

# What Cognitive Dissonance is and How to Deal With Reaching People

Published November 25, 2023

This was prepared by me, Roger Golden Brown, and can be found [here](#), along with lots of material related to the ongoing Global Coup [here on my website](#).

This is from a comment by @yakkayakka, responding to a commenter who asked, "how do I not sound totally crazy to friends / family when bringing this topic up?".

The comments are for the video: [Electron Microscopy and Unidentified "Viral" Objects](#) by Dr. Sam Bailey.

## What Cognitive Dissonance is and How to Deal With Reaching People

Their perception of you sounding "crazy" is nothing more than them suffering from cognitive dissonance. That is to say, the memory structures of their brains, which are what their established perception of the world is based on, are presented with information that puts the brain in conflict with itself. Now they have two options: 1) Allow their brain to have a civil war and see which side comes out on top, which will mean pain and toil for the individual in question, or 2) Act to self preserve the established neural structure as it is to keep them safe and comfortable with the memory foundations they have already established. Once you know this is what they are going through, you realise that the most effective way to illicit the "civil war" is to just ask them questions. Telling them the information outright will put them in a defensive mode almost immediately. Asking them questions helps them realise they actually don't know what they are talking about and the information they have established is based on heresay, not investigation. This leaves a residue of uncertainty, which is the first process of encouraging them to question what they are told. I hope that helps.