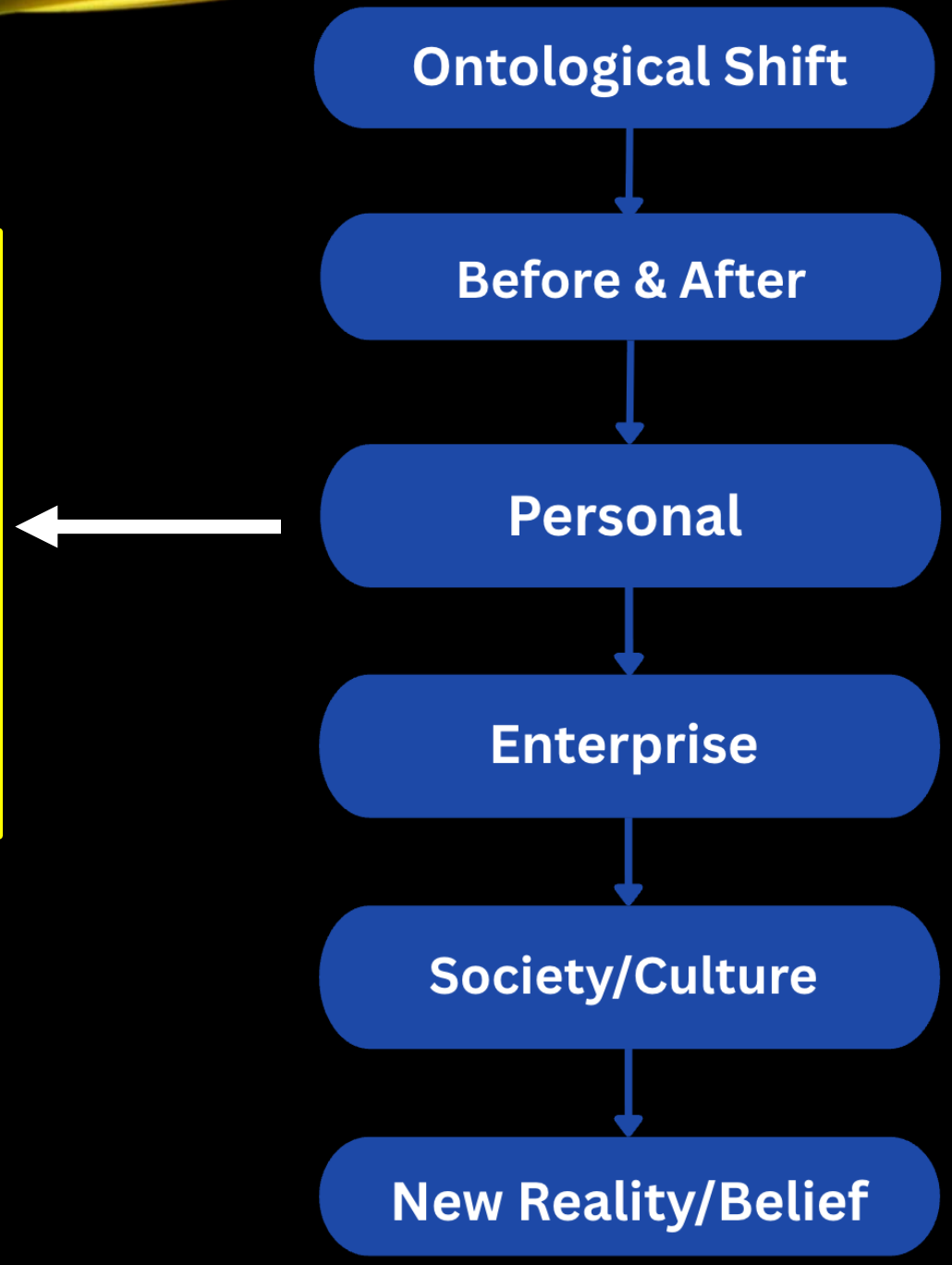
Electronic Pearl Harbor

- Preplanning, mapping the cybers
- Nation-state, NGO, etc. actors
- Warnings ignored
- Slow, low, and stealthy
- Sudden impact

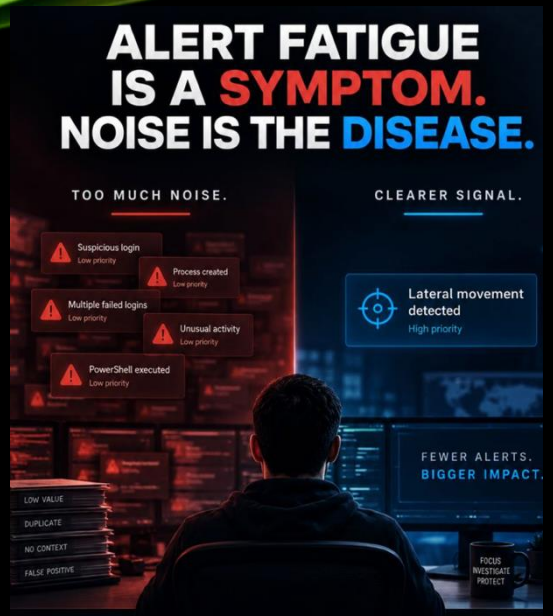
Cognitive Pearl Harbor

- Pre-planning, mind mapping,
- Nation-state (internal or external); NGO; Socials+
- Slow, low, stealthy
- Final shift to compliance and belief.
- Ontological Shock

- Death of child
- Bankruptcy
- Loss of family member



- Alert Fatigue
- Loss of **Trust**
- Unrealistic Deadlines
- **Manipulating** what staff believes
- **Loss** of confidence in leadership.
- Customer **loss**
- Survival
- Bankruptcy



Ontological Shift

Before & After

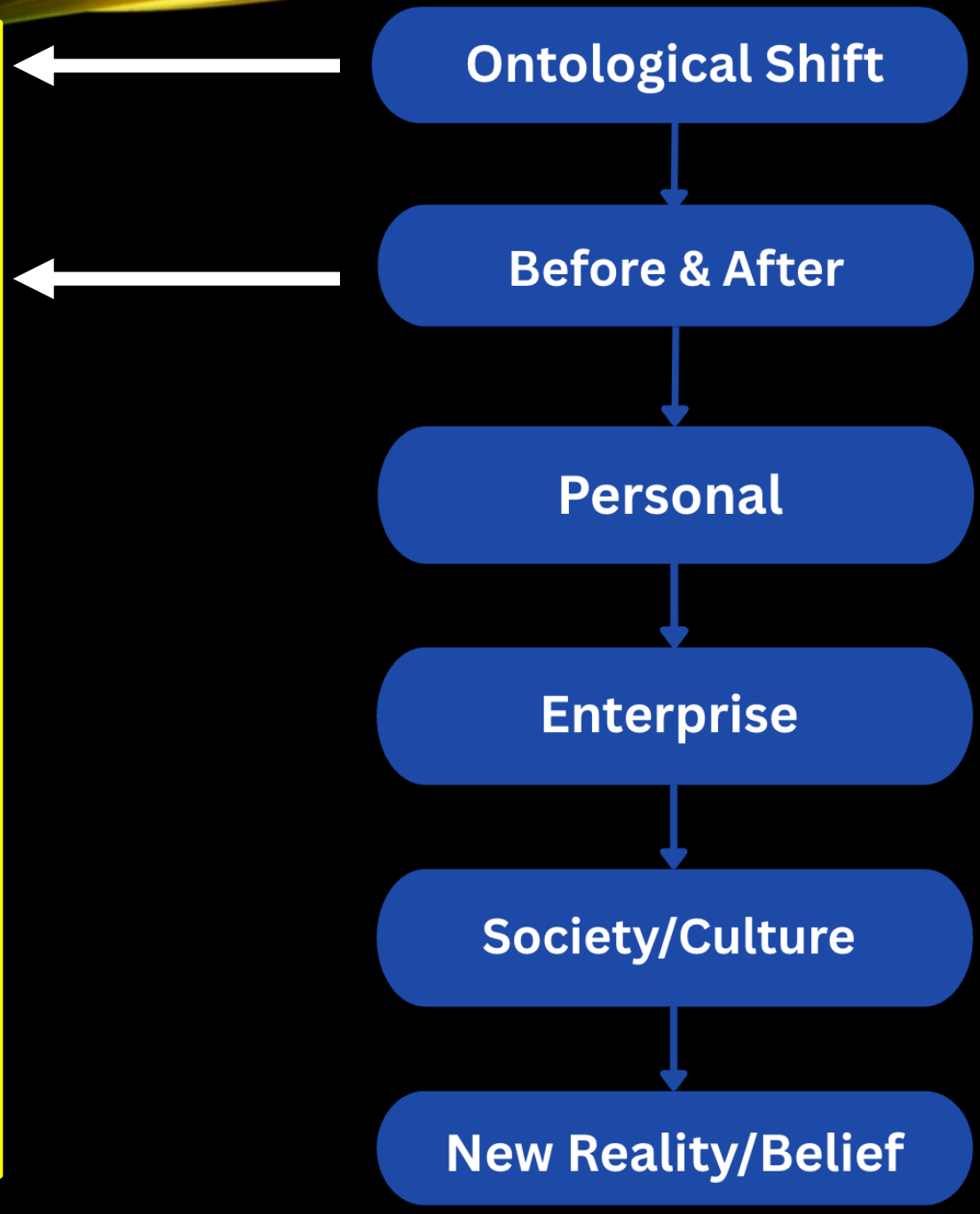
Personal

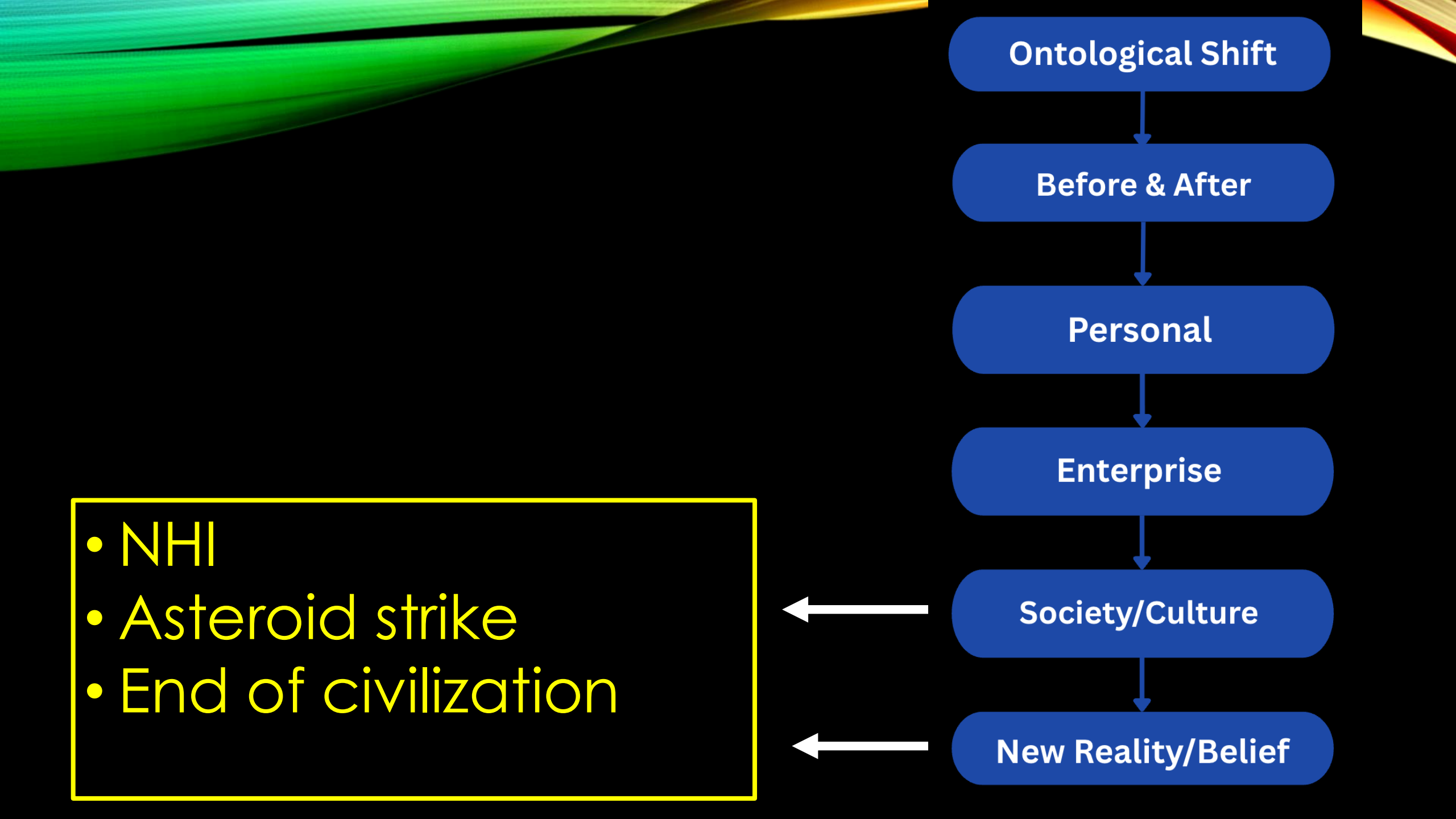
Enterprise

Society/Culture

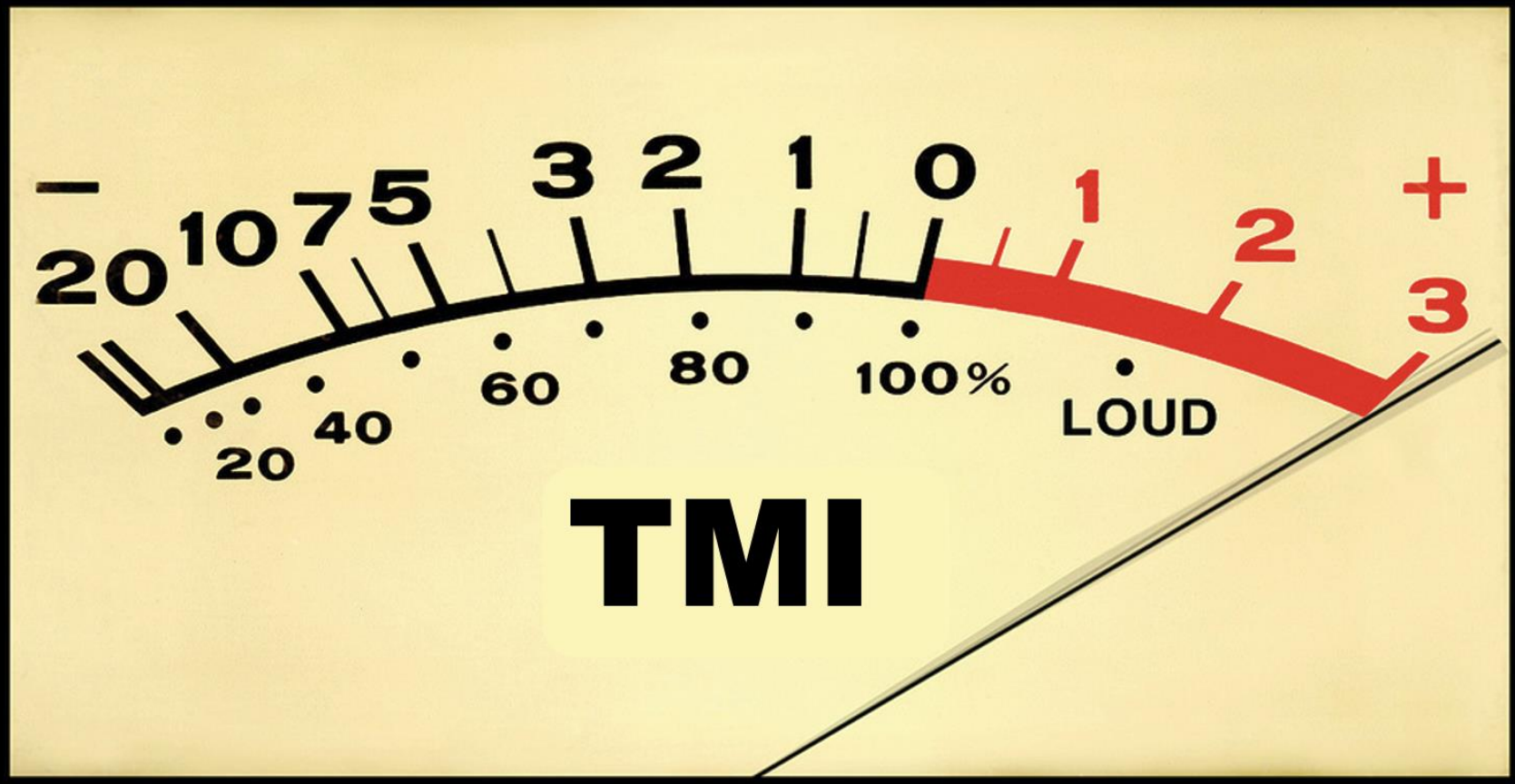
New Reality/Belief

- **Fast**
  - Dec. 7, 1941
  - Nov. 22, 1963 JFK
  - 9/11/2001
  - COVID 19
  - ?NHI?
- **Slow**
  - Einstein/Galileo (Enlightenment)
  - Quantum Physics
  - WWI/WW2
- **Tech**
  - WWW 1995
  - iPhone 2007
  - Nov. 22, 2022 (AI)




Ontological Shift
Before & After
Personal
Enterprise
Society/Culture
New Reality/Belief
• NHI
• Asteroid strike
• End of civilization

CRITICAL IGNORING



Pre-bunking Proven to Strengthen Mental Immune System



Intellectual and emotional attacks, arguments, and persuasion do not work.

"Over 50 years of research has shown that inoculation is among the most effective frameworks to help people resist persuasion attempts."

Professor Sander van der Linden
Cambridge Univ., UK

"A bit of fake news and a dollop of explanation and we can inoculate people against disinformation by explaining the techniques used to distort the facts."

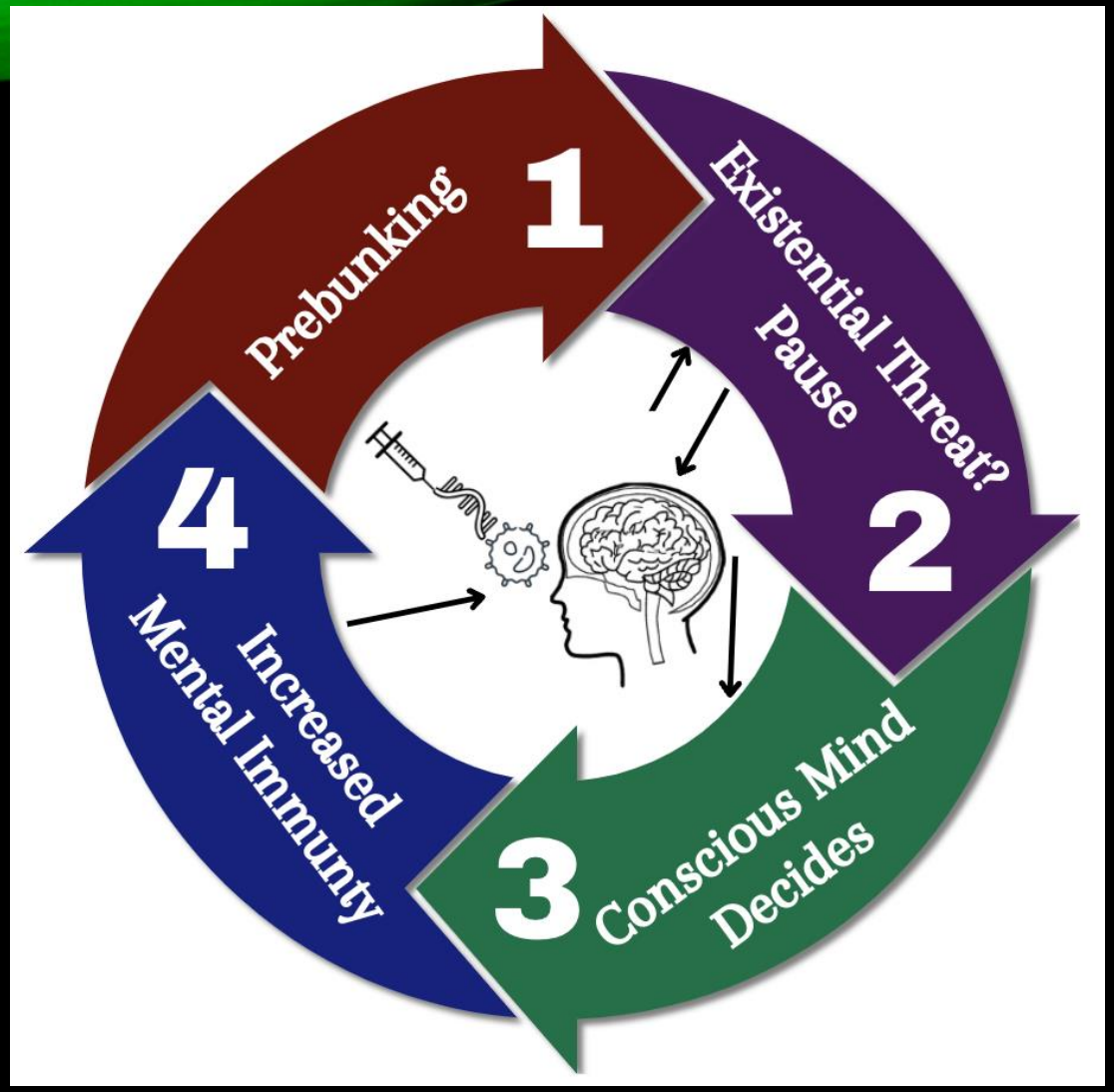
Professor John Cook, Senior Research Fellow
University of Melbourne, AU

“Defending against unknown cognitive attacks requires a mental inoculation against the techniques, not the data.”

Winn Schwartau, from

“The Art & Science of Metawar”

COGNITIVE PREBUNKING OODA LOOP

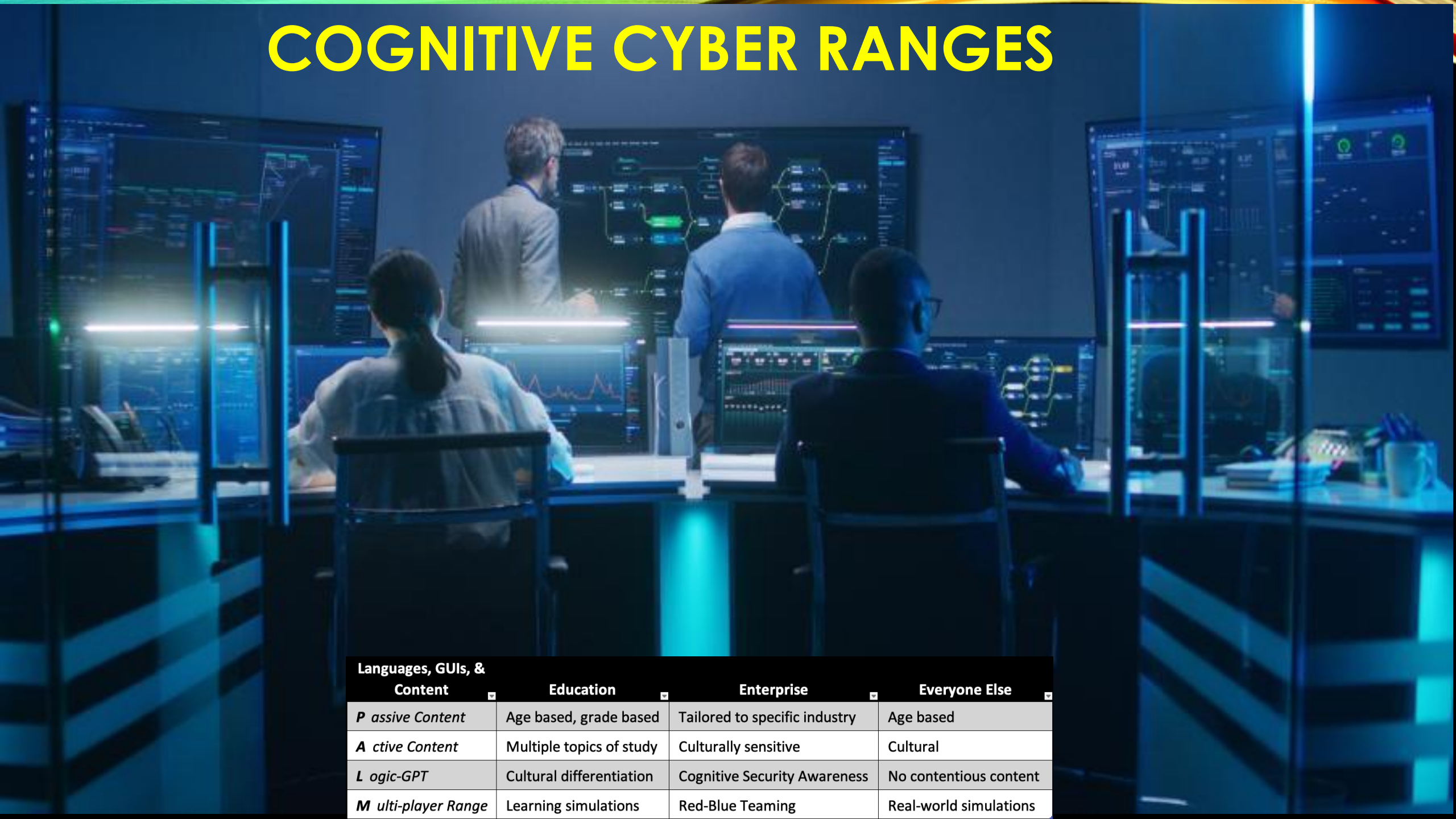


Prebunking is a promising, research-backed strategy for building resilience against BS. It is effective, safe, and scalable,

- **Key Requirements**

- More Research
- Critical Ignoring
- Experimental Cyber Ranges
- Real-world testing
- Interdisciplinary cooperation
- Resources Support

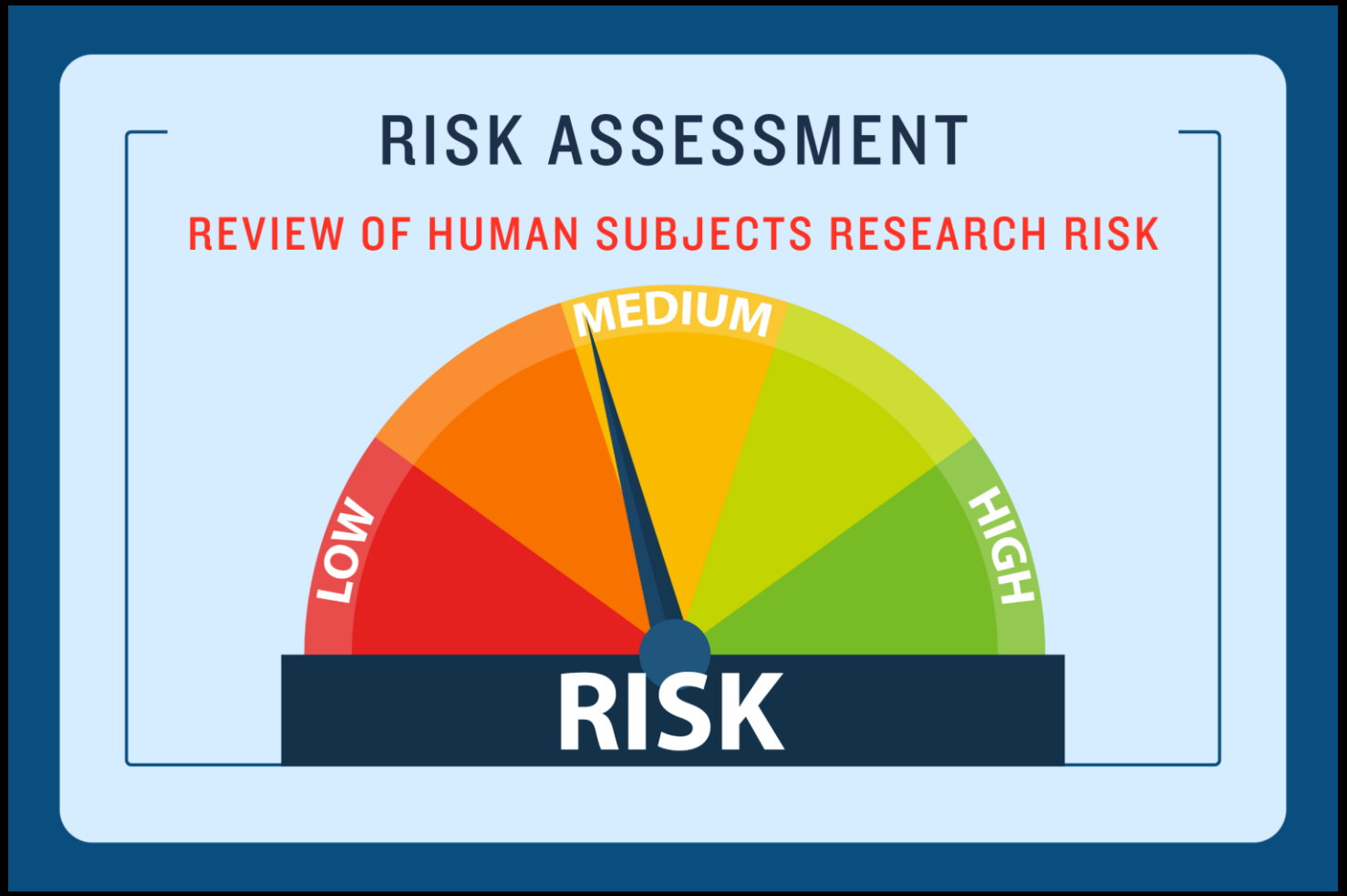
COGNITIVE CYBER RANGES



Languages, GUIs, & Content	Education	Enterprise	Everyone Else
P *assive Content*	Age based, grade based	Tailored to specific industry	Age based
A *ctive Content*	Multiple topics of study	Culturally sensitive	Cultural
L *ogic-GPT*	Cultural differentiation	Cognitive Security Awareness	No contentious content
M *ulti-player Range*	Learning simulations	Red-Blue Teaming	Real-world simulations

ENTERPRISE HUMAN RISK MANAGEMENT

- Employees
- Management
- C-Suite
- PR/Media
- Customers
- Investors
- Adversaries
- $ Manipulation

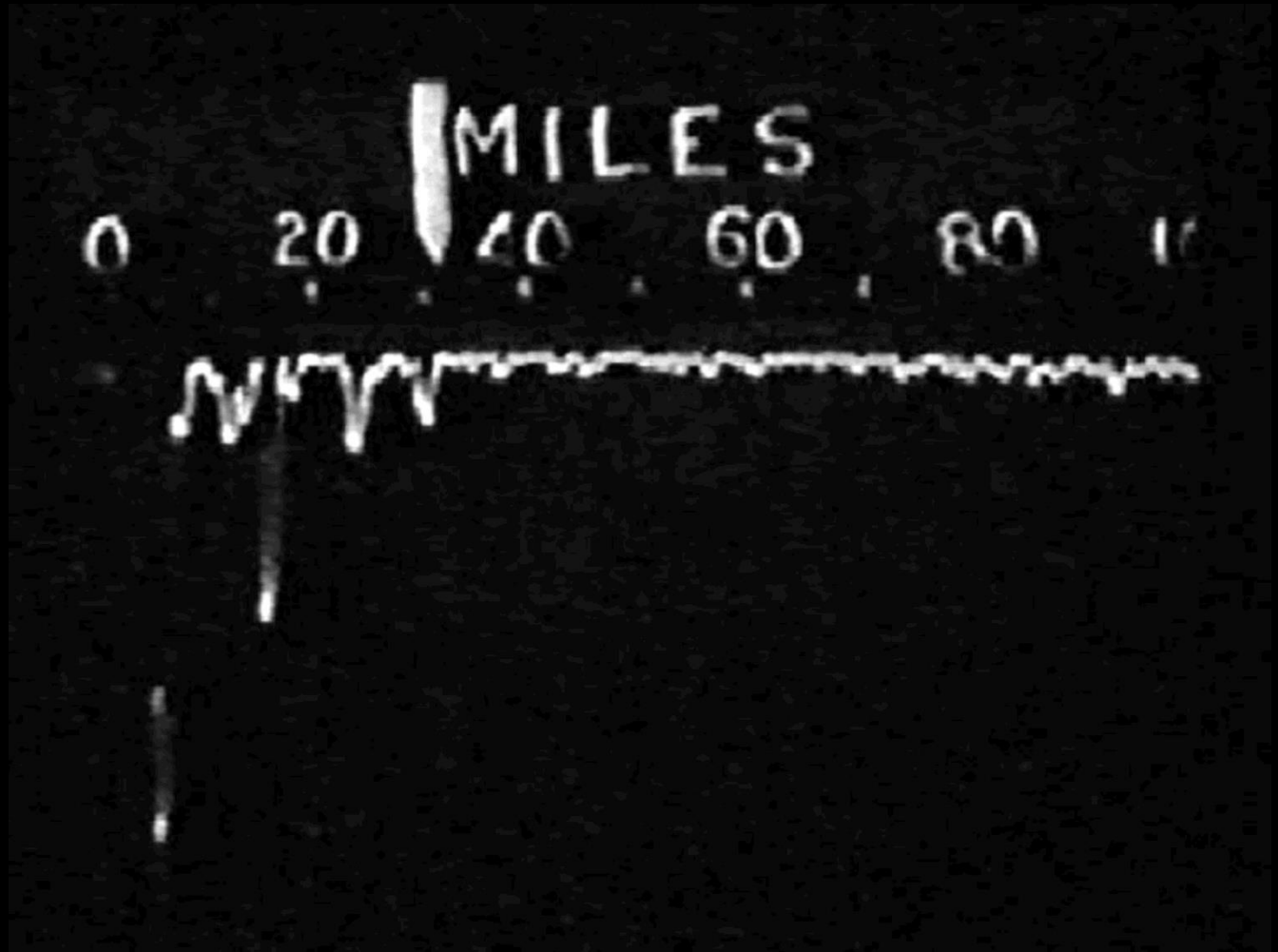


NEW APPROACH ON TMI FILTERING AND CRITICAL IGNORING

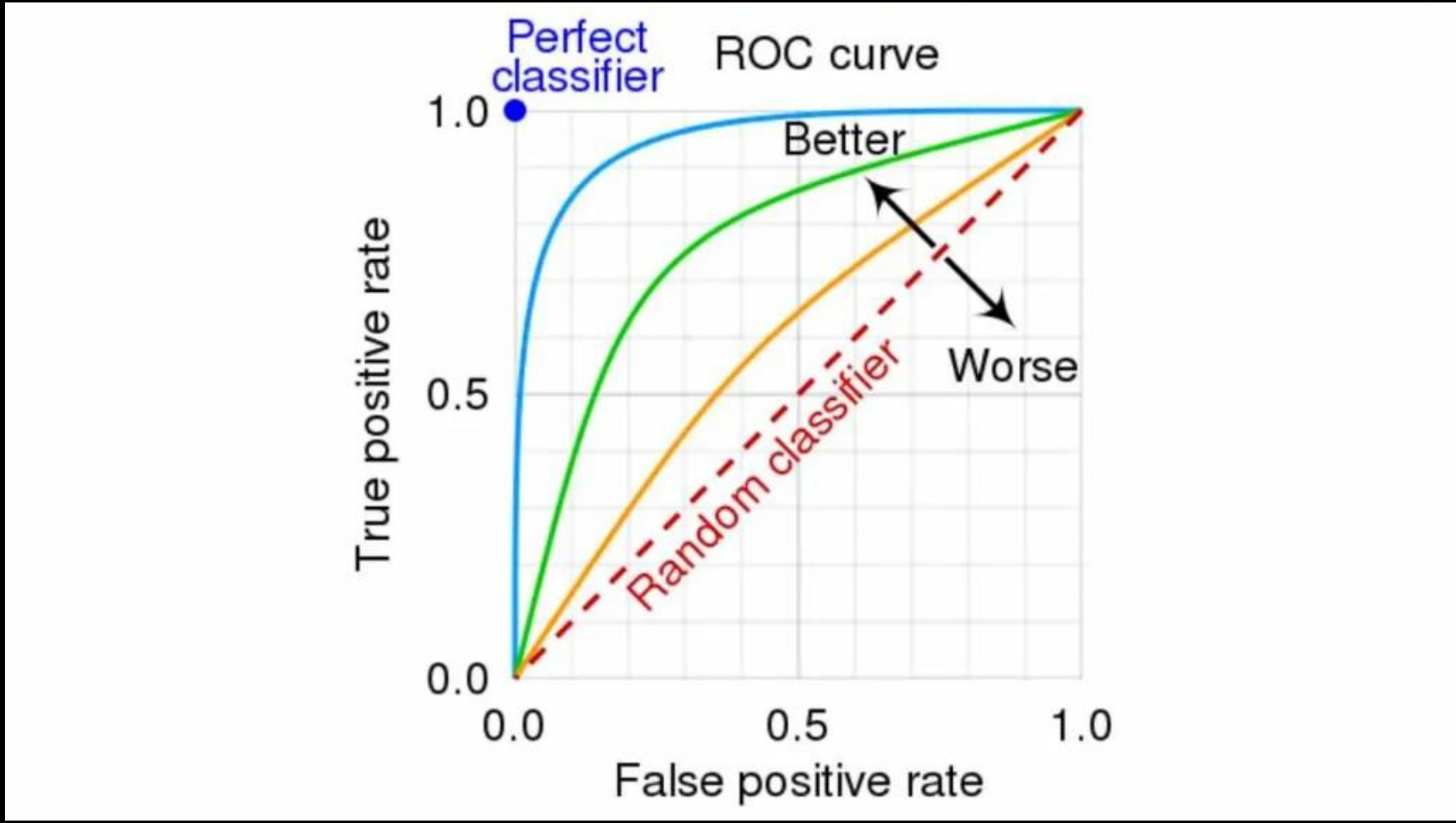
An idea.

Thanks to Dr. Crystal Fausett, San Jose State Univ.

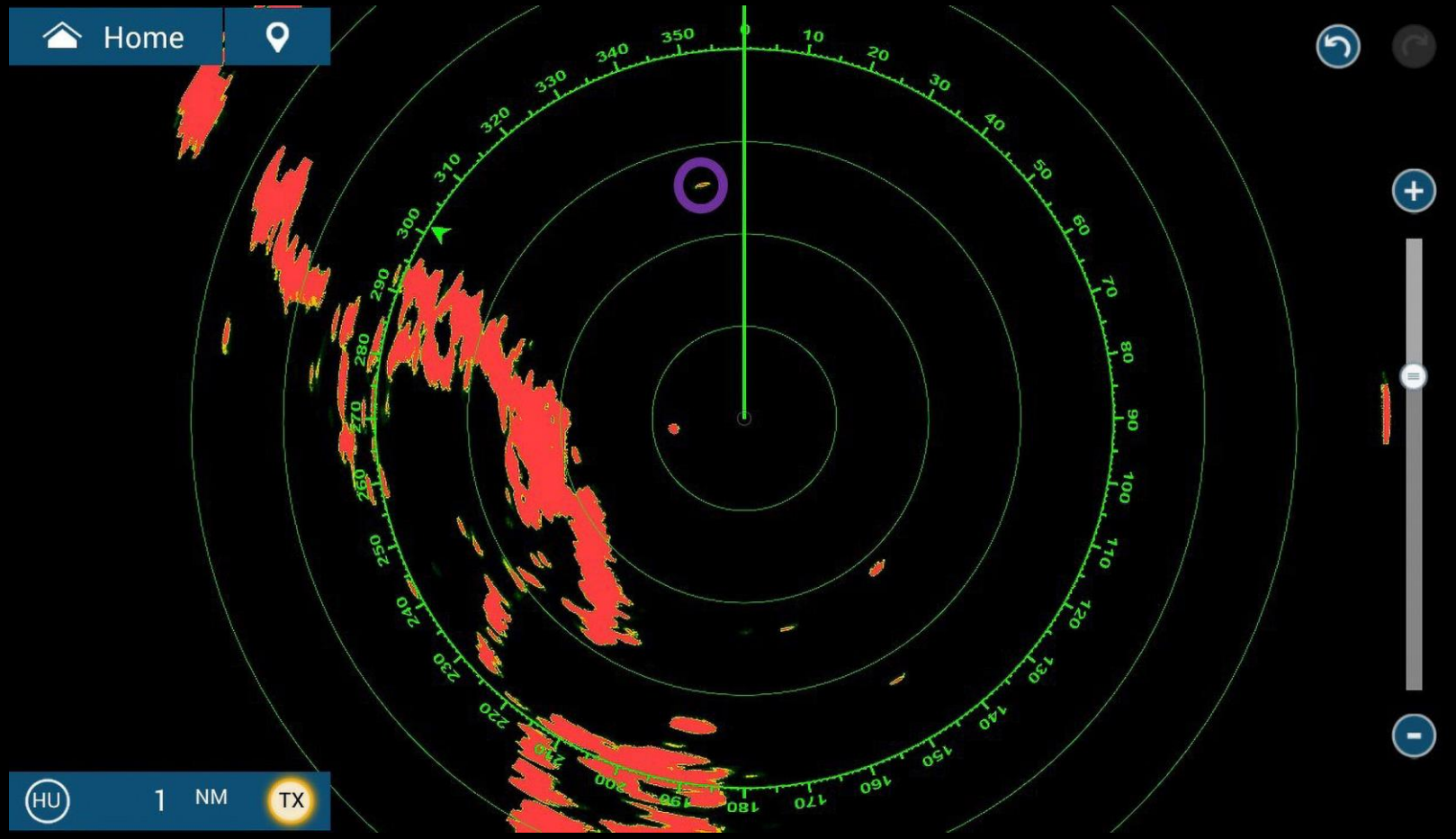
Developed in 1941 to help operators evaluate radar signals and distinguish genuine enemy aircraft from background noise or friendly planes.



A ROC CURVE (RECEIVER OPERATING CHARACTERISTIC)

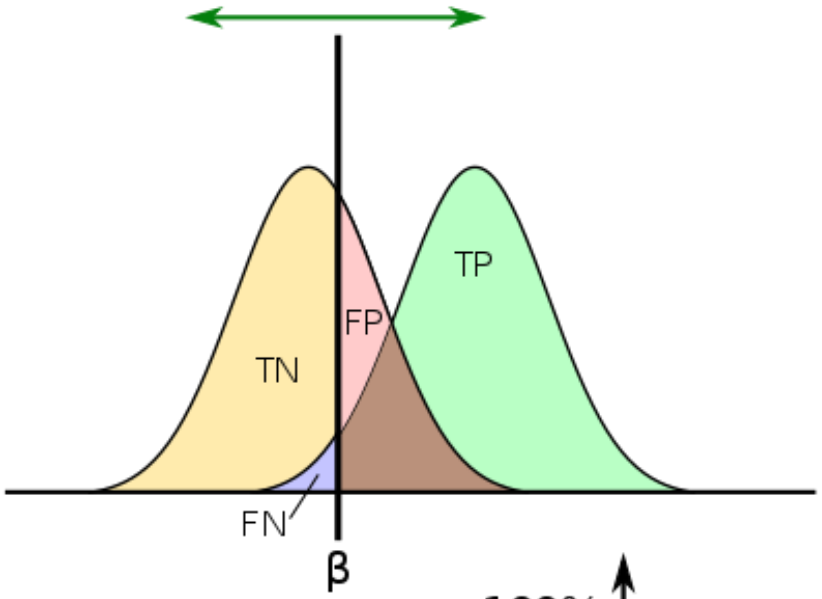


BOATING COLLISION AVOIDANCE

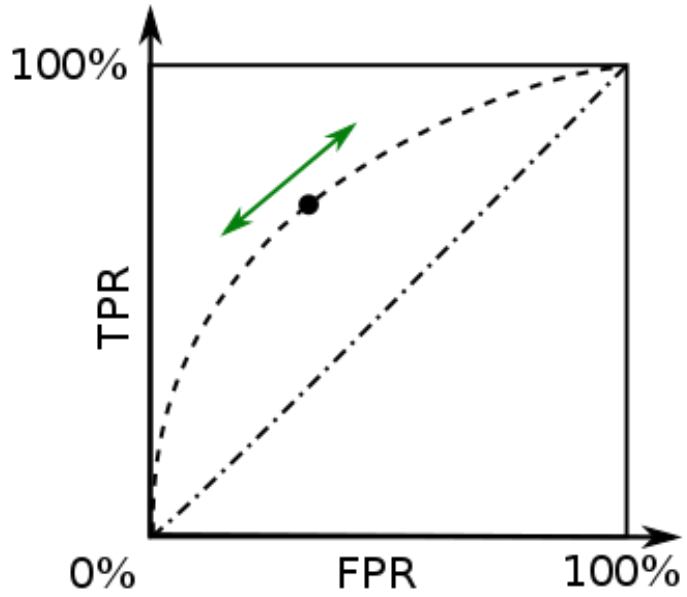


1978

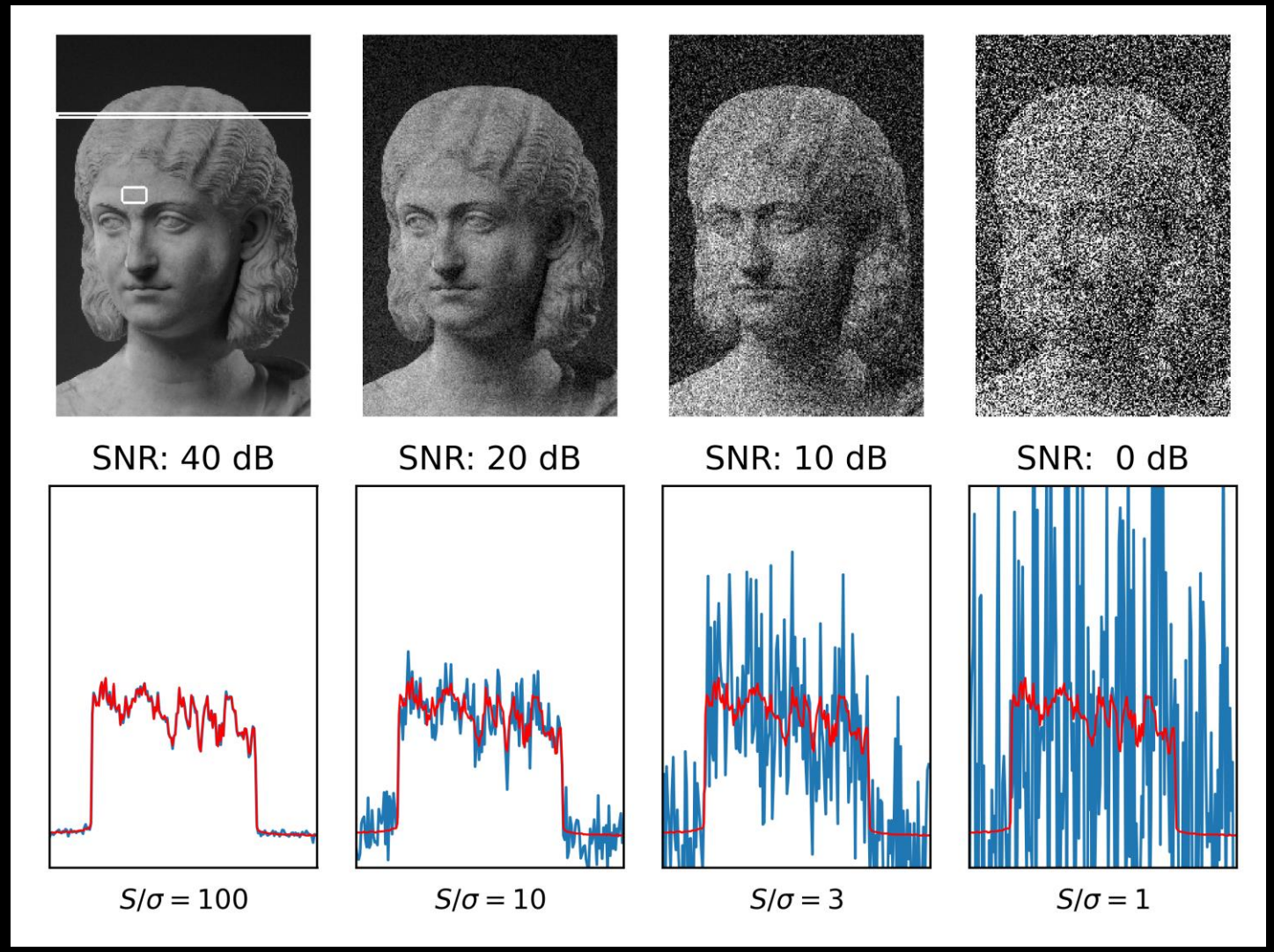


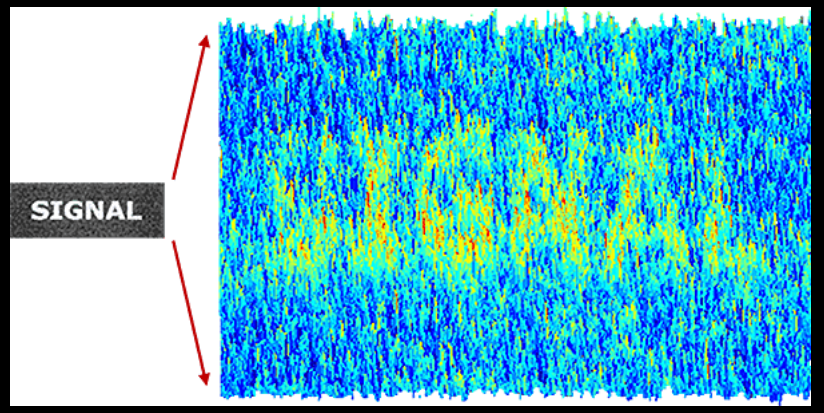


TP	FP
FN	TN



SIGNAL TO NOISE RATIO (SNR)





Finding Signal in the Noise: Curiosit and the Quest for Truth

"Knowledge isn't free-you have to pay attention.

-Prof. Richard Feynman



THE MATHS ARE SIMPLE.
WANT TO HELP OUT?
IT'S ONLY AN IDEA IN PROGRESS…

Sources: [9][10][11][12][13][14][15][16] view · talk · edit

		Predicted condition			
	Total population $= P + N$	**Predicted positive**	**Predicted negative**	Informedness, bookmaker informedness (BM) $= TPR + TNR - 1$	Prevalence threshold (PT) $= \frac{\sqrt{TPR \times FPR} - FPR}{TPR - FPR}$
Actual condition	**Real Positive (P)** [a]	**True positive** (TP), hit[b]	**False negative** (FN), miss, underestimation	True positive rate (TPR), recall, sensitivity (SEN), probability of detection, hit rate, power $= \frac{TP}{P} = 1 - FNR$	False negative rate (FNR), miss rate, type II error [c] $= \frac{FN}{P} = 1 - TPR$
	Real Negative (N)[d]	**False positive** (FP), false alarm, overestimation	**True negative** (TN), correct rejection[e]	False positive rate (FPR), probability of false alarm, fall-out, type I error [f] $= \frac{FP}{N} = 1 - TNR$	True negative rate (TNR), specificity (SPC), selectivity $= \frac{TN}{N} = 1 - FPR$
	Prevalence $= \frac{P}{P + N}$	Positive predictive value (PPV), precision $= \frac{TP}{TP + FP} = 1 - FDR$	False omission rate (FOR) $= \frac{FN}{TN + FN} = 1 - NPV$	Positive likelihood ratio (LR+) $= \frac{TPR}{FPR}$	Negative likelihood ratio (LR−) $= \frac{FNR}{TNR}$
	Accuracy (ACC) $= \frac{TP + TN}{P + N}$	False discovery rate (FDR) $= \frac{FP}{TP + FP} = 1 - PPV$	Negative predictive value (NPV) $= \frac{TN}{TN + FN} = 1 - FOR$	Markedness (MK), deltaP (Δp) $= PPV + NPV - 1$	Diagnostic odds ratio (DOR) $= \frac{LR+}{LR-} = \frac{TP \times TN}{FP \times FN}$
	Balanced accuracy (BA) $= \frac{TPR + TNR}{2}$	F_1 score $= \frac{2\,PPV \times TPR}{PPV + TPR} = \frac{2\,TP}{2\,TP + FP + FN}$	Fowlkes–Mallows index (FM) $= \sqrt{PPV \times TPR}$	*phi* or Matthews correlation coefficient (MCC) $= \sqrt{TPR \times TNR \times PPV \times NPV} - \sqrt{FNR \times FPR \times FOR \times FDR}$	Threat score (TS), critical success index (CSI), Jaccard index $= \frac{TP}{TP + FN + FP}$

a. ^ the number of real positive cases in the data
b. ^ A test result that correctly indicates the presence of a condition or characteristic
c. ^ Type II error: A test result which wrongly indicates that a particular condition or attribute is absent
d. ^ the number of real negative cases in the data
e. ^ A test result that correctly indicates the absence of a condition or characteristic
f. ^ Type I error: A test result which wrongly indicates that a particular condition or attribute is present

“All you have to do to screw up the status quo of a free nation, is to borrow one false idea from the ideology of a communist or totalitarian government.”

Yuri Bezmenov, “Love Letter to America”

“The Art & Science of Metawar”

120G

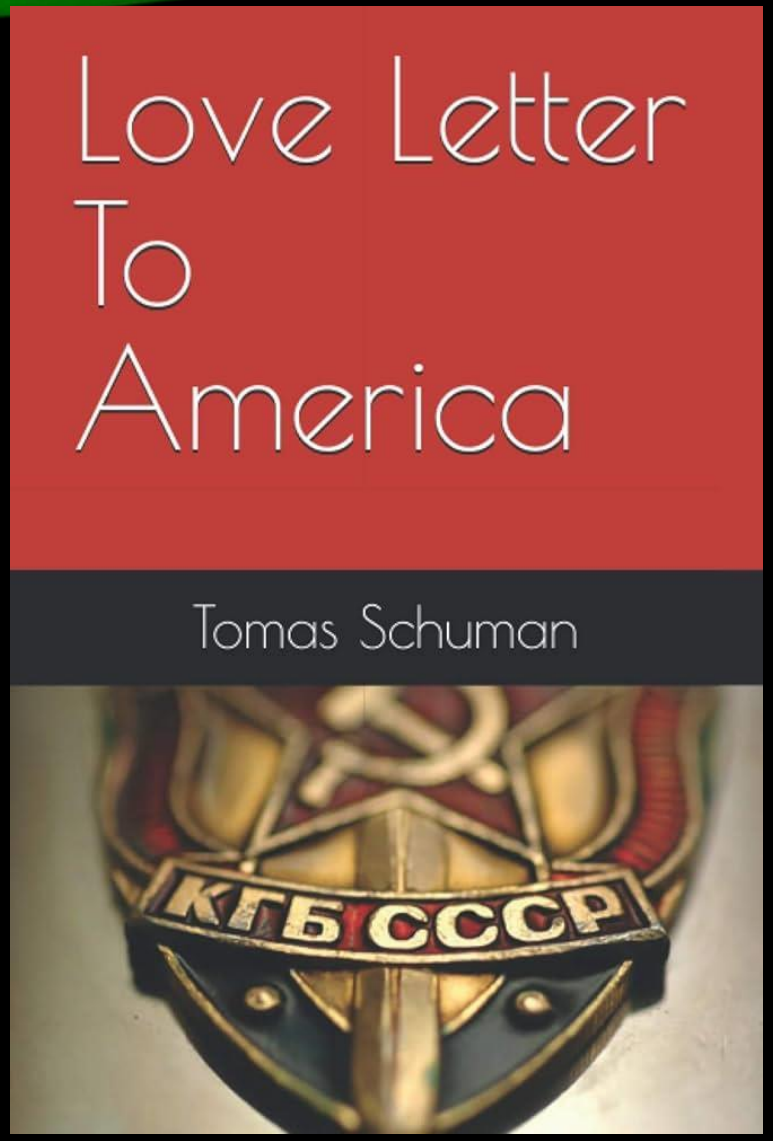
“A demoralized person is unable to assess true information. The facts tell nothing to him.”

Yuri Bezmenov

“The Art & Science of Metawar”

153G

NATIONAL COGNITIVE SURRENDER



One of the most influential booklets (~80pp) I have ever read.

If any aspect of Cognitive Security is on your radar, this one document will change everything.

https://ia600904.us.archive.org/6/items/love-letter-america/love-letter-america.pdf

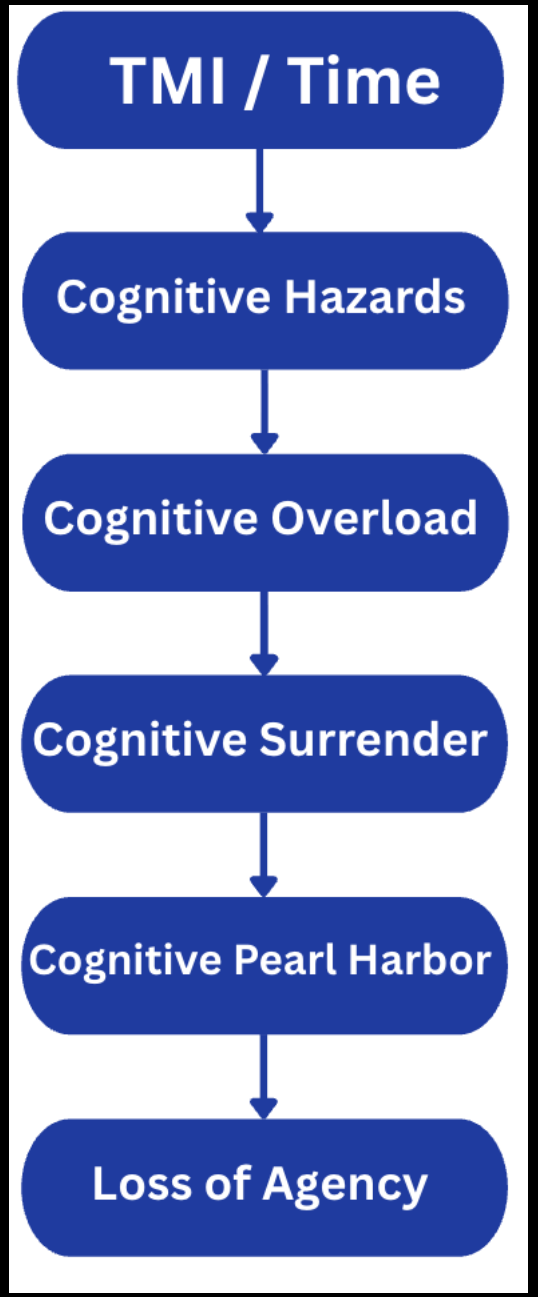




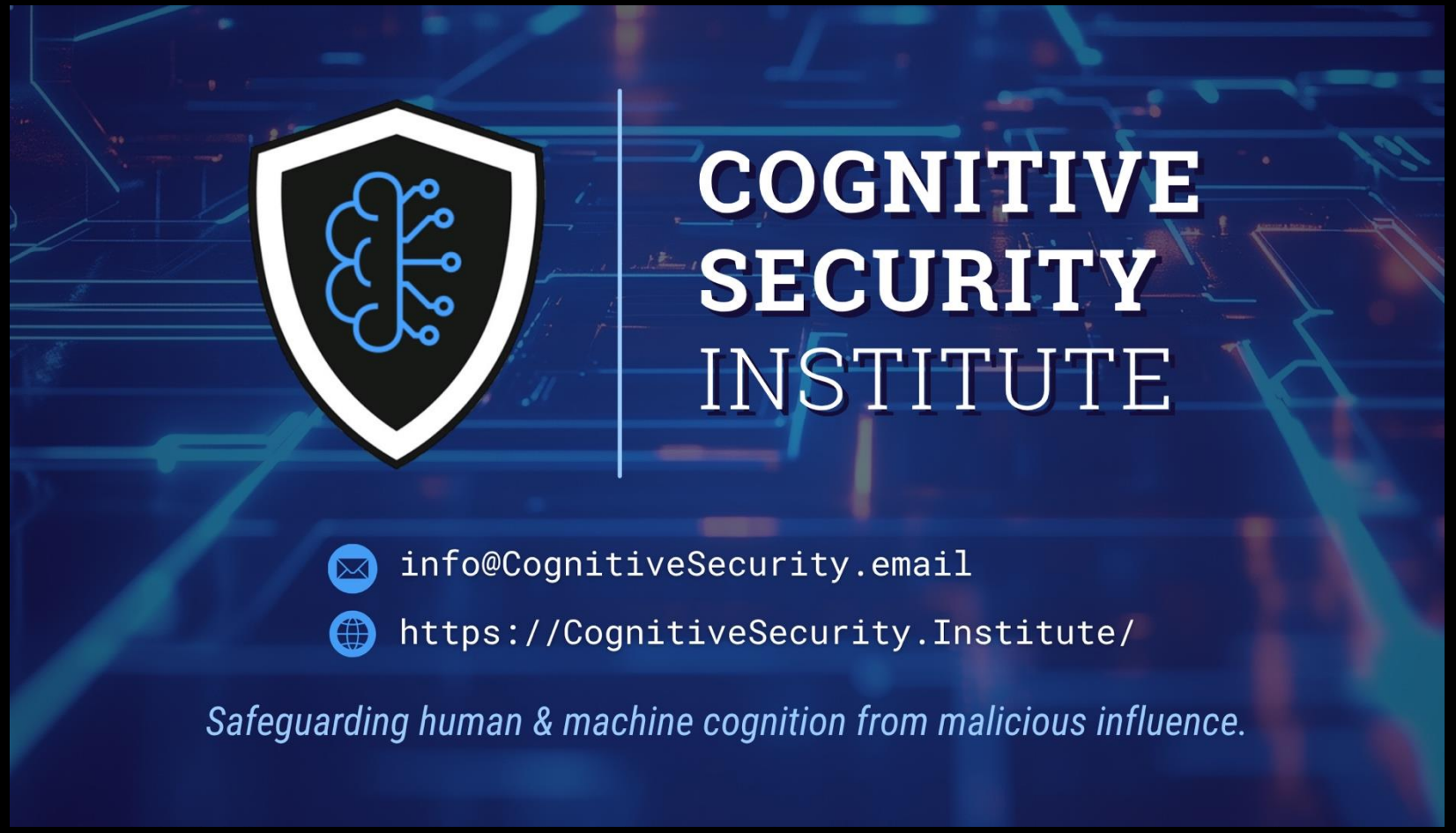
UK-EU COGNITIVE DEFENCES

- Cognitive Health is a National Security Imperative
- National Education programs (Toddler+)
- Digital Literacy
- Adult upskilling
- Academic Studies/R&D
- Hundreds of private, public, and hybrid cooperatives
- 80% are publicly funded
- > € 150 billion investment

Time Is Your Ony Asset. Spend It Wisely.



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